

Elevator Pitch Assignment

Summary of assignment:

At some point, you have probably been asked (or will be asked!), “Youth Development, what is that?” As a professional youth worker, you should have a one minute “elevator pitch” response in which you explain what youth development is. Having a pitch can be useful in personal settings (e.g. Thanksgiving dinner), and can also be useful in professional settings (e.g. you find yourself on an actual elevator with a potential grant funder).

Prompts:

Choose ONE elevator pitch topic, and use the organizing sheets (A and B, see next pages) to prepare your ONE minute speech. You will perform this speech in class.

1. What is youth development? *example:* [*What is youth development?*](#) (video)
2. What is youth development at RIC? *ex:* [*What is youth development at RIC?*](#) (video);
3. What makes a good youth worker? *ex:* [*What makes a good youth worker?*](#) (video)

Elevator Pitch (pt 1): Brainstorm

Topic: Youth Development at RIC

PLAN:

1. Work with your group to plan your elevator pitch.
2. Brainstorm words, phrases, symbols connected to your topic:

- Nonprofit studies
- Social work
- Education
- Concentrations/Minors
- Interdisciplinary
- Broad opportunities
- leading with youth
- hands on, supportive, collaborative environment
- goal oriented
- community and experienced based
- positive and critical development
- unique
- creative
- diverse
- purposeful
- advocating
- empowering

3. Identify the audience you imagine you are addressing - for example, a family member or a leader of a youth organization.
4. Work through the organizer to plan out your pitch (back of this page).
5. Try to involve your entire group in the pitch.

PRACTICE:

6. Memorize as many of the details as possible/make cue cards.
7. Practice your pitch out loud several times.
8. Critique your pitch: Pick two things that you liked about the talk and one thing you would like to improve upon.

9. Practice again: Deliver your talk without stopping, even if you make a few stumbles along the way. The more you practice, the better you will get!

Elevator Pitch (pt 2): Plan

Topic: Youth Development at RIC

EPIC speech: (Engage, Problem, Inform, Call to action)

Engage (why we want to major in YDEV)

Advocate, empower and lead with youth outside of the classroom in a non-profit setting. Have the ability to co-construct a safe space where youth can explore and express their wants, needs and ideas because youth need their voices heard and valued too. Youth are developing identities and deserve to impact and help shape our society, rather than just blindly inherit it when they become adults. As youth workers, we want to work with youth to access tools for interpreting the world and communities around us, and to help them empower themselves to create change within it.

During our YDEV courses, we learned there are endless possibilities of helping and supporting the youth as opposed to just teaching in a traditional classroom setting. We can continue in encouraging after-school and outside school.

Problem/Issue (how RIC helps with those goals)

The youth development program is a very hands on, supportive and collaborative environment where we get the opportunity to learn in non-profit, social work, and education classes. We work together to develop positive youth spaces, where we can focus on identity development while playing to the strengths of youth, as well as critical youth spaces, where we can work with youth to create change and social justice in our communities.

Inform about solution/issue (examples)

Some places that align with my ideas are programs like the Providence After School Alliance, Riverzedge Arts, Youth in Action, Walking School Bus, The Boys and Girls Club....

Call to action (goals)

Because of our similar concentrations, this group specifically wants to work with youth in relation to creativity and communication, both in terms of analysis and creative expression, which can be used as a form of identity development or as an agent of social change.

Kelly: So what are you majoring in?

Yuselly: Youth Development!

Kelly: What the heck is that?!

Jess: As youth workers, we want to work with youth to access tools for interpreting the world and communities around us, and to help them empower themselves to create change within it.

Kelly: So how is RIC helping you with that?

Yuselly: We work together to develop positive youth spaces, where we can focus on identity development while playing to the strengths of youth, as well as critical youth spaces, where we can work with youth to create change and social justice in our communities. It's a really interdisciplinary program and the only one in the country where you also get a non-profit study certification.

Kelly: So what kind of job can you get with that?

Jess: Some places that align with my ideas are programs like the Providence After School Alliance, Riverzedge Arts, Youth in Action, Walking School Bus, The Boys and Girls Club and so many more!

Kelly: What are your goals after graduating?

Yuselly: I want to work with youth in relation to creativity and communication, both in terms of analysis and creative expression, which can be used as a form of identity development or as an agent of social change.