Arkansas Speech & Debate Month Classroom Activity

"Why Communication Matters" Elevator Pitch Assignment

Objective

Students will reflect on how communication skills have shaped their growth, confidence, and success — then craft a short "elevator pitch" explaining why communication education is essential in every school.

Part 1: Identify Your Moment

Think about a time when your communication skills made a difference. This could be in school, work, competition, community, or personal life.

- Possible prompts:
- When did you use communication to solve a problem or resolve conflict?
- How has speech, debate, or oral communication class helped you find your voice?
- When did effective speaking, writing, or listening make you more confident or successful?
- How do communication skills prepare you for your future career or civic life?

Write a short paragraph (3–5 sentences) describing your moment or reason.

Part 2: Craft Your Elevator Pitch

Now, turn your reflection into a 30–45 second speech that could inspire others — especially teachers, administrators, or legislators — to support communication education.

- Your pitch should include:
- Hook: Start with a personal example or attention-getter.
- Message: Explain why communication education is critical for students.
- Impact: Connect it to broader skills — critical thinking, civic engagement, and career readiness.
- Call to Action: End with a statement that encourages others to value and support speech, debate, and communication programs.

Example Opening:
"Before taking Oral Communication, I never realized how much speaking up could change how I see myself and the world. Learning to express ideas clearly has helped me lead, listen, and connect with others — and that's why every student deserves a chance to find their voice."

Part 3: Share Your Voice

Record your pitch as a short video, or deliver it live in class. Share your message during Arkansas Speech & Debate Month (November) with hashtags:

#ARSpeechDebateMonth #ThinkSpeakActArkansas #CommMatters

Reflection Question

After sharing:
How can communication education continue to shape stronger students, schools, and communities?