

Elevator Pitch

Guiding Question:

How will your school be special, for students, educators, families, and your community?

To help people understand and get excited about your school vision, you will need to be able to describe it briefly and vividly, in terms that matter to them.

Step 1 – Research

Look back over the work you've done in previous modules and identify the 3-4 major characteristics that will define the way students experience your school. Think about how to describe those to students, families, teachers and staff, and other constituencies—including, if relevant, your local school board, charter authorizer, potential funders, and more.

As background, review the websites of some schools in your area to see how they describe themselves to the general public, in recruitment materials for students and families, in job postings, and elsewhere.

Working individually or in small groups, list the most important qualities of your school and craft a short description, or “elevator pitch,” for your school that communicates those qualities.

Step 2 – Reflect

Review the elevator pitches with your team and discuss these questions:

- How does each elevator pitch bring out what will make your school special? Choose one, or work together to create a new one that combines the best aspects of each.
- How might you adapt your pitch to communicate with specific constituencies, including students, families, faculty, and others?
- What definitional elements or values do you need to prioritize and protect, no matter what, throughout the implementation process?

What makes your school special? List key characteristics of the student experience.

1.

2.

3.

4.

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