CRAFTING YOUR ESSA ELEVATOR SPEECH

The MESSAGE:
What do you need your audience to know?

The STORY & KEY DATA:
Connect the message specifically to your work, with a quick fact/data and story.

The ASK:
Consider who you are talking to, what they care about, and what it is within their power to impact. Make a specific request.

The ELEVATOR SPEECH
Packages the above in a way that is short, personal and memorable.

Example
School librarians and access to effective school library programs positively impact student achievement and school climate/culture.

Example
A middle school librarian links the reading incentive program to books read and increases in reading scores.

Example
Include librarians on district-wide school improvement team.
(Audience: District Administrator)

Example
For the past 3 years, as part of our school-wide reading focus, the library has hosted the Panthers Pounce reading challenge. Last year our students read nearly 11,000 books—that’s about 27 books per student. Our reading scores have increased 6%–7% for English language learners!–and now students demand to come to the library on the first day of school! Librarians partner with colleagues throughout the building to improve student achievement. Will you include a librarian on the district’s school improvement team?