

ENGINEERING 23 – Elevator Pitch Grading Rubric

TOTAL: / 100 PTS

<p>HOOK (20 PTS) Who are you? What makes you stand out?</p> <ul style="list-style-type: none"> ▪ Name of Student ▪ Name of School ▪ Class or Graduate Yr. ▪ Reason for being at Event 	<ul style="list-style-type: none"> o Outstanding, creative elevator pitch (e.g. connect the purpose to your personal experience/story) o Student left great first impression (e.g. unique personalization and compelling stories) o Includes all necessary information 	<ul style="list-style-type: none"> o Great elevator pitch with sufficient information o Student provided a “general” pitch with some creativity 	<ul style="list-style-type: none"> o Mediocre elevator pitch that contains irrelevant information o Missing 1-2 pieces of critical information 	<ul style="list-style-type: none"> o Student lacks enthusiasm o Missing 3+ pieces of critical information
	20 PTS	15 PTS	10 PTS	0 PTS
<p>EXPERIENCE (25 PTS) Any relevant experience? Illustrate relevant skills?</p> <ul style="list-style-type: none"> ▪ Compelling Experience ▪ Skills acquired from previous experience ▪ Goals of acquiring new skills 	<ul style="list-style-type: none"> o Concise yet comprehensive description of a relevant/compelling experience o Experience illustrates relevant skills well 	<ul style="list-style-type: none"> o Student describes 1-2 experiences that illustrate acquired skills, but not in great details and relevance 	<ul style="list-style-type: none"> o Student simply lists facts and previous experiences without explicitly stating the relevance to the job listed and connections to skills 	<ul style="list-style-type: none"> o Student states few experiences that are not relevant to the job listed o No connections made to acquired skills
	25 PTS	15 PTS	5 PTS	0 PTS
<p>GOALS & ASPIRATIONS (15 PTS) What do you hope to accomplish via this event?</p> <ul style="list-style-type: none"> ▪ Shows confidence ▪ Captures attention ▪ Persuasive; realistic 	<ul style="list-style-type: none"> o Describes aspirations in a clear AND concise manner o Aspirations are realistic and targeted towards the job 	<ul style="list-style-type: none"> o Describes aspirations in a clear manner o Aspirations seem realistic but are downplayed or wordy 	<ul style="list-style-type: none"> o Description of aspirations is moderately clear o Aspirations/goals seem somewhat unrealistic 	<ul style="list-style-type: none"> o Aspirations are not discussed o Goals seem obviously unrealistic
	15 PTS	10 PTS	5 PTS	0 PTS

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ASSESS FIT WITH COMPANY (20 PTS) Research on company before the event <ul style="list-style-type: none"> • Clear understanding of the company and position • Asks questions that indicate what student is looking for 	<ul style="list-style-type: none"> o Demonstrates clear understanding of the company by asking meaningful questions or company-specific questions 	<ul style="list-style-type: none"> o Demonstrates understanding of the company by asking specific questions o Only asked general questions that do NOT provide insight into what the student is looking for. 	<ul style="list-style-type: none"> o Asks general questions that are neither specific nor targeted towards the company o Demonstrates limited knowledge of the field/company 	<ul style="list-style-type: none"> o Does not ask any company-specific questions o Demonstrates no knowledge of the field/company
	20 PTS	15 PTS	10 PTS	0 PTS
PRESENTATION (20 PTS) Proper length and dress code <ul style="list-style-type: none"> • Rehearsed/Confidence 	<ul style="list-style-type: none"> o Pitch looks rehearsed o Proper dress code o Appropriate length o Confident, Comfortable, and prepared. 	<ul style="list-style-type: none"> o Pitch looks rehearsed o Proper dress code o Appropriate length o Stutters during speech 	<ul style="list-style-type: none"> o Poorly presented o Proper dress code o Appropriate length o Stutters during speech 	<ul style="list-style-type: none"> o Poorly presented o Informal dress code o Insufficient length o Awkward pauses
	20 PTS	15 PTS	10 PTS	0 PTS