This chapter program is designed to introduce P.E.O.s to the idea of preparing an “elevator speech” (a minute or less in length) for Cottey.

Cottey is YOUR college! We would like you to talk about it, so that the college is on the minds of people who are thoughtful about young women and education…and there is a lot to talk about! People who know you should know that you own and support Cottey College. Share the good news!

Instructions:

Give each participant a “FACTS for Cottey Conversations” handout and, using the attached information from the Pepperdine University website, introduce the concept of an “elevator speech.”

(OPTIONAL: You may continue your presentation with the officers or chosen dramatic stand-ins “showcasing” a few different types of elevator speeches. You could even have judges award an Olympic 1-10 to show the difference between a great elevator speech and one that is not so good.)

Being prepared to share the good news about Cottey makes encounters easier. Ask members to read over the facts on the handout and develop their own elevator speech so they can be prepared to engage people in conversation. Give them a basic outline and have them choose one or two opening conversational gambits. Encourage them to write their speech on the back of the handout and then have some or all of them present their speeches. Suggest that they go home and practice their speeches so they are ready to recruit for Cottey!

Remember that the goal of any encounter is to either leave a positive impression about our college AND/OR to collect a referral name for the Office of Enrollment Management.

Your Cottey College state admission representative may be found online at: https://cottey.edu/future-students/admission-to-cottey/meet-your-admission-rep/

YOUR CHAPTER GOAL: One referral of an outstanding rising sophomore, junior, or senior. If each of the 6000 chapters refer at least one student, that could translate into significant growth!
FACTS for Cottey Conversations

Speaking to a student about Cottey can be a little intimidating - especially if you aren’t sure what to say! Below, you’ll find a list of facts about Cottey to help make a conversation easier. Use these points to help guide your conversation - they will help whether you are speaking at a college fair, to a family member or friend, or even to someone you don’t know.

★ Cottey College is a private, liberal arts college for women. It is owned by the P.E.O. Sisterhood, which is a philanthropic educational organization for women that supports women’s educational projects.

★ Cottey has fewer than 350 students on campus. With a 10-to-1 student to faculty ratio, students develop a relationship with their professors and engage in true dialogue and learning with them in an average classroom size of about 13 people.

★ 98% of the faculty hold a terminal degree in their field.

★ Women who attend a women’s college are more likely to continue their education and are more successful in their careers, plus research has indicated they are happier with their educational careers. (Women’s College Coalition research)

★ Cottey alumnae are successful in a multitude of careers - we have alumnae in communications, business, design, art, medical field, law, politics, science, and education, and more.

★ Cottey offers a vast array of opportunities very early in a student’s educational career - ranging from leadership positions, internships, research opportunities, and travel.

★ The student population at Cottey typically comes from over 40 states and 20 countries - on a small campus like Cottey, this means students live with people from all over the world, engaging in cultural experiences inside and outside of the classroom.

★ Cottey is a place where women focus on becoming contributing members of a global society.

★ Cottey guarantees — and pays airfare and lodging for — an international travel experience for every single second-year student.

★ The Serenbetz Institute for Women’s Leadership, Social Responsibility, and Global Awareness offers a premier women’s leadership program through focused research, innovative instruction, and mentorship that equips Cottey graduates to make a responsible difference globally.

★ Cottey offers basketball, softball, volleyball, tennis, cross country and track for our students. Known as the Comets, Cottey competes in the National Junior College Athletic Association, Division II, Region XVI.

★ 98% of the students who attend Cottey receive some sort of financial assistance. The College offers scholarships that are academic, merit, and need based. [Many state and P.E.O. scholarship opportunities exist, as well.]
Preparing Your Elevator Speech

An ‘elevator speech’ is a term taken from the early days of the internet explosion when web development companies needed venture capital. Finance firms were swamped with applications for money and the companies that won the cash were often those with a simple pitch. The best were those that could explain a business proposition to the occupants of an elevator in the time it took them to ride to their floor. In other words, an elevator speech that worked was able to describe and sell an idea in 30 seconds or less. Today, an ‘elevator speech’ can be any kind of short speech that sells an idea, promotes your business or markets you as an individual.

An elevator speech is as essential as a business card. You need to be able to say who you are, what you do, what you are interested in doing and how you can be a resource to your listeners. If you don’t have an elevator speech, people won’t know what you really do.

KNOW YOUR AUDIENCE: Before writing any part of your elevator speech, research your audience. You will be much more likely to succeed if your elevator speech is clearly targeted at the individuals you are speaking to. Having a ‘generic’ elevator pitch is almost certain to fail.

KNOW YOURSELF: Before you can convince anyone of your proposition you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve and what benefits you bring to a prospective contact or employers.

Answer the following questions:
1. What are your key strengths?
2. What adjectives come to mind to describe you?
3. What is it you are trying to ‘sell’ or let others know about you?
4. Why are you interested in the company or industry the person represents?

OUTLINE YOUR TALK: Start an outline of your material using bullet points. You don’t need to add any detail at this stage; simply write a few notes to help remind you of what you really want to say. They don’t need to be complete sentences.

You can use the following questions to start your outline:
1. Who am I?
2. What do I offer?
3. What problem is solved?
4. What are the main contributions I can make?
5. What should the listener do as a result of hearing this?

FINALIZE YOUR SPEECH: Now that you have your outline of your material, you can finalize the speech. The key to doing this is to expand on the notes you made by writing out each section in full. To help you do this, follow these guidelines:
1. Take each note you made and write a sentence about it.
2. Take each of the sentences and connect them together with additional phrases to make them flow.
3. Go through what you have written and change any long words or jargon into everyday language.
4. Go back through the re-written material and cut out unnecessary words.
5. Finalize your speech by making sure it is no more than 90 words long.