Scoring Rubric Scientific Elevator Speech Competition
GSBS Student Research Day 2017

The Scientific Elevator Speech is a 90-second summary of the student’s research project intended for an educated, lay audience.

The scientific elevator speech is not only an excellent career tool for students, helping them to establish credibility, form relationships with other scientists, and gain support for their ideas—it also helps students clarify and articulate their thoughts, build professional confidence, and communicate across disciplines.

The speech should be
  • comprehensible to a non-specialist with a basic college education,
  • succinct,
  • complete,
  • appealing.

It should contain key elements commonly found in scientific publications and presentations, including an introduction/background, gap in knowledge or research question, a statement of purpose, an overview of methods, results if they have been obtained, a statement of significance, and possible next steps. In addition, the delivery of the speech should be enthusiastic, conversational rather than overly formal or filled with jargon, and confident.

The speech should not be evaluated according to
  • the complexity of the project
  • whether promising experimental results—or any experimental results—have been obtained so far
  • foreign accent or minor grammatical mistakes, so long as speech is comprehensible.

NOTECARDS are allowed for speakers as long as they don’t read straight through.
SMALL PROPS OR OBJECTS are allowed, within reason.
POWER POINT is not allowed.
## ELEVATOR SPEECH SCORE SHEET

Total score is 10 points.

**Speaker:**

**Judge:**

### CONTENT: 4 POSSIBLE POINTS

- Contains brief introduction and context, research question, purpose, methods and results, significance, possible next steps.
- Avoids excessive jargon and technical detail; focuses on value and significance of work.
- *Content is explained well enough that any educated lay person could get the gist of it.*
- Does not focus on one aspect too much (overly long introduction, overly detailed methods)

**Comments:**

### DELIVERY: 3 POSSIBLE POINTS

- Expresses enthusiasm
- Uses appropriate gestures, props, etc.
- Speaks loudly and clearly
- Well-polished but not mechanical; does not read (occasional glance at notes is okay)
- Does not exceed time limit (90 seconds)

**Comments:**

### OVERALL IMPACT AND APPEAL: 3 POSSIBLE POINTS

- Creativity
- Persuasiveness
- Human appeal

**Comments:**

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**TOTAL SCORE:**

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*GSBS Student Research Day*

*June 2017*