



20th Annual
**STUDENT
RESEARCH**
CONFERENCE

Research in a Flash: Mastering Your Elevator Pitch

With Dr. Ken Seligson
Department of Anthropology

Brief Overview

Personal Introduction

What is an Elevator Pitch?

Key Components

Elevator Pitch Examples

Volunteers?

Who am I?

Dr. Ken Seligson
Associate Professor
Dept. of Anthropology

CSUDH – 6 years
USC – 3 years
PhD – U. of Wisconsin
M.A. – U. of Wisconsin
A.B. – Brown University



What is an Elevator Pitch?

- 30-60 second concise communication about you and your research
- Opportunity to make a memorable impression



Why is it Important?

- Networking opportunities
- Conferences
- Job interviews
- Casual professional conversations
- Potential mentors

Key Components

1. Brief Personal Introduction

“Hi, my name is Ken and I am an Anthropology major at Cal State Dominguez Hills with a strong interest in....”

Also an opportunity to name-drop if you know that this person knows your mentor or one of the other people you work with

Key Components



2. A Hook



An engaging topic, statement, or research question to grab attention

Key Components



3. The Problem



Briefly explain the problem or question your research addresses

Key Components



4. The Solution



Describe your approach or contribution in simple terms

Key Components



5. Impact

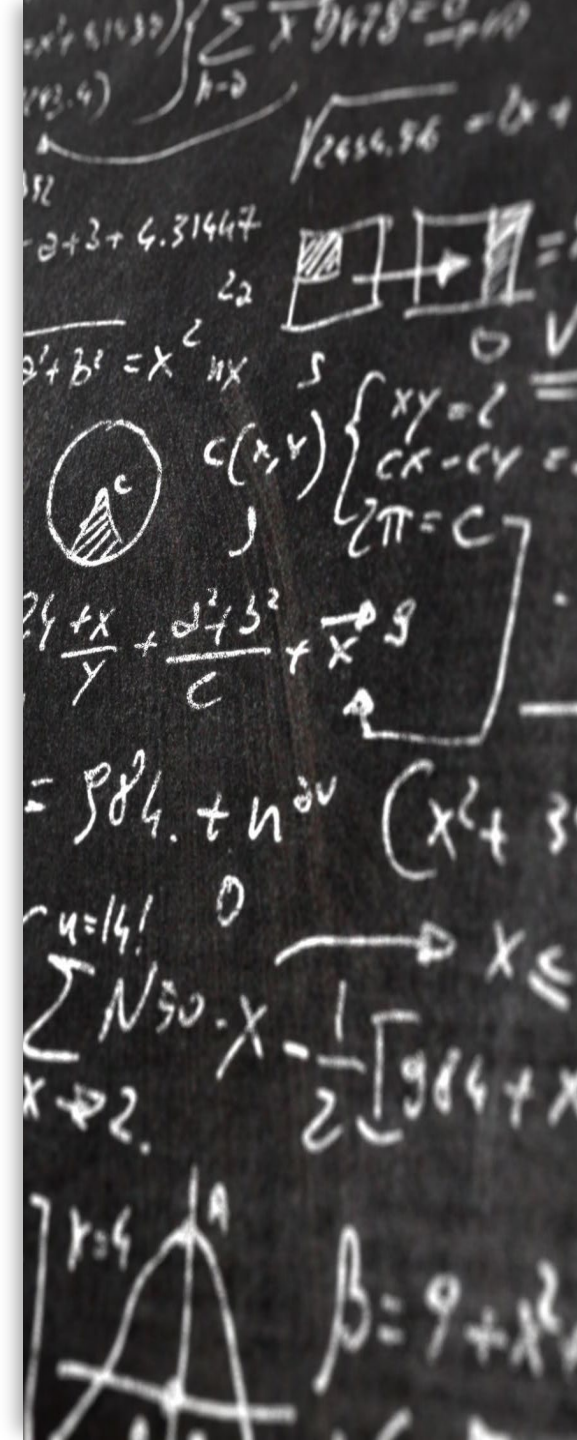


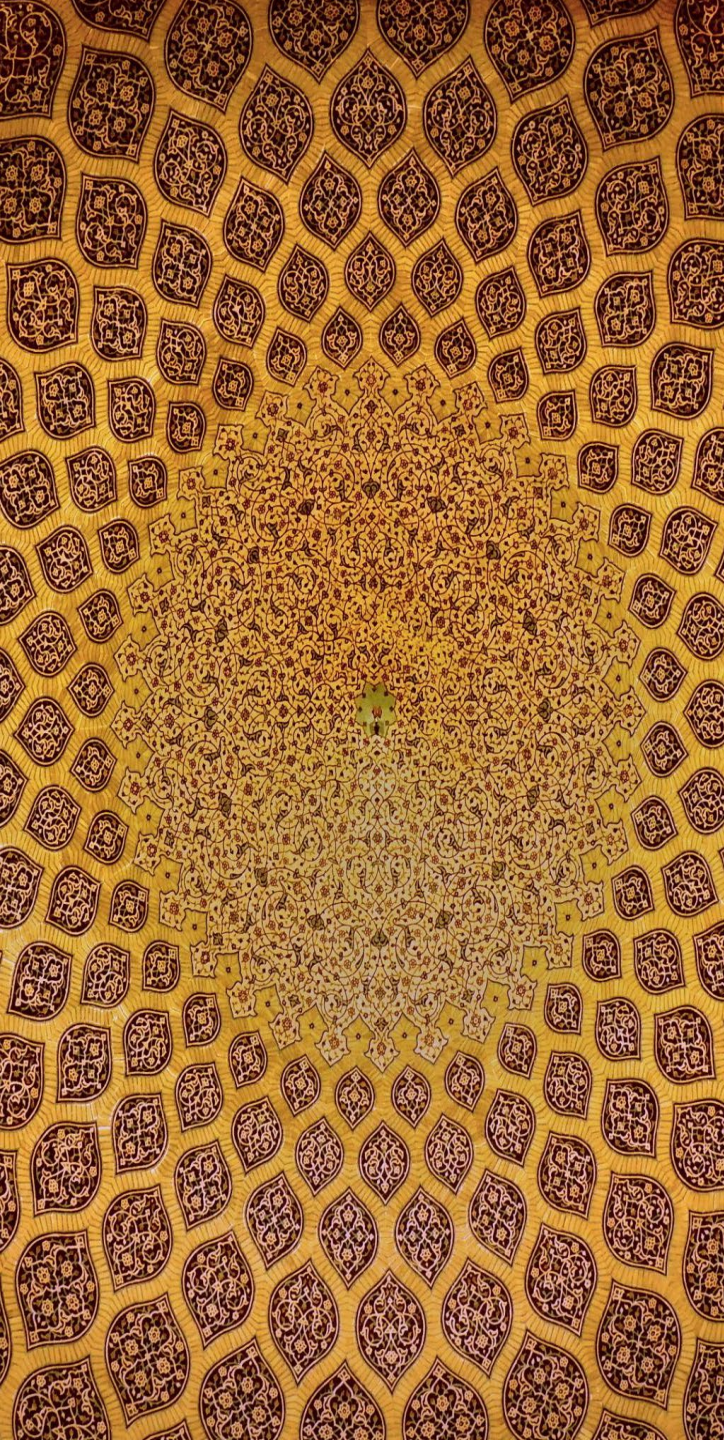
Explain why your research matters or what difference it could make



“Hi, my name is _____, and I’m a biology major at Cal State Dominguez Hills with a passion for environmental conservation and sustainability. Bees are responsible for pollinating 75% of the crops we eat, but their populations are declining at an alarming rate. My research focuses on understanding how urban gardens can support bee health by providing diverse and nutrient-rich food sources. I’m analyzing pollen samples from a variety of urban gardens to identify which plants are most beneficial for bees’ diets and overall health. By identifying the best plants to include in city green spaces, my work could help urban planners and gardeners create environments that support pollinators, ensuring the sustainability of our food systems and biodiversity in the long term.”

- “Hello, I’m _____, and I’m a psychology major at CSU Dominguez Hills with a specific interest in mental health and resilience, especially in young adults. I began my research because I was wondering about how the way we think about stress might change its impact on us. My research explores the connection between students’ attitudes toward stress—whether they see it as harmful or as a challenge—and their academic performance and well-being. I’ve surveyed over 200 college students, collecting data on their stress mindsets, coping strategies, and outcomes during high-pressure situations like midterms and finals. The results could be used to develop practical resources, such as workshops or online tools, that help students reframe their relationship with stress in healthier, more productive ways. Ultimately, my research aims to not only improve academic performance but also foster long-term mental health strategies that students can carry with them beyond college.”





“Hi, I’m _____, an art history student at Cal State Dominguez Hills fascinated by the stories of underrepresented artists and their creative legacies. One of my favorite topics to explore is how women in the Renaissance, like Sofonisba Anguissola, navigated a male-dominated art world to make lasting contributions. My research focuses on her innovative use of portraiture to establish her reputation and how her subtle techniques, like portraying emotion and individual personality, set her apart from her male contemporaries. I’ve analyzed her works in detail and compared them to primary sources and records from the 16th century to uncover how she leveraged her unique position as a female artist. This research not only highlights the strategies women used to overcome societal barriers but also contributes to a broader understanding of their vital role in art history, enriching the way we view Renaissance art today.”


“Hello, my name is _____, and I’m a business administration major at CSU Dominguez Hills with a focus on entrepreneurship and organizational behavior. Through my work with Professor _____, I have become very interested in why some startups succeed while others fail, even when they operate in the same market. My research explores the critical role of organizational culture in determining startup success. By analyzing case studies of 10 tech companies, I’ve identified key factors like leadership style, team collaboration, and adaptability that contribute to long-term performance. For example, startups with transparent communication and a strong emphasis on innovation tend to outperform those with rigid hierarchies. My goal is to provide actionable insights for entrepreneurs, helping them build resilient teams and sustainable companies that can thrive in rapidly changing markets. This work not only contributes to academic discussions on business strategy but also has practical applications for anyone looking to launch or grow a successful business.”



Practice,
Practice,
Practice

- Write down a few points (or the whole talk)
- Memorize it
- Get comfortable saying it to the point where it seems spontaneous
- Be excited about it!





Give it
a try...

Remember!



Tailor your pitch to the audience.



Stay concise but engaging.



Highlight the broader impact of your research.



Refine your pitch and practice it with your advisor(s), the OUR Team, friends, family, and/or classmates.



Thank You to

Tigress Briggs-Wroten
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