

Program Webpage “Elevator Pitch” Videos

As part of the website redesign process, we are revamping the webpages for every program by adding new dynamic elements like stories, photos, and video!

One element we are excited to try is what we’re calling “elevator pitch” videos, where faculty will give their 30-second pitch to prospective students interested in studying a major or minor in their respective departments.

Essentially, you're answering “Why should I study XYZ degree at Brockport?”

See this example by Zachary Robinson for physics: <https://youtube.com/shorts/nKyUvjaLhOE>

Guidelines:

1. Shoot vertically.

You can use your phone camera held up in front of you selfie-style.

2. Keep it 30-45 seconds.

Remember this is an elevator pitch! Quick, intriguing, and authentic. Please do not exceed one minute under any circumstance.

3. Don’t introduce yourself.

Every second is precious! Intros and outros are unnecessary. Get right into the meat of what’s so cool about your program. Your name will be written underneath the video, so viewers will already know who you are.

4. Be specific.

Paint a picture for the prospective student by telling them *exactly* what cool, interesting things they will do/learn if they join your program. If you were 17 years old, what would you be excited about?

5. Be well-lit with a clear voice.

We’re not going for cinematic here! Just make sure we can clearly see your face, and avoid excessive background noise that might disrupt your audio.

6. Don’t be a perfectionist.

It’s hard, we know. But this is about giving prospective students a taste of who you are and what your program is about — things you’re an expert in! So speak as if a student just walked into your office and is sitting in front of you. “Ums” and “ahs” are fine!

Once you have completed your video, please email it to stimba@brockport.edu and indicate which program(s) your video(s) are for!