

Pitch for the Skilled Trades 2023 Guidelines

In setting up your presentation, consider this is a national audience that is not familiar with your local area by geography, average population and income, employment level, area of growth or decline, etc.

Define the Problem

Clearly identifies the specific Skilled Trades challenge the project is working to solve for the college and community. What deficit inspired this pitch proposal?

- Labor market demands for a program are not being met because the institution does not offer a particular program, or the current program is in need of expansion.
- There is a target audience that is underserved.
- Advancements in technology have led to the need for new equipment or training.

What is the Solution?

Provides a realistic and unique solution to solving this challenge.

- Will new equipment be purchased?
- Will instructor training be required?
- Has space been allocated or identified for this new proposal?
- Are there any limitations that have been identified? If so, have they been discussed and resolved?

What is the Amount Requested?

Describes how the funds will be used, outlines the time frame for expenditures and details a plan for sustainability.

- Provide a high level of budget for review?

	Amount	Time Frame	
Equipment	8,000	Fall 2023 – Nov. & Dec.	
Supplies	3,000	Spring 2024 – Jan. & Feb.	
Space Renovations	0	College Support – March to June 2024	
Purchase of Initial Starter Kit that Students will be required to purchase as part of the program	1,500	Summer 2024 - July	
Start New Project		Fall 2024 – Enroll Students	
Total being Requested:			

- Have Any partnerships been created to match this budget or supplement the budget?
- Break out any additional support that is being provided to the project.
 - Foundation support, Community support, In Kind support, etc.
 - Example: The College is paying \$15,000 for space renovations.

What is the Economic Impact?

Details of the economic impact the project will have on the local community, such as students touched, jobs created, employment obtained, income earned, and businesses launched.

- Are there jobs available in your community that support this project? Or would this project create new jobs?
- How many students will receive this training/use the equipment/utilize this training space?
- Would the outcome of this project raise funds? If so, how will those funds be used?
- Would the project launch a new business? Would the project result in entrepreneurship for students?

The 3 Minute Presentation for the Semi-Final and Finals

Must be complete, concise, organized, compelling and engaging presentation/story.

Create a Contingency Plan if the technology does not work.

Ideas and suggestions?

Yes, a skit can be performed, or it can be a formal presentation.

The judges have five minutes after the presentation to ask questions.

The three-minute presentation will be timed and asked to stop if you run over.

A pitch coach will be available for practice before the semi-final presentation via zoom. And, on site at the National Conference if selected as a finalist.