



# Standard Elevator Speech Tip Sheet

WHAT?	WHO? WHERE?	WHY?	HOW?
<ul style="list-style-type: none"> <li>• GEAR UP Kentucky is a U.S. Department of Education-funded grant program administered by the Kentucky Council on Postsecondary Education.</li> <li>• Our current grant cycle runs from 2018-2025, which is seven years.</li> </ul>	<ul style="list-style-type: none"> <li>• GEAR UP Kentucky serves more than 5,000 middle school, high school and first-year college students in 12 school districts and on 9 partner college campuses.</li> <li>• Students served by GUK are from schools with more than half of students qualifying for free- or reduced-price lunch.</li> <li>• GEAR UP Kentucky provides to ALL students in our cohorts – not just select students.</li> </ul>	<ul style="list-style-type: none"> <li>• Our vision is “every student prepared for postsecondary success.”</li> <li>• Our goal is to prepare students to successfully transition to and through postsecondary education – Financially, Academically, Culturally, Emotionally and Socially (what we call the “F.A.C.E.S. of College Readiness”).</li> </ul>	<ul style="list-style-type: none"> <li>• GEAR UP Kentucky provides the following services to students: college and career advising; college readiness skills classes; leadership programs; and tours and summer programs on college campuses.</li> <li>• GEAR UP Kentucky also engages students’ key influencers in supporting student success, including their families, institutions (including teachers), and communities. (This is what we refer to as the “Four Pillars of Student Success.”)</li> </ul>

<h2 data-bbox="65 894 1029 954">Sample Standard Elevator Speech</h2> <p data-bbox="73 987 1012 1539">GEAR UP Kentucky is a federal grant program administered by the Council on Postsecondary Education. Our vision is, “Every student prepared for student success,” and we do this by providing services to more than 5,000 students in 12 school districts and on 9 college campuses. We prepare the whole student to transition to – and through – postsecondary education by addressing their financial, academic, cultural, emotional, and social needs. We engage our students’ key influencers – like families and teachers – in the process.</p>	<h3 data-bbox="1094 894 1787 943"><u>The GEAR UP Kentucky Vision:</u></h3> <p data-bbox="1123 959 1923 1003">Every student prepared for postsecondary success.</p> <h3 data-bbox="1094 1049 1818 1097"><u>The GEAR UP Kentucky Mission:</u></h3> <p data-bbox="1115 1114 2032 1539">The mission of GEAR UP Kentucky is to increase the number of students in low-income Kentucky communities who are ready to successfully transition to and through postsecondary education. We do this by providing services and support to prepare the whole student, and equipping their families, institutions, and communities to promote and sustain student success.</p>
---	--