Private Sector Elevator Speech Assignment
2nd Mind the Gap Workshop

For consistency, each group should fill out their own copy of this worksheet as they develop their module. Please make a copy of this worksheet for your group.

Step 1: Defining a Theme

Sector(s) Represented:

All sectors represented

Skillsets Represented:

Oral Communication, Research, Resourcefulness

Step 2: Defining a Module within a Specific Theme

Targeted level:

Intro for majors, professional development

Atmospheric Concepts Considered:

Applied Meteorology, Careers

Module type:

30-second elevator pitch.
Students will be given a list of links to private sector company websites which have been determined to effectively communicate their goals and how those with a meteorology background contribute to these goals. Students will review these websites and give a 30-second elevator pitch to their class which describes the company's mission and the ways that those with meteorology backgrounds contribute to it.

Required prerequisite background:

None

Step 3: Module Scope

Purpose/Learning objectives:

- Demonstrate introductory research skills into atmospheric science career paths
- Communicate research findings in a refined and expedited fashion

Value/Motivation for Learning:

This module is designed to grow students' understanding of the types of career paths that atmospheric scientists can follow.

Younger students are increasingly getting into the atmospheric sciences to serve others and help make the world a better place. Traditional atmospheric science career paths are somewhat limited in the ways in which this can be manifest. The private sector offers a wide range of opportunities for people to make a difference in the world around them, many of which they may not have previously known.

Traditional atmospheric science career paths are generally limited in *where* the jobs are located, with many in small rural communities. The private sector tends to have a broader range of job locations, however. This may be appealing to younger individuals, who are often interested in living in vibrant cities and/or close to family.

For instructors, this module can help inform career advising discussions. Students completing the module will have a better understanding of career possibilities and their own career interests, allowing for deeper, more focused conversations between students and faculty advisors regarding how to structure their major and extracurricular activities to help prepare them for jobs post-graduation.

By increasing students' awareness of atmospheric science careers, this module may help increase their passion for their studies, in turn helping to facilitate their persistence to and through the major. For other students, this module may help students see that their passions lie in another field, in turn helping to facilitate their switching to another major early in their studies before they have spent substantial time and money pursuing a major that they would not enjoy or even complete.

Step 4: Materials Creations

Materials to be included:

Links:

- Leverage AMS materials (which should be expanded upon for other sectors)
  - Preparing Students for Employment in the Private Sector - American Meteorological Society (ametsoc.org)
  - Resources - Commission on Professional Affairs (ametsoc.org)
- Company listings (need to aggregate for best exposure)
  - https://www.everstream.ai/why-everstream/applied-meteorology/
  - https://rms.com/about
  - https://jupiterintel.com/
  - https://www.katrisk.com/
  - https://thedemexgroup.com/
  - https://www.guycarp.com/company/about.html

        - https://www.stmweather.com/professional-meteorologists-and-weather-experts
        - https://www.karenclarkandco.com/about-us/
        - https://www.ibm.com/weather
        - https://aws.amazon.com/blogs/machine-learning/amazon-forecast-weather-index-automatically-include-local-weather-to-increase-your-forecasting-model-accuracy/
        - **Action item: Add to this list with more companies' "About Us" pages**
    - AMS job posting board
        - Meteorology Jobs - AMS Career Center (ametsoc.org)
        - Would love it if the Geospatial Jobs newsletter, which aggregates jobs and venture capital funding, returned from hiatus or was taken on (in a more sustainable fashion) by others.
        - **Action item: Need to collect archived (but hopefully somewhat recent) job postings to share with students - job announcements don't stay on job boards very long!**
    - List of individuals willing to partner (start with Mind the Gap attendees, members of different AMS professional committees, etc.)
    - Resources on what makes a successful elevator pitch
        - **Action item: Need to identify resources for this.**

Purpose of Materials:

To give students the resources needed to learn about different career paths and opportunities

Indications of success:

Students will be assessed on their oral communication - how well were they able to concisely convey what they learned? Students will also be assessed on the information they presented - did they accurately describe the company's mission and the ways that those with meteorology backgrounds contribute to it?

BLOOM'S TAXONOMY - LEARNING IN ACTION

