**Speech Outline Template**

**Monroe's Motivated Sequence**

Speaker: Marlee Carroll

Speech Topic: Bridgewater is a suitcase-campus; people go home almost every weekend

# **Attention:** what are you going to say to get your audience’s attention to the issue?

# Attention-getter: How many of you have ever heard the phrase “suitcase school”? Even if you are unsure what it means, I’m sure you have experienced it during your time here at Bridgewater college. But, the question remains, why does everyone leave on the weekends?

# Story: This is the exact question that Jade Motto is trying to answer in her article. She attended Cabrini University, a small private college similar to Bridgewater. She explains her fears associated with moving away from home and her discontent with dorm life. She goes on to describe how these factors lead her to going home every weekend. At first, she thought it was because the nightlife of the college bored her, she later came to realize that really she had never given herself the opportunity to get to know her fellow students. (Motto, 2014)

* *Hint: use Big Question – can you hear me? Is anyone listening? – frame it as a question for dramatic impact:* We can all recognize this as a problem, but what is being done about it? Is anyone listening to the students of BC and attempting to make things better for us? Giving us a reason to stay?

***The transition from attention getter to the need goes here.***

# Need: People are leaving

# From the class survey I found that 80% of you knew a lot of people who go home on the weekends. And 53% of you go home on more weekends besides break. It is interesting to take into consideration the reasons that people may stay, such a sports, projects, or genuinely wanting to be here. And reasons to leave, like missing their parents or friends, needing to do laundry, or simply hating it here.

* 1. Staying on campus benefits students emotionally, academically, and financially. Emotionally by allowing us to make connections with the other students here and have a more enjoyable time. Academically, by giving us better access to the available resources and more time spent studying than driving home. And financially, not having to pay for gas money.
  2. In an academic journal about academic performance and living on campus, it states “Among students attending liberal arts institutions, those who live on campus also have significantly higher GPAs than comparable students at the same institution who live off campus with family.” (Lopez Turley, Wodkte, 2010)

***The transition from the need to the satisfaction goes here. :* The problem is evident, but what could make the students of Bridgewater want to spend their weekends here?**

# Satisfaction: Support from local businesses, more stuff to do here

# The most impactful way to address this challenge would be to gain support from local businesses in creating discounts for students and attracting new businesses here in order to build a better “college town” around us. Around other campuses, restaurants and other businesses allow discounts when students show their ID’s. Some businesses do this sort of thing here, but more would make this place more interesting.

# In an article about the best college towns, Scott Carlson defines a college town by stating “True college towns are places where the identity of the city is both shaped by and complementary to the presence of its university, creating an environment enjoyable to all residents, whether they are enrolled in classes or not,…” (Carlson, 2012)

# In choosing a college there a many factors that make you want to come. They’re called pull factors, because they pull you in and want to come. Maybe you came to Bridgewater for a liberal arts education, the small class sizes, or to play a sport. Push factors are things that make a student want to leave Bridgewater. I believe that the biggest push factor is there isn’t much to keep us here.

# Visualization: Describe how things will be different, what will happen if your solution is implemented.

# If things changed, and students felt more compelled to stay on the weekends, we could have a better sense of community on this campus and students could have better grades. If more students decided to stay more often than go home, they would be more inclined to learn how to live on their own and develop a stronger sense of independence.

# People would be less likely to transfer after their freshmen year if they felt more comfortable here and had better experiences on the weekends. Only 78% of students return after their first year.

# Like Motto said, if you are a student who spends most weekends at home and you find yourself living out of a suitcase, maybe you are not allowing yourself the opportunity to get to know other students and enjoy your time here more.

***The transition from the visualization to the action goes here.:* Now, you may be thinking, but what can we do about this?**

# Action: What needs to happen to bring about the change? What can the audience do?

# In terms of the next steps, as a class we could reach out to certain representatives of our school like the student government, asking them to talk to local businesses about a new sort of discount program. On a bigger scale, we can work with the surrounding community of Bridgewater to attract more businesses and make this a better college town. Lastly, on an individual basis we could all work harder in getting to know each other and creating friendships, providing even more reason to spend your weekends here.

# Works Cited

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