Virtual Commencement Planning Tips

- Establish a planning committee and roles for each member, including an audio/visual company, if desired. See below: Identify A/V elements.
- Identify date and time of the event and expected viewers.
- Create a commencement action item calendar with deadlines.
- Create a budget.
- Identify platform for virtual event.
  - Livestream or recorded
  - YouTube or Facebook
  - Website (university/college website, etc.)
- Develop event program/run-of-show.
  - Welcome remarks
  - Speakers (keynote, student, etc)
  - Conferral of degrees (reading of graduate names, if applicable)
  - Closing remarks
  - Consider any video elements and visuals.
- Select format for conferral of degrees (presentation of graduate names).
  - Scrolling of graduate names
  - Photo of graduate (slideshow)
    - Determine dress attire for graduates - e.g. cap and gown, professional, business casual, etc.
  - Video clip of graduate
    - Determine dress attire for graduates - e.g. cap and gown, professional, business casual, etc.
- Identify AV elements.
  - In house AV team or hire vendor
  - Microphone
  - Music – pomp and circumstance or background audio
  - Lower thirds
  - Closed captioning.
- Book vendors, participants, and resources.
  - Name reader
  - Commencement keynote speaker, university/college leaders, etc.
  - A/V, if applicable.
- Grad RSVP/Invitation.
  - Create an RSVP form.
  - Prepare email campaign and cadence timeline.
  - Email RSVP form to qualified graduates.
  - Provide a shareable invitation graduates can send to guests.
- Communications/Social Media.
  - Write scripts for your welcome/closing remarks.
  - Develop a web page/landing page on your website to promote your event, including an FAQ section or link.
  - Create posts for social media channels, including post-event congratulatory messaging.