

# COMMENCEMENT SOLUTIONS



Changing the way stories are told.



UNDERSTAND YOUR CHALLENGES

## **THE SITUATION**

This is an unprecedented time for our world. Universities and higher education institutions are searching for creative solutions and executions for 2020's Commencement and beyond. This is an opportunity to redefine this experience for future generations, and we're ready to go.

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## OUR CAPABILITIES

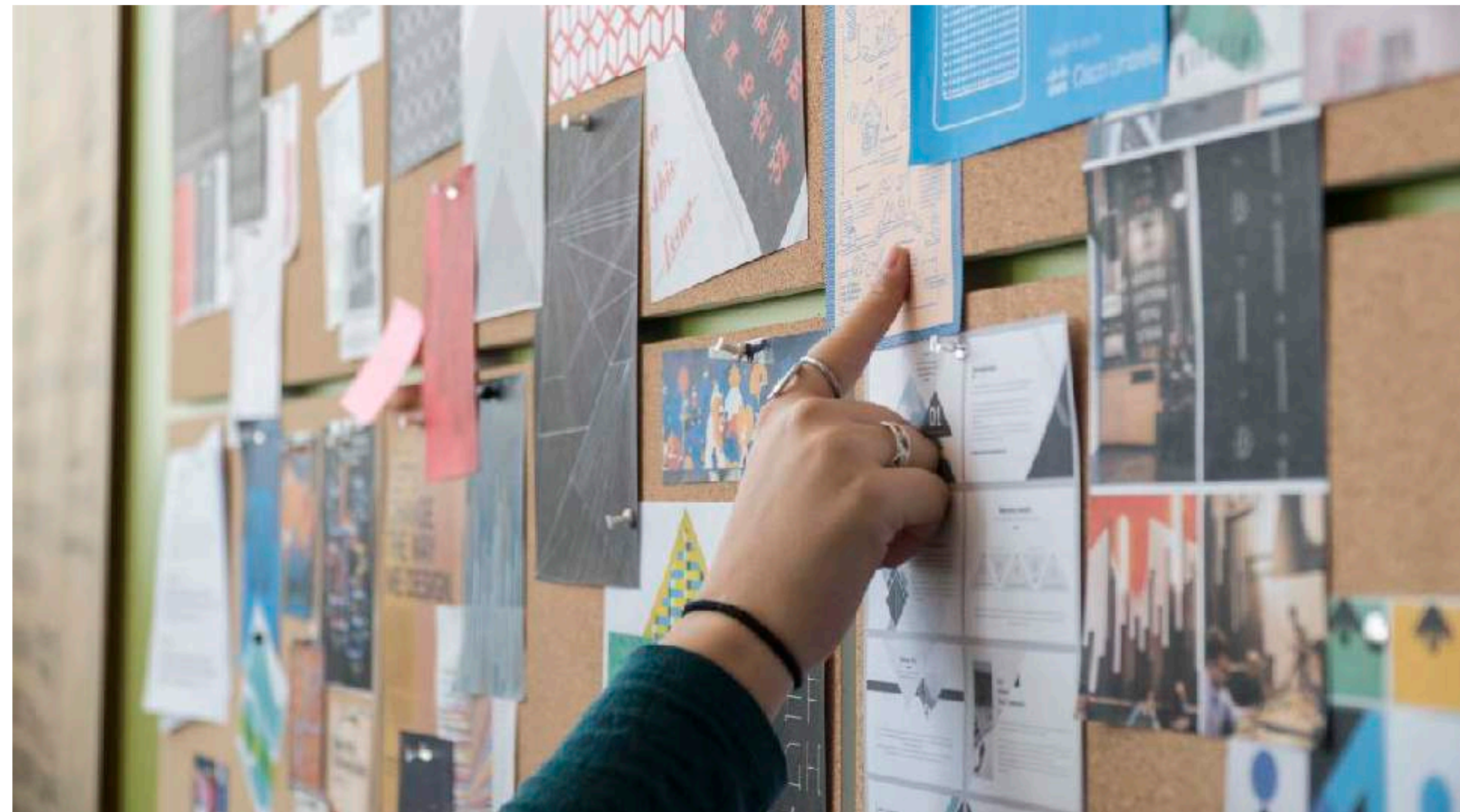
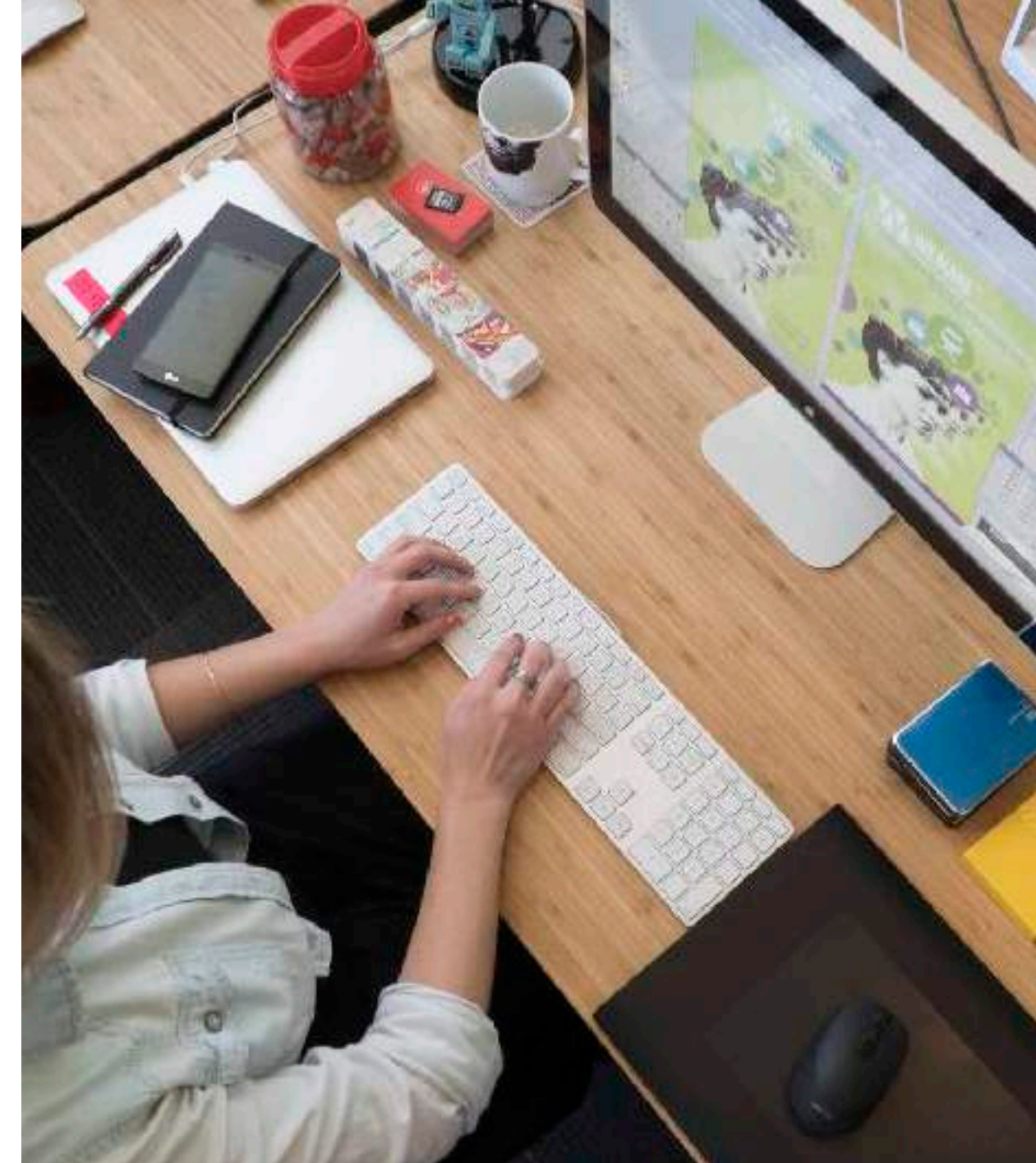
# iU IS YOUR PARTNER

**Higher Education Expertise.** We've spent a decade helping higher education institutions raise money, increase engagement, and diversify their audiences. This challenge was made for us.

**Millennial/Gen Z Insights.** Our global network of young creators understand young audiences and keeps a diverse array of fresh perspectives at the ready.

**Collaboration.** Before we create, we listen. No one else knows your Commencement like you. From cross-team brainstorms to student interviews, our concepts are informed and customized through insight, communication, and collaboration.

**Nimble Production.** Our skilled team of producers, animators, editors, and creatives are experienced and prepped to build, consult, and concept around commencement content that can be created quickly, remotely, and safely.





CREATING FLEXIBLE APPROACHES

## WHAT WE'VE SEEN

Institutions are taking one of two paths: delaying on-campus Commencement or replacing it all together. From this knowledge, we've created two fully-developed turnkey solutions that can be executed quickly based on your needs, as well as supplementary tactics that can be scaled up or down for a unique experience.

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# SOLUTION ONE: DELAYED COMMENCEMENT COUNTDOWN

SOLUTION ONE:

## **DELAYED COMMENCEMENT COUNTDOWN**

A Delayed Commencement Approach generates excitement and sparks engagement by leaning heavily into social activations, challenges, and virtual events.

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## DELAYED COMMENCEMENT COUNTDOWN

# BUILDING ANTICIPATION

**10 Days Out:** Commencement Content Hub Microsite is launched and announced to Students via Social Media. Roll out teaser video for commencement experience. Class of 2020 Social Media takeovers. CTA's will help plan physical commencement.

**9-5 Days Out:** Daily video countdown content drop from speaker, student, or faculty. Calls to Action for student stories and content challenges go out on Social Media.

**5 Days Out:** Google cardboard experience delivered integrating Campus Landmarks into home environments.

**2: Days Out:** Digital Poster with Line-up for Commencement Day Livestream Festival on Microsite. Student content and social feeds begin to populate microsite.





# GENERATING EXCITEMENT

- 1 A virtual mortarboard design challenge
- 2 Best-of Commencement social media content
- 3 Shout-outs to your closest friends from the past four years
- 4 #ClassOf2020 viral social media challenges
- 5 Student Commencement Speech Contest. Winner speaks at physical ceremony

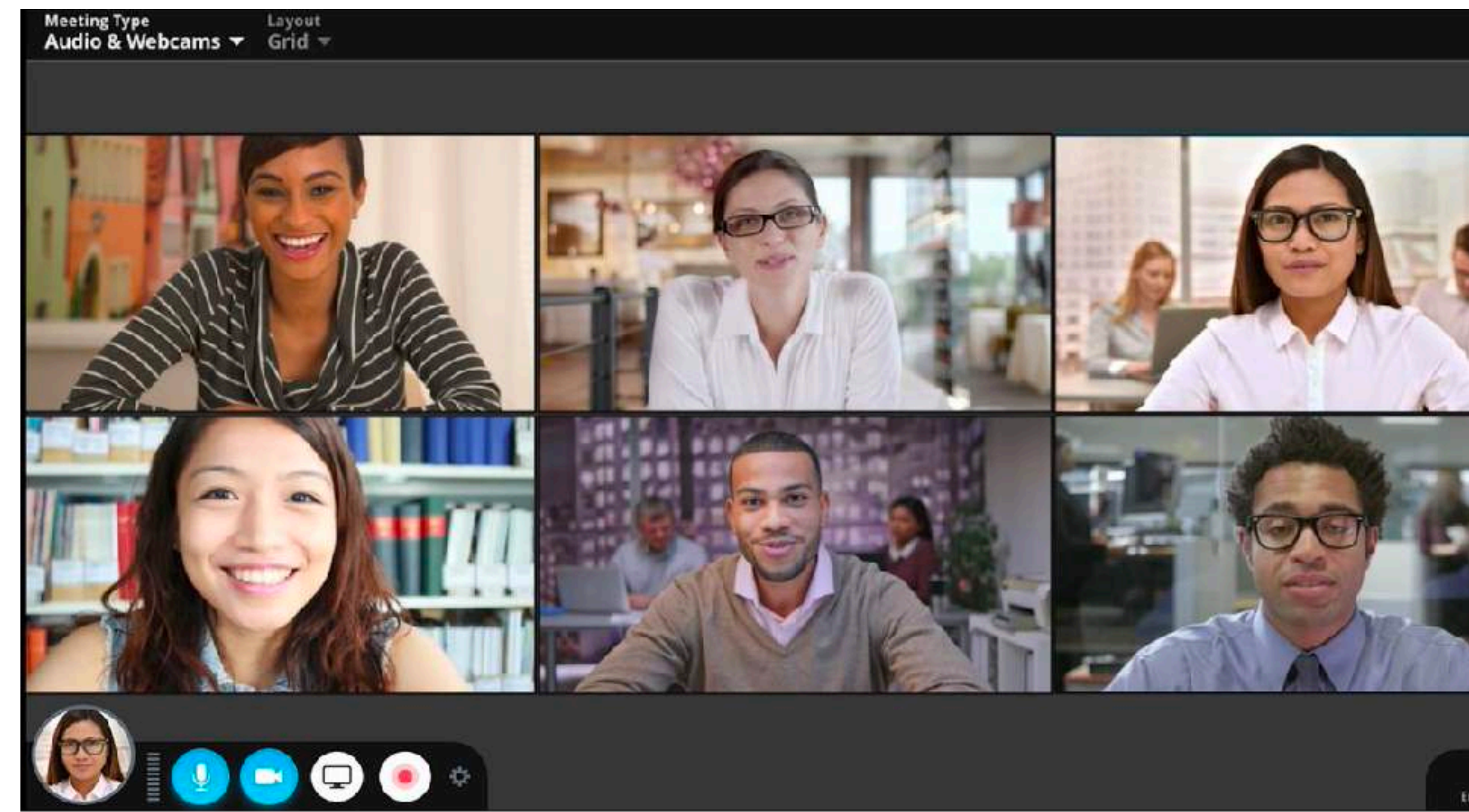
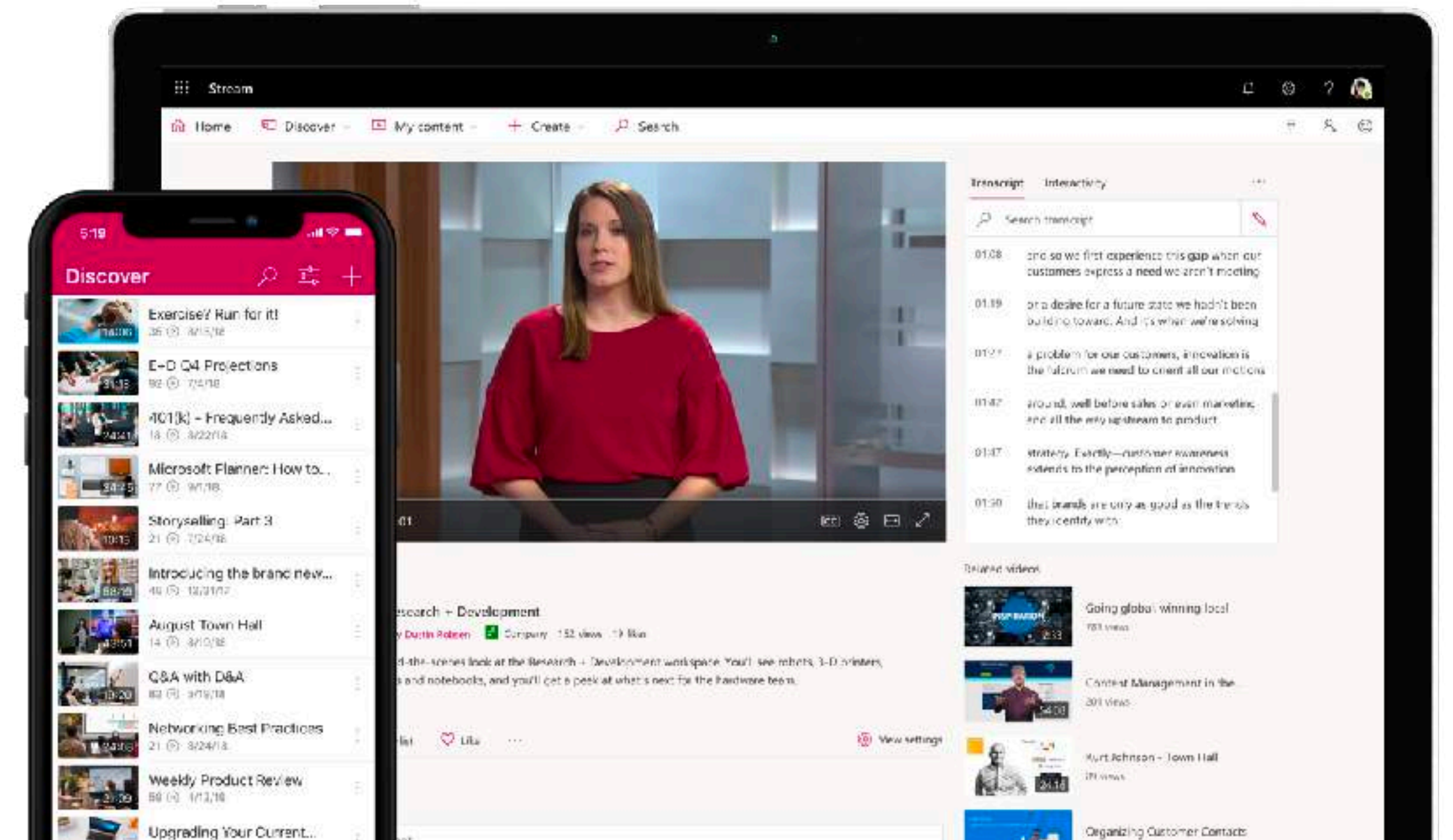




DELAYED COMMENCEMENT COUNTDOWN

# COMMENCEMENT DAY

On Commencement Day, our online content hub will convert into multi-channel live stream awards ceremonies with a focus on student accomplishment and getting them excited to come back. Content will center around student connection, accomplishments, and memories while displaying the results of social media challenges and activating fun ways to celebrate with family as they anticipate their return.





# WAYS TO CELEBRATE

- 1 Interactive Q&As with speakers and faculty.
- 2 A gallery of student projects that can be shared.
- 3 TED Talk style keynotes from students, faculty, and speakers.
- 4 Interactive companion E-publications.
- 5 Mobile AR/Google Cardboard Experiences.
- 6 Digital/Interactive musical performances.
- 7 Video chatroom and message spaces for families.





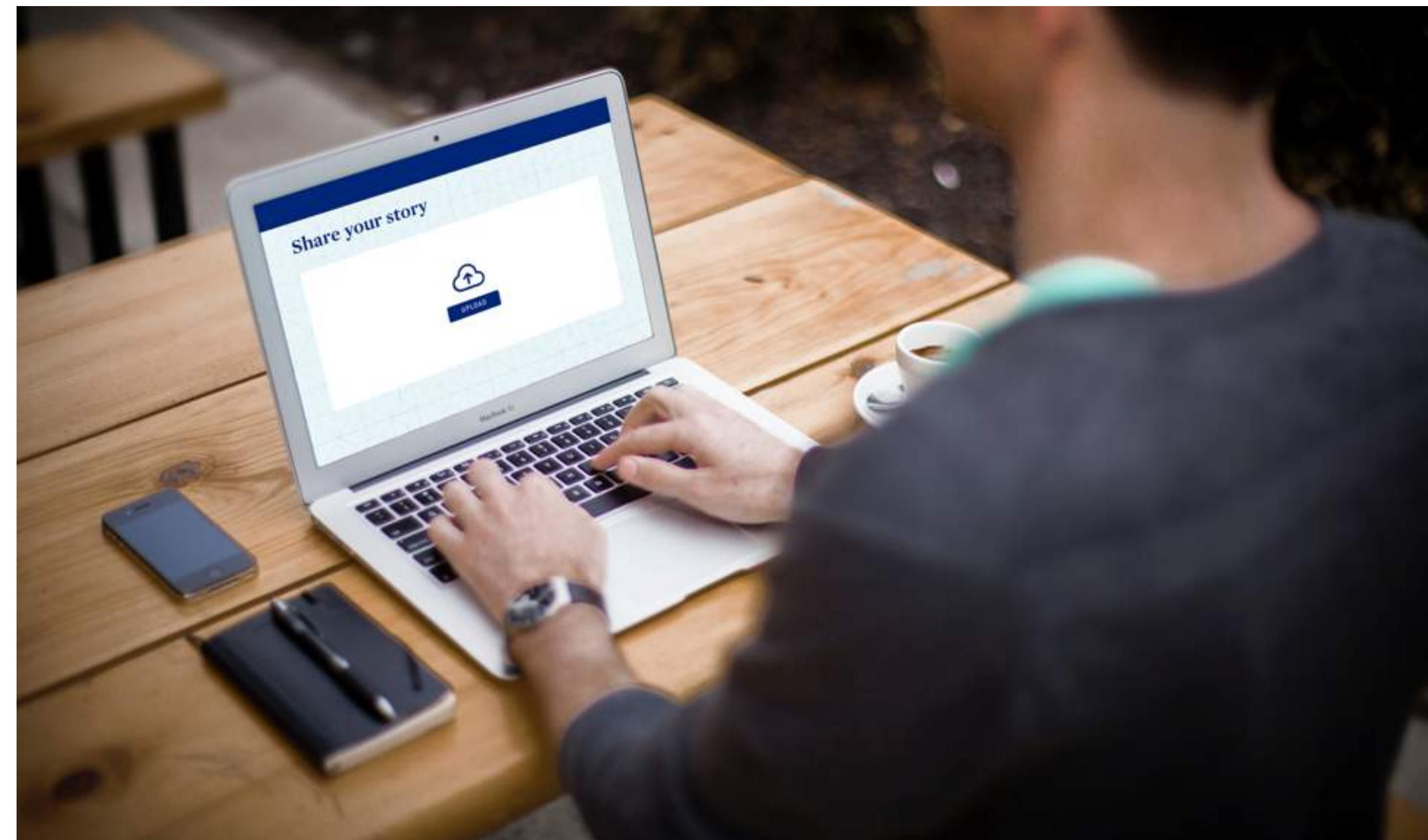
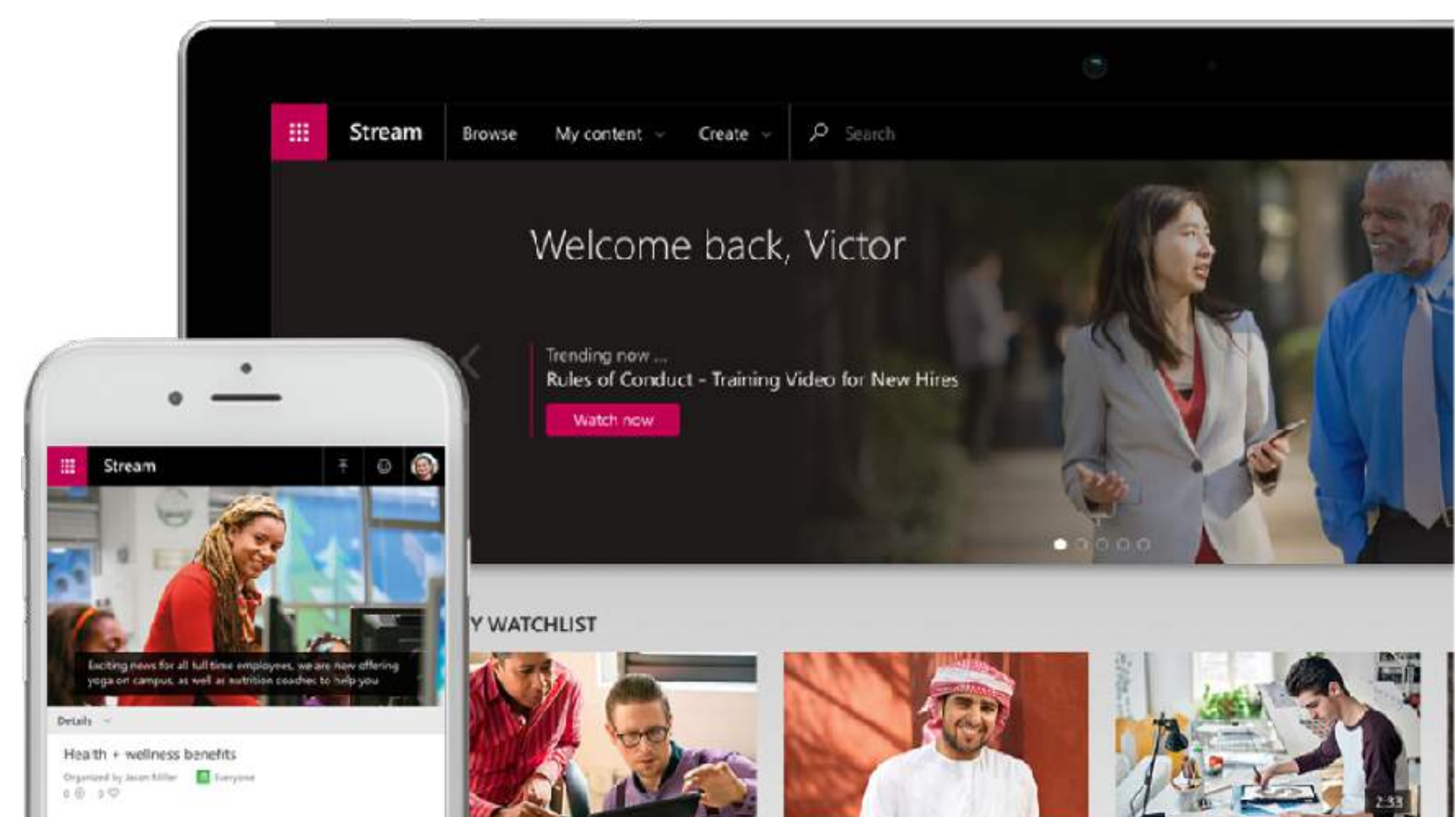
DELAYED COMMENCEMENT COUNTDOWN

# FOLLOW UP

**The Day after Commencement:** Microsite takeover and email blast to revisit. Homepage takeover is an invitation to return for physical commencement.

**1 week after commencement:** Microsite highlights videos, pictures, and recordings from Commencement.

**2 weeks after Commencement:** Microsite becomes space for event planning and collaboration with updates on physical commencement.





# LASTING IMPRESSIONS

- 1 Personalized physical invitations to return to campus.
- 2 Private chat spaces for 2020 Graduates.
- 3 Alumni/Graduate mentorship video meet-ups.
- 4 Follow-up customized diploma frames.
- 5 Framed tablets with digital diplomas and school highlights to swipe through.







**I D E A S   U N I T E D**

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# SOLUTION TWO: PIXEL-PERFECT COMMENCEMENT



SOLUTION TWO:

## **PIXEL PERFECT COMMENCEMENT**

And approach that replaces Physical Commencement focuses on honoring achievements and recreating traditions with customized physical objects and personalized video. Social activations center on giving graduates and their families tools to share stories and achievements.

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## PIXEL-PERFECT COMMENCEMENT

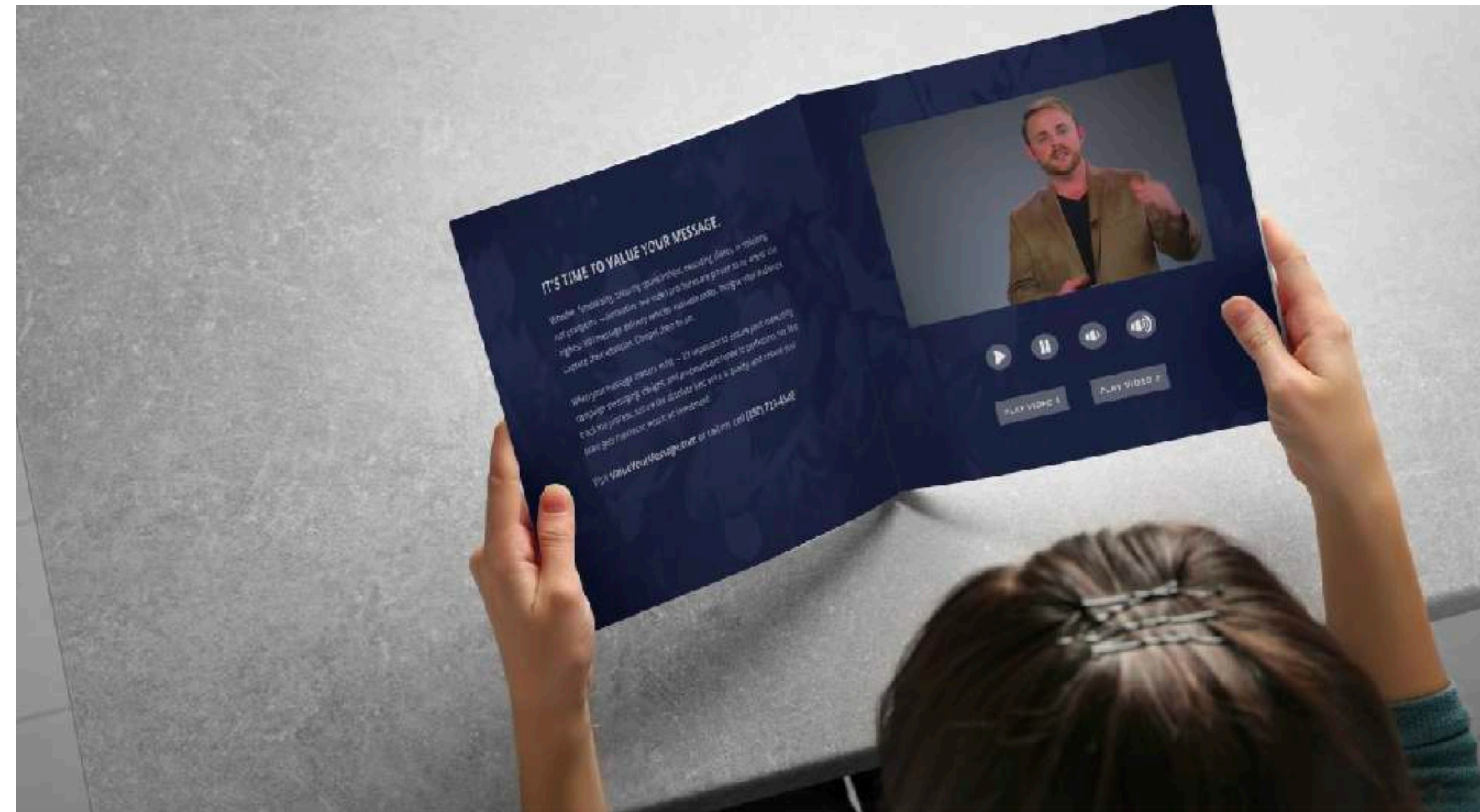
# BUILDING ANTICIPATION

**10 Days Out:** Hand-written letters announce the Commencement Content Hub Microsite is launched. An anthemic rallying video and hashtag campaign floods social media, inspiring students to come together as a community and innovate Commencement.

**9-5 Days Out:** Daily video countdown from speaker, student, or faculty. A call for student stories. Video chats with professors posted on microsite. Launch of email templates for students with links to invite loved ones to watch.

**5 Days Out:** Commencement boxes arrive along with a memento from campus with encouraging students to share on microsite. Student stories begin to populate the site.

**2: Days Out:** Video program delivered with personalized messages from students, faculty, and key speakers.





# GENERATING EXCITEMENT

- 1 A call to action “manifesto” video, rallying graduates.
- 2 Handwritten letters of invitation from key faculty/alumni.
- 3 A commemorative “piece of campus” (brick or sod).
- 4 Celebratory OOH Boards in the hometowns of graduates.
- 5 Commencement Kits: Boxes graduates can open before or during virtual commencement. Could include items that reflect key campus traditions, a moment that reminds students of their college town, cameras, etc.





PIXEL PERFECT COMMENCEMENT

# COMMENCEMENT DAY

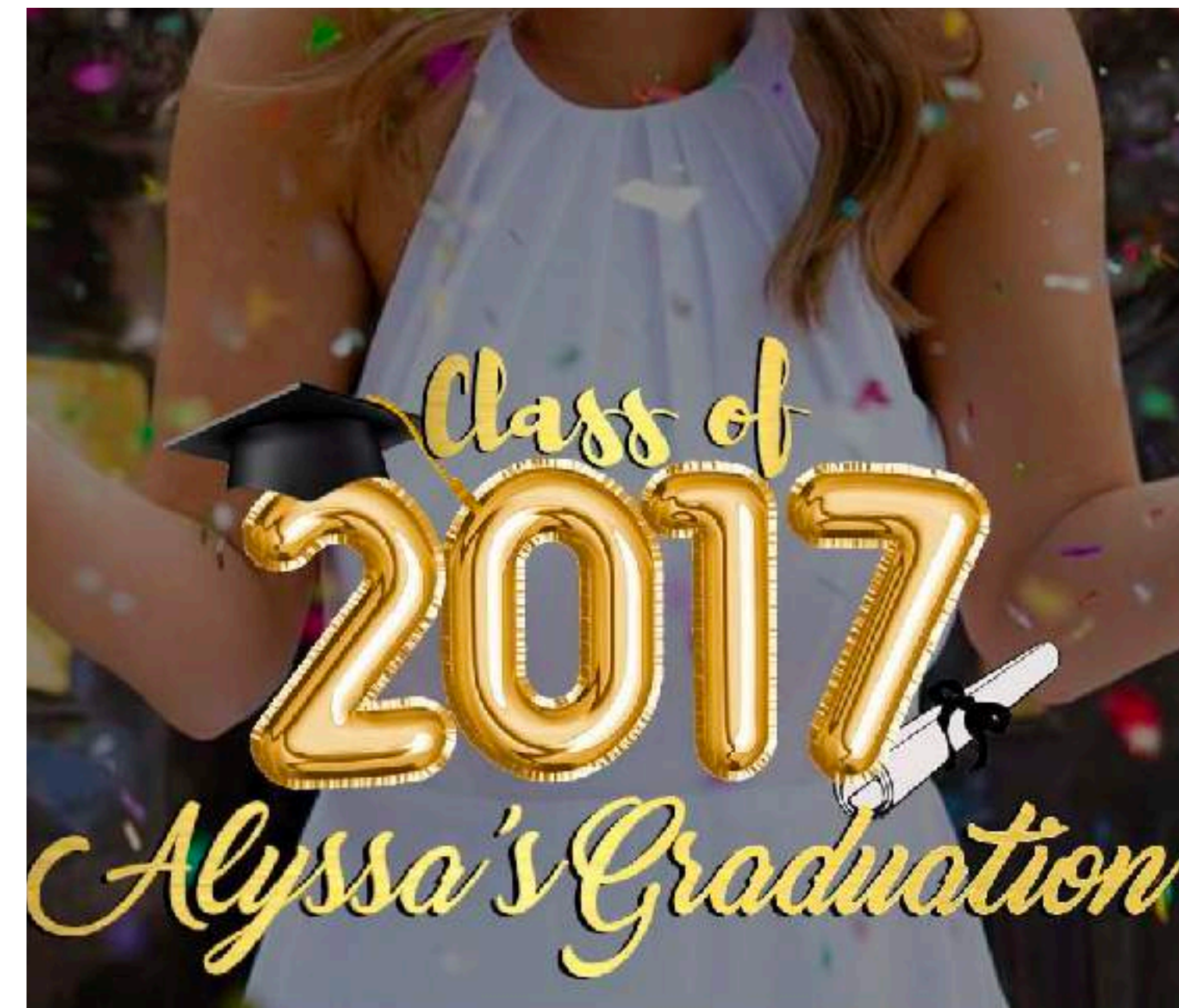
Our online content hub will house a virtual festival, digitally recreating the campus traditions and overall pageantry of Commencement. Students can toggle between speaker channels, engage in live discussion and Q&A's, watch musical performances and art shows, have breakout keynotes by school, and be recognized by friends and family.





# WAY TO CELEBRATE

- 1 Interactive Q&As with speakers and faculty.
- 2 Surprise messages from notable alumni.
- 3 TED Talk style keynotes from students, faculty, and speakers.
- 4 Interactive companion E-publications.
- 5 Digital recreations of traditions (candlelights, hoop rolling).
- 6 Custom photo filters for organized cap and gown selfies.
- 7 Video chatroom and message spaces for families.





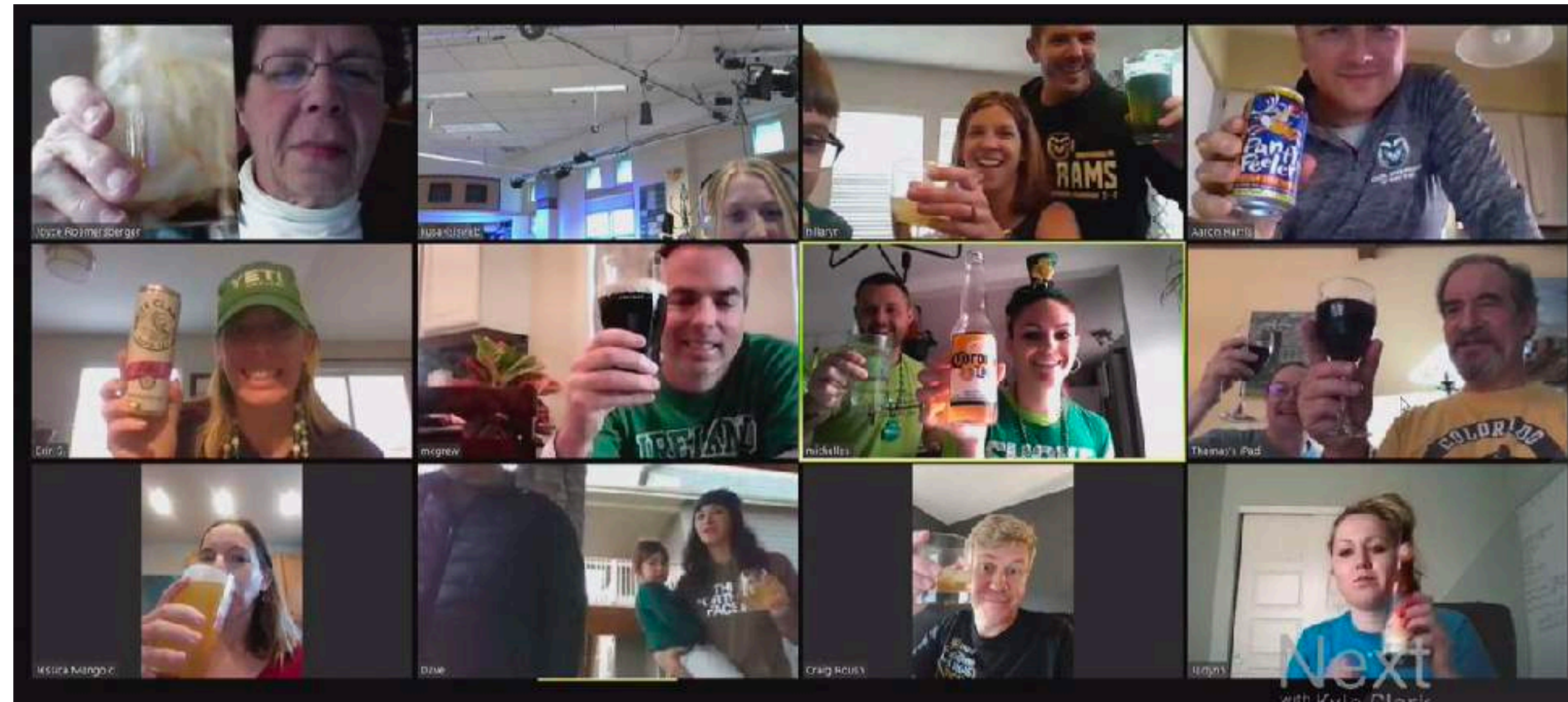
## PIXEL PERFECT COMMENCEMENT

# FOLLOW UP

**The Day after Commencement:** Microsite highlights videos, pictures and recordings from Digital Commencement with links to share on social media for friends and family. CTA to upload cap and gown selfies

**1 week after commencement:** Cap and Gown Selfies populate on microsite into virtual class photo students can download, edit, and share.

**2 weeks after Commencement:** Microsite offers alumni networking opportunities, digital happy hours, and video chats with advisors and faculty members for a final congratulations.





# LASTING IMPRESSIONS

- 1 Student/alumni virtual coffee dates.
- 2 Creation of online alumni chapters joined by video chat.
- 3 A mini-graduation or event at Homecoming.
- 4 A Class of 2020 specific mini-yearbook.
- 5 Diploma frame that can house and play video program.







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# ADD-ON IDEAS



# A LA CARTÉ ADD-ONS

- 1 Custom Commencement Day playlists.
- 2 Pop-culture/nostalgia videos for the class of 2020.
- 3 A virtual roast of a willing faculty member via livestream.
- 4 Custom digital backdrops.





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# READY TO REDEFINE COMMENCEMENT

**As Commencement Day rapidly approaches, our team is ready deliver:**

## **SPEED**

Our Commencement solutions are turnkey and ready to execute as soon as you are.

## **SKILL**

From strategy, to creative, to seamless production — each member of our diverse team is an expert in their craft.

## **INSIGHT**

Our solutions aren't guesses, they're inspired recommendations based on years of experience.

## **OPTIMISM**

In uncharted territory, we think of challenges as opportunities to innovate, improve, and create for a better future.





# THANK YOU!

Thank you for your consideration of Ideas United as a partner for this project.

For more information about us and our work visit us at [ideasunited.com](https://ideasunited.com) or contact us at [partners@ideasunited.com](mailto:partners@ideasunited.com) or 404-748-0012.



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