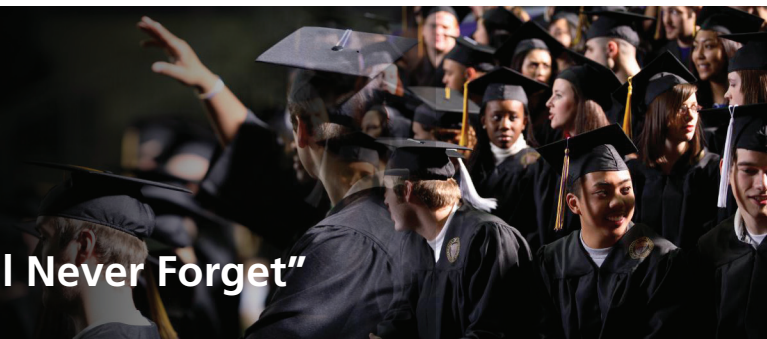




OFFICE OF CEREMONIES

UNIVERSITY of WASHINGTON

Division of Student Life



"...A Moment *in a* Lifetime That I'll Never Forget"

The events presented by the Office of Ceremonies are among the largest and most important public events held by the University. We share our mission with the larger community through these events and nurture a commitment to our winning traditions. Our ceremonies are proof that dreams can come true, that a better world awaits us, and that the future burns bright with promise.

**Inspire.
It's the Washington Way.**

Our Story

Ours is the story of memories that last a lifetime, of unforgettable moments that define an individual and give wings to the dreams of a new generation. It's a story that has been told many times - by the family who thanked us for making them "feel like part of the Husky family," by a President who said he had "never had more students and parents express more satisfaction and pleasure about any event," and by the Japanese Americans who returned to receive their honorary baccalaureate degrees in 2008, having been denied that opportunity by their government in 1942. It is seen in the smiles and tears of thousands of graduates and their families every year.

It's a story of strengthened relationships with the University, a stronger alumni base, more giving, increased community support, and an enhanced reputation for the University as a world class institution.

Academic ceremonies are the punctuation points of experience. They give meaning to life and momentum to purpose. They connect the past to the future, the scholars of Greece and Rome to the graduates of today, the alumni of past generations to the students who have labored to join their ranks. They bind us together as a learning institution and preserve our traditions. They revitalize the UW community, both internally and externally, and have consequences that are powerful, far reaching, and lasting.

Our Commitment

Access – Academic ceremonies bring together a remarkably broad range of groups - from students, parents, and family members, to the senior leadership of the University, faculty and staff from all 16 schools and colleges, world leaders and figures of international prominence, and an extended local, national and international audience. We help all of them join us in rewarding achievement and honoring greatness.

Engagement – Only at academic ceremonies does the entire University gather to celebrate its *raison d'être* – the forwarding of culture and the positive transformation of individuals and society through learning. These occasions unite the campus in its common purpose. They strengthen old relationships and build new ones, ever expanding the University's global reach.

Diversity – Students of every race, creed, and nationality are welcomed to the University at Freshman Convocation and, four years later, bid farewell as they cross the commencement stage. Such events are true celebrations of our school's diversity and showcase it to the nation and the world. The University's commitment to diversity is also reflected in the honorary degrees it has conferred upon such notable figures as Archbishop Desmond Tutu, the 14th Dalai Lama, music producer Quincy Jones, and playwright August Wilson.

Care – We all want to be recognized for our achievements, to know that others care about what we have accomplished. An earnest, "Well done!" lies at the spiritual core of academic ceremonies and inspires alike those who offer and those who receive it.

Student Learning – Academic ceremonies not only reward student learning, they create opportunities for it to occur, from meetings with international leaders like U.N. Secretary General Ban Ki-moon, to performances by the University Wind Ensemble and the production of the student video for Commencement.

Quick Facts

- **51,350** students and family members participated in academic ceremonies (Freshman Convocation, Commencement, and honorary degree) produced by the Office of Ceremonies in 2010.
- Over **300** faculty, deans, administrators, and members of the administration participate in ceremonial events annually.
- The Office of Ceremonies works with **39** external vendors and service providers, **35** internal offices, all **16** schools and colleges, and over **80** UW departments and student organizations, with a staff of **3** full time employees.
- The University of Washington is the only University of its size that still walks all graduates (**4,700** in 2010) who attend Commencement, thus providing recognition for each student's accomplishments.
- During spring quarter we support over **90** additional school, college, departmental, and group ceremonies in addition to producing the official university-wide commencement.
- We provide over **6,500** students a year with opportunities to connect with alumni relations, donate to their class gift, secure their season tickets as a future sports supporter through ICA, and participate in the Husky License program, while making it simple for them to secure their regalia, parking permits, tickets, and souvenir items for graduation events.
- Since 2006, the Office of Ceremonies has collected over **\$220,000** in Alumni Association memberships and Senior Gift donations.
- An average of **2,000** new students and **4,000** guests attend Freshman Convocation. Attendance has doubled since the Office of Ceremonies began producing the event in 2007.
- In 2010, we hosted **1,232** entering freshman and transfer students, along with their family members, at the President's Picnic, where they could connect personally with the President, deans, and other faculty and administrators.
- The Office of Ceremonies produces a variety of media (videos, websites, printed materials, live television broadcasts and webcasts), for each ceremony. These display the tradition and mission of the University as seen through the eyes of its students, faculty, deans and administrators. All of these are archived to become part of the University's historical record.

Efficiencies

Revenue generating activities of the Office of Ceremonies cover approximately one half of the office's total operating expenses. This includes revenue from graduation photography, announcements, diploma frames, flowers, and other souvenir items.

The UW was the first university to move its commencement registration process online. It now takes 20 minutes to register and obtain a cap and gown. Formerly it took 2 – 3 hours.

We have consistently sought ways to improve the quality of products and services we provide at reduced cost. One way we have done this is by purchasing large ticket items (commencement stage, silk flowers, backdrop curtain for Freshman Convocation) rather than paying vendors annually to provide these items. This has saved us over \$1,000,000 in staging costs.

Our office handles the ordering of academic regalia for all faculty campus-wide. We have moved both the Tacoma and Bothell commencement ceremonies onto our computerized system, resulting in increased revenue to support their ceremonies. All of these activities are done to provide a more streamlined and simple way for students and their families to participate while assisting the UW in meeting its overall mission.

Challenges & Opportunities

The Husky Stadium remodel will force us to find another venue for the 2012 Commencement. Holding Commencement at Qwest Field or another venue will pose both logistical and budgetary challenges. 2012 will also mark the University's 150th anniversary, which will require additional planning and costs.

Efforts are ongoing to make the commencement ceremony more responsive to the needs and desires of students and family members – and shorten it, if possible.

The Office of Ceremonies is always seeking new technology to improve the experience of the participants. For example, we may soon be able to scroll the names of graduates on the HuskyTron during Commencement and permit graduates to send their parents text messages just before crossing the stage.

The Office of Ceremonies has always had an entrepreneurial spirit. By providing an increasing variety of service and graduation products for students we are able to cut costs to the University and provide students with an even better graduation experience.



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