



NORTH AMERICAN ASSOCIATION OF COMMENCEMENT OFFICERS, INC.

## FOR IMMEDIATE RELEASE

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### **Commencement's Over, Now What?**

*NAACO Members Share Four Focus Areas for Commencement Officers, Post Ceremony*

**PRINCETON JUNCTION, NJ – July 11, 2013** – To capitalize on post-ceremonial successes and to prepare for future enhancements, members of the North American Association of Commencement Officers (NAACO), share four focus areas for commencement officers to consider following their ceremonies.

- 1. Debrief with your commencement team.** Once the ceremony is over, it's crucial to gather your commencement committee together to review the event's highlights and challenges. Scheduling a debrief session within a few days of the ceremony's end is crucial, as details, guest and graduate feedback and emotional responses are at the forefront of the committee's minds. While focusing the conversation on the ceremony's successes and areas for improvement, also consider sending a survey to graduates, guests and participants to further gauge insights.
- 2. Handle post-ceremony communications.** Following the ceremony, content such as pictures and video footage need to be pushed out to the public, in addition to updating the website to reflect new records and accolades. Be sure your commencement and/or convocation committee has a communications and marketing plan in place to handle these efforts, as there are many components, including public relations, in which timeliness is critical and strategy is key.
- 3. Foster new connections.** Get a jump start on building next year's team of platform party participants, volunteers and speakers by sending thank you's to this year's contributors. Let each participant know their service and involvement was an integral part to the ceremony, and if needed, the commencement committee will be in touch for next year. Be sure to include photos and/or DVDs to VIPs and speakers, as well as plaques to deserving individuals.
- 4. Assess the inventory.** As a necessary effort toward perfecting next year's budget, assess any leftover inventory, including graduation apparel, tassels and program booklets. Doing so will allow you to determine what can be reused for the following year and also gauge whether or not certain items are worth ordering again. After the assessment, send back any extra inventory.

“Showcasing the forward-thinking attributes that all commencement officers and committees should embrace, these tips offer an interesting insight into the best practices of NAACO

members, as they continue to enhance their ceremonies year after year,” said NAACO President, Susan Durkee.

For more information about NAACO, visit [www.naaco.org](http://www.naaco.org).

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#### **About NAACO**

Founded in 2001, the North American Association of Commencement Officers (NAACO) is a professional association of commencement and convocation officers from colleges and universities throughout North America. NAACO is dedicated to providing a community structure for commencement professionals to exchange ideas, share traditions, explore new opportunities and connect with colleagues from around the world who share the monumental responsibility of producing commencements. For more information, visit [www.naaco.org](http://www.naaco.org).