

MAKING
HISTORY
2020



VIRTUAL GRADUATION



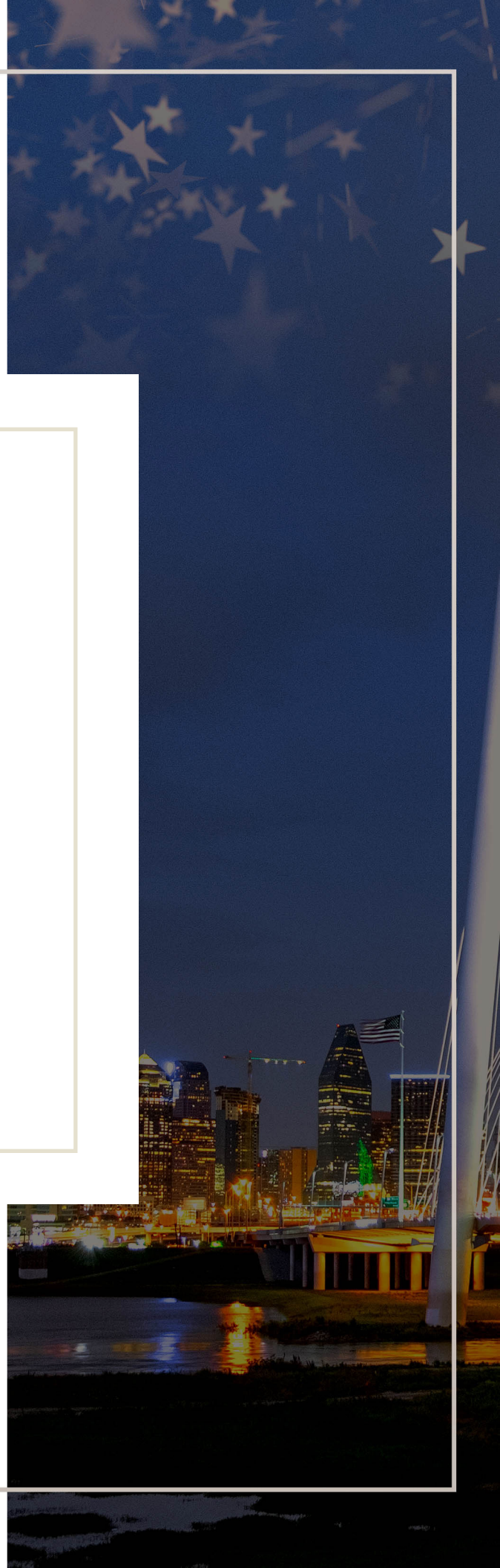
GOAL

On June 13, 2020, the colleges of DCCCD held their final graduation ceremonies celebrating nearly 10,000 students who completed degrees or certificates.

A team from Marketing and Communications conceptualized, planned and executed the virtual event in 39 days.

The team created online ceremonies for seven colleges with

- Keynote speaker Mark Cuban, owner of the Dallas Mavericks
- Free regalia for graduates
- Surprise gift boxes mailed to graduates' homes





COMMENCEMENT PROGRAM

DCCCD Board of Trustees Welcome
Chancellor Remarks
Keynote: Mark Cuban
President Remarks
Student Remarks
Presentation of Graduates
Conferring of Degrees
Faculty Remarks
Faculty Reel: Congrats Class of 2020

03:26



Video Premiere.

- Large projects on a one-college scale are possible and can be accomplished with excellence.
- Dallas College should start now to develop a graduation plan for 2021.
- Inaccuracies in student data from Admissions/Degree Audit stalled and harmed the project.
- Admissions/Degree Audit lacked accountability and consistency.
- Unlimited budget yielded superior assets.
- This project required expertise from various Marketing employees – graphics, video, communications, production, logistics, outreach, web, social media and management – and other college areas including Admissions and LeCroy Media Services.
- Communication and coordination among newly merged Marketing team is a work in progress.

KEY FINDINGS

MESSAGE

Graduation is a time for excitement, anticipation and revelry. So even though our world feels like it's been turned upside down, our students deserve to be celebrated.

We couldn't gather in the usual fashion, but we got together online and applauded our students' achievements.

In virtual ceremonies June 13, 2020, the colleges of DCCCD recognized 9,051 students. Mark Cuban, owner of the Dallas Mavericks, gave the commencement address. And each graduate received a mailed gift box and the opportunity to order free regalia.

The videos attracted more than 60,000 views. Though disappointed to miss in-person ceremonies, graduates and their families expressed gratitude and pleasure for the event.

Our student made history this year. In the midst of a global health emergency, students executed an unexpected to move to online-only learning and excelled. Many of them finished their courses while simultaneously teaching their children, suffering job loss and caring for family members.

The class of 2020 is special for another reason – they were the last to graduate from the individual colleges that made up DCCCD. Just days after virtual graduation, the Dallas County Community College District became a single institution – Dallas College. No other students will graduate under the names Brookhaven, Cedar Valley, Eastfield, El Centro, Mountain View, North Lake and Richland.

These graduates are the legacy of our 55-year-old institution as it embarks on a new era serving Dallas County. They are history makers stepping into the world under the strangest of circumstances.

Virtual graduation wasn't the celebration they pictured, but we did all we could to make it memorable, fun and worthy of their accomplishments.

Congratulations, Class of 2020!

PLANNING

At the request of Chancellor Joe May and Eastfield President Eddie Tealer, Marketing Director Donielle Johnson assembled a team to ideate the graduation celebration. Members of the planning team formed subgroups to execute the project.

Team Leads

- Donielle Johnson
- Jennifer Gehrig
Woody
- Liliana Rodriguez
- Nivasha Howery
- Jose Carreon
- Eva Jamaica-Gutiérrez
- Meloneé Scruggs
- Milan McGowan
- Preston Cooper
- Emilia Leon
- Tremaya Reynolds
- Jill Lain
- Marielle McGregor

Teams

- Graphics/Design
- Video/Production
- Communications
- Social Media
- Web
- Logistics

Leadership

- Patty Arellano-Tolotta, Chief Marketing Officer
- Dr. Eddie Tealer, Eastfield President - Chair
- Dr. Joseph Seabrooks, Cedar Valley President
- Dr. Linda Braddy, Brookhaven President
- Dr. José Adames, El Centro President
- Dr. Beatriz Joseph, Mountain View President
- Dr. Christa Slejko, North Lake President
- Dr. Kathryn K. Eggleston, Richland President

UNIQUE CHALLENGES

- A COVID-19 statewide stay-at-home order forced the team to solve problems creatively.
- All planning and coordination was conducted virtually.
- Student, faculty and guest speakers recorded their videos from home for health safety.
- Submitted photos were needed to add a student face to the promotions and ceremonies.
- Marketing staff hand-delivered missing regalia to students the night before graduation.
- Outdated email and mailing addresses for students hindered communication and shipping.

OVERVIEW

GRAPHICS/DESIGN



- Overall look for graduation
- Graphics
- Programs
- Gift boxes
- Stoles



7 ceremony programs

college-specific, published and mailed



7 graduation stoles

college-specific, for student purchase



9,806 gift boxes

designed, ordered and mailed. Each gift included a campus-specific pen, medallion, socks, cup and confetti popper.

Team

Danielle Johnson, Elizabeth Langton, Jennifer Gehrig Woody, Liliana Rodriguez, Nivasha Howery, Eva Jamaica-Gutiérrez, Milan McGowan, Vanessa Valdez, Tino Jaramillo, Marcy Miller, Lisa Grippo, Christa Crawford, Eddie Walker, Tim Williams, Elyse Gappa, Anna Molina, Kevin Pha, Jill Lain, Marielle McGregor

Designed graduation overall theme that includes web graphics, site backgrounds, form graphics, email headers, wallpapers.



RESULTS

COMMUNICATIONS



- Email messaging
- Text messaging
- Social media messaging
- Student and employee newsletters
- FAQ research and writing
- Student speaker coaching and speech editing
- Program and video proofing



250 hours
worked



9,542 students
emailed



13 emails
to students



34,157 emails
opened



3 emails
via Student
Newsletter



2 emails
via Employee
Newsletter

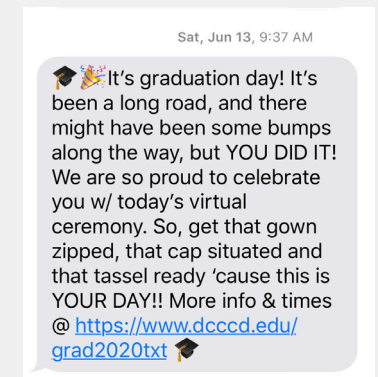
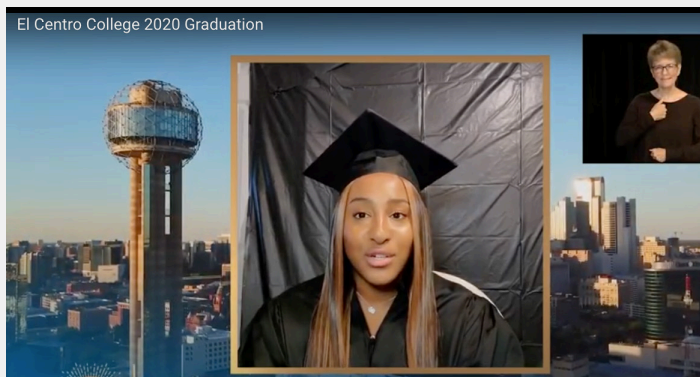


2 texts
sent

Team

Tremaya Reynolds, Elizabeth Langton, Emilia Leon, Marielle McGregor, Jourdain Southerland, Cherie Yurco

Designed a comprehensive communication plan to share news with graduates, employees and the public and coordinated student participation in the ceremonies.



RESULTS

SOCIAL MEDIA



- Social media promotional messaging via Facebook, Twitter and Instagram
- Social media promo videos
- Gif graphics and filters for Instagram
- Uploading of videos to Facebook and YouTube
- Day-of engagement during video premieres



200 hours
worked



44,189 views
on Facebook



23,664 views
on YouTube

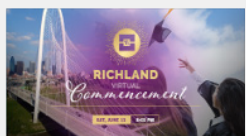
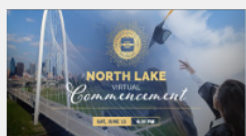
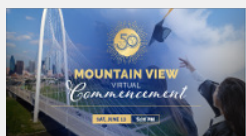
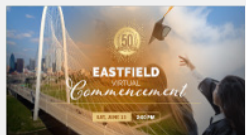
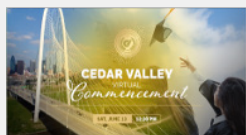
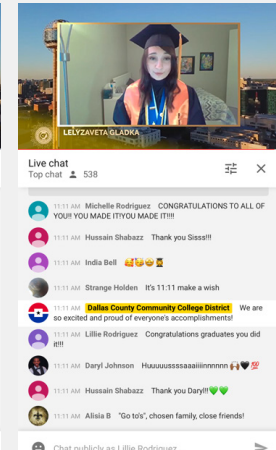
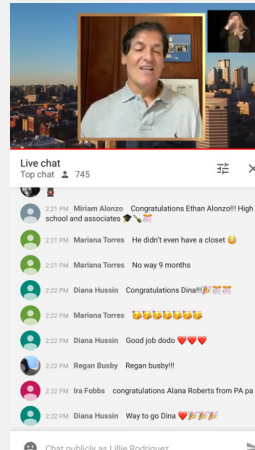
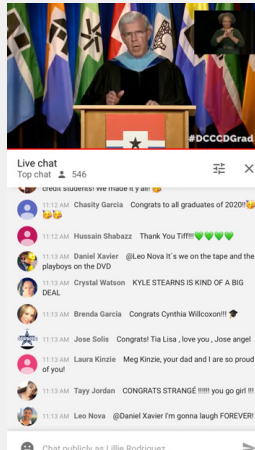


67,853 total views

Team

Emilia Leon, Maegan Bair, Jessica Estrada, Keenan Cobb, Heather Holmes, Jose Carreon, Elizabeth Langton, David Fallavollita, Vanessa Valdez

Built excitement for the event with promotional posts to social media channels and interacted with viewers on Facebook and YouTube during the ceremonies.



RESULTS

WEB



- Graduation website dccc.edu/grad2020
- Regalia form
- FAQs
- Form to collect student memories
- Link for student-submitted photos



135 hours
worked



10 pages
created



14 images
created



7 PDFs
used



341 updates
to the site



35 FAQs

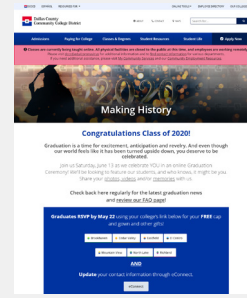
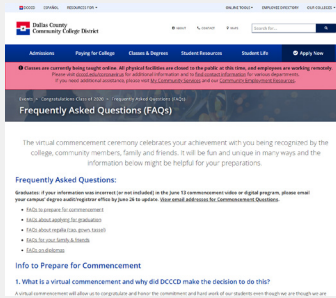
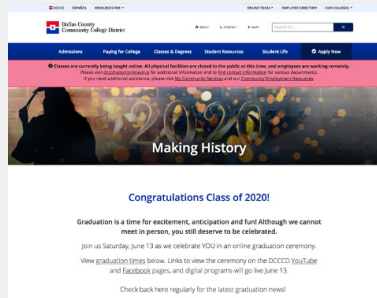


27K sessions; 12k users
June 1 - July 23

Team

Danielle Johnson, Preston Cooper, Jonathan Blundell, Liliana Rodriguez, Marielle McGregor, Milan McGowan, Elizabeth Langton, Ryan Scott, Shaylee Southerland, Nivasha Howery, Luis Merino, Jill Lain

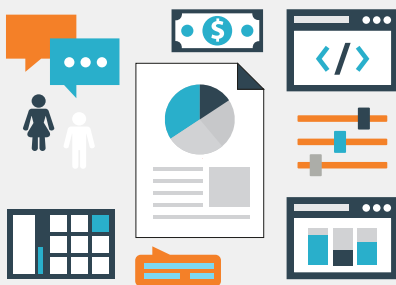
Designed, built and updated event website and coded ceremony programs, including 10,000-plus names, in HTML for web publication.



LOGISTICS

Team

Patty Arellano-Tolotta, Danielle Johnson, Eva Jamaica-Gutiérrez, Marielle McGregor, Jill Lain, Alex Lyda



- Purchased and mailed regalia to 5,336 students
- Coordinated recording of chancellor, college presidents and Board of Trustees members and wrote their remarks
- Managed purchasing with budget of \$257,600
- Press release by media relations team
- Coordinated participation with Mark Cuban

RESULTS

BY THE NUMBERS

Virtual Graduation 2020 **RECAP**

DEGREES

10,841 total credentials



1,663
associate of arts



208
associate of arts in teaching



4,071
associate of science



1,990
associate of applied science



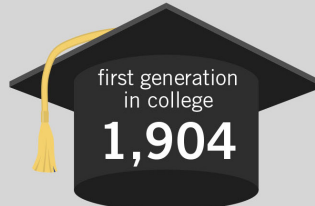
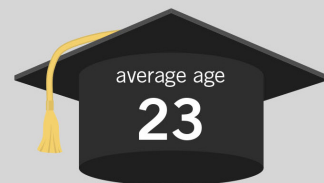
2,909
certificates

OUR GRADS



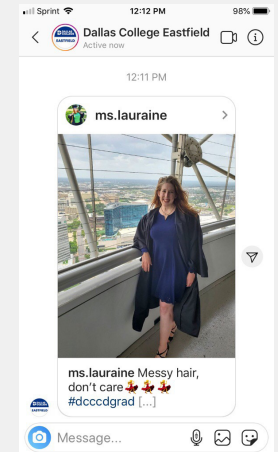
5,381
females

3,670
males



DEMOGRAPHICS

CLASS OF 2020



SPECIAL THANKS



- Mark Cuban
- Judge Clay Jenkins
- Representative Carl Sherman
- Representative Victoria Niave
- Actor Khary Payton
- Big Hit Productions
- Pressman Printing
- Reunion Tower
- Josten
- Follet

Making History 2020 Report: Liliana Rodriguez, Design | Elizabeth Langton, Writing and Editing
Donielle Johnson, Project Direction

THANK YOU