

# Commencement Messaging Tips

*Discover the Next* is looking to feature graduation stories that highlight the value of higher education.



Commencement season is a prime opportunity for institutions to reinforce the value of higher education. **Discover the Next** provides the platform to do so through key messages around four primary areas:

- **Scientific Innovation**
- **Economic Advancement**
- **Personal Achievement**
- **Community Connection**

Imagine the impact if each ceremony and accompanying communications — videos, articles, social media posts — collectively conveyed this key message: ***Higher education is developing the next generation of entrepreneurs, teachers, artists, healthcare professionals, visionaries, and agents of change the world needs.***

**Here's how you can help.**

**Be proud of your outcomes and share them widely:**

- Highlight facts and figures about job placements and continuing education to grad schools to showcase the power of Personal Achievement.
- Promote facts and figures about average salary, breakdown in types of employment or locations of employment, to align with the message of Economic Advancement.
- Focus, if possible, on regional job placements to show the Community Connection.



# Commencement Messaging Tips

*Discover the Next* is looking to feature graduation stories that highlight the value of higher education.



## Suggestions for infusing the *Discover the Next* narrative into your Commencement work

### Outcomes related to Community Connection



Spotlight on graduating students who have landed jobs with local and regional employers or have been accepted into nearby post-graduate programs.

### Personal Achievement and social mobility



Highlight students who have overcome hurdles or have gone above and beyond to receive their degrees.

### Scientific Innovation



Feature students who published with a faculty member, were part of a lab team or started a business, helping build the next societal good.

### Community college success stories



Tout the role of community colleges. Public trust of community colleges remains high. Highlight graduates who started at community colleges and went on to earn their bachelor's degrees.

### Financial aid



Share stories of students who would not have been able to complete their education without financial assistance or scholarships.

## Sharing your stories

Our goal is a more subtle approach to collectively getting the word out about the value of an education. No need to force the “*Discover the Next*” term into your work if it doesn’t make sense or sound appropriate.

## Other ways to contribute

- Send us a quote from your institution’s graduation speech that exemplifies *Discover the Next’s* mission. Include relevant details about the speaker, and we will compile these for use on our website and social media.
- Have a particularly compelling story? Share the published version with us for amplification on our Narrative page by emailing [discoverthenext@case.org](mailto:discoverthenext@case.org).
- We also are looking to feature high-quality video stories that highlight the value of higher education. Follow [these tips](#) on how to partner with us on video.

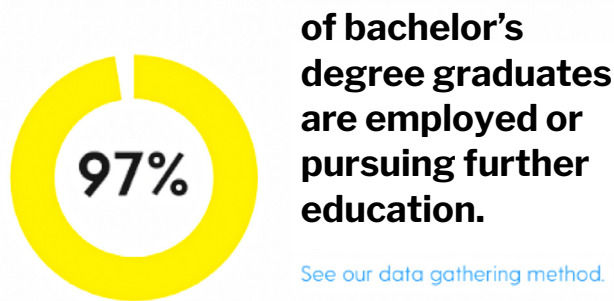
# Commencement Messaging Tips

*Discover the Next* is looking to feature graduation stories that highlight the value of higher education.



## Sample Graphics

### Highlights of the Undergraduate Class of 2022



[See our data gathering method.](#)

Percentages may not add to the total due to rounding.

## Continuing Education

Master's Degree	65%
Doctoral Degree	9%
Professional Degree Law 29% Medicine 23% Veterinary 16% Physical Therapy 26% Pharmacy 6%	17%
Non-Degree Certification Program	3%
Second Bachelor's Degree/Additional Coursework	5%

## Graphics with impact

These types of examples could be posted on your institution's commencement website and communication channels to remind graduating students, their parents, and other visitors of the value of their degrees.

You can use graphics as a cross-promotional opportunity with your admissions units for prospective students and their families.

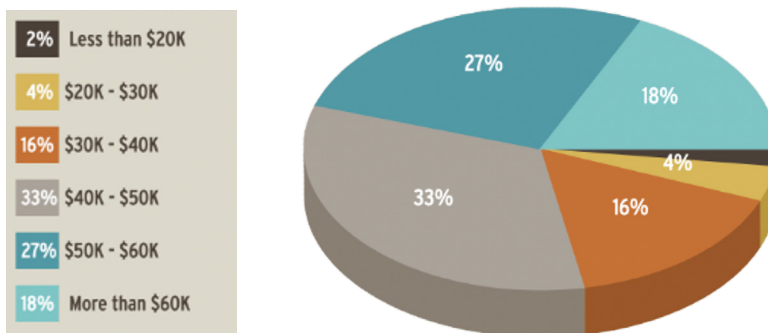
# Commencement Messaging Tips

*Discover the Next* is looking to feature graduation stories that highlight the value of higher education.



## Sample Graphics

### Recent AU Grads are Competitive in the Marketplace



## Graphics with impact

These types of examples could be posted on your institution's commencement website and communication channels to remind graduating students, their parents, and other visitors of the value of their degrees.

You can use graphics as a cross-promotional opportunity with your admissions units for prospective students and their families.

## Employment



## Where are They?

