

Events

Graduation Reception & Diploma Pickup *Texas Tech University*

Objective or purpose of project:

These come-and-go receptions are designed to be our first touch with young alumni, celebrating them as they graduate and providing them with information on what it means to be an alum of our college.

Audience:

All Spring 2022 and Fall 2022 graduates were invited, along with their families. For the May event, we had approximately 2,000 guests. For the December event we had approximately 750 guests.

Project Outcome:

We created the event in May 2022 to celebrate the first graduates of the newly named Gordon W. Davis College of Agricultural Sciences and Natural Resources. In the past, our graduation events only consisted of cookies and diploma pickup, with no involvement from Alumni Relations. These new receptions were held in our Dairy Barn - recently renovated historic structure that is now an events center and museum. We host our Red Raider Orientations in the building, so we saw it was only fitting for students to both start and end their undergraduate careers in the Dairy Barn. We had diploma pickup on the first floor, with a table hosted by representatives from each of our departments handing out diplomas, and each graduate was given a gift bag of college branded items - mugs, graduation cap stress squishes, coasters, leatherbound journals, stickers, pens, Double T lapel pins, a letter and business card from the Assistant Director of Alumni Relations, a business card with QR code to an online form to update contact information, and a brochure of information about being an alumni of our college. The reception was in the Loft on the 2nd floor, complete with a buffet of heavy hors d'oeuvres and branded desserts, as well as a photo booth with graduation themed props. The events were sponsored and catered by HEB grocery store. These were excellent opportunities to welcome our newest graduates into the world as young alumni. We received tons of excitement and compliments. We hear from alumni frequently thanking us for the gifts and showing us that they've used the mugs/coasters, placed the stickers on their cars or computers or cups, etc.



What makes this project exceptional?

This was the first year to host these graduation receptions. The events were held directly following commencement ceremony. The attendance and appreciation for the events was overwhelming and beyond anticipation. In May we graduated 252 students and hosted more than 2,000 guests at the reception. In December, we graduated 150 students and hosted approximately 750 guests. Many of the parents and family members were alumni of our college and were excited to be in the historic building and see the historical exhibits, most for the first time since its opening. The building closed as a working dairy facility in the mid-60's. In the early days of our university, students were allowed to bring up to 3 cows to school and the proceeds from the milk paid for the student's tuition. The building has been a long-standing symbol of our college and tradition with our students so it is very meaningful to be able to hold these events there.