

## Impact WOW+ Service

# Yale Printing & Publishing Services

**Yale's 319th commencement** was set to arrive on May 18th 2020. Unknowingly to our department along with the rest of the world, the Covid-19 pandemic was about to wreak havoc worldwide. For 319 years Yale has been able to have an in-person graduation, hosting thousands of students and family members.

When all of Yale received the communication to not return to campus on March 16th, we were in shock. YPPS, as a department, has been single-handedly responsible for all of the commencement collateral for the past 34 years.

At the End of March, Creative Director and Design Service Manger Jason England was contacted by the Office of the Secretary that Yale would be attempting a virtual commencement ceremony for the very first time. This ceremony would need to be hosted online and be accompanied by several other vertical assets such as Diplomas, Certificates, Translations, and a Class Day mailer. All of this was all due to be live by April 11th.

This ask would be no small feat as commencement was less than a month and a half away. Quickly, the web design team comprised of 3 - a project manager, designer and developer - immediately engaged the Office of the Secretary's project lead. The 2020 website needed to be designed to be engaging and hold years of tradition, converting past printed materials into a website. This team was able to create an entire new brand for Yale's commencement, hosting a series of live and prerecorded messages from high-level senior Yale leadership along with their honorary degree recipients. The site also recognized all graduating yale college and graduate students in a beautiful site while capturing all of Yale's historic legacy.

The Yale 2020 site (<https://yale2020.yale.edu/>) was a complete success! It had an amazing home page with 6-supporting sister pages; Conferral, Honorary Degrees, 2020 Graduates, Class Day, Yale College, and Graduate and Professional Schools.

Along with a website, the YPPS production team procured flat mailing boxes to hold and ship each graduating recipient's diploma, certificate and translation - all printed in house. In addition to all of the diplomas being produced and distributed, the Out Source team paired with the Design team created another branded boxed mailer to hold and ship all of the Class Day materials. The Class Day boxes were to be shipped to over 1,400

students. The swag or promo items produced and packaged in this box included a clay pipe, bubbles, handkerchief, brochure, and Anthology booklet.

After commencement, the YPPS team was anonymously nominated to receive Yale's highest award for staff and faculty: The Linda Lorimer Award (LKL Award).



The LKL award (<https://president.yale.edu/linda-lorimer-award-distinguished-service>) was established in 2014 to recognize distinguished services at the University. In 2020 the amount of award entries were doubled, making the competition stiff. Despite the tough award process YPPS was a winner! As a team, we were recognized for our commencement accomplishments. Yale's president, Peter Salovey delivered our award and stated "In record time, this team worked together to create and produce an accessible, virtual Commencement and Opening Assembly, ensuring the continuity of hundreds of years of Yale tradition."

As we approach the 2021 commencement season, YPPS has been engaged yet again to uphold our newly developed commencement site. This site will now be adopted into Yale's annual commencement ceremony as a primary element for virtual graduations or as a complimentary piece to their in person ceremonies.

We now invite the ACUP team to review the site created: <https://yale2020.yale.edu/>, and the award site <https://president.yale.edu/presidents-award-excellence/2020-awards>.