March 16, 2016

Dear Graduating Senior,

Plans are almost complete for the School of Communication Convocations on Saturday, June 18, 2016, at Pick-Staiger Concert Hall. The two SoC ceremonies are held the day after the University Commencement, which is held on Friday, June 17th, 9:30 a.m. at Ryan Field. You will attend the convocation ceremony designated for your primary major, even if you have a second major in WCAS or another school at Northwestern. Majors in Communication Studies and Communication Sciences and Disorders will attend the Convocation at 1:30 p.m.; majors in Radio, Television and Film, Performance Studies, Theatre, and Dance will attend the Convocation at 5:00 p.m. At these Convocation ceremonies, June 2016 graduates and students who have completed their degree requirements in December 2015 and March 2016 will be recognized. Students who plan to complete their degree requirements in August or December of 2016 may also participate in Convocation and their diplomas will be mailed to their permanent mailing address on file with the Registrar’s Office after they have completed their course work.

The convocation speaker this year, Adam Tucker, is the President of Ogilvy & Mather, New York. Adam oversees the day-to-day operations of the top three New York advertising agencies. He also serves as Lead Client Executive on Coca-Cola North America, SC Johnson, Nationwide Insurance, Time Warner Cable, and NASCAR client business. Throughout his career, he’s worked at some of the world’s leading agencies including Fallon, BBDO, and now Ogilvy. Adam also spent 12 years overseas in London leading the marketing and communications for multi-national clients such as Sony Consumer Electronics, Citibank, PepsiCo, GE, and Johnson & Johnson. He was honored to lead the BBDO London agency PepsiCo team that won the inaugural Grand Prix in Cannes for Creative Effectiveness. Adam graduated from Northwestern University with a Communication degree in 1992. Dean Barbara O’Keefe, Associate Dean Sally Ewing and the department chairs will congratulate each graduating senior. An outdoor reception will follow each of the Convocation ceremonies on the Ryan Center Arts Green.

All family members and friends who plan to attend the ceremony need tickets for the Communication Convocation. As a graduating senior in the ceremony, you will not need a ticket for yourself. Each member of the graduating class may have five guest tickets. Tickets will be distributed via the University online ticketing system. On the University Tickets site, graduates will be able to request their tickets and print them or email them to their families for them to print or bring on their cell phones to the events. Students will also be able to request assisted seating online for any guests who may require assistance. Instructions were sent to all graduating seniors about securing their tickets through University Tickets website on March 28th, 2016.

There will be a limited pool of extra tickets; students may be able to reserve up to 2 extra tickets on a first-come, first-serve basis. Additional tickets are not guaranteed to be available. Students who do not need all 5 of their allotted tickets may opt to donate extra tickets to the extra ticket pool for use by their classmates. Once donated to the pool, these tickets cannot be retrieved. Any tickets not ordered by Friday, June 10th at 5:00 p.m. will be given to other students on a first-come, first-serve basis. All seating is general admission; tickets guarantee admission, but do not reserve specific seats.
The stairs at Pick-Staiger are not steep, but the building does not have an elevator. If a member of your party can’t comfortably climb one flight of stairs, you should request assisted seating; this will reserve a seat for the person needing assistance and for a companion. Seniors will be able to fill out and submit Assisted Seating Forms when they order their tickets online. Or, if you wish, you may complete the form included with this letter and return it to address listed below.

Seniors must wear caps and gowns to the University Commencement and to the School of Communication Convocation. You will have your picture taken as the Dean presents your diploma cover to you. (You will pick up your actual diploma immediately following the ceremony.) If you want to take pictures in your cap and gown with family and friends, please remember to do so before you turn in your regalia after the ceremonies. For complete information on cap and gown rental, please visit the NU Commencement website for details: http://www.northwestern.edu/commencement/index.html

If you are ordering graduation announcements, the degree you will receive is either a Bachelor of Science in Communication or a Bachelor of Arts in Communication. Latin honors (Summa, Magna, and Cum Laude) are awarded to the top twenty-five percent of your class, based on final grade-point average, and are not announced until the Commencement Ceremony on June 17th.

We look forward to celebrating this important achievement in your life on June 17th and 18th.

Sincerely,

[Signature]

Sally Ewing
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enclosures