MarchingOrder Virtual Ceremonies: FAQ's

Virtual Ceremonies FAQs

What Is a Virtual Ceremony?

When envisioning the basic concepts of a virtual ceremony, we quickly settled on the following as integral elements:

- Speeches
- Individual Graduate Recognition
- A Communal Moment

Speeches and presentations can be pre-recorded or shown live via webcast. Drawing on our core competencies, we realized that we could help with the other two aspects of a virtual ceremony. Using MarchingOrder, graduation planners can create personalized slides – with photos and messages supplied by graduates – as well as graduate name announcements. We've also created a flexible Virtual Ceremony Website template so that graduates, families, and their community can celebrate together online.

Short Video Explanation: https://youtu.be/JjZ4ZEnh5lQ

Virtual Ceremony Working Sample: https://virtualgrad.marchingorder.com/

What Is the Timeline for a MarchingOrder Virtual Ceremony?

Timelines partially depend on the responsiveness / quick decisions of school administrators. The first step to getting started is confirming your quote and **completely answering your welcome email**. Providing answers quickly and reducing complexity can greatly speed up the process.

Timelines, in general:

- 35-40 Days (StageClip / Herff Jones Clients)
- 30-36 Days (Including Pre-Record Audio)
- 20-23 Days (Without Pre-Recorded Audio)

What Are the Options for Hosting My Virtual Ceremony?

Option 1 – MarchingOrder Virtual Ceremony Website

- MarchingOrder will create slides for each graduate (including audio if the school records graduate names through MarchingOrder); the slides will be posted to a

virtual ceremony website. Within this website, school administrators can add videos, text, and social media feeds.

- MarchingOrder provides the structure of the website and the graduate slides – the other content (videos, social media, text) is created and added by the school administrator. This solution is streamlined, and partially customizable. A working sample can be viewed here: http://virtualgrad.marchingorder.com/

Option 2 – Internal Website – MarchingOrder Provides Raw Files

- MarchingOrder will create slides for each graduate (and recordings, if applicable). Once complete, MarchingOrder will package the raw audio files, graduate slide images, and an Excel list – and then send this to the school to use as needed.   You can download a sample package here: www.marchingorder.com/upload/MarchingOrder_Virtual_Ceremony_Package.zip
- With this model, someone (generally an internal IT team) will need to create a virtual ceremony website, post the slides, and use the audio. This solution requires a somewhat substantial effort from your IT team, but can be fully customized.

How Much Does It Cost?

Specific cost and timeline will be determined by the content you choose for each graduate. If you are interested in MarchingOrder Virtual Ceremony, please send an email to info@marchingorder.com with the following information:

- School Name:
- Virtual Ceremony Date:
- # of Ceremonies:
- # of Graduates:
- Indicate Which Virtual Ceremony Option You Are Interested In:
  - o **Standardized Graduate Slide, No Audio** (data collection website not included)
  - o **Customized Graduate Slide, No Audio** (includes data collection website)
  - o **Standardized Graduate Slide, With Audio** (data collection website not included)
  - o **Customized Graduate Slide, No Audio** (includes website to collect pronunciation, photos, and messages)

Who Films My Videos / How Are They Used?

MarchingOrder is providing a structure for the virtual ceremony webpage. Aside from the graduate slides / name recordings, MarchingOrder will not produce content for the page. Administrators will need to make arrangements to film videos and then upload them to YouTube (YouTube Premieres allows you to restrict access until a certain date).

Ultimately, you will use an admin portal to add YouTube links to your MarchingOrder Virtual Ceremony Website. MarchingOrder's Virtual Ceremony Website will automatically take the link and embed the video(s).

This is also where you will add your social media feeds and any text (e.g. a message from the President).

Please Note: the admin portal is still in development – we will notify you when it is available. For now, just plan that you will add your videos, social media, and written text directly to the MarchingOrder Virtual Ceremony Website.

How Do I Upload My Ceremony Videos?

After you create the videos for your ceremony, you will upload them to YouTube. Below, we've included several links that have more details on how to accomplish this. We recommend getting help from the media staff (or someone similar) at your university to help with these tasks.

We also recommend using **YouTube Premieres**. This is a feature that lets your graduates watch and experience the ceremony together, much like a movie or TV show premiere. Premiering your video allows you to schedule a video upload and to create buzz around the video with a shareable watch page.

Helpful Links:

- Upload to YouTube (Text): https://bit.ly/2JKgGZD
- Upload to YouTube (Video): https://www.youtube.com/watch?v=Hlxqk0iHp5w
- YouTube Premieres (Text): https://bit.ly/2Rhfbqd
- YouTube Premieres (Video): https://youtu.be/Wbi_Ic1DDwQ

How Will Graduates Access the Virtual Ceremony Website?

MarchingOrder will provide a link to your editable Virtual Ceremony Page(s) a minimum of three days prior to your ceremony date.

We are currently determining the method to disseminate the link to graduates. For now, tell your graduates that ceremony URLs and access instructions will be provided at a later date.

How Many Videos Can I Include?

The MarchingOrder Virtual Ceremony Website will support up to 5 videos. If you have multiple virtual ceremony websites, you can use different videos for each ceremony. You will be able to add a video title and short description for each video.

What About Accessibility?

ADA Compliance

Both the Data Collection Websites and the Virtual Ceremony Websites will be screen reader capable (VPAT and WCAG 2.1 Compliant).

Video Captioning

MarchingOrder does not provide captioning for the videos that are included on the MarchingOrder Virtual Ceremony Website. School Administrators will be responsible for adding captioning to any videos.

YouTube includes the ability to upload a caption file. See this link for details: https://bit.ly/2JKmwdv.

YouTube also includes the ability to include auto-captions. The University of Colorado Boulder has put together a helpful link on how to do this, and also how to edit the auto-captions: https://bit.ly/2xZfdfh.

Alternatively, your video team may be able to add captions directly to your ceremony videos, prior to uploading them to YouTube.

What About Security?

MarchingOrder takes security seriously – both on the data collection websites, as well as the virtual ceremony websites.

Data Collection Websites

Individual students access the page to submit their information through a secure site and the link is emailed to them directly. If a student's email is secure, no one else will be able to access their information.

Virtual Ceremony Websites

While the link will be publicly available (once announced by a school administrator), all content that will be delivered by MarchingOrder is secured with HTTPS. That makes it difficult or impossible to perform a "man-in-the-middle" attack; that is to say to modify the content delivered from MarchingOrder to the end-user's web browser.

Any videos will be embedded into a MarchingOrder Virtual Ceremony will be served from the vendor directly to the end-user's desktop or phone. The data in no way passes through or is handled by MarchingOrder.

Similarly, social media feeds will come directly from Twitter or Instagram, delivered directly to the End User. There are third-party applications that can be used to moderate content, outside of MarchingOrder.

Security Documentation

- http://www.marchingorder.com/upload/MarchingOrder_VPAT.pdf
- https://www.marchingorder.com/upload/MarchingOrder_Cloud_Security_Questions.xlsx

Which Social Media Tools Can Be Added to My Virtual Ceremony Website?

MarchingOrder plans to support the following social media options:

- Twitter
- Instagram

We are also researching the ability to include social media aggregators like Zoomph and Tagboard. Administrators will use an admin portal to add social media links to the MarchingOrder Virtual Ceremony Website.

Note: the admin portal is still in development – MarchingOrder will notify you when it is available. For now, decide what social media you intend to use, and plan to add it to your page at a later date.

How Do I Edit the MarchingOrder Virtual Ceremony Website?

You will add content to your Virtual Ceremony Website – MarchingOrder is currently developing a portal where you can add messaging, video links, and social media feeds directly to your virtual ceremony website. MarchingOrder will notify you when the content portal is available for access.

You will have access to your editable Virtual Ceremony Page(s) a minimum of three days prior to your ceremony date.

How is MarchingOrder's Virtual Ceremony Website Equipped to Handle High Traffic?

- The Virtual Ceremony Websites are 100% static HTML, JavaScript and CSS. By not being connected to a database, they are designed to be capable of heavy user traffic.
- The videos on the Virtual Ceremony Websites are hosted externally / never pass through the MarchingOrder server (straight to end user)
- The graduate slides are loaded to the Virtual Ceremony Websites as thumbnails that are very small in size, reducing the requirements for downloading the page.
- The MarchingOrder server is hosted in a scalable environment; any increase in traffic is detected and addressed by automated resource allocation.

How Do I Create a Slideshow to Be Shown Live?

MarchingOrder can provide the slides to you so that they play automatically back-to - back (with audio, if applicable) to simulate the graduates crossing the stage.

We will provide the same software that we use for in-person ceremonies – using our display software on your local machine, you can run a slideshow while using screen capture software to record a video. While recording, you can include music such as Pomp and Circumstance. You can then use this video in your Virtual Ceremony Website, as a separate video or combined with speeches to create a full ceremony video (simulating your live event).

See this short clip for an example of the final product: https://www.youtube.com/watch?v=WKQNdunCPi8

You will be able to specify a time per slide and slide order. The system will default to last name alpha order. If you prefer an alternate order, such as degree level, degree, then last name alpha, please let us know, as we will need to configure the software accordingly beforehand.

Can I Design My Own Slide Background?

Yes – but given the current hectic environment, you must follow specific instructions and provide your background in a timely manner.

This PDF has instructions for creating your own background, as well as links to templates that will help design your background:

https://www.marchingorder.com/upload/Virtual_Ceremonies/MO_Create_BG.pdf

What Communication Will Go Out to My Graduates?

As soon as you <u>answer your welcome email</u>, we can create your website – once your website is created, we can provide you with a website "quick-start" guide that answers this question and many more.

That being said - all content and communication for graduates is editable by administrators. The "Sender" email can be configured so that emails come from your desired email address.

What About Students That Do Not Submit a Photo or Message?

For students that do not log-in to the Data Collection Website, MarchingOrder will create a basic graduate slide with the available information (e.g. Name, Degree, Major, Honors, etc). Additionally, their name will be recorded and their slide / audio will be uploaded to the Virtual Ceremony Website.

How is MarchingOrder Related to StageClip?

StageClip is a completely separate company that creates individualized videos for each graduate; these videos can be posted to social media. They can also create custom snapchat filters.

MarchingOrder has a working partnership with StageClip, providing clients using both services an integrated experience:

- MarchingOrder can provide StageClip with the graduate name recordings and customized graduate slides so that they may be included in the short videos that StageClip creates for each graduate.
- Students may be passed directly from the MarchingOrder data collection website to StageClip to upload their individualized video.
- A graduate's StageClip will be linked to the personalized slide on the MarchingOrder Virtual Ceremony Page.

You can contact StageClip directly at this link: https://stageclip.com/contact-us/

Do You Work with High Schools?

Yes – our Virtual Ceremony services for K-12 are provided exclusively through our partners at Herff Jones. Contact Derek Turbascuski <djturbacuski@herffjones.com> for more information.

How Long Will My Virtual Ceremony Website Be Live?

One year - unless you host a subsequent virtual ceremony before that date; in this case, the new ceremony data would replace the previous ceremony data. MarchingOrder can provide you with the raw data (slides, audio, and a list of graduates): prior to your data being removed from the live site.

Can the Content from My Virtual Ceremony Be Re-used?

Yes – MarchingOrder can repurpose recordings and graduate data for an in-person event. You can also use the full screen slides being created for the Virtual Ceremony as a pre-ceremony slideshow at the live event.

Prior to your in-person event, we will need to create graduate cards, as well as a lower third graphic to be combined with live video. This will enable you to display graduate names as they cross the stage. If you add graduates, we will also need to have those new graduates recorded (if you recorded names for the virtual ceremony).