Project: Bowler Hats at Commencement

Description:
Each graduate will have the option to choose a bowler hat in place of a mortarboard for commencement. The significance of the bowler is not only a tie to our namesake, the Wright Brothers, but shows that our students have the fortitude, ingenuity and education to make advances in each of the students desired career field such as the advances that were made by the Wright Brothers in the early 20th century. No other university could claim this making it a unique WSU tradition and the bowler will serve as a keepsake for alumni as well.

Actions:
• Coordinate with the Director of Ceremonies (and the comparable Lake campus position) for discussion of any logistical implications
• Coordinate with the Newsroom to publicize the idea to the campus and larger community
• Coordinate with the Bookstore (Lake and Dayton) concerning ordering/purchasing logistics as well as marketing to potential graduates at upcoming Grad Fairs
• Determine method and instructions for attaching tassels to bowler hats if someone chooses to do so and have available at grad fair/Bookstore

Milestones:
• The project is approved in time to market at Grad Fair 2018
• Students are able to choose this option as early as December 2018 commencement

Metrics:
• Number of students selecting the option
• Positive publicity for the university
  o We firmly believe this has the potential to go viral on news outlets and social media as no other college can claim this tradition
• A stronger sense of who we are as a university

Resources:
• As the bowler hats will be purchased by students choosing the option, the only cost to the university will be time by Bookstore staff to establish a system for ordering in bulk and making bowlers available through the Bookstore.

Success Factors:
• Marketing to students as an exciting option
• Collaboration with the Bookstore

Suggested Ownership:
- Director of Ceremonies
- Bookstore