

Subject: STORY: Capitalizing on a pandemic pivot: Why local trade students are doing a drive through graduation this week

To: California News Editors, Producers, and Assignment Desks

Why Cover This: While traditional universities across the state are completely canceling their spring and summer commencement ceremonies due to pandemic lockdowns, vocational students are finding a creative way to cross the finish line. UEI College is launching a series of innovative, socially distanced drive-through graduation ceremonies to celebrate hundreds of essential healthcare and skilled trade workers who completed their programs during the peak of the restrictions.

This is a highly visual, high-energy story about institutional agility and community resilience. Instead of clicking a generic link to watch a pre-recorded slideshow from home, these graduates will arrive in decorated cars, receive their diplomas through vehicle windows from masked instructors, and celebrate safely with their families while honking horns.

Compelling Visuals and Interview Opportunities:

- **Dynamic B-Roll:** Capture a parade of decorated vehicles, graduates leaning out of passenger windows in full caps and gowns, and instructors cheering from a safe distance in the parking lot.
- **On-Camera Graduate Interviews:** Access to newly minted medical assistants, pharmacy technicians, and HVAC specialists who completed their training during a global lockdown and are stepping directly into the essential workforce.
- **Executive Strategy Insight:** Campus leadership can discuss the logistical planning required to execute a safe, public health compliant event that honors student achievements without compromising community safety.

The Background Context: At a time when local news is dominated by operational closures and economic uncertainty, this event offers an inspiring, feel-good local angle. These graduates represent the immediate pipeline of essential workers entering high-demand healthcare and technical trade roles exactly when California infrastructure needs them most.

Event and Location Details:

- **What:** The UEI College Pandemic Drive-Through Graduation Activation.
- **Where:** [CAMPUS DETAILS HERE]

- **When:** [TIME HERE]

Please let me know if you can send a camera crew or an assignment reporter, and I will gladly secure prime parking lot media credentials and clear interview access for your team.

Best regards,

Joe Cockrell

Director of Communications and Media Relations

949.812.7749

cockrellj@iecolleges.com