



How Universities Can Improve the Graduation Photo Experience

A Guide for University Administrators and Commencement Coordinators

Graduation is one of the most important milestones in a student's life. Families travel long distances, graduates spend years working toward the moment, and universities invest months planning commencement ceremonies. Yet graduation photography is often treated as an afterthought. A great graduation photography program improves the graduate experience, reduces complaints, supports university branding, and creates lasting memories for students and families.

Key Ways to Improve the Experience:

- Communicate expectations before commencement
- Ensure every graduate is photographed
- Deliver images quickly
- Provide easy online ordering
- Offer multiple photography opportunities
- Use modern technology and image matching
- Provide responsive customer service
- Focus on graduate satisfaction, not just event coverage

Questions Universities Should Ask:

- How quickly are images delivered?
- Can every graduate be photographed?
- How many photographers will be assigned?
- What customer service is available?
- How are graduates matched to their images?
- What experience do you have with ceremonies our size?

The best graduation photography companies don't simply take pictures. They help universities create a memorable graduation experience.

Ready to Improve Your Graduation Experience?

MillerFoto provides commencement photography, cap-and-gown portraits, white coat ceremonies, pinning ceremonies, graduation fairs, and professional graduation coverage designed to create an exceptional experience for graduates and families.

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