



UniMAC
UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION

BULLETIN

UNIMAC HANDBOOK ON ACADEMIC CEREMONIES

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FOREWORD

The University of Media, Arts and Communication (UniMAC) is committed to upholding the highest standards of academic excellence, professionalism, and institutional tradition. Academic ceremonies are among the University's most significant events, reflecting our rich heritage, values, and commitment to celebrating scholarly achievement.

This Handbook on Academic Ceremonies has been developed to provide a comprehensive guide to the planning, coordination, and conduct of official academic ceremonies at UniMAC. It outlines the established protocols, ceremonial procedures, roles and responsibilities of key officers, academic dress requirements, and standards of etiquette to ensure consistency and dignity across all University ceremonies.

The handbook is intended to serve as a valuable reference for University Management, members of the Academic Board, faculty, staff, students, protocol officers, and all stakeholders involved in organizing or participating in academic ceremonies. By adhering to these guidelines, we reinforce the University's identity, preserve its traditions, and project the image of UniMAC as a distinguished institution of higher learning.

All members of the University community are encouraged to familiarize themselves with the contents of this handbook and to observe its provisions whenever participating in official academic ceremonies.

1.0. POLICY STATEMENT

Academic ceremonies at the University of Media, Arts and Communication (UniMAC) are formal and culturally significant events that reinforce the institution's values, celebrate scholarly achievements, and symbolize rites of passage in the academic journey. To guide the organization and planning of Academic Ceremonies, this policy document outlines the protocols, procedures, and regalia associated with academic ceremonies and seeks to establish uniformity, decorum, and cultural relevance across board. This policy shall guide the conduct, regalia, protocol, and communications associated with these events. All staff, students, and guests are expected to comply with the provisions herein.

2.0. SCOPE OF THE POLICY

This policy applies to all official academic ceremonies organized by the University of Media, Arts and Communication (UniMAC), including but not limited to the following:

i. **Matriculation Ceremonies**

These are formal events held to admit newly enrolled students into the university community.

ii. **Congregation (Graduation) Ceremonies**

These are events organized to confer academic degrees and diplomas upon qualified students.

iii. **Investiture Ceremonies**

These are formal installations/enthronements of the Vice-Chancellor, Chancellor, or other senior university officials.

iv. **Conferment of Honorary Degrees**

These are ceremonial occasions during which honorary degrees are awarded in recognition of distinguished contributions to academia, society, or the arts.

v. **Public Lectures**

Formal academic presentations delivered by distinguished scholars, practitioners, or public figures for the benefit of the University community

and the general public, as may be approved by the University Governing Council.

vi. **Special Academic Ceremonies**

Any other academic ceremonies or events of a formal nature that the University Governing Council may approve.

3.0. OBJECTIVES

The objectives of this policy are to:

i. **Standardize Ceremonial Practices**

Establish uniform protocols and procedures for all official ceremonies at the University of Media, Arts and Communication (UniMAC), ensuring consistency across all campuses and units.

ii. **Promote Institutional Identity and Dignity**

Reinforce the university's image, values, and traditions through well-coordinated ceremonial activities that reflect UniMAC's status and aspirations.

iii. **Provide Clarity in Roles and Responsibilities**

Define the responsibilities and expectations of all individuals and units involved in the planning, coordination, and participation in official university ceremonies.

iv. **Provide Guidance on Key Ceremonial Elements**

Offer clear direction on the appropriate use of academic regalia, the order of procession, seating arrangements, and the structure of event programmes to maintain decorum and protocol.

4.0. TYPES OF CEREMONIES AND PROTOCOLS

4.1. Matriculation Ceremony

Matriculation marks the official admission of new students into UniMAC. It is a legal requirement that confirms students' lawful entry into the University community. All first-year undergraduate and new postgraduate students must participate in a matriculation ceremony. The ceremony affirms the University's recognition of students as junior members and outlines their responsibilities.

The key elements of the ceremony shall include the following:

4.1.2. Key Elements of a Matriculation Ceremony

- i. **Academic Procession**
This is a formal procession involving senior Members (academic and administrators), university management, and selected invited dignitaries in **full academic regalia**, symbolizing the university's academic authority and tradition.
- ii. **Administration of the Matriculation Oath**
There shall be the official recitation of the Matriculation Oath by newly admitted students, signifying their acceptance of the rules, regulations, and values of the University. The oath shall be administered by the Pro Vice-Chancellor or any other official as may be designated to do so.
- iii. **Address by the Vice-Chancellor**
A Keynote Speech shall be delivered by the Vice-Chancellor, outlining the expectations, responsibilities, and opportunities available to students at UniMAC.
- iv. **Signing of the Matriculation Register**
All matriculants shall be required to sign the Matriculation Register, a symbolic act by which students affirm their commitment to the university community
- v. **Formal Pronouncement of Admission**
There shall be an official declaration by the Vice-Chancellor or a designated officer, confirming the students' admission into the University of Media, Arts and Communication.

4.1.3. Frequency

Matriculation shall be held at the beginning of each academic year for all categories of students, including international students.

4.1.4. Attendance

All fresh students are required to attend the Matriculation Ceremony in person. Attendance is mandatory as it signifies formal admission into the University and upholds the institution's academic tradition.

4.1.5. Dress Code

i. **Students**

Newly admitted students are required to appear in formal attire, complemented by the official academic gown (regalia) issued by the University. The wearing of hoods and mortar boards is not permitted at matriculation.

ii. **Academic and Administrative Staff (Convocation)**

All senior members participating in the ceremony must wear the prescribed academic regalia appropriate to their academic rank. The use of mortar boards is not permitted for this occasion.

iii. **Ceremonial Mace**

The University's ceremonial mace shall be used during the matriculation procession as a symbol of authority and institutional dignity.

4.1.6. Order of Ceremony

The order of proceedings for matriculation ceremonies shall be as follows:

- i. Council Procession (led by the Mace Bearer)
- ii. Opening prayer
- iii. Constitution of the Assembly
- iv. National Anthem and UniMAC Anthem
- v. Moderation by the Registrar
- vi. Presentation of Matriculants by Rectors

- vii. Administration of the Matriculation Oath
- viii. Vice-Chancellor's Address and Pronouncement
- ix. Signing of the Matricula
- x. Closing Benediction
- xi. Dissolution of the Assembly
- xii. Recession

4.2. Congregation (Graduation) Ceremony

4.2.1. Purpose

Congregation ceremonies celebrate the academic achievements of graduating students and confer certificates, diplomas, and degrees on them accordingly. It also serves to recognize excellence through special awards and honorary degrees.

4.2.2. Format

The order of proceedings shall include:

- i. Academic Procession
- ii. Opening Prayer
- iii. Welcome Address and Constitution of Assembly (Council Chairperson or Chancellor)
- iv. Vice-Chancellor's Report
- v. Special Awards/Recognitions
- vi. Conferment of Degrees
- vii. Benediction and Recession
- viii. Dissolution of the Assembly
- ix. Recession

4.2.3. Presentation of Graduands

The presentation of graduands at Congregation (Graduation) Ceremonies shall be conducted in accordance with the following guidelines:

- i. **Presentation by Rectors**
All graduands shall be formally presented by the Rectors of their respective institutes, in accordance with the approved list of eligible candidates.
- ii. **Individual Presentation**
Graduands awarded Doctoral degrees and those receiving First-Class Honours shall be presented individually.
- iii. **Group Presentation**
Graduands receiving Master's degrees, Bachelor's degrees (Second Class and below, Diplomas, and Certificates shall be presented in groups or en masse).

4.2.4. Posthumous Degrees

UniMAC may award degrees posthumously upon the recommendation of the Academic Board. The presentation shall be done with decorum and sensitivity.

4.2.5. Academic Dress for Congregation Ceremonies

All graduands shall wear the prescribed academic regalia corresponding to the degree being conferred. The following dress codes shall apply:

- i. **Academic and Administrative Staff**
All academic and administrative staff (senior members) joining the procession shall wear the full academic regalia corresponding to their highest earned academic qualification.
- ii. **Rectors and Members of the Governing Council**
Rectors and Members of the University Governing Council shall wear specially designated ceremonial robes as prescribed by the University.

4.2.6. Honorary Degree Recipients shall be provided with UniMAC's ceremonial doctoral robes.

4.3. Investiture Ceremony

This ceremony celebrates the appointment of a new Chancellor or Vice-Chancellor. It is the highest ceremonial honour of the University and should reflect UniMAC's

leadership transition. An investiture programme shall include the following key components:

4.3.1. Academic and Institutional Procession

- i. A formal procession comprising academic and administrative staff (Senior members), university officials, specially invited dignitaries, and members of the Governing Council, all in prescribed academic regalia.
- ii. **Investiture Ritual and Official Robing**
There shall be a formal process of robing the new Chancellor or Vice-Chancellor in the official academic gown, medallion, and other symbols of office.
- iii. **Vision Statement by the Appointee**
The newly inducted officer shall deliver the Investiture Address outlining their vision, strategic priorities, and commitment to the advancement of UniMAC.
- iv. **Cultural Presentations**
There shall be performances that reflect the Ghanaian culture and UniMAC's creative identity, showcasing the university's rich heritage in media, arts, and communication.
- v. **Symbolism:**
The University Mace shall be handed over to the new Vice-Chancellor/Chancellor as a symbol of authority.

4.3.2. Investiture Regalia

4.3.2.1. General Guidelines

The Regalia for the investiture ceremony must reflect the office being conferred and the bearer's academic or administrative status. UniMAC shall adopt a culturally infused design and language that honors the institution's legacy, logos, and identity and aligns with global academic standards. The ceremonial gown shall be in UniMAC colours and shall also have the UniMAC logo (crest) embossed on it with a golden tassle tam. There shall be a Medallion which symbolizes the institutional pride, adorned in Gold. A framed citation and a Mace shall be presented to the bearer as the symbol of authority.

4.3.2.2. Protocol Highlights

- i. Procession of dignitaries, including Government officials, Vice-Chancellors and former Vice-Chancellors from sister universities, and Convocation
- ii. Robing of the Officer (by the President of Ghana or Council Chairperson)
- iii. Oath and Affirmation
- iv. Address by the Installed Officer
- v. Cultural performances and goodwill messages

5.0. ACADEMIC PROCESSIONS

Academic ceremonies shall formally commence and conclude with a ceremonial procession. The *mmensuon* troupe shall enhance the dignity of the occasion, providing a stately rhythm to the procession while affording attendees the opportunity to reflect on the significance and ceremonial character of the event.

All academic processions shall be led by the Mace Bearer and structured in accordance with the institutional hierarchy. Processional participants shall be grouped based on official affiliations or roles, including but not limited to: members of Convocation, representatives from partner universities and institutions, senior university officials (such as the Pro Vice-Chancellor and Vice-Chancellor), members of the Governing Council, the Chancellor, and, where applicable, the Head of State or a designated representative.

To ensure order and ceremonial decorum, there shall be two (2) divisions; each segment of the procession shall be separated by a distance of approximately twenty (20) feet. This spacing shall prevent congestion, facilitate a dignified pace, and allow clear visibility of academic regalia.

In alignment with established ceremonial protocols, the position of highest honour shall be reserved for the final segment (division 2) of the procession. Accordingly, individuals seated on the dais, including the Vice-Chancellor, shall be the last to enter the ceremonial venue. In instances where the ceremony includes the recognition of an honoree, the individual shall form part of the Vice-Chancellor's procession and shall be formally escorted by a senior academic, such as a Dean or an eminent faculty member from the honoree's academic discipline.

5.1. Order of Matriculation Procession

- i. *Mmensuon*
- ii. Mace Bearer
- iii. Registrar
- iv. Convocation (in reverse order of seniority), and then Professors (also in reverse order of seniority)
- v. University Chaplain
- vi. Deans/ Directors/Institute Registrars
- vii. Senior Officers (such as the Librarian and Finance Officer)
- viii. Rectors
- ix. Pro-Vice-Chancellor
- x. Vice-Chancellor

5.2. Order of Congregation Procession

Division I:

- i. *Mmensuon*
- ii. Mace Bearer
- iii. Registrar
- iv. Convocation: beginning with Assistant Lecturers and Lecturers (and similar positions), followed by Associate Professors (in reverse order of seniority), and then Professors (also in reverse order of seniority)
- v. Directors/Institute Registrars

Division II:

- i. *Mmensuon*
- ii. Mace Bearer
- iii. Registrar
- iv. University Chaplain
- v. Deans
- vi. Rectors
- vii. Members of the Governing Council
- viii. Guest Speaker
- ix. Former Vice-Chancellors and Principals
- x. Vice-Chancellors from Partner Institutions
- xi. Pro Vice-Chancellor

- xii. Vice-Chancellor
- xiii. Council Chairman
- xiv. Chancellor

5.2.1. Order of Congregation Recession

At the end of the ceremony, the academic recession shall proceed in the reverse order of the formal procession. The Macebearer shall lead the recession, followed by the Vice-Chancellor, members of the dais in order of precedence, and subsequently, members of the convocation. All guests and attendees are required to remain standing until the entire academic procession has fully exited the ceremonial grounds.

5.3. Order of Investiture Procession

- i. *Mmensuon*
- ii. Mace Bearer
- iii. Registrar
- iv. Alumni
- v. University Guests
- vi. Chaplain
- vii. Convocation (in reverse order of seniority), and then Professors (also in reverse order of seniority)
- viii. Deans
- ix. Former Vice-Chancellors
- x. Governing Council Members
- xi. Pro Vice-Chancellor
- xii. Mace bearer
- xiii. Medallion bearer
- xiv. Chairman of Council
- xv. New Chancellor/ Vice-Chancellor elect
- xvi. Head of State

6.0. THE UNIVERSITY MACE

The University Mace shall be used exclusively during formal academic ceremonies, including but not limited to Matriculation, Congregation, and the Investiture of the Chancellor or Vice-Chancellor. Its presence signifies the authority of the Vice-

Chancellor as the official legal representative of the University and the custodian of its governance.

When the mace is in use, all participants in the procession are required to be attired in full academic regalia. The Mace Bearer shall carry the mace at the head of the Vice-Chancellor's procession, immediately preceding the Vice-Chancellor during both the processional and recessional segments of the ceremony.

Throughout the ceremony, the mace shall be placed on an official stand or a designated ceremonial table situated near the Vice-Chancellor. Under no circumstances shall the mace be placed on the floor.

During the investiture of a new Chancellor or Vice-Chancellor, the mace shall be formally handed over to the incoming officeholder as a symbolic transfer of authority. In the academic recession that follows the investiture, the mace shall lead the newly invested Chancellor or Vice-Chancellor.

In situations where the outgoing Vice-Chancellor is not participating in the investiture, the mace shall instead precede the Chairman of the University Council during the procession and recessional, until it is transferred to precede the newly appointed Chancellor or Vice-Chancellor.

7.0. PHOTOGRAPHY FOR ACADEMIC CEREMONIES

7.1. Accreditation of Photographers

All individuals or businesses seeking to provide photography services during official university ceremonies must obtain **prior accreditation** through the Directorate of Public Affairs.

Interested photographers are required to **submit a formal application**, which will be **subjected to vetting and approval**.

7.1.1. Upon successful approval and **payment of the prescribed accreditation fee**, accredited photographers will be issued an official **identification badge and accreditation tag**, which must be visibly displayed at all times while operating on campus.

7.1.2. Only photographers holding valid accreditation will be permitted to provide services within university ceremonial venues.

7.2. Photography of Ceremonial Events

To maintain order and preserve the dignity of the event, only a **limited number of official photographers** shall be appointed by the University to handle photography of students during the ceremony.

7.2.1. Official ceremonial photographs of students, particularly at the moment of presentation on the ceremonial stage or grounds, will be taken automatically by these approved photographers.

7.2.2. These photographs will be made available for individual purchase by students after the ceremony.

7.2.3. Personal or freelance photography by students, family members, or non-accredited individuals shall be strictly prohibited within the ceremonial area during the event.

7.3. Photography of Special Guests and Dignitaries

The Public Affairs Directorate (PAD) shall be solely responsible for capturing institutional photographs involving special guests, university officials, and other dignitaries in attendance.

7.3.1. The PAD shall coordinate the grouping and arrangement of guests for official photographs.

7.3.2. Institutional photographs will be compiled into formal photo albums, which will be curated for internal documentation and distributed as appropriate to dignitaries and other stakeholders.

8.0. COMMUNICATION AND INVITATIONS

All official invitations to academic ceremonies shall be issued by the Office of the Registrar. Invitations must be protocol-compliant and inclusive of regalia instructions where applicable.

Appendices

Appendix A

9.0. ISSUANCE OF INVITATION CARDS AND CEREMONIAL PROGRAMMES

A. Invitation Issuance Protocol

I. Individual Invitations

Formal invitations to academic ceremonies shall be issued under the authority of the University's Governing Council. A single, official invitation card shall be prepared per guest; however, supplemental insert cards may be included to invite the recipient to specific ceremonial roles or events such as processions, receptions, and performances.

II. Standard Invitation Wording for Investiture

The Governing Council and Academic Board of the University of Media, Arts and Communication (UniMAC) cordially request the honour of your presence at the investiture of Prof. [Full Name], Ph.D., as Vice-Chancellor/Chancellor of the University.

[Day, Month, Year]

[Time - written in full]

[Venue - full designation]

III. Corporate and Institutional Invitations

Invitations to partner universities, colleges, and other institutions shall be formally addressed to the Executive Head of the respective institution. If the Executive Head is unable to attend, the same courtesies and protocol shall apply to the appointed representative.

Each institutional invitation shall include a response card requesting the following information:

- Full name of the institution

- Full name of the designated delegate
- Official title of the delegate
- Highest academic qualification of the delegate
- Contact details (email and telephone)

Response cards must provide options (checkboxes) for:

- Confirmation of attendance (Yes/No)
- Indication of participation in the academic procession or attendance as a guest
- Whether academic regalia will be required or supplied

Appendix B

TEMPLATES FOR CEREMONIAL PROGRAMMES

Ceremonial programmes shall outline the official sequence of activities during academic events and serve as a guide for both participants and attendees. As the nature and content of each ceremony may vary, a customized programme shall be developed and approved for each specific event.

I. Matriculation Ceremony Programme

- Seating of matriculants and guests (Background music to be played during seating)
- Arrival of the Vice-Chancellor's procession
- Opening Prayer – led by the University Chaplain
- National Anthem
- Registrar announces the purpose of the assembly
- Deans of Faculty invited to present matriculants
- Administration of the Matriculation Oath by the Pro-Vice Chancellor
 - (Matriculants shall remain standing for the oath)
- University Anthem (UniMAC Anthem)
- Address by the Vice-Chancellor
- Official Matriculation Pronouncement by the Vice-Chancellor
- Registrar formally dissolves the assembly
- Closing Prayer
- National Song – *Yen Ara Asase Ni*
- Exit of the Vice-Chancellor's procession

II. Congregation Ceremony Programme (Sample Template)

- Graduands seated; musical interlude during seating
- Guests and staff seated
- Processional Order:
 - Members of Convocation (Division 1)

- Members of the University Council (Division 2)
- Opening Prayer- University Chaplain
- National Anthem
- Welcome Address – delivered by the Chancellor or Chairman of Council
- Formal Declaration/constitution of the Assembly – by the Chancellor or Council Chairman
- University Anthem
- Address by the Vice-Chancellor
- Cultural Performance / Music Interlude
- Presentation of Special Awards or Prizes
- Musical Performance/Interlude
- Address by the President of the Republic or Official Representative
- Conferment of Academic Awards in the following order:
 - Doctoral Degrees
 - Master’s Degrees
 - Bachelor’s Degrees
 - Diplomas and Certificates
- Closing Prayer
- Formal Dissolution of the Assembly – by the Chancellor or Chairman of Council
- National Song – *Yen Ara Asase Ni*
- Recessional Order:
 - President of the Republic or Official Representative
 - University Council
 - Special Guests
 - Members of Convocation
 - Graduands

III. Investiture Ceremony Programme

The programme shall be produced to the highest standard, professionally printed on premium-quality paper, and may include additional embellishments where appropriate. The contents of the Investiture Programme/brochure shall customarily include the following elements:

- Official Order of Procession

- Sequence of Delegates from External Universities and Colleges (listed in chronological order by date of establishment)
- Detailed Order of Ceremony, including names and titles of speakers
- List of former Chancellors, Chairmen of Council, Vice-Chancellors, and Principals, along with their periods of service
- Musical selections with names of composers and performers
- Placement of the incoming Chancellor or Vice-Chancellor at the end of the list of speakers, in accordance with protocol
- Names of current University Council members, beginning with the Chairman
- Historical overview of the University of Media, Arts and Communication (UniMAC)
- Description and images of symbols of office (optional)
- Biographical profile and official photograph of the incoming Chancellor or Vice-Chancellor (optional)
- List of institutions represented through official greetings (optional)
- Solidarity Messages

IV. Investiture of the Chancellor

The Chancellor's Investiture Programme shall be divided into two main sections:

- 1. Investiture Ceremony**
- 2. Induction Ceremony**

1. Order of Proceedings – Investiture Ceremony

- Arrival and seating of invited guests
- Procession of the Convocation (Division 1)
- Procession of the University Council (Division 2)
- Performance of the National Anthem
- Formal constitution of the Assembly by the Chairman of the University Council
- Opening Prayer delivered by the University Chaplain
- Welcome Address by the Chairman of the University Council
- University Anthem
- Address by the Vice-Chancellor
- Musical Interlude
- Presidential Message – delivered by His Excellency, the President of the Republic of Ghana or official representative
- Musical Interlude

2. Order of Proceedings – Induction of Chancellor

- Presentation of the Chancellor’s profile by the Registrar
- Presentation of the Chancellor’s Robe
- Invitation to the Chancellor-elect to come forward – by the Chairman of the University Council
- Robing of the Chancellor to be performed by the President of the Republic, assisted by the Chairman of the Council and Vice-Chancellor
- Formal Pronouncement of Induction – by the Chairman of the University Council
- Enthronement of the Chancellor – carried out by the Chairman of Council, with support from the Vice-Chancellor and Registrar
- Induction Prayer – offered by the officiating minister
- Musical Interlude
- Address by the newly inducted Chancellor
- Performance of the Hallelujah Chorus
- Formal dissolution of the Assembly – by the Chancellor
- Closing Prayer – by the officiating minister
- Official Recession of all ceremonial parties
- Closing Announcements
- End of Ceremony

V. Investiture of the Vice-Chancellor

The investiture of the Vice-Chancellor is a formal academic ceremony that signifies the official assumption of office by the incoming Vice-Chancellor. The programme shall be structured into two distinct segments:

- 1. The Investiture Ceremony**
- 2. The Induction Ceremony**

1. Order of Proceedings – Investiture of the Vice-Chancellor

- Arrival and seating of invited guests
- Academic procession of members of Convocation
- Opening Prayer led by the University Chaplain

- Declaration of the Assembly as duly constituted by the Chancellor or Chairman of the University Council, followed by a formal Welcome Address
- Musical Interlude
- Presentation of the Profile of the Vice-Chancellor by the Registrar
- Formal Investiture of the Vice-Chancellor to be conducted by the Chancellor or Chairman of the University Council
- Musical Performance or Institutional Song

2. Order of Proceedings – Induction of the Vice-Chancellor

- Presentation of the Vice-Chancellor’s Robe
- Presentation of traditional appellations
- Invitation to the Vice-Chancellor to come forward – by the Chairman of the University Council
- Robing of the Vice-Chancellor – performed by the President of the Republic, assisted by the Chancellor or Chairman of the Council and the Registrar
- Formal Pronouncement of Induction – by the Chancellor or Chairman of the University Council
- Enthronement of the Vice-Chancellor to be carried out by the Chancellor or Chairman of Council, with support from the Registrar
- Induction Prayer – offered by the officiating minister
- Musical Interlude
- Delivery of goodwill messages from key stakeholders (e.g. Student Representative Council, Alumni Association, Vice-Chancellors Ghana, among others)
- Performance of the University Anthem (UniMAC Anthem)
- Address by the newly inducted Vice-Chancellor
- Performance of the Hallelujah Chorus
- Formal dissolution of the Assembly by the Chancellor or Chairman of Council
- Closing Prayer by the officiating minister
- Closing Announcements
- Official Recession of all ceremonial parties
- End of Ceremony

Appendix C

SEATING ARRANGEMENTS

Seating arrangements for academic ceremonies must reflect the formality of the event and must adhere to established protocol. The following core principles and procedures shall guide all seating arrangements for ceremonial events:

1. General Guidelines

- The seating arrangements on the Dais are determined based on the specific circumstances of each facility and ceremony, taking into account spatial limitations, protocol hierarchy, and ceremony-specific requirements.
- Ushers shall be assigned to escort all invited dignitaries, guests, and procession participants to their designated seating areas.
- Special guests who opt not to join the formal procession shall be assigned preferred seating within a section specifically reserved for them.
- The Planning Committee shall determine in advance whether or not family members of delegates will be seated alongside them or in a separate designated area. Such arrangements must be clearly communicated to all delegates ahead of the ceremony.

2. Convocation Seating

- Members of Convocation shall be seated in **reverse order of procession**.
 - Assistant Lecturers/Junior Assistant Registrars, Lecturers/ Assistant Registrars, Senior Lecturers/ Senior Assistant Registrars, and those in equivalent ranks shall occupy the rear rows.
 - Associate Professors/ Deputy Registrars and Professors, including analogous ranks, shall be seated in the front rows, arranged by reverse order of seniority (i.e., the most recently appointed sitting behind longer-serving colleagues).

3. Dais and Platform Seating

- The first row on the dais shall be reserved for the highest-ranking University officials and the most distinguished guests.
 - The Vice-Chancellor, as host, shall occupy the central seat.
 - The Guest of Honour shall be seated on the Vice-Chancellor's immediate right.
 - The second most senior guest shall be seated to the Vice-Chancellor's left, alongside the second most senior University official, and so on, alternating from the center outward in order of precedence.
 - Ranking of dignitaries for dais seating shall give precedence to individuals holding official rank and high-level government appointments, in accordance with national and institutional protocol.
- After seating of the first row, the remaining platform seating shall be determined by protocol rank and function:
 - University Council members shall occupy the second row
 - Traditional leaders and chiefs, if present, shall occupy the third row
 - Supporting functionaries, such as the Macebearer and officiating clergy, shall be seated at the ends of the front row to enable them to perform ceremonial duties with minimal disruption.

4. Implementation Procedures

- The seating plan must align with the order of procession, ensuring all participants can access their seats in a seamless and dignified manner.
 - As the Vice-Chancellor and his/her delegation enter last, their seats must be clearly and easily accessible.
 - Each seat assigned to a ceremony participant shall be clearly labeled with a name card in large, legible print.
 - Standardized labels shall be printed and pasted on the seats
 - Cards shall be securely affixed to chair seats using clear adhesive tape, which also serves to prevent ink transfer onto garments.

5. Pre-Ceremony Briefing and Rehearsal

- All individuals participating in the ceremony must be briefed on seating arrangements prior to the commencement of the procession.
- A walkthrough or rehearsal is strongly recommended, especially for those occupying the dais, to ensure familiarity with:
 - The processional route

- Assigned seating
- Use of steps or stage platforms

This preparation ensures orderly seating during the event and enhances participant confidence and ceremony decorum.

Appendix D

PRE-CONGREGATION EVENTS

In accordance with the University's tradition of promoting academic excellence and public engagement, a series of formal events shall be organized in the lead-up to the annual Congregation ceremonies. These events shall serve to enrich the academic culture of the institution and provide opportunities for scholarly interaction, community engagement, and institutional visibility.

1. Annual Public Lecture

As a core component of pre-Congregation activities, an Annual Public Lecture shall be organized to engage the academic community and the general public on topical issues of scholarly and national relevance.

Theme and Topic Selection

- The Congregation Planning Committee shall be responsible for proposing a Congregation theme, which will inform the topic of the public lecture.
- The proposed theme and lecture topic shall be submitted to the University Management for consideration and approval.
- The speaker for the Public Lecture may be guided by the approved topic.

Rotational Hosting Policy

- Public lectures shall be hosted on an annual rotational basis across the various Institutes of the University.
- The Congregation Planning Committee shall coordinate with the selected hosting Institute to manage logistics, publicity, and execution of the lecture.

2. Faculty and Departmental Exhibitions

Academic exhibitions shall be held as part of the events leading to the Congregation ceremony. These exhibitions serve to showcase the scholarly output, innovations, and achievements of various faculties, departments, schools and research units within the University.

Duration and Scheduling

- The exhibitions shall typically take place during the Congregation Week, beginning on the Thursday before the congregation day and ending on Saturday, and shall run concurrently with the Congregation ceremony itself.

Planning and Oversight

- A dedicated Sub-Committee on Exhibitions shall be constituted by the main Congregation Planning Committee to oversee the planning, coordination, and implementation of all exhibition activities.
- This Sub-Committee shall ensure broad participation from faculties and departments and shall liaise with relevant units to provide necessary logistical support and ensure alignment with the Congregation theme.

Appendix E

GUIDELINES FOR OFFICIAL SPEECHES AT UNIVERSITY CEREMONIES

This section outlines the approved scope and focus for speeches delivered by key university officials during official academic ceremonies at the University of Media, Arts and Communication (UniMAC), including Congregation, Matriculation, and Investiture events. All speeches should reflect the dignity of the occasion, align with the strategic vision of the University, and adhere to the thematic objectives of the ceremony.

I. Chancellor/Chairman's Address: Congregation / Investiture

- As the ceremonial head of UniMAC's Governing Council, the Chancellor's address is expected to serve as an official welcome address, recognizing and acknowledging the presence of distinguished guests, faculty, students, and stakeholders.
- Provide a brief overview of the purpose and significance of the gathering.
- Emphasize the University's contribution to national development objectives and the alignment of its strategic goals with broader policy frameworks.
- Include a summary of strategic and governance-related decisions undertaken over the recent period.

II. Vice-Chancellor's Address: Matriculation / Congregation / Investiture

As the Chief Executive Officer of UniMAC, the Vice-Chancellor's speech is a key component of all major academic ceremonies. The content of the Vice-Chancellor's address shall:

- Highlight the University's vision, mission, and strategic goals, along with current initiatives aimed at achieving them.
- Present a comprehensive report on the state of the University, covering academic performance, research outputs, institutional development, and other significant updates.

- Showcase notable achievements during the Vice-Chancellor's tenure, with reference to both institutional milestones and sector-wide impact.
- At Matriculation, specifically, the speech should offer a welcome and guidance to newly admitted students, student statistics, outlining expectations, and encouraging academic excellence and responsible citizenship

10.0 Review and Amendment

This policy shall be reviewed every five (5) years or as deemed necessary by Management to reflect changes in academic structure or ceremonial practices.

Effective Date

This policy takes effect from the date of approval by the UniMAC Governing Council.