

Checklist for Ground-Breaking and Ribbon-Cutting Ceremonies

A *ground-breaking* ceremony celebrates the start of construction. A *ribbon-cutting* ceremony is held when construction is finalized and all necessary equipment, furniture, is in place and that facility is ready to be used. Depending on the amount of time between the start of construction and finalization, and depending on the type of project, you may consider having an event for both your ground-breaking and your ribbon-cutting.

Event:

- Set your date. Choose a day that falls close to the start-up of your project or ground breaking. Create an event agenda. Ideas to consider include:
 - Tours of the Facility (For Ribbon Cutting)
 - Speeches
 - Entertainment
 - Refreshments
 - Exhibit Display Area

Invitations:

- Send out formal mailed invitations or make phone calls/send emails. Remember to give people time to respond and mark their calendars. People on your invitation list could include:
 - Internal
 - Students
 - YCCD Board of Trustees
 - Foundation Board Members
 - CBOC
 - Administration
 - Faculty
 - Staff
 - External
 - Community Based Organizations
 - Elected Officials
 1. Federal (Members of Congress/Senate)
 2. State (Assemblymembers & State Senators)
 3. Local (City Council, Board of Supervisors, County Office of Ed Superintendents and Board Members, etc.)
 - Media
 1. Local Papers (Appeal-Democrat, Daily Democrat, Sacramento Bee, Colusa Sun Herald, Middletown Times Star, Lake County Record Bee, Clearlake Observer, California Aggie, Davis Enterprise, etc.)
 2. Local Radio (KUBA, KQED, etc.)
 3. Local TV (KCRA, CBS 13, KTXL, News 10, etc.)
 4. Ethnic Media (Univision, Bustos Media, La Que Buena, etc.)
 - Community Leaders
 1. Chamber President
 2. Heads of Economic Development Corporations

- System Office and League Staff (i.e., Chancellor, Vice Chancellor, Facilities Director, etc.)
- Other Educational Leaders (Local School District Superintendents, Local UC/CSU Representative, etc.)

- Create an Accurate Map to Include with the Invitation.

Speakers:

- Contact and arrange for appropriate speakers. Remember to give them enough notice and let them know how long they will have to speak. Speakers you might consider include:

- Internal
 - YCCD Board Chair and/or Local Trustee(s)
 - Chancellor
 - Campus President/Dean
 - Academic Senate President and/or Faculty Member
 - Classified Staff Rep
 - Student
- External
 - Elected Official (i.e, Mayor, Senator, Assemblymember, Congressman, Corresponding County Supervisor, etc.)
 - Representative from Local Utility if Sustainable Design/LEED Certified
 - Community Leader

Outreach:

- Prepare Fact Sheets or Handouts to Answer Basic Questions and Highlight Project Benefits.
- Develop Posters or Signs to Explain Project

Media:

- Develop Press Kit (Press Release, Agenda, FAQ Sheet, etc.)
- Contact Local Media to Arrange for Coverage of Event (See Above)

Logistics:

- Organize Event Logistics, Including:
 - Podium
 - A/V Equipment
 - Seating
 - Caterer
 - Photographer/Videographer
 - Shovels/Picks
 - Ribbon/Scissors
 - Tent in Case of Inclement Weather
 - Tour Guides/Faculty Docents (For Ribbon Cutting)
- Reconfirm All Logistics a Week Before the Event. Call:
 - Speakers
 - Caterer

- Photographer/Videographer
- Media

Tour Checklist

Safety:

- Proper safety precautions should be taken to ensure the safety of the public touring your facility, including appropriate footwear and clothing. You may want to provide goggles, earplugs, or hard hats as necessary.

Tour Route:

- Map out an easy-to-follow route that quickly moves people through the facility. You may also want to mark a “safe” path (such as a yellow line) for people to follow and clearly mark areas that are unsafe or off limits.

Tour Guides:

- Train the tour guides to provide correct and easy-to-understand information to visitors. Having knowledgeable guides can make your facility tour successful and fun.

Information:

- Develop a handout to help visitors fully understand your project.

Meeting Place:

- Prepare an area of the facility as a meeting place, drop-off point, or simply as a gathering point upon conclusion of the tour.

Directions:

- Create a clear, faxable map to your facility. Clearly mark the meeting place on the map.

Outreach:

- Send out a press release about the availability of campus/facility tours.
- Invite local groups and organizations to tour our new facilities.