



# Ribbon Cutting and Ground Breaking Ceremonies

Event Planning Guide



OFFICE OF THE  
EXECUTIVE VICE PRESIDENT FOR  
FINANCE & ADMINISTRATION

Revised 4.16.24

# Event Planning Timeline

## **2 Months Ahead**

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- Schedule bi-weekly meetings with all parties involved in planning the event and opening the site
  - Tools such as SmartSheet are recommended for tracking all tasks
- Work with VIP support staff to select the date and reserve on calendars
- Send a 'Save The Date' notification to VIP attendees and obtain parking for VIPs
- Order supplies that require shipping

## **4 Weeks Ahead**

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- Send a save the date notification to VIP attendees and obtain parking for VIPs
- Reserve tables, chairs, tents, and audio visual (AV), sign language interpreter and virtual needs
- Order catering and specialty foods
- Order any needed materials
- Draft agenda, identify/notify all speakers and begin script writing
- Finalize and mail invitations or create E-Announcement (track RSVPs)
  - UCAM/ MarComm can assist with print and digital invitations, parking maps, and other graphic design needs for the event

## **3 Weeks Ahead**

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- Finalize agenda and order print materials, invitations, programs, and name badges for distinguished guests

## **2 Weeks Ahead**

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- Pick up any local supplies
- Finalize scripts

# Event Planning Timeline - Cont'd

## **1 Week Ahead**

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- Finalize catering, equipment, and AV

## **2 Days Before**

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- Purchase any last-minute items

## **Day Before**

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- Pack up all materials for the event
- Coordinate final details as needed

## **Day of Event**

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- Pickup any last minute items needed
- Take items to location for set up and coordinate with venue/location staff
- Test AV (including virtual)
- Start Event
- Dismantle and pack back up

## **After Event**

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- Unpack items
- Debrief



# Event Planning - Committees & Date Selection

## **PLANNING COMMITTEE**

For each event, form a planning committee to manage the event.

Typically members come from the offices of the President, the Provost, the EVP for Finance and Administration, Government Relations, the Dean/Chair/Chancellor, and the project management entity (FDC formerly known as PDC, or Health Sciences, etc.).

## **DATE SELECTION**

The date selection should include the availability of the below VIPs.

- The President
- The Provost
- The Executive Vice President for HSC
- The Executive Vice President for Finance and Administration
- President of the Board of Regents

*Once a date is selected a Microsoft calendar invitation must go out to all VIPs as identified in the following pages.*



# Event Planning - Guests

## INTERNAL VIPs

Below is a list of University Leadership and their support persons, who should receive both a formal invitation and Microsoft calendar invitation to all University Groundbreaking and Ribbon cutting ceremonies:

- University President
  - Chief of Staff & Deputy Chief of Staff
  - Executive Administrative Assistant to the President
- Provost/Executive Vice President of Academic Affairs
  - Chief of Staff
  - Executive Assistant
- Executive Vice President for HSC
  - Executive Assistant
- Vice President for ISS
  - Administrative Officer
- Executive Vice President of Finance and Administration
  - Director of Operations
  - Unit Coordinator
- Board of Regents
  - Special Assistant to the Board of Regents
- Project management entity
  - Facilities, Design, and Construction
  - UNM HHS Project Manager or Associate Director

# Event Planning - Guests

## **ADDITIONAL UNM GUESTS**

The committee should consult with the project management entity to identify the guest list and to ensure all project contributors are included.

Below are additional internal guests for consideration:

- Vice President of Alumni Relations
- Chief Marketing & Communications Officer
- Chief Compliance Officer
- General Counsel, Office of University Council
- Chief Government Relations Officer
- Vice President/Director of Athletics
- Vice President for Equity and Inclusion, Central and HSC Campuses
- Senior Vice Provost/President for Academic Affairs, Central and Health Sciences Campuses
- Vice President for Research, Central, and North Campuses
- Vice President for Enrollment Management
- Vice President for Student Affairs
- Senior Vice President for Clinical Affairs
- Vice President for Community Health
- UNM Foundation President and CEO
- Regent Advisors
  - President of the Faculty Senate, President of the Associated Students of the University of New Mexico (ASUNM), President of the Graduate and Professional Student Association (GPSA), President of the Staff Council, President of the UNM Alumni Association, President of the UNM Retiree Association, Chair of the UNM Foundation Board of Directors, Chair of the UNM Parent & Family Association

# Event Planning - Guests Cont'd

## EXTERNAL GUESTS FOR CONSIDERATION

The committee should consult with UNM Government Relations to determine the external guest list.

*\*Contact: govrel@unm.edu*

Suggested considerations are below:

- State of New Mexico Governor
- State of New Mexico Higher Education Department Secretary
- State of New Mexico Higher Education Deputy Cabinet Secretary
- State of New Mexico Higher Education Department Capital Projects Director

Additional considerations for Albuquerque Events

- Mayor
- City Council District 6 Representative
- US Congressional District 1 Representative
- County Commission District 3 Representative
- NM House of Representatives District 18 Representative
- NM Senate District 16 Representative

*\*similar community roles for branch location events should be considered*

# Event Planning - Resources

## LOCATION

- For UNMHHS events, work with Jeremy Jerge, Sandy Johnson, and Greg Smith from UNMH Facilities
- For central campus events, work with Susan Peroutka

## COMMUNICATING WITH THE PUBLIC

If the event is open to the public work with UCAM/MarComm to communicate information to the community.

- UNMHHS
  - News Media - Chris Ramirez & Michael Haederle
  - Media Advisories, articles, etc.
  - Social Media - Julian Gutierrez
- UNM
  - Work with UCAM to communicate information

*\*Contact: [ucam@unm.edu](mailto:ucam@unm.edu)*

## PRINT MATERIALS, AV & PHOTOGRAPHY

University Communication & Marketing can assist with digital or print invitations, parking maps, and other graphic design needs for the event.

- For UNM or UNMHHS events partner with the UCAM/MarComm team for various equipment and multimedia needs:
  - Podium (speaker)
  - Videography
  - Photography
- Coordinate with the UCAM/MarComm team to provide any "swag items" as appropriate, based on the current stock of items and the context of the event

*\*Contact: [ucam@unm.edu](mailto:ucam@unm.edu)*



## **EQUIPMENT AND MATERIALS**

In addition to tables and chairs, groundbreaking and ribbon-cutting materials (large scissors, cherry shovels, and hard hats) can be rented through UNM Facilities Management.

*\*Contact: [SpecialActivities@unm.edu](mailto:SpecialActivities@unm.edu)*

## **SIGN LANGUAGE INTERPRETING**

The Accessibility Resource Center (ARC) Deaf and Hard of Hearing Services (DHHS) schedules interpreters/captionists for campus events.

*\*Contact: [DHHS@unm.edu](mailto:DHHS@unm.edu)*

## **SPEAKERS**

The planning committee will determine the speaker list.

For assistance with talking Points for UNMHHS

*\*Makenzie McNeil, Internal Communications Manager at UNMHHS*

For assistance with talking Points for UNM

*\*Cinnamon Blair, Chief Marketing and Communications Officer*

## **PARKING**

- For UNMHHS events, work with Janey Flores and her team from UNMH Parking and Transportation
- For UNM events work with UNM Parking and Transportation Services

*\*Contact: [patsevents@unm.edu](mailto:patsevents@unm.edu)*

## **WAYFINDING AND SIGNAGE**

- For UNMHHS events, work with Adrienne Sanchez and her team from UNMH Planning and Construction
- For UNM contact Facilities Design and Construction

*\*Contact: [pdcweb@unm.edu](mailto:pdcweb@unm.edu)*