Comprehensive Facilities Master Plan

Athletics Committee

SMITHGROUP | JJR
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ISES
• Introductions
• Scope & Schedule
• Methodology
• ECU’s Objectives - Discussion

Agenda
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Assistant Project Manager

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Assistant Project Manager

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BRAILSFORD & DUNLAVEY

B&D serves as a catalyst for building community

Experience
Over 350 University Projects in 48 States

Focus
“Quality of Life” Facilities

Services
Concept through Implementation

Staff
Interdisciplinary / Experienced / Cross Trained

Relationship
Your Agents / Shared Values
Comprehensive Facilities Master Plan

Scope & Schedule
**Task 1 – Project Initiation** (April 2009)
Athletics Committee Meeting
Campus & Facility Tour
Preliminary Stakeholder Interviews
Review of Existing Documents

**Task 2 – Market Analysis** (May & June 2009)
Analysis of Comparable Facilities
Focus Groups
Detailed Stakeholder Interviews (Coaches, Staff, Maintenance, Business, Development)

**Task 3 – Program Review** (June & July 2009)
Program Gap Analysis
Outline Program Development
Program Coordination
Preliminary Capital Budget Development
Documentation
Methodology
Demand

Ideal Program (Cost)  Debt Capacity (Value)

Value must exceed cost
Comprehensive Facilities Master Plan

Demand

Ideal Program
(Cost)

Debt Capacity
(Value)

ECU’s Mission & Values
Each team will be evaluated for:

- Practice facility
- Competition facility
- Spectator support
- Training
- Administration
- Iconography (support of brand)
Strategic Drivers

- Competitive Pressure
- Title IX Compliance
- Recruiting – Athletes & Coaches
- Retention – Coaches
- Donor Interests
- Consistency of Image & Standards

**Limited Coaching Contact**
- Drill & training stations
- Weather mitigation
- Evaluation technology
- Recruiting support

**Enhanced Teaching**
- Film
- Flexibility
- Privacy / Acoustical Separation

**Maximizing Athleticism**
- Medical Support
- Academic Support
Strategic Drivers

- Competitive Pressure
- Title IX Compliance
- Recruiting – Athletes & Coaches
- Retention – Coaches
- Donor Interests
- Consistency of Image & Standards

Participation & Scholarship Opportunities
- Teams
- Roster sizes

Equal Facilities
- Practice space
- Practice times
- Administrative
- Support
- Spectator
Strategic Drivers

- Competitive Pressure
- Title IX Compliance
- Recruiting – Athletes & Coaches
- Retention – Coaches
- Donor Interests
- Consistency of Image & Standards

Expression of Commitment
- Comfort & luxuries
- Competitive advantages
- Celebration of legacies
- Architecture & materials

Courting Process
- Greeting / Waiting
- Tour sequence
- Closing areas

“Arms Race” Factors
Strategic Drivers

- Competitive Pressure
- Title IX Compliance
- Recruiting – Athletes & Coaches
- Retention – Coaches
- Donor Interests
- Consistency of Image & Standards

Opportunity to Succeed
Commitment to Excellence
Strategic Drivers

- Competitive Pressure
- Title IX Compliance
- Recruiting – Athletes & Coaches
- Retention – Coaches
- Donor Interests
- Consistency of Image & Standards

Random Perspectives
Cost Implications
Feasibility Implications
Strategic Drivers

- Competitive Pressure
- Title IX Compliance
- Recruiting – Athletes & Coaches
- Retention – Coaches
- Donor Interests
- Consistency of Image & Standards

Master Plan Integration
- Competition for Status
- Architecture & Materials
ECU’s Objectives Discussion