



East Carolina University

Comprehensive Facilities Master Plan Athletics Committee

SMITHGROUP | JJR

Eva Klein & Associates

Brailsford & Dunlavey

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RMF Engineers

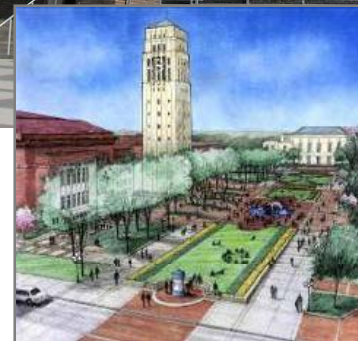
Martin Alexiou Bryson

Protection Engineering Group

ISES

East Carolina University \ Comprehensve Facilities Master Plan

- Introductions
- Scope & Schedule
- Methodology
- ECU's Objectives - Discussion



Agenda

East Carolina University

Introduction



- **Greg Wachalski, AIA**
Regional Vice President
- **Jennifer Zirkle, LEED AP**
Assistant Project Manager
- **Peter Isaac**
Assistant Project Manager
- **Thomas Falace**
Project Analyst



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



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**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

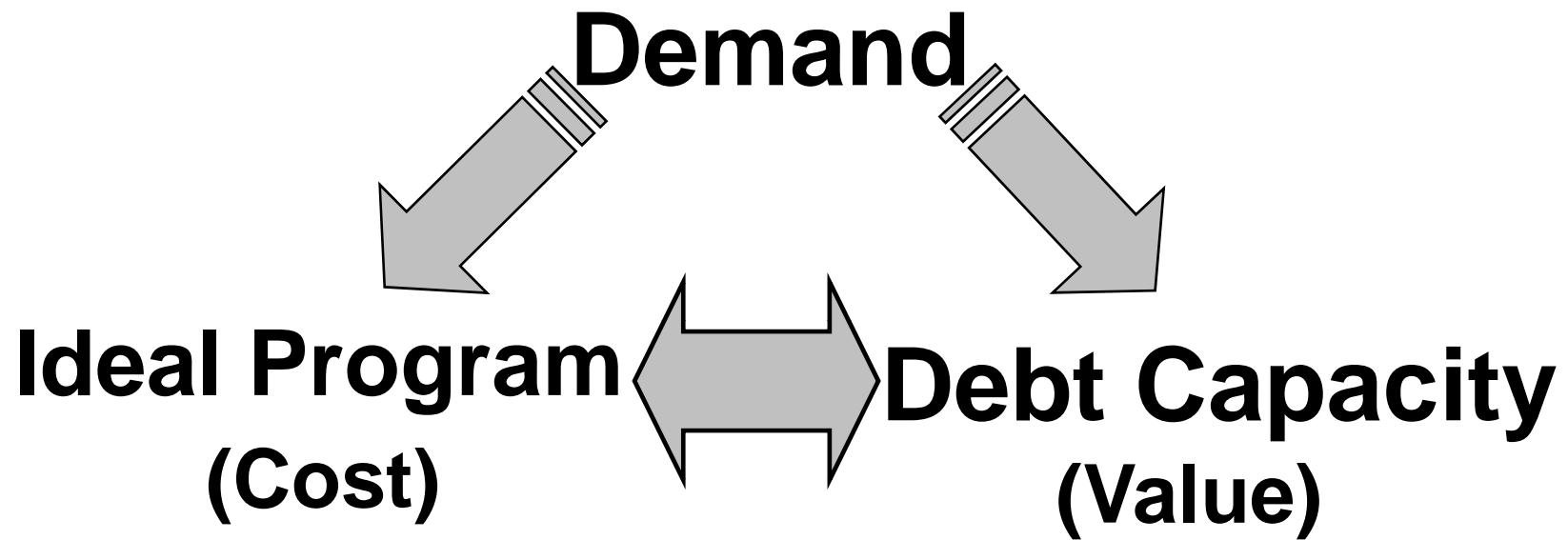
Preliminary Capital Budget Development

Documentation

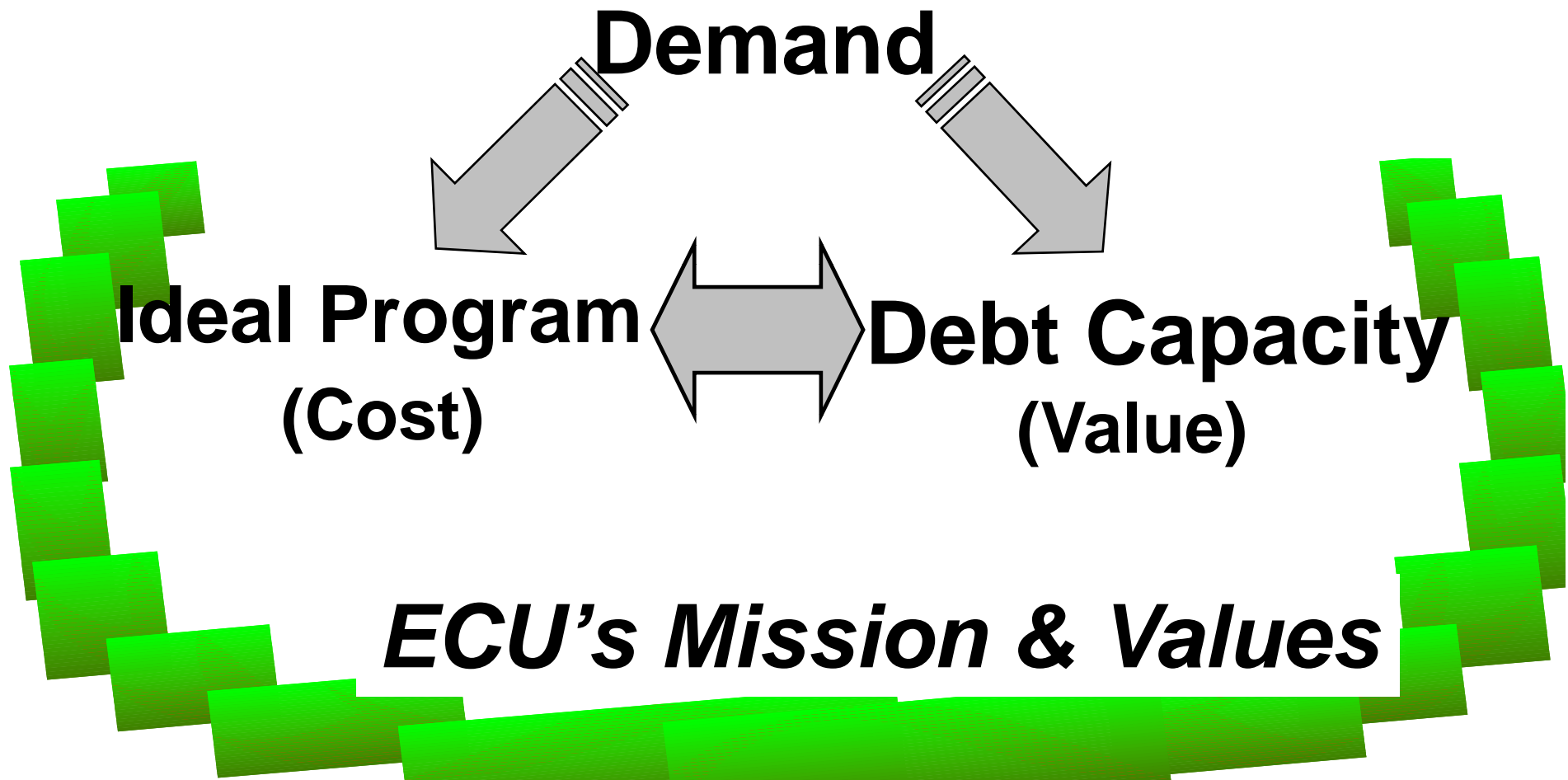
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Methodology





Value must exceed cost



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

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- **Title IX Compliance** ←
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Participation & Scholarship Opportunities

- Teams
- Roster sizes

Equal Facilities

- Practice space
- Practice times
- Administrative
- Support
- Spectator

Strategic Drivers

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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

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Opportunity to Succeed
Commitment to Excellence

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Random Perspectives
Cost Implications
Feasibility Implications

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Master Plan Integration
Competition for Status
Architecture & Materials

A purple banner with the text "East Carolina University" in white serif font. To the right of the text are three vertical bars of varying heights and widths, also in purple.

East Carolina University

A photograph of a university campus. In the foreground, a large, ornate stone gazebo with a domed top and several columns stands on a paved walkway. In the background, there are red brick buildings with white window frames and a red roof. Several students are walking on the path. The sky is blue with some white clouds.

ECU's Objectives – Discussion