

Building Excellence for the Next Generation: Recreation Trends & Implementation Strategies



November 5th 2009

ORSA 2009
EXCELLENCE: IS IT IN YOU?

BRAILSFORD & DUNLAVEY
Facility Planning • Program Management



AGENDA



- Introduction
- History of Recreation
- Facility & Operating Trends
- Vision for the Future
- Implementation Strategies



INTRODUCTION

Learning Objectives

- Learn the history of campus recreation and trends over the past 15 years
- Discuss strategies to stay current
- Strategies for future facility improvements



INTRODUCTION

Who We Are

Experience – Over 250 University Projects Planned

Focus – “Quality of Life” Projects

Student Centers

Student Housing

Recreation Facilities – more than 150 assignments

Services – Concept Development => Implementation Support

Staff – Interdisciplinary/Broadly Experienced/Cross Trained

Leadership – Industry Standards / Disseminators of Ideas



INTRODUCTION

Meet the Presenters

- Julie Skolnicki, AIA, LEED ^{AP}
 - Regional Vice President with B&D
 - Over 10year Campus Planning Experience
 - Architecture and Construction Background
 - Annual Speaker at NIRSA, Planning Guide Author
- Kim Martin
 - Project Manager with B&D
 - 9 years as a Recreation Professional
 - 9 years of Campus Planning Experience
 - Annual Speaker at NIRSA



AGENDA



- Introduction
- History of Recreation
- Facility & Operating Trends
- Vision for the Future
- Implementation Strategies



Overview of Historical Trends

Recreation Facility Evolution

- Post WWI Era (the 1920's & 30's)
- Post WWII Era (the 1950's)
- The Physical Education Era (the 1970's)
- The Contemporary Era (1985 to Present)



Overview of Historical Trends

Physical Education Era

Contemporary Era

P.E. & Athletics Focus



Recreation / Social Focus

Utilitarian Function



Dynamic Social Space

Limited Audience



Maximized Appeal

Shared Use Facilities



Special Purpose Buildings

Directed Programs



Market Driven Services

Free Employee Use



Fee Based Memberships

Male Dominated



Gender Balanced

Active Adults are Young

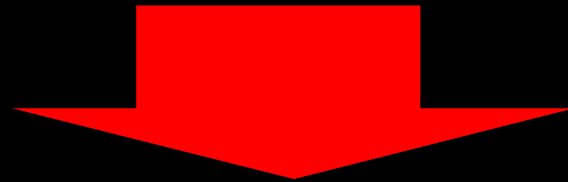
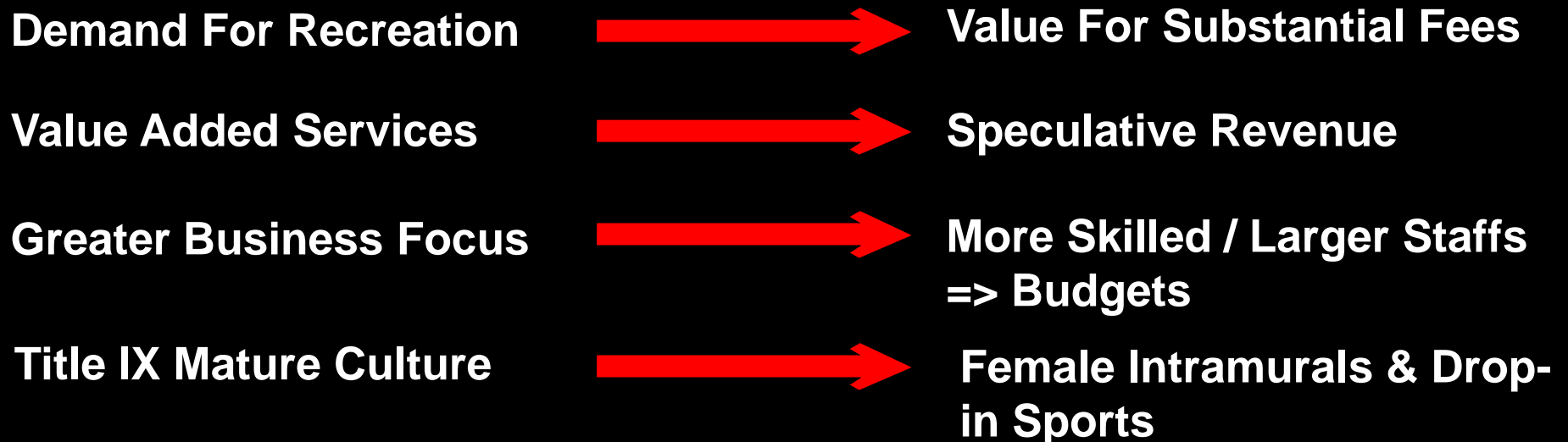


All Ages Groups Are Active



Overview of Historical Trends

- Recreation Trends



Capitalized Revenue Streams Allow Large Projects to be Feasible Within Tolerable Risk Parameters



AGENDA

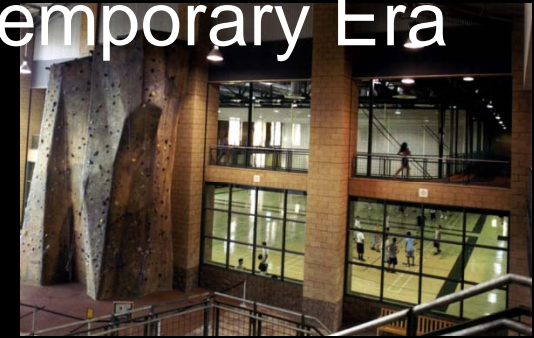


- Introduction
- History of Recreation
- Facility & Operating Trends
- Vision for the Future
- Implementation Strategies



Trends

- 15-Years Ago – Beginning of Contemporary Era
 - Weight & Fitness vs Training Room
 - Team Sports Participation at Highest Point
 - Title IX Impact/High School Weight Training
 - Overall Increase in female participation
 - Increase in Free Weights



Trends

□ 5-Years Ago

- Fitness Trend Evolution
- Team Sports Stagnation
- Students increasingly place value on quality of life facilities
 - Student Fee & Referendum Growth
- Passive Recreational Demand Decline
 - Ping Pong, Pool Tables
- Group Fitness & Martial Arts Growth
 - Multi-purpose Demand



Trends

□ Now

- Maturation of Industry
 - Student Expectation Established
- Fitness Maturity
 - 30% Growth
- Green Revolution
- Right Sizing Facilities
- Satellite Facility Focus
- Expanded Outdoor Programs
- Expanded Mind-Body Classes



Trends

□ Growth Areas

Activities

- Self directed fitness:
 - cardio, weights, walk/jogging
- Alternative/Wellness group fitness
 - yoga, Pilates, etc.
- Martial Arts / Defense
- Cultural Sports & Activities

Services

- Personal Training

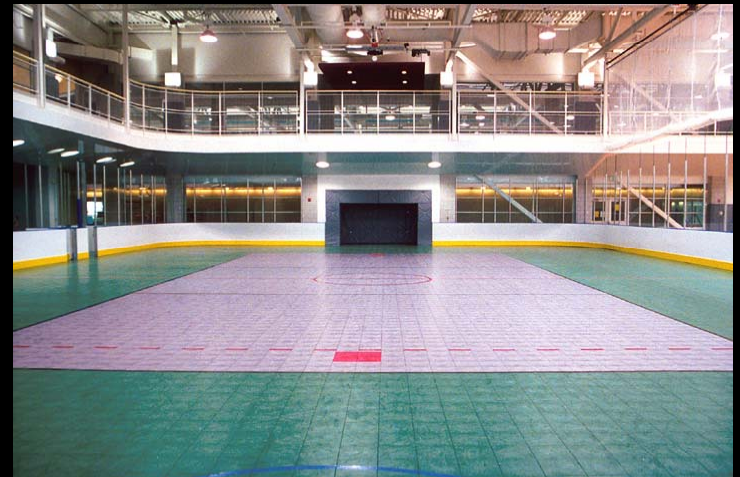


Trends

❑ Declining Areas

Activities

- Team Sports
 - Lack of Convenience
 - The Greek System Effect
 - The Residential Campus Effect
- Trend Sports:
 - Racquetball, Climbing, roller bladeing / roller hockey, etc.)



Trends

□ Impact on Staffing

- Increased space does not equal increased staff
- Increased demand for group fitness instructors
- Specialty Instruction & Wellness (Pilates, Yoga, Nutrition)
- Marketing/Programming staff

□ Impact on Revenues

- Value Proposition – Fee Caution
- Additional Service/Amenity Expectations (Free!)
- Personal Attention and Wellness = Fee
- General Concern with Student Debt



Trends

a. Demographics

- Residential Campus vs. Commuter
- Male/Female Ratio

b. National/Regional/Local Recreational Trends

- Midwest – Team Sports
- Mountain West - Outdoor programs
- South – Outdoor Pools
- West – Fitness Trends

c. Existing Usage

- Identify Users & Habits
- Participation Rates



Trends

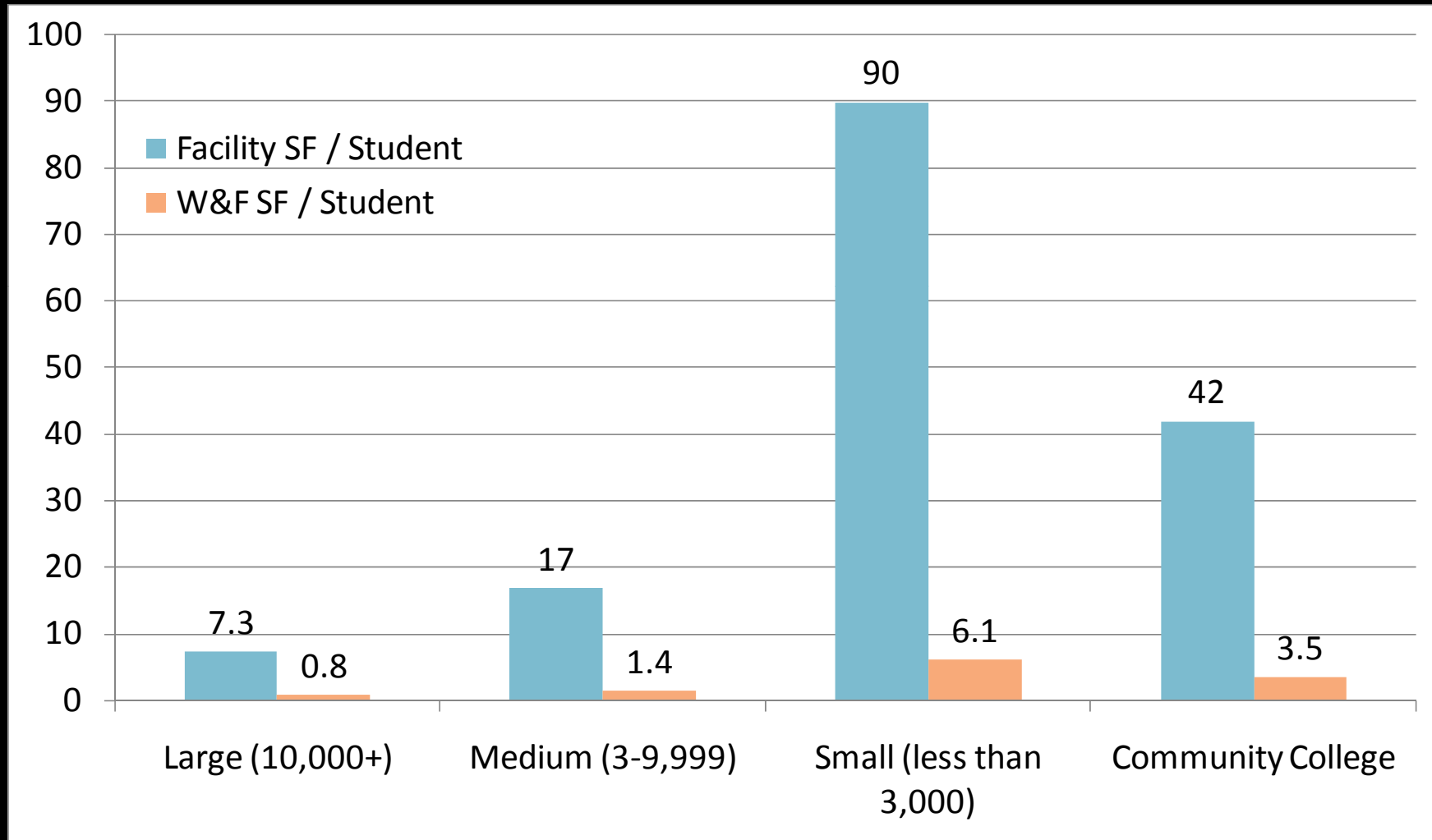
National Planning Guidelines

- Total Facility SF per Student: 8.5 to 10.5 gsf / student
 - Small residential campuses are higher
 - Large, urban non-traditional campuses are lower
 - Add 1 to 1.5 gsf / employee
 - Add 5 to 7.5 gsf / alumni / community member
 - Add for academic, athletic, & club sports
- W&F SF per Student: 1 nsf / student
- MP Rooms: 0.5 nsf / student
 - Add for academic, athletic, & club sports
- Wellness , Social, & Support Spaces (additional)
- Outdoor Fields & Courts (additional)



Trends

Why “Small” Schools are Different



Trends

Medium Enrollment 3,000 – 9,999 Students

- Average Enrollment: 5,845
- Total Facility SF per Student: 17 gsf / student
- W&F SF per Student: 1.4 sf / student
- MP Rooms: avg. 2 rooms
- Courts: avg. 3 courts
- Pool: leisure / lap (33% have aquatics)
- Facility Sharing: athletics, academic
- Unique Program Elements
 - climbing wall
 - leisure and lap pool
 - MAC Court



Trends

Small Enrollment Under 3,000 Students

- Average Enrollment: 1,514
- Total Facility SF per Student: 90 gsf / student
- W&F SF per Student: 6.1 sf / student
- MP Rooms: avg. 2 rooms
- Courts: avg. 3 courts
- Pool leisure / lap / therapy (60% have aquatics)
- Facility Sharing: athletics, academic, student life
- Unique Program Elements:
 - Athletic Lockers
 - Separate Athletic Training Room
 - Competition Pool
 - climbing wall



Trends

Community Colleges

- Average Enrollment: 6,168
- Total Facility SF per Student: 45 gsf / student
- W&F SF per Student: 5.1 sf / student
- MP Rooms: avg. 3 rooms
- Courts: avg. 3 courts
- Pool : leisure / lap / therapy (50% have aquatic)
- Facility Sharing: athletic, academic, and commercial
- Additional Program Elements:
 - athletic training room
 - Classrooms



AGENDA



- Introduction
- History of Recreation
- Facility & Operating Trends
- Vision for the Future
- Implementation Strategies



Projecting Future Trends

Physical Education Era

P.E. & Athletics Focus



Utilitarian Function



Limited Audience



Shared Use Facilities



Directed Programs



Free Employee Use



Male Dominated



Active Adults are Young



Contemporary Era

Recreation / Social Focus

Dynamic Social Space

Maximized Appeal

Special Purpose Buildings

Market Driven Services

Fee Based Memberships

Gender Balanced

All Ages Groups Are Active



Projecting Future Trends

Contemporary Era

The Next Stage

Recreation / Social Focus		Experiential Learning Focus
Dynamic Social Space		The Living Lab
Maximized Appeal		Managed Participation
Special Purpose Buildings		Specialized Components
Market Driven Services		Multifaceted Operations
Fee Based Memberships		Workforce Wellness Focus
Gender Balanced		Female Dominated
All Ages Groups Are Active		Increased Activity Levels



AGENDA



- Introduction
- History of Recreation
- Facility & Operating Trends
- Vision for the Future
- Planning for Tomorrow



PLANNING FOR TOMORROW

Planning Tips

General

- Update Planning Studies
- Reevaluate Planning against Actual Usage
- Look to the West for Fitness Trends
- Look internally for Unique Factors
 - Cultural & Demographic
 - Mission Related
 - Recruitment & Retention



PLANNING FOR TOMORROW

Planning Tips

Know your Campus

- Track Trends/Usage before you build
- Enrollment Trends
 - Male/Female Ratio
 - Residential Population
 - Graduate Residents
- Local Development
- Alumni residents



PLANNING FOR TOMORROW

Design Solutions

- Plan for an Addition:
 - Develop Growth areas next to Decline Areas
 - Develop Growth areas next to Buildable Land
- Fitness & Wellness Additions
- Renovate & Reuse
 - Fitness in Racquetball Courts – **Old way**
 - Big Volume Conversions
 - MAC to Group Fitness Rooms
 - Gym to Strength & Conditioning Space
 - Warehouse to Nature Bound or Satellite fitness



PLANNING FOR TOMORROW

Design Solutions

Centralization vs. Decentralization

- Open Recreation vs. Intramural/Club Sports
 - Understand Staffing Implications
- Fitness/Wellness
- Field & Outdoor Programs
- Effect of Privatized and College-town Developments
 - Fitness Centers
- College-town Developments
- Specialty Buildings
 - Address changing Demographic needs
 - Alumni-Faculty Club
 - Commuter, Virtual & Remote Campuses



PLANNING FOR TOMORROW

Implementation & Financing Strategies

Privatization

- Schedule Speed
- Developer Expertise
- Off-Balance Sheet Financing
- Free up University Debt Capacity
- Revenue Generation Opportunities & Risk
- Operating Efficiencies



PLANNING FOR TOMORROW

Management Strategies

Personalizing the Experience

- Growth in Personal Training & Fitness Assessments
- Small Group Sessions – Pilates Reformer, Yoga,
- Expanded Wellness Programming
 - Life Coaching, Stress Mitigation, Nutrition, etc
- Expanded Experiential Learning
 - Outdoor Programs, Community Engagement,
- Non-Traditional Competition
 - Individual, Virtual, Fitness-based, Environmental, Health Related



Building Excellence for the Next Generation: Recreation Trends & Implementation Strategies



November 5th 2009

ORSA 2009
EXCELLENCE: IS IT IN YOU?

