

# Recreational Sports Trends

NIRSA 2006, Research Symposia

Friday, April 7, 2006

Louisville, KY



**BRAILSFORD & DUNLAVEY**

*Catalysts for Building Community*



# Presentation Outline

- Introduction
- Project Background
- Methods
- Results
- Conclusions
- Q & A



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# Introduction



## Kim Martin

- Project Manager
- Quality of Life Projects, emphasis on university recreation

**Indiana University \* University of Illinois \* Michigan State University**

**University of Alabama \* University of Maine \* Eckerd College**

**Cleveland State University \* George Washington University**

**Western Washington University \* Georgetown University Law Center**

- University Recreation Background
- CENTERS LLC

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# Introduction



## **BRAILSFORD & DUNLAVEY**

- **Experience** – Over 300 University Projects Planned
- **Focus** – “Quality of Life” Projects
- **Staff** – Interdisciplinary/Broadly Experienced/Cross Trained
- **Leadership** – Industry Standards / Disseminators of Ideas
- **Relationship** – Your Agents / Shared Values

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# Project Background

## B&D Recreation Planning Standards

- 8.5 to 10.5 Gross Square Feet Per Student
  - ▶ Small Residential Campuses Are Higher
  - ▶ Large, Urban Non-traditional Campuses Are Lower
- Add 1 to 1.5 Gross Square Feet Per Employee
- Add 5 to 7.5 Gross Square Feet Per Alumni / Community Member
- Add for Non-redundant Academic & Athletic Spaces
- Subtract Usable Existing Spaces but Consider Sport Clubs & Efficiency of Existing Space

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# Project Background

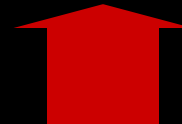
## B&D Recreation Planning Standards

### ■ 8.5 to 10.5 Gross Square Feet Per Student

▶ Projected Enrollment Growth



▶ Residential / Commuter Mix



▶ Unique Cultural Considerations

✎ Multiple Campuses

✎ Demographics (FT/PT Mix, etc.)



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# Project Background

## B&D Recreation Planning Standards

- Weight & Fitness = 1 Net Square Foot Per Student
  - ▶ Gender mix
  - ▶ Commuter mix
- Group Exercise = .5 Net Square Foot Per Student
  - ▶ Adjust for sport club and passive recreation use
  - ▶ Gender mix
- Wellness & Social Spaces are additional

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# Project Background



## Research & Development Survey Objectives:

- Study Emerging Trends in University Rec
- Compare Similar Institutions (Size, History, Enrollment, etc.)
  - Facility Size and Space Types vs. Usage Patterns
  - B&D Projections vs. Actual Data
- Identify Quantifiable Rec Sports Facility and Operational Trends

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# Survey Methodology



On-line Survey: [www.facilityplanners.com/rec](http://www.facilityplanners.com/rec)

Survey Content (10 Sections):

- Indoor Facilities
- Outdoor Facilities
- Student Fees
- Memberships
- Recreation Software
- Operations
- Staffing
- IM/Club Sports
- IC Sports
- Institutional Details

*Survey Incentive:  
Each Participating  
University is Provided  
with a Complementary  
B&D Report*

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# Survey Methodology



## On-line Survey

### Survey Content (10 Sections):

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Indiana University  
Michigan State University  
Northwestern University  
Ohio State University  
Pennsylvania State University  
Purdue University  
University of Illinois  
University of Iowa  
University of Michigan  
University of Minnesota  
University of Wisconsin  
University of Alabama  
University of Georgia  
University of Maryland  
University of Florida  
Texas A&M  
West Virginia University  
University of Miami  
University of Kentucky  
University of Oregon  
And more!

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# Results



## Indoor Facilities

Space Type	SF/Student		
	Big Ten Avg.	Total Sample Avg.	Standard
Total Ded. Rec. Facilities on Campus	7.6	7.3	10.5
Weight & Fitness	0.7	0.6	1
Multi-Purpose (Group Ex, Martial Arts, etc.)	0.3	0.4	0.5

- 5.4M SF Total Facilities Operated by Big Ten Rec Sports
- More than half of these facilities are over 30 years old and have not had any major renovations since they opened.
- 7 universities are currently planning renovation or new construction and 3 have facilities under construction.

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# Results



## Staffing & Operations

	Big Ten Avg	Total Sample Avg.
Student Employment Budget	\$679,010	\$724,991
No. of Student Employees	495	429
Avg. Income / Student Emp.	\$1,400	\$1,833
Operating Expenses (no debt service)	\$3,490,254	\$3,321,305
Op. Exp. / Student On Campus	\$69	\$82

- Rec Dept Big Ten Avg. 32 Staff (Includes GA's)
- Avg. 16 Different IM Sports
- Avg. 42 Clubs

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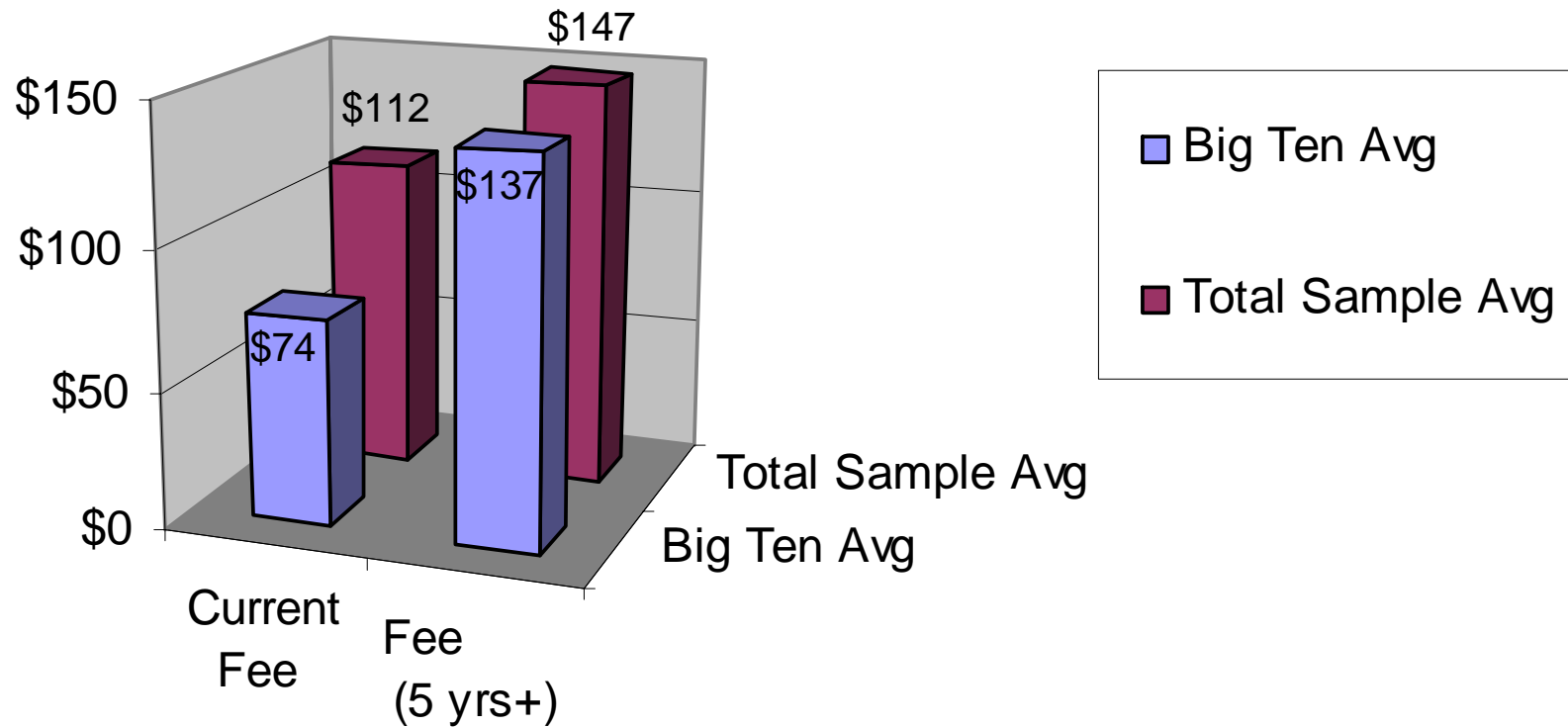
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# Results



## Student Rec Fee (Academic Yr)



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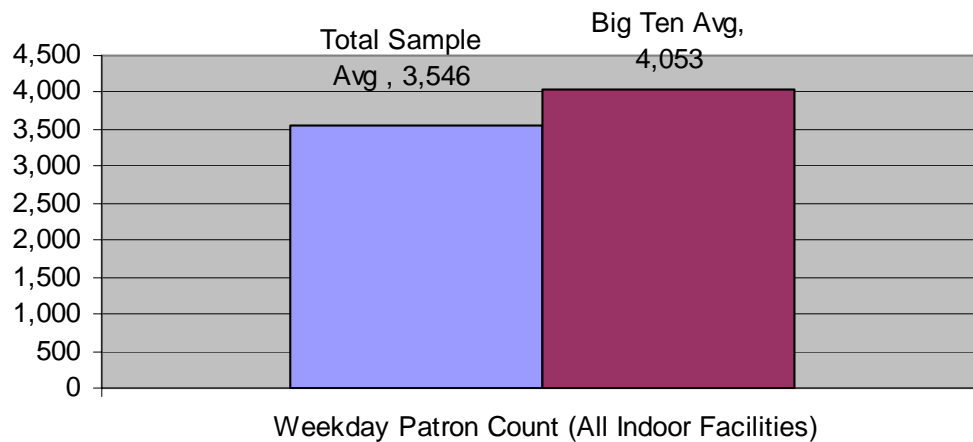
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# Conclusions

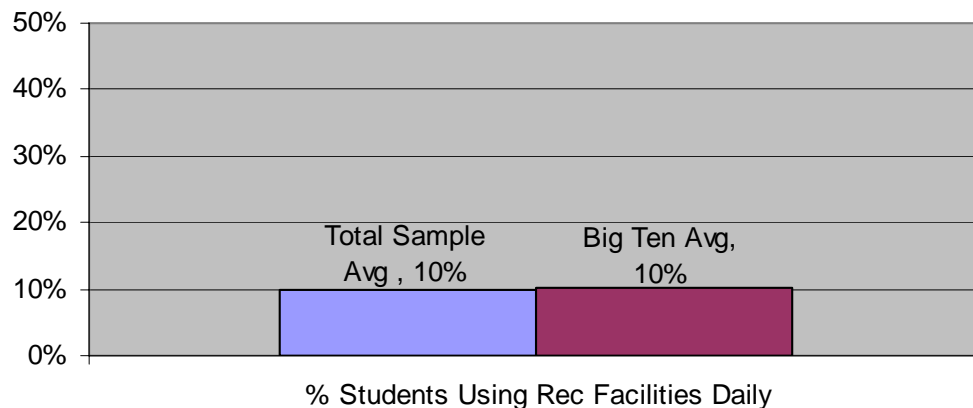
## Daily Patron Count



## Patron Counts

- On average schools with more w/f space per student, have a higher percentage of the student population using the rec. facilities regularly.

## % of Student Pop. Using Rec Facilities



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# Conclusions



- Planning Trends
  - ▶ Renovation vs. New Construction
  - ▶ 'Mega-facilities'
  - ▶ Wellness
- In Progress (data collection mode)

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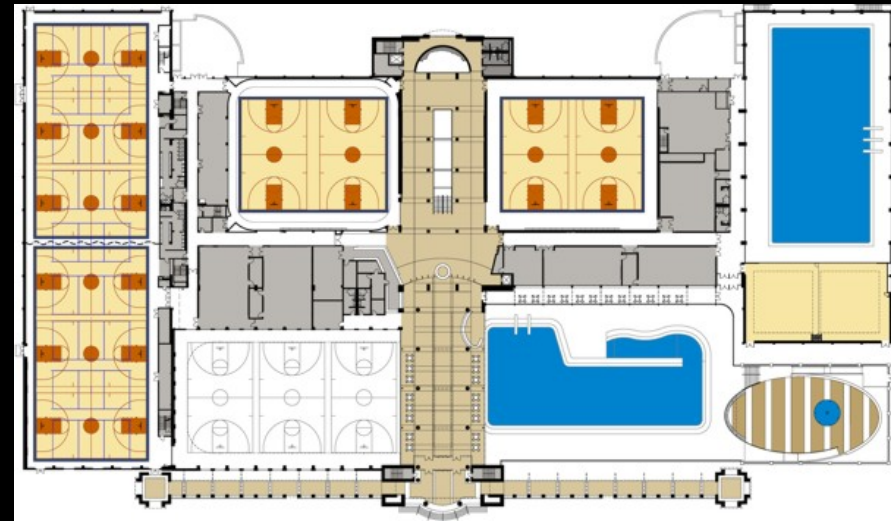
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# Q&A



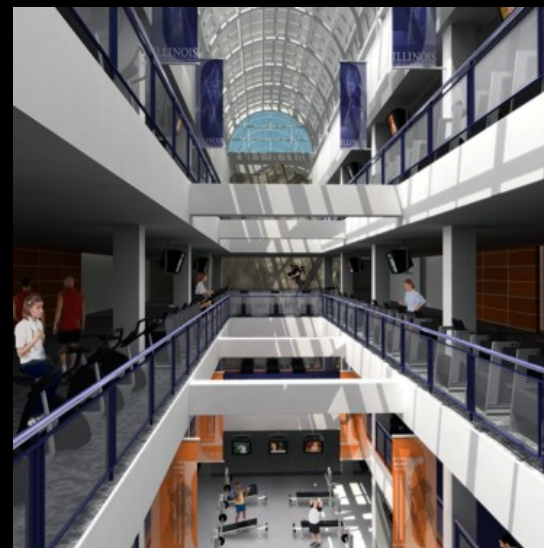
Questions?  
Comments?  
Interest?



For more information, please  
contact:

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