

Role of Fitness Facilities in Student Housing Planning and Operations

*ACUHO-I Conference
June 22, 2004
Montreal, Quebec*



INTRODUCTION

- Meet the Presenters

 - Brailsford & Dunlavey*

 - *Extensive portfolio of quality of life projects – housing, fitness, unions, etc*

 - **Brian Hanlon** - Vice President

 - **Ann Drummie** - Associate

 - Butler University*

 - *Currently pursuing a combined housing and fitness & health facility new construction project*

 - **Levester Johnson** - Vice President, Student Affairs



INTRODUCTION



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Facility Planning • Project Management



PURPOSE

Highlight the issues
involved with the integration of a range of
fitness facilities
within a student housing system.



OBJECTIVES

- To critically assess existing fitness offerings within a housing system
- To develop quality improvements or additions to the fitness components in a housing system toward improved sense of community
- To address implications of incorporating and/or coordinating fitness with housing
- To manage successful operation for high satisfaction of the target market



TRENDS

- **Private apartment buildings** are improving their in-house facilities to attract and retain tenants
- Prospective students have been exposed to **quality facilities already in their high schools** and in their parents' health clubs
- **Media continue to highlight health issues** and the needs for regular exercise
- The importance of accessible fitness programs and facilities to current students has been shown in numerous **student survey data results** (and similarly for faculty and staff)



RANGE OF OPTIONS

1. **No fitness components** in a housing facility
2. **Renovated space** for fitness in a housing facility
3. Originally **designed space** for fitness in a housing facility
4. **Recreation center** coordinated with a housing facility



ISSUES

- A. Mission
- B. Community
- C. Location
- D. Target Population
- E. Flexibility
- F. Safety
- G. Access
- H. Management
- I. Maintenance
- J. Building Systems



SUMMARY TABLE

	No Fitness Facilities	Retrofit an Existing Space	Design a Space in a New Cnstrn	Combined with a Rec Center
Mission	Focus on core business	Compete with amenities for recruitment and occupancy		Fully integrated message
Community	Larger grouping on campus	Place to be seen/socialize with residents		New destination on campus
Location	Available nearby	Challenge to be attractive in a basement	Create 'to be seen' spot	No other rec center on campus
Target Pop	Independent living	General student resident for social op and self-guided workout		Range of training and demands
Flexibility	Rely on partnerships	Work with equipment supplier to trade-out		Multipurpose rooms; cascade
Safety	Focus on key purpose	General training of first users; controlled eqpt and occupancy		Trained supervisors
Access	Single purpose facility	Keep non-resident users from living areas		Distinct hsg, rec, free zones
Management	Single branch of reporting, fees	Joint reporting possibly		Distinct branches of rptg
Maintenance	Focused needs	Integration with other ops; reporting of failures		Trained new staff; scale for a contract
Building	Focused systems	Limitations to eqpt selections	Aware of eqpt needs	Pool, wood court, sound



A. MISSION

- Consider extent desired to
 - integrate message throughout campus of supporting student healthy lifestyles and quality of life
 - respond to amenities being offered by cross-applicant institutions and the off-campus market
 - stay focused on core business



B. COMMUNITY

- Are you wanting to develop a community:
 - that is located in a building facility by grouping people in convenient proximity
 - within a building that gives an opportunity to informally meet/be together
 - within a building of campus by grouping people together



C. LOCATION

- Is there a private health club just off-campus as a possible partner?
- Is there a full recreation center on campus?
- Is the fitness space to energize/reenergize a housing facility as an attractive modern social space?



D. TARGET POPULATION

- **General resident student:**
 - Modern means of “see and be seen”
 - Self-guided workout
 - Cardio machines, perhaps selectorized weight training equipment
- **Off-season and/or non-varsity athlete:**
 - More challenging weight training equipment
- **Weekday and/or weekend student**



ALL THINGS TO ALL PEOPLE?



Cardio

Group Exercise

Selectorized

Control

Stretching

Free Weights



E. FLEXIBILITY

- Consider opportunities to adapt with:
 - **new programs of interest** (the spinning and pilates of the next decade?)
 - **improvements in weight training equipment** (computerization, more features)
 - **changes in demographics of residents** (male residence to a female residence; underclassmen to graduate residence)



F. SAFETY

- Match the equipment with the level of supervision
 - ex. Avoid plate-loaded equipment requiring users to lift and place heavy plates if unsupervised.
- Provide **user access to training** on the equipment
- Determine **any maximum number of occupants**
- Establish a protocol for getting **assistance in case of injury**



SAFETY



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G. ACCESS

- Provide **access as part of monitoring** user training and occupancy count
- Consider any **entitlement sentiments** related to any funding tied to resident rent
- Determine means of providing access to fitness to **non-residents if desired**, but not to living quarters
- Determine any **public areas** in an attached recreation center (juice bar, merchandise, lounge) for open access



H. MANAGEMENT

- Determine division or joint responsibility for housing and for fitness
 - Reporting lines
 - Operating budget funding
 - Staffing counts
 - Staff training



I. MAINTENANCE

- Different pieces of **equipment**:
 - Daily maintenance
 - Weekly maintenance
 - General maintenance
- **Floor**
- **Lighting**
- Process for **reporting** and addressing equipment failures



MAINTENANCE



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J. BUILDING SYSTEMS

- Ventilation
- Electrical service
- Acoustics
- Corridor and door sizes for equipment delivery
- Water
- Floor surface
- Lighting



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RETROFIT



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RETROFIT ROOM



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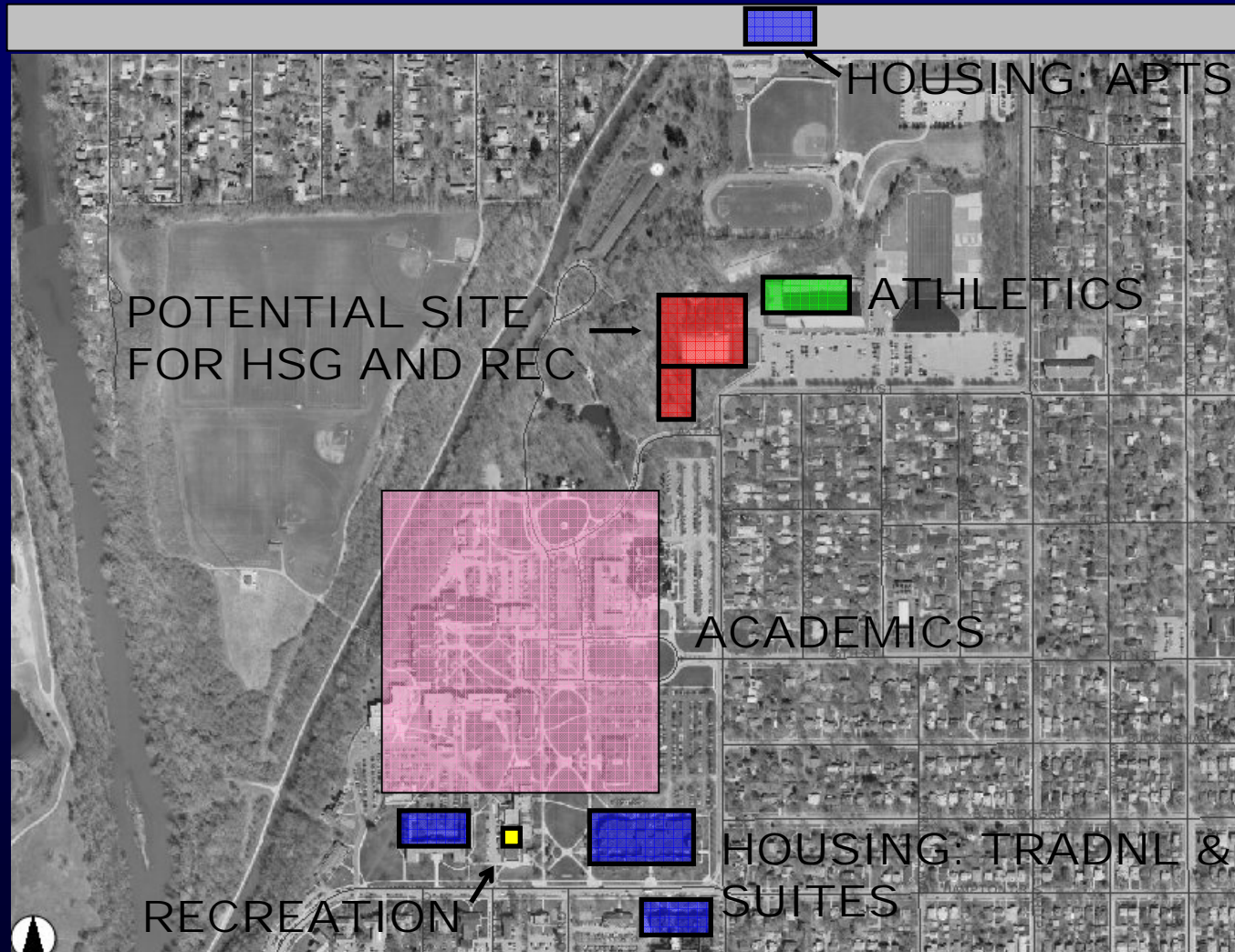


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BUTLER UNIVERSITY



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