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MSA Sport

Principal/Owner

"Multifunction Beats Single Use – Every Time!"

Gone are the days of the "shuttered" seasonal athletics venue on a college campus. Escalating construction costs and limited land areas for expansion require a new creative approach in the planning and design of athletics facilities. As Institutions look to justify expenditures on athletics facilities – both renovation and new construction – "operational flexibility" is now a critical consideration in the decision to invest in campus athletics projects.

Some of the questions to be addressed in planning for an athletics project are: "What activities will this improvement support?"; "How is this improvement utilized in the off-season?"; "Does it provide an opportunity to generate revenue?" One of the most important questions is: "How does this enhance recruitment and retaining student-athletes and staff?"

All are valid questions and a "litmus test" for the majority of athletics departments and institutions facing budget and fundraising pressures across the country. Regardless of whether an Institution is a small private Division III college, or large Power 5 Division I university – it is more beneficial for academic administration and Boards to press for multifunctional solutions in the design and planning of athletics improvements.

What was once a 12,000-seat football/track stadium, Peden Stadium has grown more than double its size, becoming home to the Ohio University Bobcats football program, containing lockers for other sports, and a 6,000-square-foot academic advising center.

MSA Sport partnered with Ohio athletics to design the new Perry and Sandy Sook Academic Center and End Zone Pavilion. A \$7 million, 26,000-square-foot facility in Peden Stadium, the new facility was placed in an undeveloped open space at the end of the horseshoe. The entire stadium entry sequence was reorganized to bring most fans through two new north end gates, along with a new central ticket office and formal plaza, featuring a bronze statue of Ohio's beloved mascot – "Rufus the Bobcat." To enhance the gameday experience, the ground-level area on the concourse provides infrastructure for

"pop up" concessions and spirit shops, a beer garden and restroom facilities.

Because of flood risk, the main daily operational functions are placed on the elevated second floor. The 13,000-square-foot upper level is double the size of the existing academic advising center and contains offices, tutoring and conference rooms, lounge spaces, and two large multi-purpose classrooms that are used daily for classrooms and study tables for student-athletes. Connected directly to this classroom is a large patio deck overlooking the field. Along with the deck, the classrooms convert into a specialized hospitality club for gameday and hospitality events.

The resulting building is a prime example of how the Ohio Bobcats and MSA Sport leveraged \$7 million in private fundraising into a true "multifunction solution" serving student-athletes, alumni, athletics administration and (most importantly for CEFMA!) stadium operations. We encourage all institutions to take a similar approach in planning your facilities to "think multifunction" over "single use" every time!



Barb Kowal

CoSIDA

Director of Professional Development and External Affairs

Working with our CoSIDA Convention Programming Committee and CoSIDA Officers, we began planning this year's Convention in July 2018 and identified the areas in which our membership desired increased attention, with a focus on communications strategies, leadership training, and technical skill enhancement.

CoSIDA is again proud to have its communications professionals assemble and partner with NACDA and Affiliates colleagues to contribute to this week of learning and development and will partner with AD groups, NACMA and MOAA on leadership and/or diversity and inclusion programming.

With networking time, social events, the annual 5K fun run/walk and community volunteer activity, there is lots to schedule and attend in the three-and-a-half day period!

Our fourth annual SIDEARM Sports Leadership Forum presented by Learfield IMG College brings together

senior level administrators in communications, ADs, commissioners and outside experts to empower and prepare participants to become more successful athletics communicators and advance in the profession. Presenters include:

- Leadership and teamwork consultant Bob Delaney
- Motivational speaker and diversity and inclusion consultant Dr. Derek Greenfield
- Productivity/management expert Eric Papp
- Sports psychologist and author Dr. Jarrod Spencer
- NCAA Senior VP of Communications Bob Williams

Participants also will hear from Big East Commissioner Val Ackerman and Women Leaders in College Sports CEO Patti Phillips, national broadcast and print media, and athletics leaders in social media and digital storytelling (Kansas AD Jeff Long, Clemson's Nik Conklin and South Carolina's Justin King.)

Featured presenters Greenfield, Papp, Spencer and writer/editor/author Dawn Dugle will also hold sessions with general attendees.

More highlights include:

CoSIDA Google Cloud Academic All-America Hall of Fame® Induction (Monday, June 10, 5:30-7 pm): All NACDA and CoSIDA attendees are invited to the event, free of charge. The Dick Enberg Award also will be presented to retired Hall of Fame football coach Frank Beamer (Virginia Tech).

Educational Lounge sessions: Back for a second year after being advance "sellouts" a year ago, these are 40-minute small-group, intensive hands-on learning labs on a variety of topics.

Joint programming with NACMA: CoSIDA and NACMA will co-host two important diversity and inclusion sessions, including a "fireside chat" with Katrice A. Albert of the NCAA.

CoSIDA and NACMA also present joint social/digital media programming, highlighting the areas in which these two groups collaborate throughout the year. Topics include "How to Become a Digital Powerhouse," "Content #360," "Social/Digital Gameday Roles," and "Spotlighting Olympic and Non-Revenue Sports."