

NAIA-ADA



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At a small, state-supported institution, there are challenges when it comes to constructing or renovating athletics facilities.

Most are not aware, but in the state of Texas, state funds cannot be used to fund intercollegiate athletics, so strong fundraising is vital in bringing new, or revamped, athletics facilities on line. This also makes collaboration (both internally and externally) key to the process.

At the University of Houston-Victoria (UHV), we have some challenges with facilities. Currently, we utilize facilities owned and operated by other entities and that presents some challenges regarding scheduling, priority of usage and who specifically is using the facilities and the resulting wear and tear. We also have other challenges due to our campus being land-locked and lacking the space for truly on-campus athletics facilities.

Last year, we received a gift of 65 acres to build an athletics campus. While not located on our university campus, it provides much needed land and is only about a five minute drive from campus. This helped generate a lot of excitement on campus and in the community about our future but it was difficult for many to envision what exactly 65 acres can look like for the future of Jaguars athletics.

While we had a rough idea of the cost of these facilities based on seeing other projects of similar scope, we didn't have a true estimate of what kind of money was needed for the facilities as well as the infrastructure needs (roads, utilities, parking, concessions, etc.) of what amounted to raw land and a blank canvas on which to paint our vision.

We hired Cannon Design to assist in this process. We leaned on their expertise to guide the process and included and involved the various stakeholders. Athletics staff, coaches, trainers and others at the university were involved in the discussions to help determine who will utilize the facilities and what they can be used for. This was key to accessing both the current needs of each sport and future needs as well as any other opportunities to drive auxiliary revenue. This is where a reputable firm is most valuable. In our situation, we needed one that understands the challenges of our small-college

situation. Cannon Design worked with us to highlight trends in design and utilization. They took time to discuss how these facilities can be used, not only by our athletics programs, but how they could position us to generate revenue and build them to meet certain standards to host NAIA post-season events for example.

We recently wrapped up this study and the end result is having a realistic cost estimate to build a game plan around. We also have renderings that help bring to life our vision of an athletics campus and something our stakeholders can look at and understand where we want to go and they can get excited at the vision.

Now it is up to us to make this vision become reality.

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NATYCAA



Jeremy Capo

Iowa Western CC
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Iowa Western Welcomes New Wellness Center To Campus

We have a problem. Actually, two problems. We have a recruitment AND retention problem. While they seem to go hand-in-hand, they are two separate problems. That is not news to anyone in the world of higher education. We're like everyone else in small college athletics. Enrollment numbers continue to decrease, retention numbers drop and because of both of these problems, the financial burden continues to fall squarely on the backs of the next incoming class of students. It's a cycle we know all too well.

Two years ago, the Iowa Western Board of Trustees, signed off on a brand new, state-of-the-art Wellness Center for the students with the vision of assisting the recruitment and retention efforts. Completed in September 2019, the Wellness Center, now known as the Dr. John & Jean Marshall Wellness Center thanks to a tremendous philanthropic gift, is a dream come true. The \$15 million, 85,741-square-foot facility

serves the IWCC Campus in Council Bluffs. It's too early to measure the impact on the numbers but there is certainly a renewed sense of excitement on campus, in the community and throughout the region. The Dr. John & Jean Marshall Wellness Center is the most prominent building on campus, proudly displayed by the large backlit signs and the beautiful bright blue lights that shine out of the windows in the evening.

Inside, there is a 3,673-square-foot strength training room complete with the most up-to-date strength and conditioning equipment. Next door, the students have a laundry list of group fitness classes available to them in the 1,903-square-foot aerobics room. Adjacent to these two rooms are two full-size basketball courts with lines for volleyball and pickle ball that total 15,086-square-feet. Upstairs, another 6,507-square-feet of cardio and strength equipment is available for students that prefer a quieter space.

Reivers athletics wasn't completely left out in the cold. Connected to the Wellness Center is an indoor turf area complete with 90 x 60 yards of turf that has markings for football, soccer, softball, and baseball. The 48,960-square-feet is also equipped with three curtains to divide the space up and three hitting cages. Intramurals accesses the space as well and it is a welcomed addition to campus for both students and student-athletes.

What the Dr. John and Jean Marshall Wellness center has done is completely change the trajectory of IWCC. We've seen a slight decrease in behavior issues in campus housing. The students now have a space to go and socialize, build friendships, and burn off energy. This is completely new to our campus and to our students. With continued efforts in campus recreation and intramural programming, we will be better able to show our students how to lead while teaching them the lifelong skills of health and wellness.

The vision to grow enrollment and retain students has created a new direction for IWCC, thanks in large part to our newest addition.

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