



Marc Clear

SLAM Sports

Practice Leader

A Fresh and Clean Take on Mudrooms

Mudrooms have long been a place to store dirty cleats, pads, and equipment before entering the locker room for many outdoor sports. In many facilities these storage spaces tend to be an afterthought, found in a closet or alongside a hallway. The perception of a mudroom today is rapidly evolving into a critical component of an efficient post-practice progression that connects the field or court to athlete recovery and allows the locker room to remain pristine for recruiting. SLAM recently completed West Virginia University (WVU) football's Puskar Center Team Facility renovation. The project features a modernized mudroom that furthers the dialogue on team facility design that SLAM began with Coach Neal Brown at Troy University.

WVU's mudroom is more than a functional space that keeps the locker room clean. It acts as a critical connection point between the practice field and recovery. Players enter the mudroom straight from practice. Helmets, pads, and cleats all go into their assigned ventilated cubbies. SLAM's Sports Design Leader, Dane Hawthorne says, "The equipment is strategically stacked and organized, making it easy for the equipment staff to disinfect and clean, which will remain a top priority, even post-COVID. Once players have their gear stored, the progression into the recovery area can be compared to a human car wash. They rinse off the dirt, pellets, and grime, walk through the cooldown pool, then head to the showers."

Ideally, practice and recovery spaces are adjacent to one another for immediate recuperation. However, when athletes from multiple sports share recovery and hydrotherapy spaces, the facility organization may require a more centralized solution. Mudroom finish levels are also scalable and range from sophisticated yet durable palettes to simple resilient materials. Mudrooms can be designed to fit any budget while remaining

functional. Getting the dirt and grass off early helps staff keep the locker room looking top-notch for future recruits.

"Locker rooms are the heartbeat within team operation centers; I have no doubt that they will continue to evolve and advance as recruiting showpieces," says Jacob Vagts, lead designer with SLAM. A locker room constantly covered with dirt or turf pellets is nothing to show off to a recruit. That's where the mudroom comes in – leave all that stuff in a well ventilated, easy to clean space. This keeps the locker room clean, bright, and infused with branding and tech to show off to recruits. Driven by function, mudrooms continue to advance as an extension of this heartbeat. At the University of Tennessee (UT), SLAM is currently designing a mudroom that will be critical to student-athlete recovery and a major showpiece for the facility with a couple new features, so stay tuned!



Beau White

CoSIDA

Director of
Creative Services

For many people, businesses and organizations, there can be a disconnect between what we see when we look in the mirror and what others see.

As a national organization, when you think about CoSIDA we want you to think of a strong, strategic-thinking body of members with countless talents across the wide spectrum of communications and creativity. We want you to think of the greatest storytellers in college athletics. The most creative and innovative producers of content. Your go-to experts when it comes to shaping the perception of your athletics department's brand. A forward-thinking organization.

What do people actually think when they hear CoSIDA? "You're the ones who keep stats and talk to the media," is a pretty typical response.

Ok, that's not wrong, but it's about 1/100th of the picture and leaves out some of the most valuable roles and people in your department.

Understanding that a brand is not who you say you are, but is actually the perception about how others feel about you, CoSIDA leadership feels it's time to change the narrative about who we are and what we can be. Past time, in fact. We recognize that our own brand – or perception – as an organization doesn't always match up with the times. Some of our industry's greatest storytellers don't see themselves as SIDs, and by extension, aren't CoSIDA members. This could not be further from what we want, or what is needed, when it comes to professionally supporting creative staff.

That's why we're ready to take action.

If you have a stake in shaping the brand perception on your campus then CoSIDA is for you. This of course includes SIDs and athletics communicators – or whatever title you're using – and it also includes digital and social media managers, designers, photographers, videographers, students, senior administrators, and yes – statisticians and media contacts. The roles are too diverse and lengthy to list everything, but ALL

communicators and creators deserve a seat at our table.

So what are we doing about it?

First, we're developing a new institutional membership model that includes unlimited memberships for a single low price. Divisional leaders are helping determine pricing that will be highly affordable. As an AD or leader of the athletics communications and creative area, you should never have to choose who to provide membership for and who gets excluded based on your budget.

Second, we're exploring if we need to refresh or even rebrand our name. Everything will be on the table as we survey and interview members and prospective members – and leaders like yourselves – about how we can continue to be the best source of support and advocacy for these important members of your athletics department staff. Expect to hear from us in the coming months to have your voice heard.

We look forward to providing comprehensive support for ALL communicators and creators as we work together to shape the narrative both for our profession and more broadly the value of college sports into the future.