



Rob Novak

University of Texas

Chief Financial Officer
CABMA 2nd Vice President

As our student-athletes return to campus, we benefit from a profusion of posts showcasing new facilities, new gear and other key elements of the student-athlete experience our peers have worked tirelessly to accomplish over the summer months! As business officers, we have an opportunity to participate in the development and execution of these branding elements, to enhance our student-athlete experience among other key objectives.

1. Be a team player! Who defines and leads your brand strategy?

Look around your department to identify the key stakeholders responsible for the facility branding efforts; these teams often consist of creative staff, facilities and operations, and your leadership team. As a business officer, you can bring additional skills and expertise to this team as it relates to planning, funding, and procuring the different elements of a facility brand strategy. Set aside time to meet with

each stakeholder to listen and learn about what they view as the most challenging elements of implementing this strategy.

2. Solicit and secure vendors who can deliver your strategy on time and on budget - we are the business office after all!

Starting with your internal team, identify peer institutions that excel in the facility branding space, and reach out to your peers for some traditional R&D efforts, rip off and duplicate! As members of CABMA you should feel comfortable sharing your successful RFPs, MSAs, SOWs and other key documents with peers. There is no need to reinvent the wheel when it comes to these documents, these shared resources should serve as an outline for your internal team to modify terms and conditions to fit your facility branding strategy and campus governance requirements. At Texas, we successfully utilize the group purchasing clause from a UT System Institution, which paved the way for our own Master Service Agreement (MSA) with the same provider. Each time we identify a new need for design or fabrication, we can execute a simple two-page scope of work (SOW) to facilitate the university's authorization to proceed. This streamlined process supports our internal team with no delay to delivery dates.

3. Establish a plan to maintain these branding elements.

A key component of the design process is identifying the elements which are slated for annual updates. This may include highlighting the senior class or honoring the accomplishments of All-Americans, All-Conference, championship teams, and other impressive accolades. These elements should be designed and fabricated in a manner which allows for timely updates at a nominal cost. As a facility is completed under this approach, the business office has quick access to the annual costs and procurement steps required to support the facility branding strategy.

The timeliness of this process, and the key support from the business office, impacts the student-athlete experience in a measurable way. One of my favorite branding elements is when institutions update their post-season appearances as they host the opening rounds of competition. Nothing is more intimidating for the opposing teams than a reminder of how often you succeed!



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Emily Burton
eburton@slamcoll.com
678.362.5448

