

# NACMA



## Kristy Fletcher Williams

**Texas A&M University**  
Assistant AD for Marketing

Howdy! There is no ad campaign, presser, recruiting video or proud student-athlete testimonial that fully conveys the true essence of standing at attention with the 12th Man and experiencing Kyle Field for a Texas A&M football game.

Our external team works hard to support football year-round by identifying short and long-term goals that are discussed and vetted across athletics, university and community stakeholders, ensuring everyone is collaboratively committed to creating opportunities for championship athletics. Thus, our entire football marketing plan continues to center around leveraging the Kyle Field brand in promoting a "bucket list" unmatched gameday experience that can only be understood in-venue.

We are fortunate that the transformational

redevelopment of Kyle Field included market research and fan feedback that directly shaped the design and premium space amenities of the sixth largest stadium in the world. But for the press box to continue to physically sway on gameday because of the intimidating "Home of the 12th Man," we are responsible for leveraging our assets and improving our weaknesses related to the facility.

In doing so, we continually balance protecting the unique Aggie traditions and core values that transcend generations while innovating to provide our fans with excellence in all facets of their gameday experience. With an endless number of combinations and preferences related to one fan's aggregate visit, here are a few that we emphasize.

One of the largest coordination efforts is the analysis and management of our transportation services. Parking and tailgating affect a significant volume of attendees within our college town for a finite time each gameday. We continue to perfect the robust shuttle services, partnership with rideshare providers, traffic routes and closures, and overall flow of vehicles and pedestrians to maintain positive SEC survey and fan feedback results.

In addition to the pregame Fan Zone footprint

outside the north full width of the stadium, the activation towers at each corner inside enable us to innovate with our MMR holder, donor relations and concessionaire partner to create immersive branded experiences for fan engagement. In particular, our new three "March In and Out" grab-n-go locations powered by Amazon's Just Walk Out technology provide convenience to our fans and additional concessions revenue above what was being generated previously.

Physically in-venue, we utilize entry intercom gameday messaging to engage with our constituents from arrival to departure, as well as guest services and premium area personnel who receive preseason training. We also provide the radio broadcast and TVs throughout the concourse for fans in lines and restrooms to be part of the game action, offer many food and beverage options, and support a robust recycling program along with medical and security support.

Additionally, with Kyle Field as one of the great atmospheres in college football, our game script inventory exclusively limits stoppage of play to athletics championship and football lettermen moments, select co-branded sponsorship activation, and the Aggie Band and Yells. This is key to making sure the student-athlete and fan experience remains the focus.

@d3admins

# NADIIIAA



## Andy Foltz

**Pacific Lutheran University**  
Assistant AD for  
Facilities and Operations

### Take your Moment to Create the Story

Pacific Lutheran University (PLU) facilities all tell a story, a story as old as the great Football Coach Frosty Westering, NAIA Women's Soccer National Championships and as new as the latest basket tonight against Willamette. Our facilities and our industry's leaders working to maintain, build and enhance these storytellers who work behind the scenes are in an enormous race themselves. A race, I am proud to have leapt in at full speed, transitioning from an 18-year coaching career that took me to the podium at the NCAA Rowing Championships. Within my first full year entirely on the administrative side of the house I've discovered time and time again, the reason we all race so hard, we push so far to make our facilities and our events the highest level we can. Our student-athletes.

Our facilities create an experience our student-athletes may never put into words, or describe to a teammate in 20 years. But our work as event managers and facility directors creates the landscape for the experiences they will remember for a lifetime to take place. Through the year, I have found highs and lows, moments of gratitude and the sense my work isn't valued or of importance. Yet, what always steers me back to neutral or corrects course is our student-athletes' appreciativeness or acknowledgement. Our facilities need work, but the stories our student-athletes most commonly refer to are the experiences that are forged within the buildings.

Our Division III facilities are always growing old, there's always work to be done, but there are some lessons I've learned in my coaching career that we all can take to heart - take your moment, take your minute and enjoy it. I was up on a ladder recently working on a shot clock horn, not really understanding or knowing what I was doing, but for whatever reason I thought of my moment. When I was coaching at the University of Minnesota on the Mississippi River, we would take a Mississippi moment ... we would stop, take it in, be thankful that we were there, and then be present. I took that moment up on that

ladder just as I was getting frustrated, I couldn't fix something I knew nothing about. I took that moment to regroup, enjoy the challenge and refocus for our student-athletes.

I have loved so many experiences with this new role, from hosting for the first time NCAA Prelim Rounds for men's soccer, troubleshooting theatrical game lighting for basketball introductions, and working on a seating renovation for our softball stadium. The thing that we focus on here at PLU is making sure the relationships take center stage; that no matter the situation and the state of our spaces, we focus on the people. This is not unique to PLU, but something we can always be reminded of when we visit somewhere. The relationships we forge and the impact we have on our student-athletes are just as important to them as the buildings and events we support. The relationships create the experiences.

Don't forget to take your moments, don't forget to take your minutes, just make sure you're in a safe spot! Because no matter how large or small the task, it will have an impact on the story.