



The Millennials have landed.



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Millennial Athletes: Creating Culturally-Rich Facilities for the Future

Presented by:

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Millennial Athletes: Creating Culturally-Rich Facilities for the Future

PRESENTATION OUTLINE:

- I. Introduction to TAMU-Corpus Christi
- II. Recruiting the Millennial Athlete
- III. 2008 & 2013 Master Plans
- IV. Implemented Projects
- V. Proposed Athletic Facilities

Wrap-up / Q&A

I. INTRODUCTION TO TAMU-CORPUS CHRISTI

- Located on an island on the Corpus Christi Bay. The only university on it's own island in the U.S.
- Enrollment of over 12,000 students.
- NCAA Division I-AAA
- 16 sports with over 250 student-athletes
- Island Campus-Momentum Campus
- Vacation Destination



II. RECRUITING THE MILLENNIAL ATHLETE

- Expectations
 - Priorities/Values
 - Communication
 - Motivation
-
- Each will vary by sport

Expectations:

- Every student-athlete is different depending on the sport
- Everything has to be customized and personalized
- Athletes today feel ENABLED
- Athletes expect first-class facilities if being recruited



Priorities/Values

- Priorities & Values differ between sports... You must know the difference
- Teams congregate and relate differently to each other and rest of the campus community
- Upper class students have different mind-set as they approach graduation / professional opportunities
- Recruits - they look closely at whether or not your values align with their own. 'School hopping' happens a lot with athletes
- Values of our student-athletes will vary by sport and where they come from
- Tennis vs all other sports



II. THE MILLENNIAL
ATHLETE

Communication

- Very different coaching strategies & communicating w/ individuals
- Technology is a huge factor
- Email is used infrequently
- Texting is best way to reach students immediately
- If you cannot communicate with the student-athlete, you will not be successful



II. THE MILLENNIAL
ATHLETE

Motivation

- Coaching Techniques:
 - Every athlete is motivated differently
 - Varies day to day
 - Can't coach like Bobby Knight any more....
- Sport Psychiatry / Counselor
 - Bigger role with athletes today
 - Help achieve highest performance



II. THE MILLENNIAL
ATHLETE

III. CAMPUS MASTER PLANS: 2008 & 2013

2008 Momentum Campus Master Plan

- 2007 City of Corpus Christi donated 156 Acres to TAMU-CC
- 2008 Master Plan helped to **determine the best use** of the property for the long-term growth
 - Baseball & Softball were only sports played on the island
 - All other competitive sports were played off-campus



2008 Momentum Campus Master Plan

- Proposed locating all athletics on Momentum Campus
- As athletes of today expect more....from just about everything



Momentum Campus: Program?

- Millennial students and athletes alike are motivated, **goal-oriented**
- **Expect universities** they attend to help launch them into greatness.
- High levels of optimism, they feel **connected** to their family, friends and to the university's they attend.
- Expect to be given a **variety of options** for living, playing, and dining along with places to gather and socialize



III. CAMPUS MASTER PLANS:
2008 & 2013

Momentum Campus: Program?

- Expect to have engaging student activities, academic options and **energetic athletic experiences**
- **Presume** that all campus facilities will encourage these interactions
- Expect to participate in a **culturally-rich**, interactive athletic environment



2008 Momentum Master Plan

- Proposed a mixed-use **Athletic College Town** environment
- Eastern portion of site was designated for a **mix of uses** including:
 - Major Athletic Venues
 - Convocation Center
 - Hotel
 - Urban Office & Retail space
 - Upper-class student housing





2013 MASTER PLAN

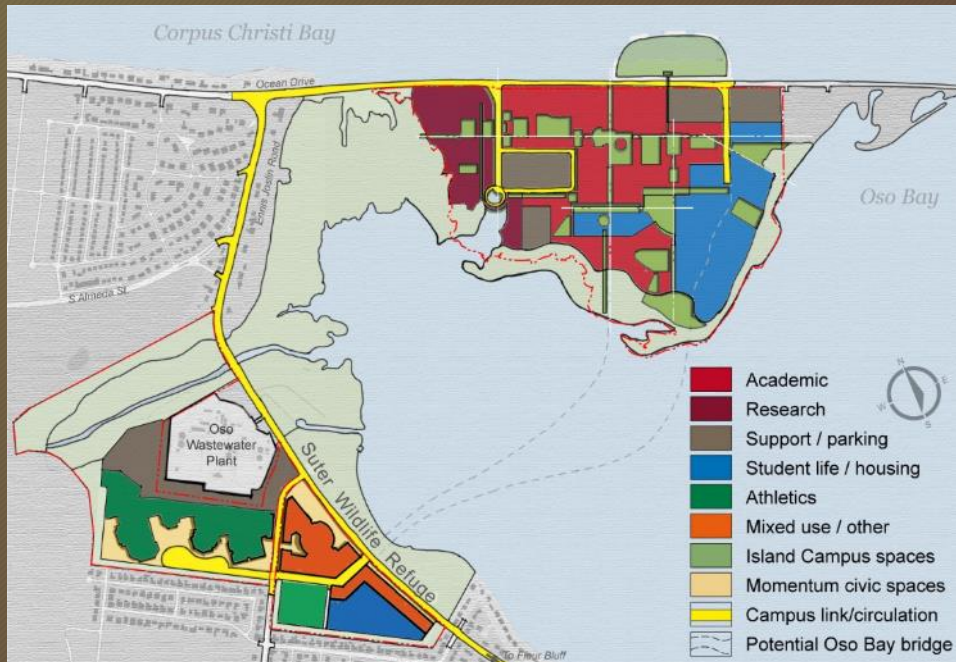
2013 Master Plan – Comprehensive

- Looked at both Island Campus and Momentum Campus
- Need for **better connections** between campuses
- Need for more **environmentally sensitive strategies** for growing the Island Campus
- Need to **expand campus facilities & green spaces** while **reducing surface parking**.



Programmatic Organization

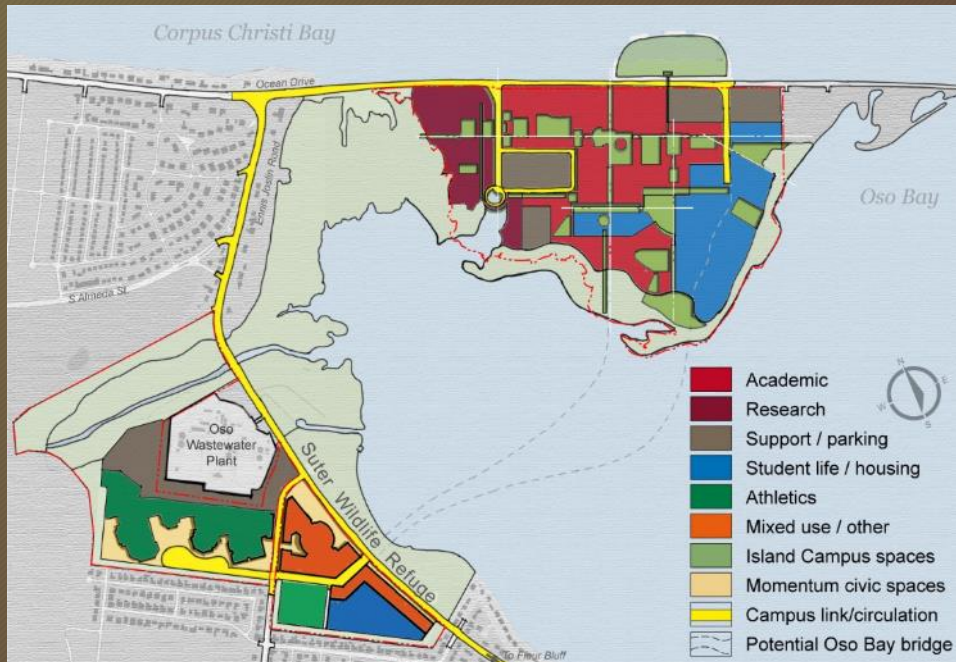
- Island Campus:
 - Academic
 - Research
 - Student Life & Undergraduate Living
 - University Support & Administration



III. CAMPUS MASTER PLANS:
2008 & 2013

Programmatic Organization

- Momentum Campus
 - Athletics
 - Recreation Fields
 - Student Housing - Apartments
 - Mixed-Use / Urban Retail
 - Research



III. CAMPUS MASTER PLANS:
2008 & 2013

Sustainable Growth: Resonates with Millennials Students

- Buildings
 - Existing = 1.2 million gsf
- Parking
 - Existing = 37 acres
- Green Spaces
 - Existing = 18 acres



Sustainable Growth: Resonates with Millennials Students

- Buildings
 - Existing = 1.2 million gsf
 - Additional = 2.3 million gsf
- Parking
 - Existing = 37 acres
 - Future = 9.2 acres
- Green Spaces
 - Existing = 18 acres
 - Future = 29 acres

Emphasis: to redefine this amazing & environmentally sensitive site





New Environmental Campus Gateway
With View to Momentum Campus

III. CAMPUS MASTER PLANS: 2008 & 2013

IV. IMPLEMENTED PROJECTS

Dining Hall

- 18,700 gsf at \$9M cost
- Includes:
 - Multiple eating venues
 - Multiple seating venues
 - Menu changes daily



Curlew Pedestrian Promenade



IV. IMPLEMENTED
PROJECTS

- University Center Expansion and Renovation
 - \$30M cost
 - 30,000 gsf added plus major existing space renovations
 - Program Amenities included:
 - Added ballroom space
 - Added lounge areas
 - Doubled food service space
 - Added venues for students
 - Renovated 80% of existing space for better flow/student use



IV. IMPLEMENTED PROJECTS

- Master Plan allowed for flexibility in planning future location of initial athletic facilities



IV. IMPLEMENTED PROJECTS

- Tennis Courts: initial transition to TAMU-CC's athletic campus
 - \$7M Cost with Parking
 - 12 Court Competition Facility
- Need for additional:
 - Coaches Offices
 - Locker Rooms: Home & Visitor
 - Entry & Trophy Showcase



- Track and Soccer Stadium: major investment and commitment
 - \$10M cost
 - Field house with training room space (polar plunge)
 - Press box and VIP suite
 - Lights added separately
- Future Need for:
 - Additional stadium seating
 - Turf replacement every 10 years



- Intramural Recreation Fields
 - 3 all purpose fields
 - Parking added with separate road project
 - Drainage and grass upgrades
- Rec Sport Building
 - 2000 gsf
 - Meeting space
 - Equipment check out
 - Restrooms and shower



Phase I Housing:

- Transition from Master Plan to Developer housing
- Developer did not include retail or food as suggested in Master Plan
- Amenities included - swimming pool, private courtyard, high ratio of parking (things most universities would not typically provide)



Parking & Housing Study:

- Worked with university to re-introduce a mixed-use and Urban product for Millennial Students
- Developed multiple options:
 - Based on Urban Principles
 - Increased Density
 - More Public Outdoor Spaces
 - Maximized Parking



If Developers build the housing:

- you may not end up with what is proposed in the master plan
- or what the university wants programmatically



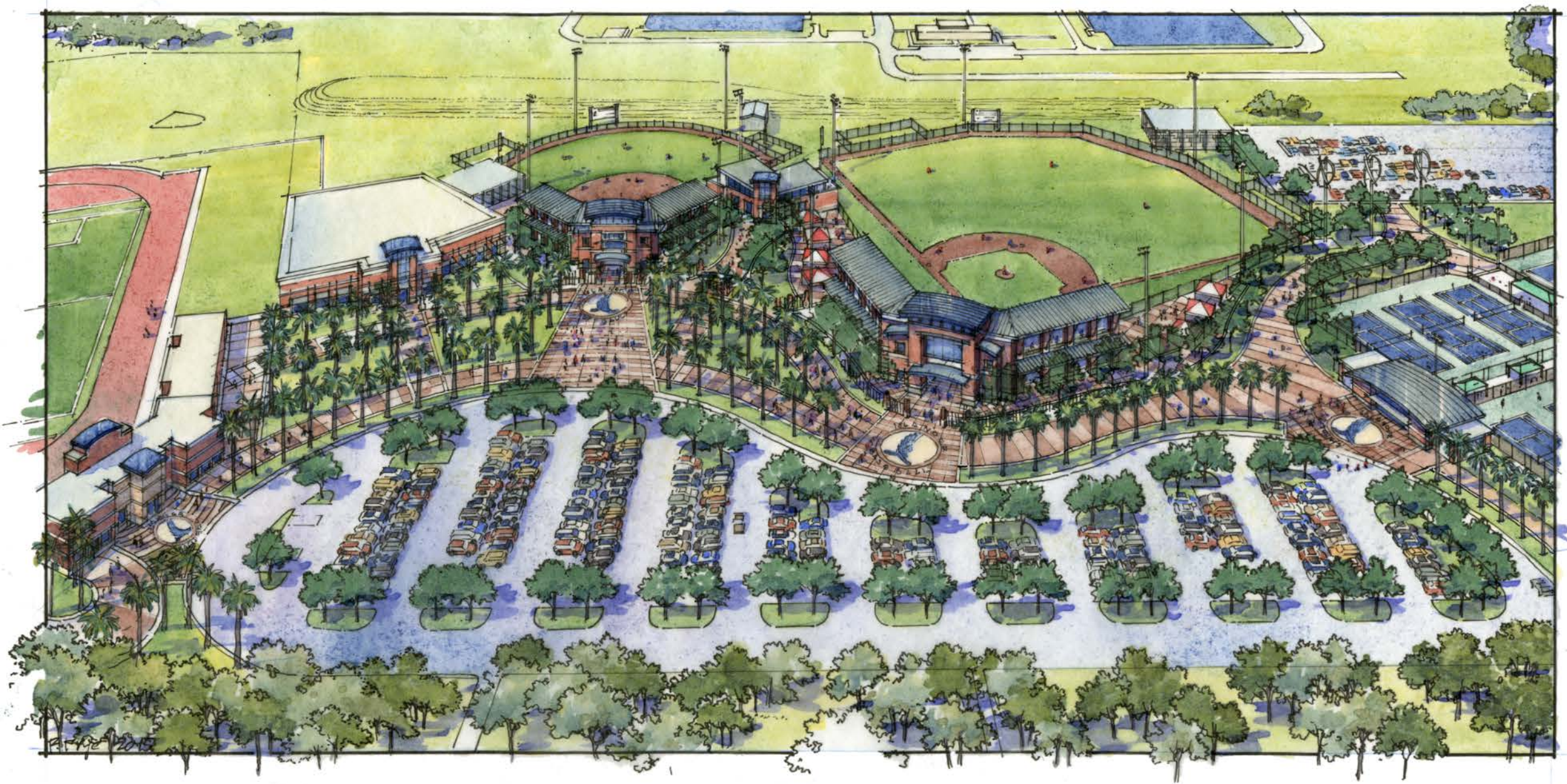
- Student Housing: first step toward TAMU-CC's College Town
- Phase I: Opened Fall 2015
 - 482 Beds
 - Upgraded pool area
 - Upgraded student lounge/game area/study areas
- Phase II Under Construction
 - 560 Beds
 - Community center built for flexibility
 - Due to open Fall 2017



Texas A&M University: Today



V. FUTURE ATHLETIC FACILITIES



Future of the Momentum Campus:

- Islanders Baseball Stadium
- Islanders Softball Stadium
- VIP & Concessions Facility



Future of the Momentum Campus:

- Islanders Baseball Stadium
- Islanders Softball Stadium
- VIP & Concessions Facility
- Strength and Conditioning Building
- Tennis Complex Expansion



Future of the Momentum Campus:

- Current Planning:
 - Basketball Practice Facility
 - Convocation Center



V. FUTURE ATHLETIC
FACILITIES

Future of the Momentum Campus:

- Opportunities:
 - Office & Research Space
 - Retail & Dining
 - Urban Residential Options



V. FUTURE ATHLETIC
FACILITIES

Goal: To provide TAMU-CC and the greater Corpus Christi community with a culturally-rich, interactive athletic environment



R. P. McZOLG

V. FUTURE ATHLETIC FACILITIES

Wrap-up / Conclusions / Lessons Learned

- Millennial generation has huge potential
- Concern for others (charity) and environment / sustainability...social and environmental justice
- Need to work on communication skills but have the potential to do amazing things in much different ways than past generations
- Millennials hate being contained in a bullet point...#☺

QUESTIONS





Seminar Evaluation

We hope you enjoyed this session...

Please take a moment to complete the evaluation form.

Thank you!

