



CONFERENCE

DESIGNING A 21ST CENTURY RECREATION AND WELLNESS FACILITY

April 3 - 5, 2017
Salt Lake City, UT



Hastings+Chivetta

ARCHITECTURE • PLANNING • ENGINEERING

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ACADEMIC
IMPRESSIONS



Learn essential design components of a modern rec and wellness facility.

OVERVIEW

Learn how to design an engaging recreation and wellness facility for your campus. Expert-led sessions on visioning and design best practices, a site visit, and methods for incorporating student services into your facility will allow you to leave this conference with the knowledge to start planning your own rec facility. Conference sessions will focus on:

- Meeting the current and future needs of your students
- Boosting campus student services with your facility
- Aligning programming and social wellness into the design
- Promoting equity, diversity, and inclusion
- Balancing your needs and wants with what is realistic

PRE-CONFERENCE WORKSHOP: EFFECTIVE TOOLS TO BRAND AND MARKET YOUR RECREATION AND WELLNESS FACILITY

Learn key strategies for effectively branding individual workout spaces, as well as using social media to promote a dialogue between your facility and students. MizzouRec at the University of Missouri will serve as a case study on how branding and social media can effectively take your facility to the next level.

SITE VISIT: UNIVERSITY OF UTAH

During this event, you will have the opportunity to visit the University of Utah for a tour of their newly constructed Recreation and Wellness Facility. Following the visit, you will be able to discuss the newly constructed facility with campus stakeholders and private partners most intimately involved with the project.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/designing-21st-century-recreation-and-wellness-facility



WHO SHOULD ATTEND

Bring your team of physical education personnel, campus planners, campus architects, and chief student affairs officials to benefit from shared conversation around how a new or renovated recreational facility can positively impact the academic mission of your institution.

LEARNING OUTCOME

After participating in this conference, you will be able to address key considerations for designing a recreation and wellness facility.

CONTACT US FOR MORE INFORMATION

Contact Michelle Sponholz, Program Manager at michelle@academicimpressions.com or 720-496-4492 if you'd like additional information about the program.



AGENDA

MONDAY, APRIL 3, 2017

Pre-Conference Workshop: Effective Tools to Brand and Market Your Recreation and Wellness Facility

8:30 - 9:00 a.m.

Continental Breakfast for Pre-Conference Workshop Attendees (included in workshop registration fee)

9:00 a.m. - 12:00 p.m.

Pre-Conference Workshop: Effective tools to Brand and Market Your Recreation and Wellness Facility

Branding and marketing are an important part of a successful recreation and wellness facility. Join us for this pre-conference session to discuss key strategies for effectively branding individual workout spaces, as well as using social media to promote a dialogue between your facility and students. MizzouRec at the University of Missouri will serve as a case study on how branding and social media can effectively take your facility to the next level.

12:00 - 1:00 p.m.

Lunch for Pre-Conference Workshop Attendees (included in workshop registration fee)

Envisioning your Campus Recreation and Wellness Facility

12:30 - 1:00 p.m.

Registration for Main Conference

1:00 - 1:30 p.m.

Welcome and Introductions

1:30 - 3:00 p.m.

Envisioning a Recreation and Wellness Facility for Your Campus

Any successful recreation and wellness facility begins with a visioning process that balances the future needs of students with existing campus characteristics. This session will introduce you to the conceptual design process, which influences budget, space and program design. This visioning exercise will give you an opportunity to hear from experts before working with fellow attendees in outlining major considerations in this critical first step. Questions to spur the process will include:

- How can our facility help bring recreation and wellness closer to the core of student success?
- How can we build or renovate a facility that meets student needs for years to come?
- How can we build a sense for campus community into our facility?
- How do we build for the greatest sense of community accessibility and safety in our facility?
- How can we incorporate key campus partners in the design and facilitation of our facility?

3:00 - 3:15 p.m.

Break



AGENDA

MONDAY, APRIL 3, 2017 (CONTINUED)

3:15 - 4:30 p.m.

Recreation Facility Case Study: Building for the Campus Community

Hear how one institution was able to engage the campus community in building a recreational facility that boosted campus student services, included the latest rec facilities equipment amenities, incorporated multiple campus functions, and accommodated projected enrollment growth. Included will be an in-depth explanation of capital planning considerations, flexible facility design tips, safety concerns, and lessons learned in ensuring a facility that meets the needs of a growing campus community.

4:30 - 5:30 p.m.

Networking Reception (included in registration fee)

TUESDAY, APRIL 4, 2017

Bringing All Stakeholders into Recreation and Wellness Facility Design

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 9:45 a.m.

Bringing Campus Programming and Social Wellness into the Design and Construction Process

Today's recreation and wellness facilities have grown from fitness facilities to a place where the wellness of the whole student is important. Campus programming and social wellness play a key role in how you build and design your facilities. In this session, you will learn the key questions and best practice examples of how to ensure that your facility provides the best possible set of services to your campus community.

9:45 - 10:30 a.m.

Creating a Facility that Promotes Equity, Diversity, and Inclusion

Creating a facility that promotes and incorporates equity, diversity, and inclusion is an important aspect of the design process. Looking at the health and wellness of the whole student plays into how you design and create spaces for all students. This session will jumpstart your thinking about the inclusion of mediation spaces, gender neutral restrooms, locker rooms, and much more. You will identify your campus priorities and how the design of your building can incorporate these priorities.

10:30 - 10:45 a.m.

Break

10:45 - 11:30 a.m.

Flexible Design Considerations for Your Recreation and Wellness Facility

Student recreation and wellness wishes change rapidly, as do programmatic needs for the campus community. In response, rec and wellness facilities must be built to ensure flexibility and guarantee the facility's use across multiple student generations. How, then, can smart planning ensure this? What must you keep in mind to ensure your facility's sustainability?

11:30 a.m. - 12:00 p.m.

Working Session: Bearing in Mind Your Facility

Using our morning mini-lectures as means to fuel conversation, your team will now be given time to consider questions that speak to your campus context.



AGENDA

TUESDAY, APRIL 4, 2017 (CONTINUED)

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 4:30 p.m.

Site Visit and Stakeholder Panel

During this site visit, you will visit the University of Utah for a tour of their newly constructed recreation and wellness facility. Following the visit, you will have the opportunity to participate in a stakeholder panel, in which you will be able to discuss the newly constructed facility with campus faculty and private partners most intimately involved with the project.

WEDNESDAY, APRIL 5, 2017

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:30 a.m.

Designing Your Facility with Student Athletes In Mind

For many institutions, the considerations for the student athlete are distinct from those of the general students. Adhering to athletic regulations, meeting the intense needs of student athletes, and working to remain competitive are only a few of the considerations unique to facilities for this population. This session is designed to recall what considerations should be top of mind as you consider new or renovated facilities for student athletes.

9:30 - 9:45 a.m.

Break

9:45 - 11:00 a.m.

Right-Sizing Your Facility: Balancing Needs, Wants, and Feasibility

The sky seems to be the limit when it comes to rec and wellness facility amenities. Realistically speaking, however, all institutions are working within finite budgets that require a keen sense of how to balance community requests with critical determinations of cost and overall space. How can you ensure this balance? What benchmark institutions should you look to? What, ultimately, is the appropriate sized facility for your institution? Our expert facilitators will guide you through these considerations.

11:00 - 11:45 a.m.

Working Session: An Action Plan for Feasibility

This final working session of the conference will allow you to consider your institutional population in helping to determine what facility dimensions you should begin to consider.

11:45 a.m. - 12:00 p.m.

Wrap-up and Final Questions



INSTRUCTORS

George Brown, Ph.D., Assistant Vice Provost for the Office of Student Affairs and Director of University Recreation and Wellness, University of Minnesota

George has worked in Student Affairs and Collegiate Recreation and Wellness for over 33 years. He previously served as Executive Director and Assistant to the Vice President of Student Affairs for 29 years at the University of Alabama. He received his Bachelor of Arts in Business Administration in 1982 from Trinity University and his Master of Arts in Health, Physical Education, and Recreation in 1983 from Miami University. He completed his Ph.D. in Health Education and Health Promotion in 2010 from The University of Alabama. He has served in many leadership areas and presented on numerous occasions within NIRSA (National Intramural-Recreational Sports Association) and is currently serving on the Healthy Campus 2020 leadership team of the ACHA (American College Health Association) and an active member of NASPA (National Association of Student Personnel Administrators). His research interests are physical activity and holistic wellness among college students. He oversees and directs a comprehensive University Recreation and Wellness department with 64 full and part-time staff, in addition to over 750 student employees. University Recreation and Wellness at the University of Minnesota-Twin Cities annually serves over 70% of the total student population.

Stevie Baker-Watson, Associate Vice President for Campus Wellness and Theodore Katula Director of Athletics and Recreational Sports, DePauw University

Stevie supervises a staff of over 50 in a comprehensive NCAA Division III athletics program, supporting 600 student-athletes in 23 sports. In her current role, Baker-Watson manages student health care on campus through DePauw Health, a collaborative relationship between DePauw University and Hendricks Regional Health.

Baker-Watson played a significant role in the development of the Athletics and Recreation Facilities Master Plan and in 2014, DePauw completed Phase I of the Plan, totaling close to \$30 million in improvements to the Lilly Center and the Athletics Campus, which included the revitalization of Blackstock Stadium and the addition of the Welch Fitness Center and Reavis Stadium. She also spearheaded a rebranding initiative of the athletics department, energized the department with both her hiring practices and comprehensive staff development programs, and successfully launched the Tiger Club, a fundraising affinity group for athletics.

Prior to DePauw University, Stevie served as the Assistant Athletics Director/SWA at North Central College, Head Athletic Trainer/SWA/Instructor of Physical Education at Aurora University, and Head Women's Athletic Trainer at St. Xavier University.

Stevie is currently a member of the NCAA Division III Management Council, Competitive Safeguards and Medical Aspects Committee, and Subcommittee for Legislative Relief, in addition to serving as an Executive Board member for NADIII-AA. She is currently working with the RISE Foundation and facilitating conversations with DePauw student-athletes regarding race, privilege, and sport.



INSTRUCTORS

Diane Dahlmann, Executive Director of Recreation Services and Facilities, University of Missouri

Diane Dahlmann is a member of the National Swimming Pool Foundation board of directors, serves on the editorial advisory board of School Construction News, is the editor of MizzouRec NATION magazine and is a featured Mondo Expert.

Formerly she served on the Special Olympics - Missouri Board of Directors and editorial advisory board of Athletic Business magazine.

As a graduate of Elmhurst College and Illinois State University, Diane has worked and studied under several great mentors. This led to 40-plus years as a teacher, mentor, director and consultant in higher education recreation. Over the years, she has visited over one hundred leisure facilities in the USA, Canada, Ireland, Great Britain, and Europe.

She is known as a quality crusader for excellence, an award-winning innovator, speaker and leader who has greatly influenced the manner in which recreation opportunities and leisure experiences are delivered. Noted for her exceptional creativity and unique perspective, Dahlmann has created some of the nation's most successful programs and facilities (including the MU Student Rec Complex, which has been cited as the best in the nation.) Her program models, facility designs, student development applications and revenue-generating initiatives have been instrumental in shaping higher education and community recreation today.

Erik Kocher, Hastings + Chivetta

With thirty-six years of experience with award-winning design, Erik Kocher leads Hastings+Chivetta's design efforts with specialized expertise in athletic and recreation and is a sought-after speaker nationwide at industry conferences. His design excellence comes from the physical expression of sound ideas, innovation, and creativity combined with an open flow of communication. Erik received a bachelor's of science in mathematics from Grinnell College and a master's of architecture from Washington University. NCARB Certified and LEED Accredited, he is a registered architect in twenty-six states.

Anita Picozzi Moran, FAIA, Principal, Treanor Architects

Anita was elevated to the AIA College of Fellows for her innovative work in collegiate recreation programming and design, and is one of the few architects in the country to hold this honor. She has made 40+ presentations on the subject of recreation, written numerous articles, co-authored books, and secured dozens of design awards for her work. Anita has been an associate member of NIRSA for 25 years and is a frequent juror for Athletic Business Magazine's national architectural awards competition.

Eric Nickel, Director of University Recreation, James Madison University

Eric has been the Director of University Recreation at James Madison University since April of 1995. He earned his undergraduate degree in Business Management from SUNY Plattsburgh, and his master's degree in Sport Management from The Ohio State University. Eric is a life member of NIRSA (Leaders in Collegiate Recreation) and has served two terms on their Board of Directors, and has also served as president of both the NIRSA Foundation and the NIRSA Services Corporation. He is a frequent presenter and speaker on and off campus. Eric is a professional consultant, conducting collegiate recreation program reviews and addressing operational and leadership issues as well as recreation facility design and construction. Eric has served as a faculty member and Chair of the NIRSA School of Recreational Sports Management and is an adjunct faculty member in the Hart School of Hospitality, Recreation and Sport Management at JMU. Eric is married (wife, Jacki) and is the proud father of three boys (Ryan, Kyle, and Tyler).



INSTRUCTORS

Carrie Steuber, Associate Director of Facilities, University of Missouri

Carrie has been at MizzouRec Services and Facilities at the University of Missouri since 2006. She holds a Bachelors in Parks, Recreation, & Tourism and a Masters in Architectural Studies. At MizzouRec, she started as an Aquatic Coordinator, overseeing aquatic programing and special events. She transitioned to the “dry side” of the facility in 2010, and began managing facility operations and leading award-winning teams and projects from bare concepts to successful implementations.

As a critical member of the senior leadership team, Carrie’s direct oversight includes the 300,000 sq. ft. facility and outdoor sports complex. In addition to daily operations, she has led capital projects and renovations, including the transformation of the in-house spa. She also helped create social space for MizzouRec members and special areas in the facility for boxing and functional fitness workouts.

Jen Seris, Strategic Communications Manager, University of Missouri

Jen is the strategic communications manager for MizzouRec Services and Facilities at the University of Missouri. She earned a BFA in Visual Communication from Truman State University, is currently pursuing a Master’s degree in Strategic Communications from Mizzou, and has worked as a creative in higher education for 10 years.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

April 3 - 5, 2017 :: Salt Lake City, UT

HOTEL:

Sheraton Salt Lake City
150 West 500 South
Salt Lake City, UT 84101

To reserve your room, please call 801-401-2000. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$129 for single or double occupancy, plus applicable taxes.

ROOM BLOCK DATES:

A room block has been reserved for the nights of April 2, 3 and 4, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to March 13, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

ADDITIONAL INFORMATION:

The Sheraton Salt Lake City is perfectly located in the heart of the downtown business and entertainment district. Temple Square and City Creek Mall are within walking distance. If you prefer to stay in, the hotel offers a couple of dining outlets to choose from.

TRANSPORTATION:

The Sheraton Salt Lake City is approximately six miles from the Salt Lake City International Airport (SLC). The hotel provides guests with complimentary shuttle transportation to SLC and to the surrounding area. Please call 801-401-2000 to make your reservation.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

A \$500.00 surcharge applies to registrants from corporations.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
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EARLY BIRD PRICING

Postmarked on or before March 17, 2017. For registrations postmarked after March 17, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



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CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

City | State/Province | Zip/Postal Code | Country

Telephone | Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

Empty space for dietary or accessibility needs.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

- DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.
- WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.
- DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

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