

**BUDGET APPROVAL FOR
VARSITY BASKETBALL TRAINING CENTER PROJECT**

A Recommendation

1. **Division and Department:** Academic Affairs, Intercollegiate Athletics, Facilities Management Department, and Finance and Administration.

2. **Introduction:**

Varsity Basketball Training Center

In order to enhance the men's basketball and women's basketball student-athlete experience, to improve the competitive and recruiting opportunities for the programs, and to provide additional practice and office space for other varsity sports programs, the athletics department proposes the development of a varsity basketball training center that will provide the basketball programs with a basketball specific practice facility, film room and office space.

Currently, the men's basketball and women's basketball programs primarily use OU Credit Union O'rena for practices and basketball activities, however because the OU Credit Union O'rena hosts internal and external events, the basketball programs and its student-athletes cannot use the O'rena for significant periods of time each academic year. Similar to previous years, the basketball programs and student-athletes could not use the O'rena from April 17, 2023 through June 11, 2023 because of events ranging from commencement and graduation ceremonies to athletic competitions.

Furthermore, though not as long a period, the programs also could not use the O'rena for about a one-week period in December. Occurring each year, this December period is during the NCAA competition season. The proposed Varsity Basketball Training Center will provide the programs and student-athletes a year-round location for required and voluntary basketball activities.

The training center will also create a film room that the programs will use to review OU game film, scout opponents, and prepare scouting reports for the teams and individual student-athletes. Currently, no film room exists and the teams watch film on a white board on the floor of a darkened OU Credit Union O'rena.

Adjacent to the film room will be office space that accommodates the coaches and staff members from each program and provides each coach with his or her own office. Currently, two coaches from each basketball program share an office. The shared

**Budget Approval for
Varsity Basketball Training Center Project
Oakland University
Board of Trustees Formal Session
September 11, 2023
Page 2**

office space makes individual conversations with student-athletes and recruits challenging.

Because of the NCAA transfer rules adopted a few years ago, recruiting and retaining Division I basketball student-athletes is increasingly competitive. The basketball training center will significantly improve both programs' ability to recruit and retain basketball student-athletes. Furthermore, the facility positions the programs on a more even recruiting level compared to Horizon League and regional peers. Currently, seven Horizon League institutions have independent practice facilities for their basketball programs, with Oakland being one of the four schools that do not have an independent practice facility. In addition, both programs often find themselves recruiting against programs from non-Horizon League universities like Toledo and Central Michigan that have independent practice facilities.

The basketball programs will clearly benefit from the training center, In addition other OU varsity sports programs will also benefit from the project. Currently, the women's volleyball program also uses OU Credit Union O'rena for practices and volleyball activities. The creation of a basketball training center will allow the volleyball program access to different and increased times throughout the year for volleyball practices activities.

Moving the basketball programs' offices to the basketball training center will help address some of the office space needs of other programs. The head coaches and assistant coaches of the other seven varsity programs whose offices are in the main athletics administrative office suite each share an office for their program. Moving the basketball coaches and staff offices to the training center will open office space that will allow some of these head coaches to have individual office space. As with the basketball coaches, this office space will provide a better environment for individual meetings and phone conversations with student-athletes and recruits.

Revenue from external events is critical to the Athletics Department's annual operating budget. A basketball training center will also create more revenue generating opportunities for the athletics department through use of the O'rena for outside events. So that the basketball programs do not lose more access to the O'rena each year, especially during the competitive basketball season and summer, the athletics department periodically rejects external revenue generating rental opportunities. The basketball training center will allow the department to consider new, revenue generating external rental opportunities.

Budget Approval for
Varsity Basketball Training Center Project
Oakland University
Board of Trustees Formal Session
September 11, 2023
Page 3

The Varsity Basketball Training Center including locker rooms and offices will be approximately 15,000 square feet and the anticipated renovation costs for the space, as well as, associated infrastructure and deferred maintenance is approximately \$5,000,000. This project will be constructed within Oakland West Campus (OWC).

3. **Previous Board Action:** None.

4. **Budget Implications:** The funding source for the Varsity Basketball Training Center is university reserves that have been previously earmarked for this need. Incremental annual operating costs (e.g. utilities, custodial, maintenance, insurance, security) will be minimal as this center is part of OWC and will be incorporated into future General Fund budgets.

5. **Educational Implications:** Project will enhance the student athlete experience.

6. **Personnel Implications:** Incremental maintenance, custodial, and security personnel have previously been identified as part of the OWC budget.

7. **University Reviews/Approvals:** This recommendation was formulated by the Director of Athletics, Associate Vice President for Facilities Management, Associate Vice President and Controller, and Vice President for Finance and Administration.

8. **Recommendation:**
RESOLVED, that the Board of Trustees approves the Varsity Basketball Training Center Project budget of \$5,000,000; and, be it further

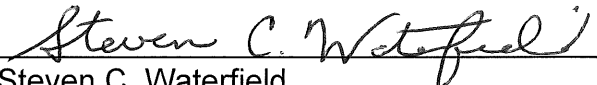
RESOLVED, that the Board authorizes the President, Vice President for Finance and Administration, and their respective designees, to perform all acts and deeds and to execute and deliver all contracts, instruments, and documents required by this resolution that are necessary, expedient, and proper in connection with the project; and, be it further

RESOLVED, that said contracts, instruments and documents shall be reviewed by, and be in a form acceptable to, the Vice President for Legal Affairs and General Counsel prior to execution, and be in compliance with the law and University policies and regulations, as well as conform to the legal standards of the Vice President for Legal Affairs and General Counsel.


9. **Attachments:** None.

9. Attachments: None.

Submitted to the President
on 9-6-, 2023 by

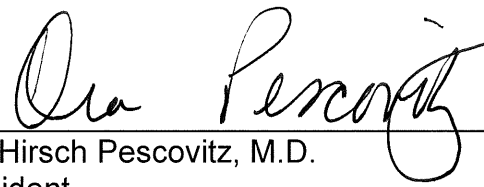


Steven C. Waterfield
Director of Athletics

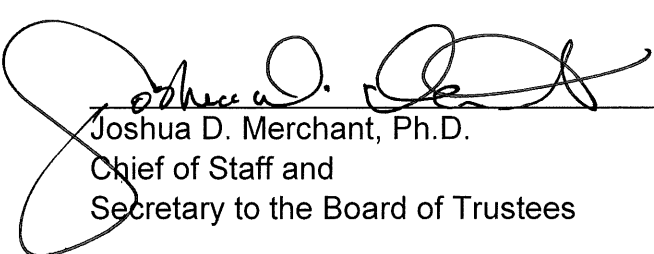


Stephen W. Mackey
Vice President for Finance and Administration
and Treasurer to the Board of Trustees

Recommended on 9/7, 2023
to the Board of Trustees for Approval by



Ora Hirsch Pescovitz, M.D.
President

Reviewed by


Joshua D. Merchant, Ph.D.
Chief of Staff and
Secretary to the Board of Trustees

Basketball Practice Facility Budget



Oakland University Board of Trustees Presentation

9/11/2023

Presented by:

**Stephen W. Mackey, Vice President Finance and
Administration & Treasurer to the Board of Trustees**

Steven Waterfield, Athletic Director

Agenda

- **The Need**
- **Proposed Solution**
- **Funding**
- **Board Action**



How did this come about?

This started with a simple question:

If I could do one thing to help the basketball program, what would you want that to be?



What is the background?

- **Long-standing and planned need**
 - Plan for practice facility dates back to early 2000s.
 - It is estimated to cost \$19M for a practice facility.
 - Athletics has a designated reserve of \$5M.
- **Up until now, there has not been another viable option for a dedicated basketball practice facility.**
- **Today we will recommend the board approve a \$5M investment to renovate space for a basketball practice facility in Oakland West Campus.**



Why Do We Need A Basketball Practice Facility?

- **Recruiting and retaining basketball student-athletes**
 - **Recruiting Peers:**
 - 7 of 11 Horizon League institutions have independent practice facilities
 - Mid-American Conference Schools (e.g., Toledo, Central Michigan)
 - **NCAA Transfer Portal**
 - **Name, Image, and Likeness (NIL)**



Why Do We Need A Basketball Practice Facility?

- **Student-athlete development and success**

- No separate basketball facility exists, as the Men's Basketball, Women's Basketball, and Volleyball currently use OU Credit Union O'rena for practices and competitions
 - Internal and external events throughout the year take OU Credit Union O'rena offline for significant portions of the year requiring teams to use Recreation and Well-Being spaces, Rochester University, and local high schools
- No film room exists, teams currently show film in a hallway/entrance to the court using a whiteboard and chairs.
- Locker rooms are not adequately sized to accommodate program needs

- **Improve program competitiveness**



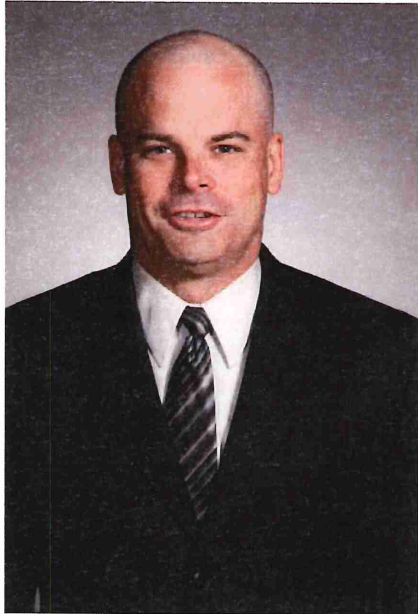
Why Do We Need A Basketball Practice Facility?

Basketball Success Benefits University [How March Madness success boosted admissions for 5 universities](#)

- NCAA Tournament Appearances
 - “Cinderellas”
 - 6.3% increase in new student enrollment the year after the tournament appearance
 - 15.2% increase in applications the year after the tournament appearance
 - Just making NCAA tournament resulted in 3% growth in new student enrollment year following appearance [NCAA Men’s Basketball Tournament College Enrollment](#)
- Butler University (2010, 2011)
 - 52% increase in applications from 2009 to 2011
- Florida Gulf Coast University (2012)
 - 27.5% year-over-year increase in first-year applications
- Loyola University Chicago (2018) [Final four boosts Loyola Chicago applications, fundraising, profile](#)
 - 31% increase in requests for information from prospective students
 - 400% increase in website traffic
 - 91% of the visitors to the website were first time visitors
- St. Peter’s University (2022) [Saint Peter's Still Reaping Rewards of NCAA Tournament Run](#)
 - 57% increase in submitted applications in the approximately 3 months after NCAA Tournament first round victory against Kentucky
- Media Exposure
 - George Mason University (2006): \$677.5M (est.)
 - Gonzaga University (1999): \$37.8M (est.)



Why We Need A Basketball Practice Facility



Jeff Tungate
Head Coach
Women's Basketball



Greg Kampe
Head Coach
Men's Basketball



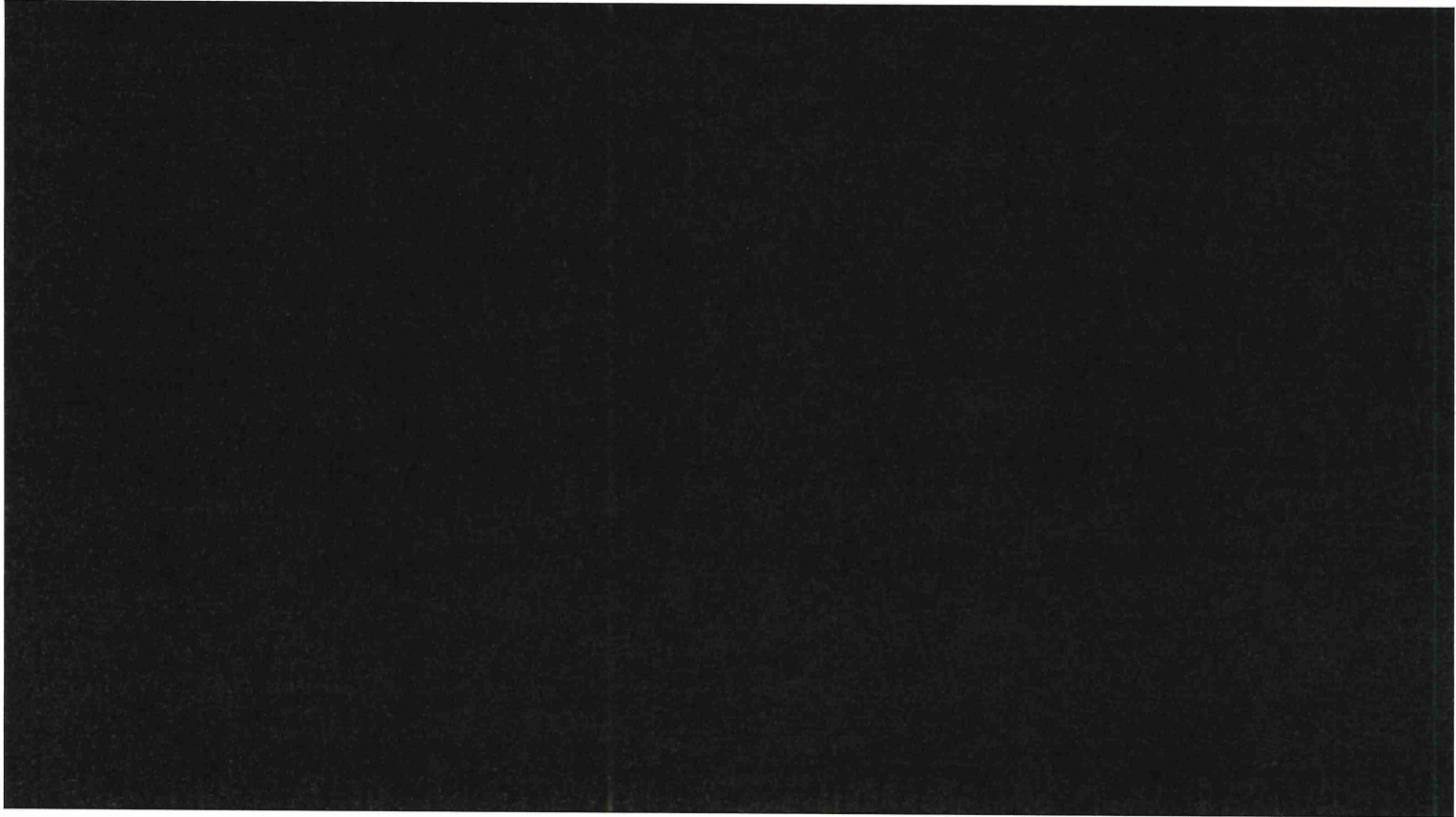
Brooke Quarles-Daniels
Sophomore
Macomb, MI



Blake Lampman
Graduate Student
Haslett, MI



A Coaches Perspective



A Student Perspective



Blake Lampman
Graduate Student
Haslett, MI



How Can OWC Meet These Needs?

- **OWC has right sized space to meet needs for separate basketball practice facility, film room, locker rooms/team lounge, and coaches/staff offices.**
- **Close proximity to main campus with ample parking**
- **Opportunities for connections and possible collaborations with other programs, such as Nursing and PA programs**
- **Moving basketball programs to OWC frees office space in Athletics Center to be backfilled by head coaches of other varsity sports**
- **Provides volleyball program access to different and more practice times**
- **Creates revenue generating opportunities through additional OU Credit Union O'rena rentals**



Are Academic Programs Being Displaced?

- No, this investment will not impact any academic programs.
- The PA, Nursing, and other programs are moving forward with their occupancy plans.
- THE BEST designated areas remain assigned.
- Community collaborative space remains available.

24%
of space open for
future program
development



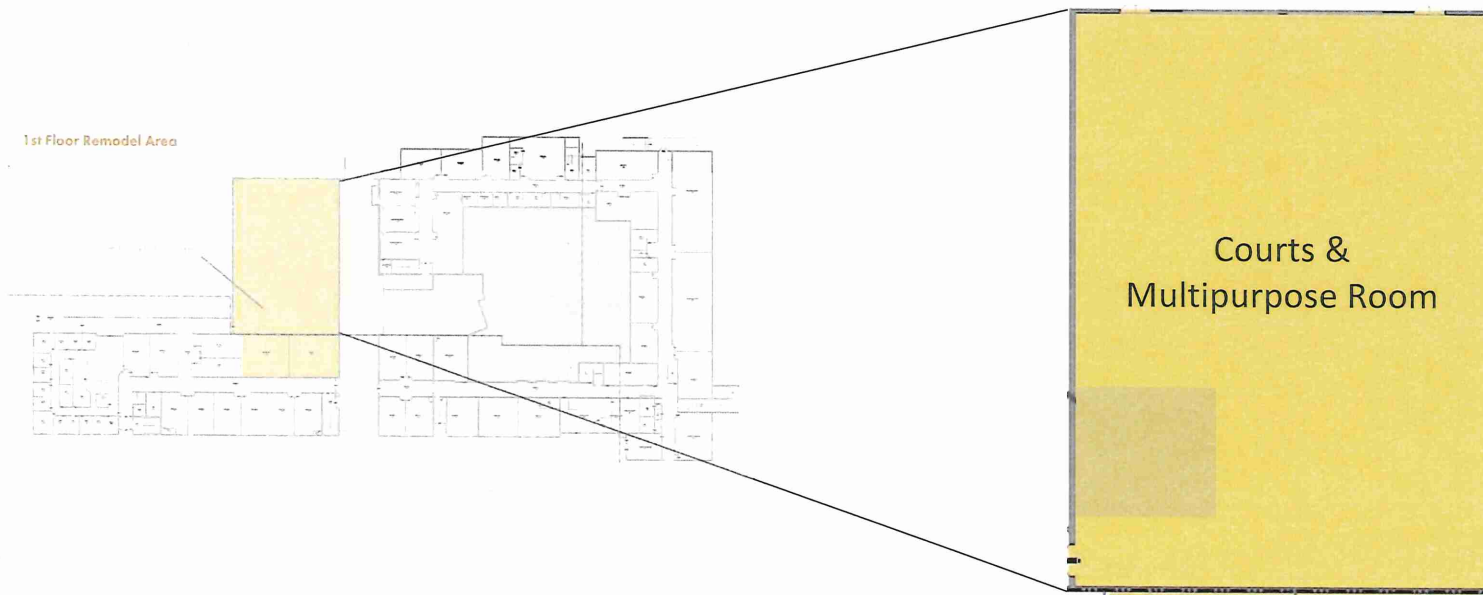
How does this fit in OWC?

Courts & Locker/Training Rooms

1st Floor Remodel Area

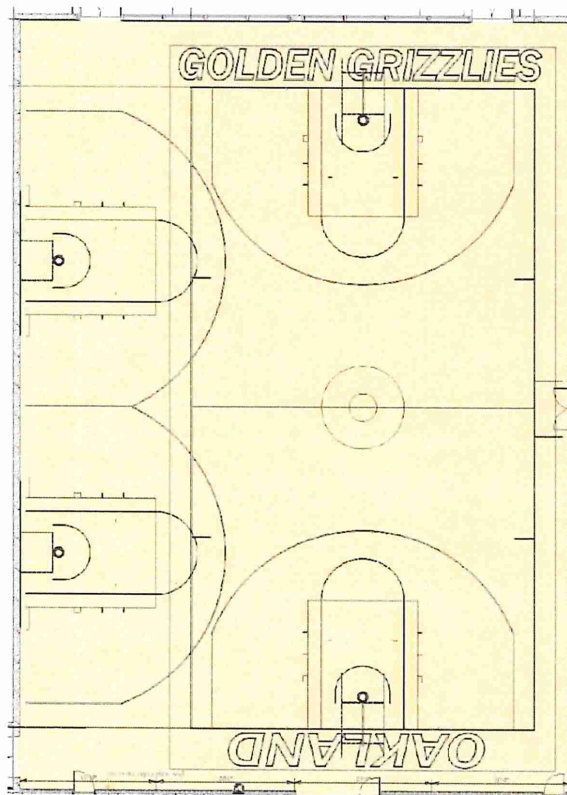


Will the space fit a full size court?



What will the configuration be for the gym area?

Courts & Multipurpose Room



Athletics Configuration:

- Regulation size practice court
- Configurable space for drills
- Connected to locker and training rooms

Community and University Configuration:

- New state of the art AV system
- Court floor coverings
- Fully configurable for a variety of uses
- Scheduling managed by Oakland Center

Other Uses:

- Opportunities for basketball pick up games with faculty, staff and students

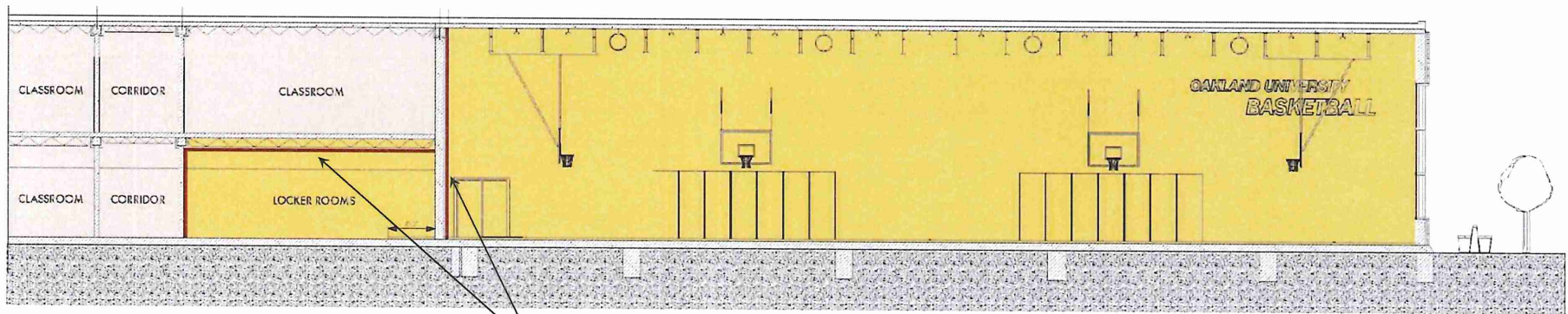


What will the configuration be for the gym area?



What about the noise for adjacent spaces?

Acoustic engineers are conducting sound studies to develop a solution to manage sound transfer to the adjacent academic spaces.



Acoustic Separation

KEY	
	ATHLETICS
	OTHER
	ACOUSTIC WALL



How does this fit in OWC?

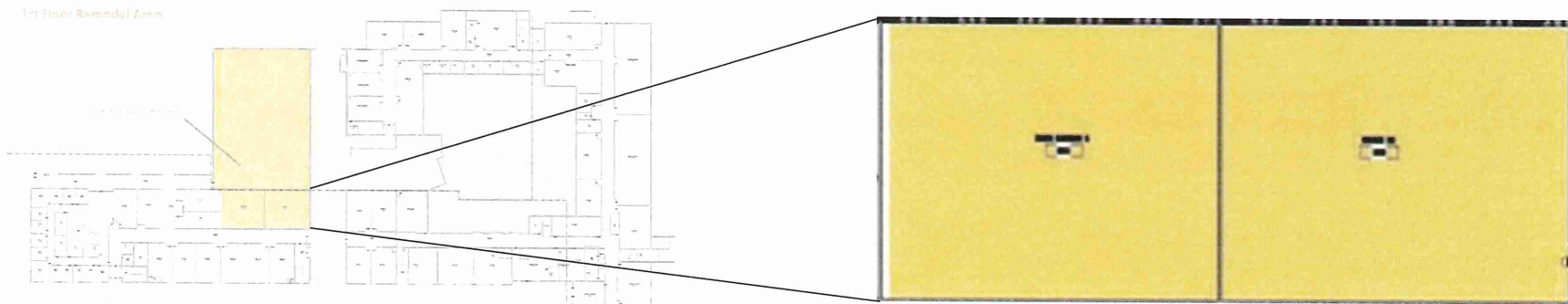
Locker & Training Rooms

1st Floor Remodel Area



How does this fit in OWC?

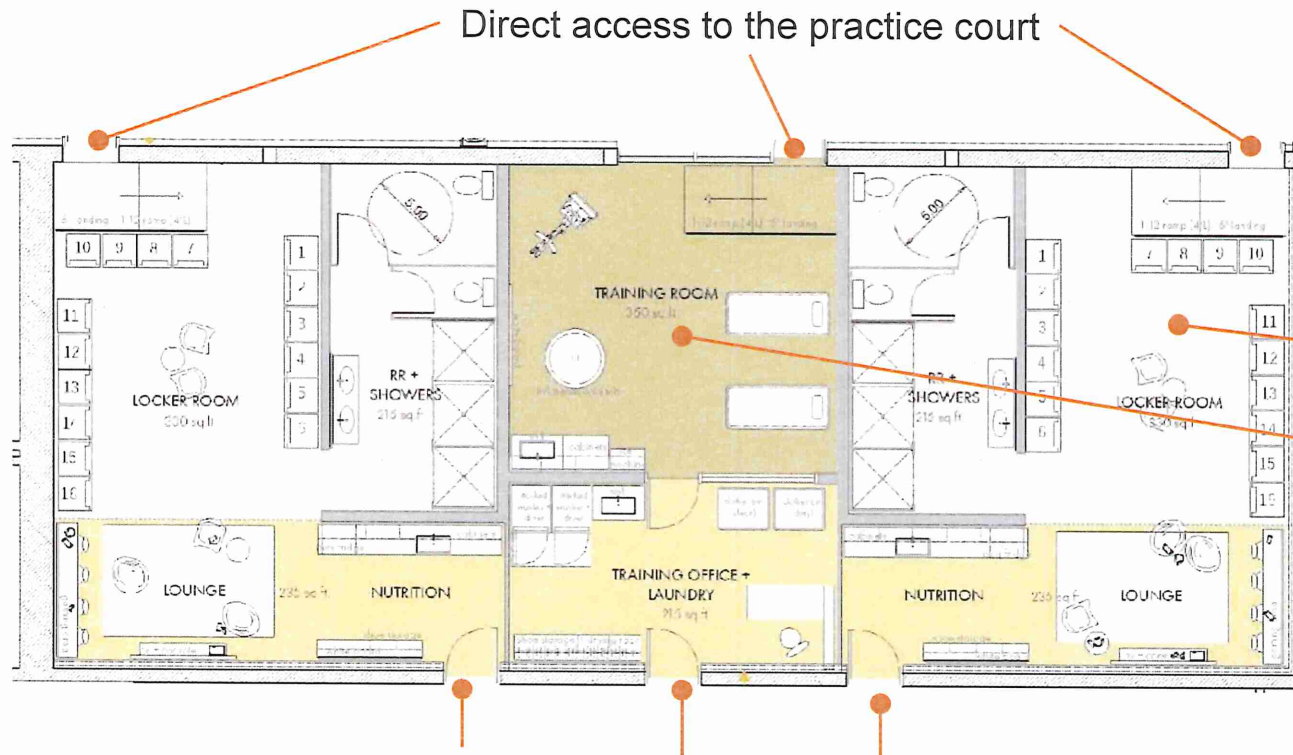
Locker & Training Rooms



Locker & Training Rooms



Locker/training rooms configuration



Direct access to the practice court

A dedicated space for the student athletes. Including:

- Locker room
- Lounge
- Nutrition
- Showers
- Training

Direct access when practice court is in use



Locker Room & Lounge Area Examples



Locker Area

(example from University of Toledo)



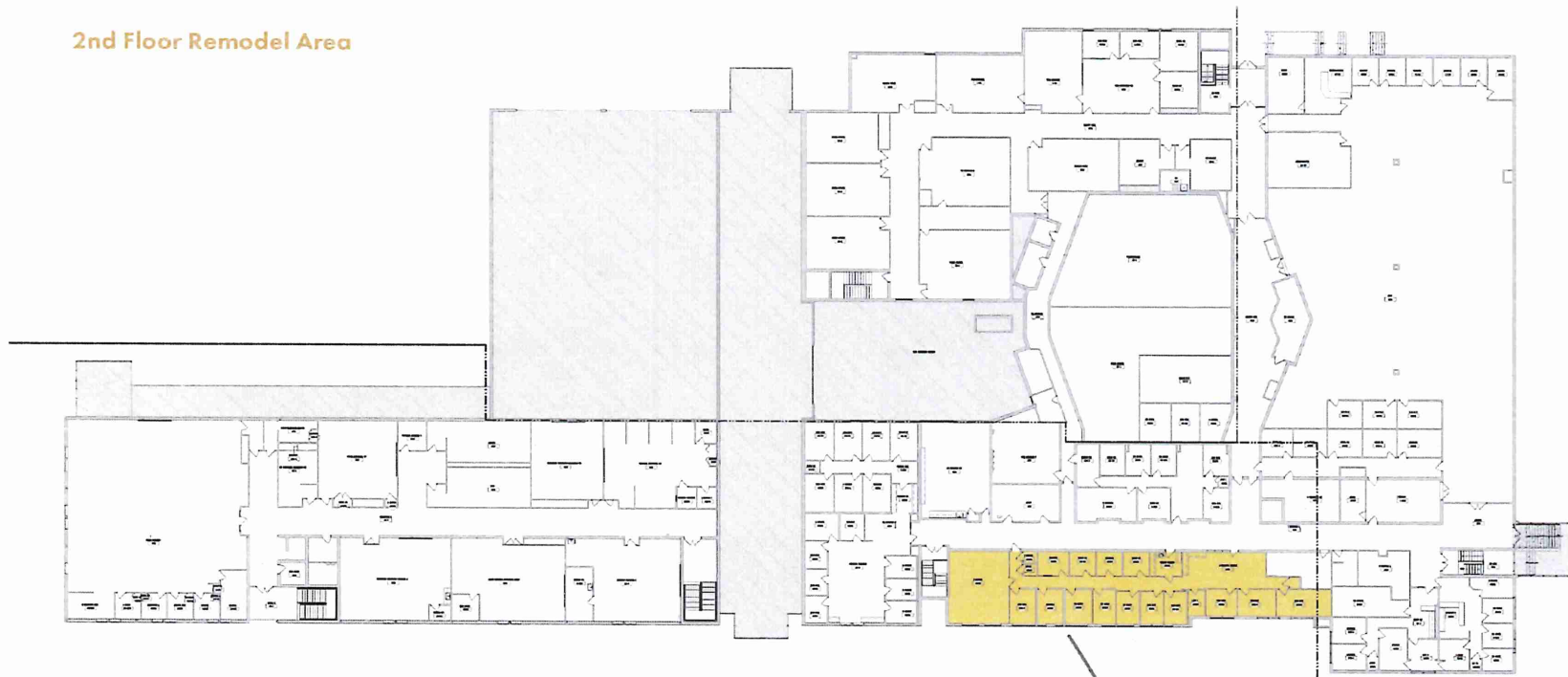
Lounge Area
(example from Indiana University)



How does this fit in OWC?

Film room & Offices

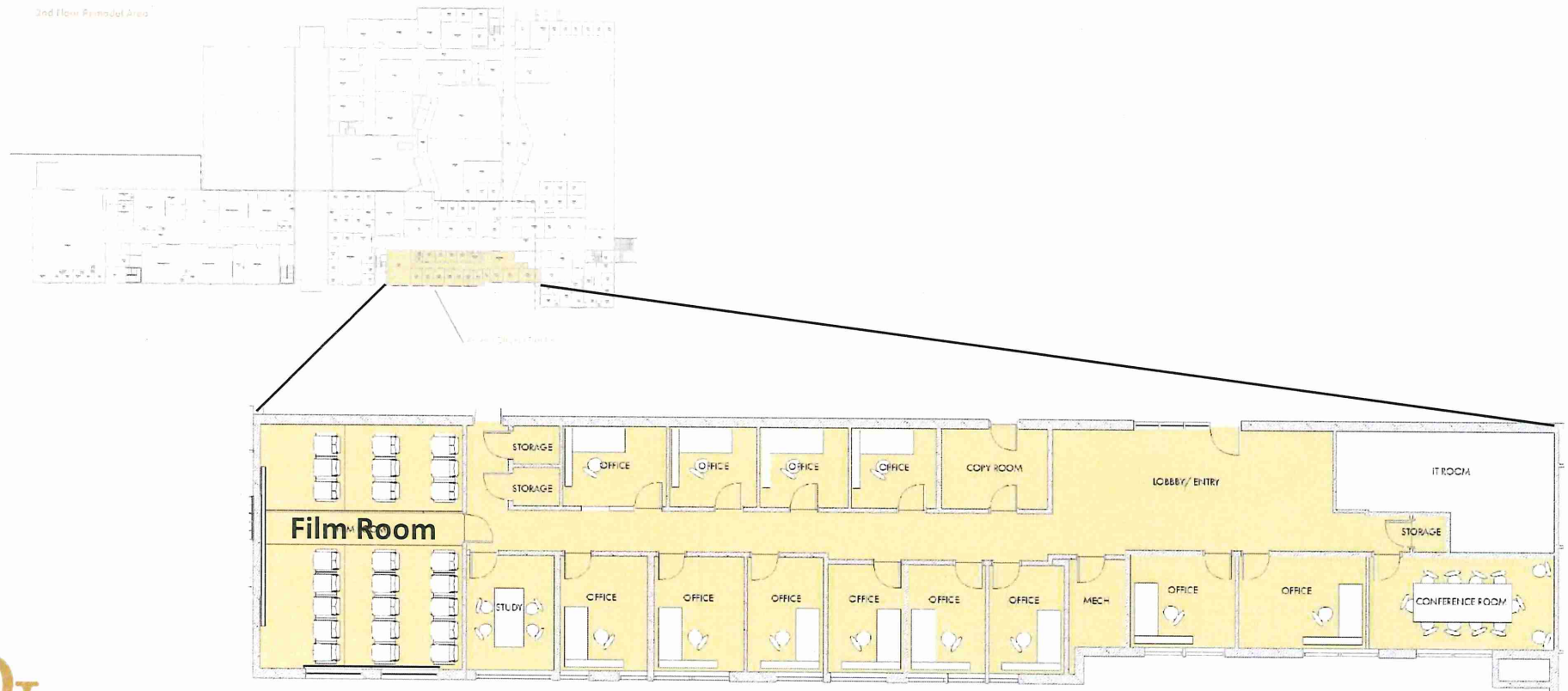
2nd Floor Remodel Area



Athletics Offices + Film Room



Where are the film room and coaches offices?



The film room solution

Example of what tools the programs have today. In this case, this is a film room.

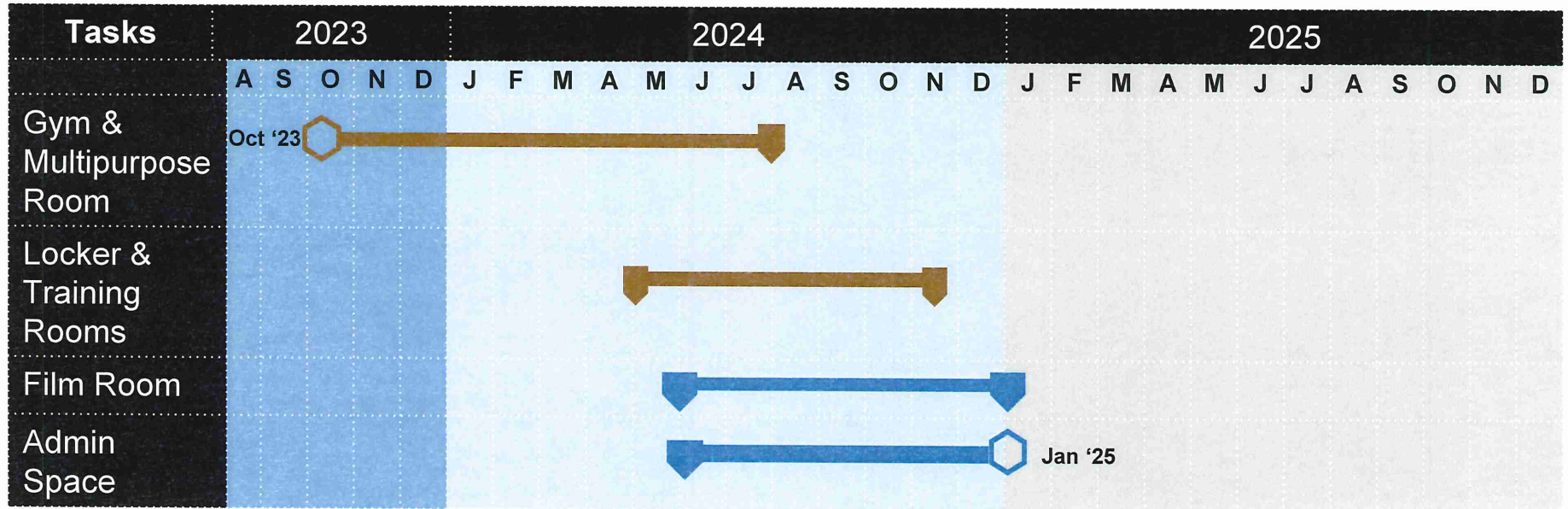
Take note of the basketball bouncing, setting up the pickleball court, and the lack of chairs.



Film Room Concept



What is the estimated timeline?



Practice court could open next year.

The remaining areas will open as completed.

Nursing and PA programs are the priority.



How Much Does It Cost & How Will It Be Funded?

- **\$3M Cost of the direct project** – all areas (gym, locker rooms, offices, tech, film room, all finishing's, etc.)
- **\$2M Cost of additional core infrastructure** (IT, Fire Suppression, Lighting, Additional Security, Relocation, HVAC, AV, etc.)
- **\$5M Total Project Budget**

- **Funding Source:** Athletics has a reserve fund of \$5M set aside several years ago in support of the eventual investment in a practice facility.



Benefits of the Investment Proposal

- Improves student-athlete recruitment and retention.
- Enhances student-athlete competitive development and program success.
- Program success and NCAA Tournament participation are catalysts for application and enrollment growth.
- Provides women's volleyball with expanded practice times.
- Enables head coaches of other varsity sports to have individual vs. shared offices.
- Significant cost savings vs. a new facility.
- Provides a facility in a current Oakland property.
- Utilizes existing designated funds.
- **Available now.**



A Student Perspective



Brooke Quarles-Daniels
Sophomore
Macomb, MI



Requested Board of Trustees Vote

Today we recommend and request the board vote to approve investing the prior designated \$5M to renovate space in OWC for a basketball practice facility.



Thank you

