



N I A A A N A T I O N A L C O N F E R E N C E

PUTTING TOGETHER A FACILITIES IMPROVEMENT PLAN

MISSY TOWNSEND, CMAA, CIC – ATHLETIC DIRECTOR – PRESCOTT HIGH SCHOOL – PRESCOTT, AZ

DON BAKER, CMAA, CIC – DIRECTOR OF ATHLETICS – COBB COUNTY SCHOOLS – MARIETTA, GA



DON BAKER

CMAA

ORIGINALLY FROM VALDOSTA, GA

22ND YEAR IN EDUCATION

11TH YEAR IN ATHLETIC ADMINISTRATION

11 YEARS AS A TEACHER AND COACH (FOOTBALL)

MARRIED TO MY WIFE ERIN FOR 20 YEARS

AND HAVE TWO CHILDREN AIDEN (13) AND BAYLEY (11).

DIRECTOR OF ATHLETICS
COBB COUNTY SCHOOLS, MARIETTA, GA





19th Year in Education
7th Year in Athletic Administration
16 years as a Coach (Basketball & Volleyball)
Married to my husband Ben for 25 years
6 Children (Katie-22 & Tyler-23, Emma-20, Sara-18, Megan-16,
William-14, Lucy-12) and 1st Grandchild born in November
(Calvin)

MISSY TOWNSEND
Athletic Director, CMAA



N I A A A N A T I O N A L C O N F E R E N C E

IT TAKES WORK!

PUTTING TOGETHER A FACILITIES IMPROVEMENT PLAN

IT TAKES WORK!

- Any improvements to your facility will take work!
- You must be ALL in when it comes to construction projects.
- Be a part of the total process.
- It is so rewarding when you have the “opportunity” to complete a construction project.







ALLATOONA HIGH SCHOOL A

BUCCANNERS STADIUM



ALLATOONA

BUCCANERS

A

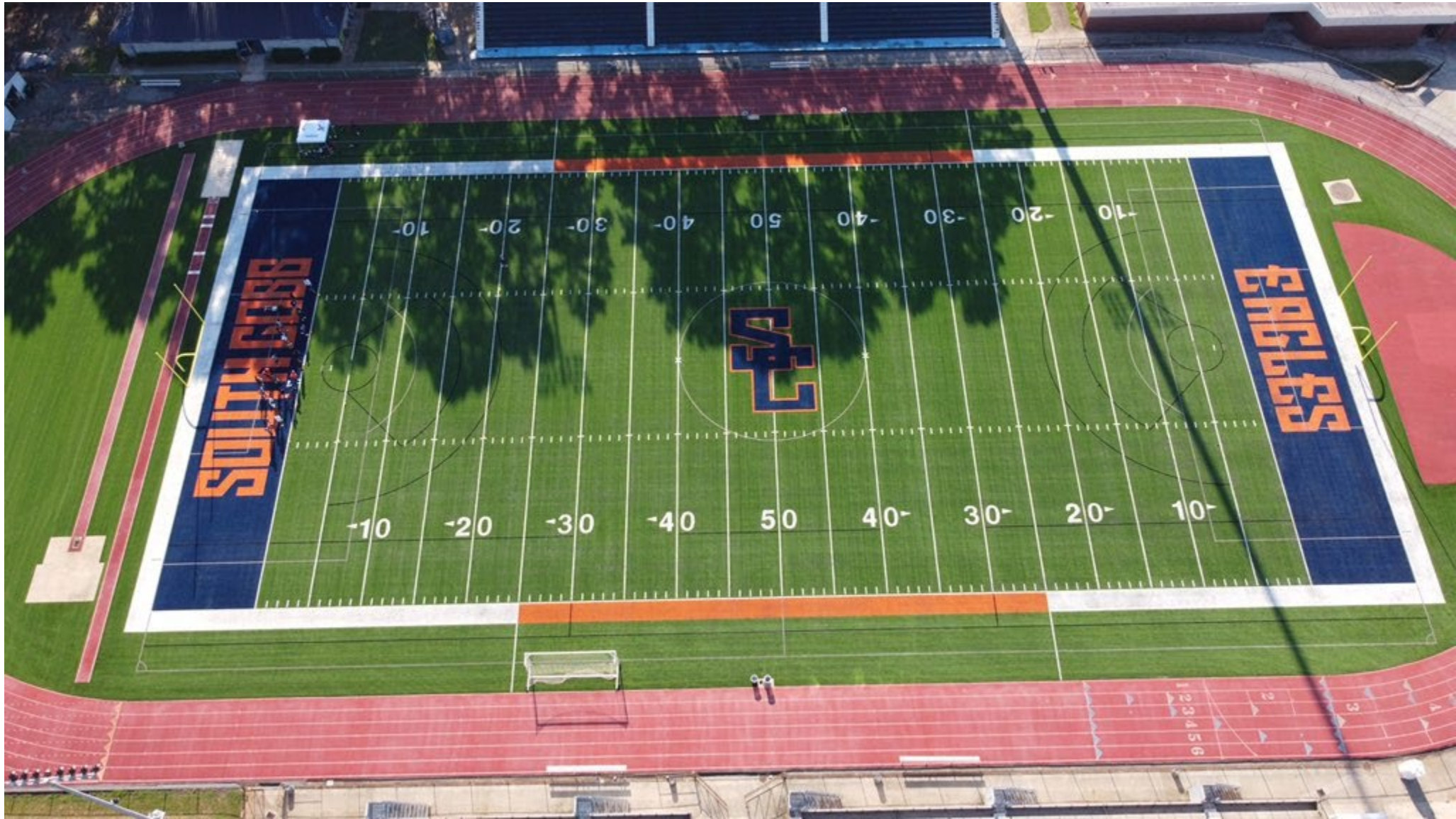
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1 2 3 4 5 6

1 2 3 4 5 6









IT TAKES WORK!

- How is the word “wow” used regarding your facility?
- Assess renovation versus new construction
- Facility studies, bond studies
- Embrace your history – equals \$\$





N I A A A N A T I O N A L C O N F E R E N C E

PARALYSIS BY ANALYSIS

PUTTING TOGETHER A FACILITIES IMPROVEMENT PLAN

PARALYSIS BY ANALYSIS

A state of over-analyzing (or over-thinking) a situation so that a decision or action is never taken, in effect paralyzing the outcome.

- Utilize the tools and experience you have available
- Mentors
- Comparison
- Include your stakeholders in the process





Comparison to Rival District



N I A A A N A T I O N A L C O N F E R E N C E

KEY QUESTIONS

PUTTING TOGETHER A FACILITIES IMPROVEMENT PLAN

KEY QUESTIONS

- What do we need?
- What do we want?
- Overlap?
- How much money do we have?
- How much money do we need?
- Best way to close the money gap?



BE CREATIVE





N I A A A N A T I O N A L C O N F E R E N C E

**WORK WITH WHAT
YOU HAVE FIRST**

PUTTING TOGETHER A FACILITIES IMPROVEMENT PLAN

WORK WITH WHAT YOU HAVE FIRST

- How do you reinvent spaces?
- Power in a coat of paint







Emory Sewell
Stadium

FEAR THE DEER!

WARRIOR NATION

NC



Finney Howell
Stadium

FEAR THE SPEAR!

WARRIOR NATION



Emory Sewell
Stadium

FEAR THE SPEAR!



WARRIOR

NATION



WORK WITH WHAT YOU HAVE FIRST

- Embrace the history
- Power of community















PRESCOTT
BADGERS



40

50

40



N I A A A N A T I O N A L C O N F E R E N C E

CHOOSING A VENDOR

PUTTING TOGETHER A FACILITIES IMPROVEMENT PLAN

CHOOSING A VENDOR

- Choosing a vendor?
- Policy vs. Procedure
- Remember that the contractors, architects, and design firms work for you.





HOME OF THE MUSTANGS



HOME



SCOREBOARD SALES & SERVICE

DAKTRONICS

GUEST



T.O.L.

DOWN



TO GO



BALL ON



QTR



T.O.L.



GAS SOUTH

FIELD HOUSE

KENNE

KENNESAW MOUNTAIN

NEVCO



KENNESAW MTN GIRLS LACROSSE

2016 & 2017

AREA 3 - AAAAAAA

CHAMPIONS

PLUMSBORO

GAS
SOUT

FIELDHO

KENNESAW

KENNESAW MOUNTAIN

MUSTANGS

49 

TOL

2

0.0

NEVCO

TOL

3

LANIER

21

DOWN

1

TO GO

10



BALL ON

33

QTR

4



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PERIOD

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TO-GO

McIntyre Community Track

PURSUING HIGHER STANDARDS

BADGERS

BEARS

24

05:20

20

DOWN

TO GO

2

10



BALL ON

35

QTR

3

TIM'S TOYOTA



fouls

4er
1110

PRESCOTT
BADGERS



GIRLS TRACK
1981 1986 1987

SELECT

PRESCOTT



N I A A A N A T I O N A L C O N F E R E N C E

ADA AND TITLE IX COMPLIANCE

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ADA COMPLIANCE



- The ADA requires that wheelchair accessible seating be available in every category of seating.
- ADA requirements also ensure that patrons with disabilities are able to navigate the entire facility. Accessible routes must connect wheelchair seating with entrances, restrooms, concessions, and locker rooms and backstage areas.
- If passenger drop-offs are provided, each one must be accessible and offer an accessible route into the stadium. While not every entrance must be accessible, those that are not must provide clearly marked signs directing patrons to the nearest accessible entrance.
- Patrons with disabilities must have full access to souvenir and concessions stands. Cash registers and any condiments and self-serve food items must be placed at an accessible height.

A TITLE IX CASE STUDY :

Ollier v. Sweetwater Union School District

Origin Of The Dispute – The Quality of the Softball Facility As Compared To The Baseball Facility
Initially the concerns to the AD were not responded to. Resulted in an 8-year claim to bring the softball facility into compliance.











N I A A A N A T I O N A L C O N F E R E N C E

THE IMPACT OF SOCIAL MEDIA

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THE IMPACT OF SOCIAL MEDIA

- Never underestimate the power of social media when promoting a construction project.
- Use it to highlight the benefits of the changes and how they will improve the overall student-athlete experience.
- Use it to highlight the benefit to the community.
- Use it to focus on a safe playing environment.
- Make your student-athletes and coaches a part of this campaign.



**BUILT FOR
ADVENTURE**



Welcome to Bill Shepard Field

HOME OF THE BADGERS



GO BADGERS!

BECAUSE YOU ARE IN BADGER TERRITORY!

PRESCOTT, ARIZONA







N I A A A N A T I O N A L C O N F E R E N C E

QUESTIONS?

PUTTING TOGETHER A FACILITIES IMPROVEMENT PLAN

CONTACT INFORMATION



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