

**Eastern Illinois University – Department of Kinesiology and Sports Studies**  
**KSS 5213.01 – Sport Facilities and Event Management**  
**Spring 2017**

<b>Instructor:</b>	Jon A. Oliver, Ph.D.	<b>KSS Office:</b>	(217) 581-2215 (*leave message)
<b>Office Address:</b>	2010 McAfee - EIU	<b>Email Address:</b>	<a href="mailto:jaoliver@eiu.edu">jaoliver@eiu.edu</a> (*preferred)
<b>Class Meetings:</b>	McAfee 2210: MW 4:00-5:15 pm	<b>Office Hours:</b>	12:00-1:00 pm – M.T.W.TH.F or by appt.

**Course Description:** Analysis of sport facility and event management, including planning, construction, operations, maintenance, crowd management, sustainability, security, budgeting, technology, and evaluation

**Course Objectives:**

- Analysis of facility planning, site & design, and construction.
- Examination of facility systems, operations, and maintenance.
- Evaluation of sales, marketing, and ticketing strategies used by facility & event managers.
- Examination of key legal and risk management responsibilities of facility and event managers
- Analysis of facility preparation in the event management process.
- Evaluation of human resources related to staffing facilities and events

**Required Text:** Fried, G. (2015). *Managing Sport Facilities (3<sup>rd</sup> Edition)*. Human Kinetics Publishers.

**Other Resources:** Online resources such as - [sportsbusinessjournal.com](http://sportsbusinessjournal.com), [athleticbusiness.com](http://athleticbusiness.com), [SMA](http://SMA.org), [IFMA](http://IFMA.org), [athleticmanagement.com](http://athleticmanagement.com), [NCAA.org](http://NCAA.org), [sportsbusinessdaily.com](http://sportsbusinessdaily.com), [Journal of Sport Management](http://Journal of Sport Management)

**Desire2Learn:** Some class activities will be administered via Desire2Learn. Use your EIU username and password to log-on to D2L. (<https://www.eiu.edu/eiuonline/>)

**Learning Activities: \*400 Total Points\***

**1) \$5 Million 'Strategic Facility Plan' for EIU Athletics** (\*Upload to [D2L](#) dropbox by Feb 13<sup>th</sup>) **70 points**

Step #1: Review the [EIU Athletics Blueprint for Success](#) strategic plan (document & video) (\*Note – unrealistic \$150+ million plan from 2010)  
Step #2: Assuming a \$5 million fundraised budget for facility renovation and/or expansion, create a strategic facility plan for EIU athletics  
 \*Key Question\*: What \$5 million fundraised investment will provide the greatest return (R.O.I.) for EIU athletics teams and student-athletes?  
Step #3: \* Minimum requirements: = MS word doc., title page, section headings, summary/conclusion, 10+ refs, upload to [D2L](#).  
 \*Include needs assessment, feasibility study (including SWOT analysis), financial prospectus (specific sources of revenue for project – Review Chapter 12) and computer-designed floor plan. Cite at least 2 other recent facility projects comparable to proposal. \*Note: class text & EIU 'Blueprint' can be used as references. \*Consider reviewing AB's [Facilities of Merit](#) & [Ratio](#) Architects projects for proposal ideas.  
 \* APA in-text citations & attach an APA-formatted reference page required.  
 \* EIU writing rubric will be used to evaluate 5 key components (12 pts each) = Content, Organization, Style, Mechanics, APA Referencing

**2) Facility Management Research Presentation (groups of 3)** (30 points = [oral rubric](#), 30 points = PPT elements) **60 points**

Step #1: Reserve one of the research presentation topics listed on page 2 of the syllabus (\*rank & email me your top 3 topics ASAP)  
Step #2: Prepare a comprehensive, interactive, multimedia-enhanced presentation on research topic  
Step #3: Upload finalized PPT file to [D2L](#) dropbox before the start of class on the presentation due date.  
Step #4: \* Minimum PPT Criteria: 20+ content slides, 3+ case studies, 5+ disc Qs, 2 media clips (3-5 min), create 1 data table, create 1 graph for data, 5+ images, 10+ references (\*at least 1 from a research journal), in-slide referencing, "References" slide

**3) EIU Campus Facility E-Brochure (Marketing)** (\*Upload to [D2L](#) dropbox by Mar 22<sup>nd</sup>) **30 points**

\* Select an EIU campus sport facility and create a 10-photo (+ captions) slideshow with music/audio and slide transitions that effectively markets and promotes the facility's strengths and amenities to the public. Captions should include supportive data to enhance venue perception.  
 \* Submit file (10 MB or less) via [D2L](#) by start of class on due date. Finished product should be professional enough that venue owners could use it.  
 \* Variables assessed – image resolution, content of each caption, slide transitions, smoothness of start/finish of slideshow. \* **Submit as .pdf**

**4) Americans With Disabilities Act (ADA) Slideshow (Law)** (\*Upload to [D2L](#) dropbox by Apr 5<sup>th</sup>) **30 points**

\* Review key tenets of the [ADA – Standards for Accessible Design](#), and create a 10-photo (+ captions) slideshow with audio/music and slide transitions to highlight 10 points of ADA compliance on EIU campus. Submit file (\*10 MB or less) to [D2L](#) by start of class on due date. Cite ADA policies in captions. \* Variables assessed – image resolution, content of each caption, slide transitions, smoothness of start/finish of slideshow

**5) 2017 EIU Athletics "Spring Fling" Event = \*Saturday, April 8th, 2017\*** **60 points**

\***20 points** = fulfill duties on pre-event committee \***25 points** = fulfill duties at the event \***15 points** = reflective summary **Apr 12** via [D2L](#)

**6) Exams** (3 exams = 50 questions – 1 point each – 1 hour <except Final = 2 hours> - administered via [D2L](#) in class – not text or notes) **150 points**

Exam #1 (Feb 6)	Exam #2 (Mar 8)	Exam #3 (Final Exam = May 1)
Chapter 1 – History of Sport Facilities-Venues	Chapter 6 – Facility Construction	Chapter 11 – Facility Marketing and Sales
Chapter 2 – Management of Facilities	Chapter 7 – Facility Systems	Chapter 12 – Finance and Budgeting
Chapter 3 – Mgmt. Theory & Human Resources	Chapter 8 – Facility Operations	Chapter 13 – Legal Responsibilities
Chapter 4 – Facility Planning	Chapter 9 – Facility Maintenance	Chapter 14 – Crowd Management-Security
Chapter 5 – Facility Site and Design	Chapter 10 – Green Facility Management	Chapter 15 – Event Management

7) **Attendance – required** – final semester grade reduced 1 letter grade after every 3 unexcused absences.

8) **Extra Credit** (\*complete up to 2 options) submit materials by **Wednesday, April 26<sup>th</sup>** **5 points each**

- Attend **professional development** workshop relevant to evt/fac mgmt during semester, provide evidence & summarize experience
- Volunteer or work at sport event or facility** (beyond your current duties/responsibilities) - provide evidence & summarize experience
- Propose extra credit**, justify rationale & benefits, get approval, provide evidence & summarize experience

\*For each - \* Answer 3 key Qs in detail: 1) What did you do? 2) What did you learn? 3) How did you professionally & personally benefit? - [D2L](#) dropbox

### Spring 2017 Tentative Class Schedule

(\*subject to change with notice)

Week	Planned Discussion Topic	Assignments Due
<b>Jan 9-11</b>	Chap 1 - History of Facilities - ancient to modern times * Ex – Roman Colosseum = <a href="#">Arches, Sub-Floor Design</a>	Read Chapter 1 - review syllabus and <a href="#">D2L</a> course home page
<b>Jan 18</b> <b>* Jan 16 – no class</b>	Chap 2 - Facility Management – definitions and considerations	Read Chapter 2 <b>- create Research PPT groups</b>
<b>Jan 23-25</b>	Chap 3 – Management Theory & Human Resources Chap 4 - Facility Planning	Read Chapters 3 & 4 * Review 'old' <a href="#">EIU Athletics Blueprint for Success</a>
<b>Jan 30, Feb 1</b>	Chap 5 - Facility Site and Design	Read Chapter 5 <b>* Feb 1 - Group Presentation #1 due</b>
<b>Feb 6-8</b>	Chap 6 - Facility Construction	<b>* Feb 6 = Exam #1 - <a href="#">D2L</a></b> – in class Read Chapter 6
<b>Feb 13-15</b>	Chap 7 - Facility Systems	<b>* Feb 13 – 'Facility Plan for EIU Athletics' due</b> Read Chapter 7
<b>Feb 20</b> <b>* Feb 22 – no class</b>	Chap 8 - Facility Operations <b>Feb 22 – ISU Sport Management Symposium – 1 pm</b>	Read Chapter 8
<b>Feb 27, Mar 1</b>	Chap 9 - Facility Maintenance	<b>* Feb 27 - Group Presentation #2 due</b> Read Chapter 9
<b>Mar 6-8</b>	Chap 10 – Green Facility Management	Read Chapter 10 <b>* Mar 6 - Group Presentation #3 due</b> <b>* March 8 = Exam #2 - <a href="#">D2L</a></b> – in class
<b>Mar 13-15</b>	<b>* Spring Break – no class sessions</b>	<b>No assignments due</b>
<b>Mar 20-22</b>	Chap 11 - Facility Marketing & Sales	Read Chapter 11 <b>* Mar 22 – EIU Campus Facility Brochure due</b> <b>* Mar 22 – Group Presentation #4 due</b>
<b>Mar 27-29</b>	Chap 12 - Finance and Budgeting - 2017 Spring Fling Prep?	Read Chapter 12 <b>* Mar 29 - Group Presentation #5 due</b>
<b>Apr 3-5</b>	Chap 13 - Legal Responsibilities & 2017 Spring Fling Prep? <b>* EIU 2017 Spring Fling = Saturday - April 8<sup>th</sup>, 2017</b>	Read Chapter 13 <b>* Apr 5<sup>th</sup> - ADA Slideshow due</b>
<b>Apr 10-12</b>	Chap 13 - Legal Responsibilities (con't)	Read Chapter 14 – <b>* Apr 12<sup>th</sup> - EIU Spring Fling Summary due</b>
<b>Apr 17-19</b>	Chap 14 - Crowd Management - Security Planning	Read Chapter 15 <b>* Apr 19<sup>th</sup> - Group Presentation #6 due</b>
<b>Apr 24-26</b>	Chap 15 - Event Management & - Final Exam Preview - Review of Event - 2013 <a href="#">President's Cup</a> – Dublin, OH	Finish Chapter 15 <b>* Apr 26<sup>th</sup> – Extra credit deadline</b>
<b>Week 17 = Final Exam</b>	May 1st, 2017 – 5:15 pm to 7:15 pm	<b>Exam #3 – <a href="#">D2L</a></b> – in class

#### \* Facility and Event Management Research Presentation Topics – 45 minutes per group

- #1 - What are the different modern eras of stadium design during the history of MLB and the NFL. Include 3 case studies. (\*Note - not arenas)
- #2 – What is 'changeover' management? Define and analyze 3 relevant case studies.
- #3 – What is 'green facility' management' - How do 'sustainability initiatives' apply to the design, construction, and operation of sport facilities?
- #4 – What are the most effective 'price' and 'non-price' promotions (giveaways) on attendance in pro sport? Examine 2 theme nights that 'backfired'.
- #5 – Is hosting a global sporting event a wise investment for a city or country? (ex - World Cup or Olympic Games)
- #6 – Compare strategic security planning for 'venue-based' (ie-NFL) vs. 'open-course' (ie-NYC marathon or PGA tour event) events?

\* [Student Success Center](#) (217-581-6696) - contact for assistance with time management, test taking, note taking, 1302 9<sup>th</sup> Street Hall,

\* [Office of Disability Services](#) (217-581-6583) - have a documented disability? Need academic accommodations? Please contact us.

\* [EIU Writing Center](#) (217-581-5929) - a place where students can develop as independent writers and thinkers

#### **Reminders:**

- All assignments due by **start** of class
- 20% off** each **day** an assignment is late
- Check EIU email **daily**
- \*-1 point per writing error on each assignment (spelling, punctuation, capitalization, spacing, etc) – **proofread carefully** before submitting assignments.