

CENTERS

The Benefits of Bundling Campus Centers

Strategic Management That Drives Student Outcomes



What If Your Campus Centers Were More Than Ordinary?

What If They Could Inspire?

What if your campus centers were operationally sound and mission-aligned?

What if your recreation and wellness spaces, student center, and arena became the heartbeat of the student experience?

What if your team could spend less time managing logistics and more time shaping strategic outcomes?

At CENTERS, we help institutions reimagine the out-of-classroom experience by managing the spaces where student life happens. These include **recreation and wellness centers, student centers, arenas and sports complexes, performing arts venues, and conference and event services**. These are the places where students connect, play, and grow. When managed with purpose, they become powerful drivers of recruitment, retention, and campus identity.

Outsourcing even one campus center can yield transformational results. One university reduced its budget by 15% and generated over \$1 million in revenue within the first year of partnering with CENTERS. But the impact multiplies when campus centers are bundled under a single enterprise management contract.

By integrating the recreation and wellness center with the student center, and later adding event and conference services into one mission-aligned team, that same institution saw these results:

Bundled Management Impacts

- » **\$500K+ saved** through bundled staffing and purchasing
- » **11% revenue growth** from event and conference rentals
- » **\$300K reinvested** in capital repairs and improvements
- » **\$92K recovered** from lost revenue
- » **Student development amplified** through employee cross-training

These are the results of thinking beyond individual facilities. This is what happens when operational excellence, student development, and strategic alignment are no longer managed in silos.

Enterprise Management isn't just a budget strategy. It's a mission strategy.

And CENTERS is the partner built to help you bring it to life.

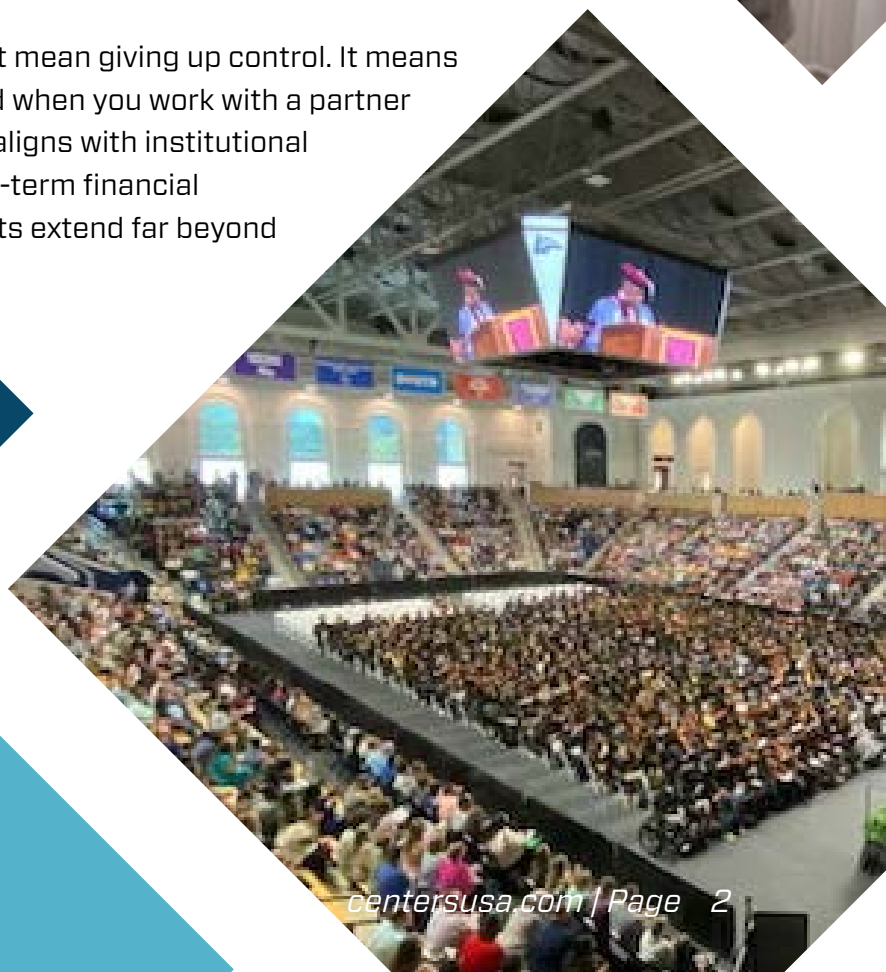
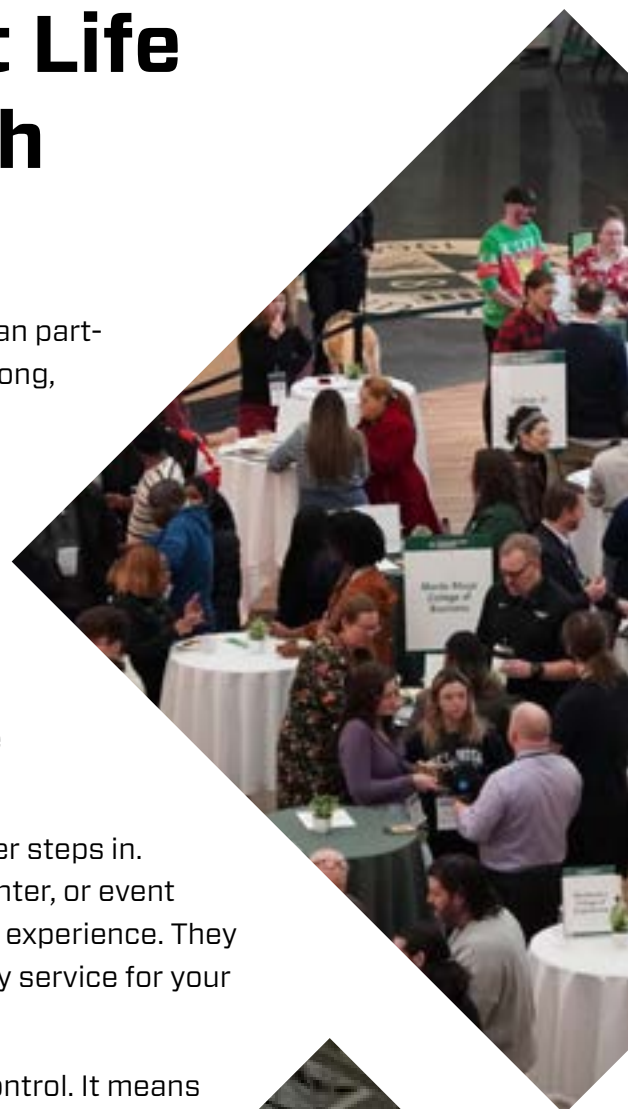
The Future of Student Life Operations Starts with One Bold Decision

At CENTERS, we believe your campus centers deserve more than part-time attention. These spaces shape how students connect, belong, and grow outside the classroom. Managing them well requires more than passion. It calls for systems, strategy, and a deep understanding of what drives student success.

Across the country, colleges and universities have long outsourced dining, bookstores, and housing. They made those decisions because they needed trusted partners to handle daily operations while institutional leaders focused on strategic goals. That same model works for student experience spaces.

When something goes wrong in dining, your food service partner steps in. The same should be true for your recreation center, student center, or event services team. A strong operational partner safeguards the full experience. They protect your brand, deliver consistency, and ensure high-quality service for your campus community.

Outsourcing a campus center doesn't mean giving up control. It means gaining the bandwidth to lead. And when you work with a partner who understands student life, aligns with institutional mission, and optimizes long-term financial sustainability, the benefits extend far beyond budget relief.



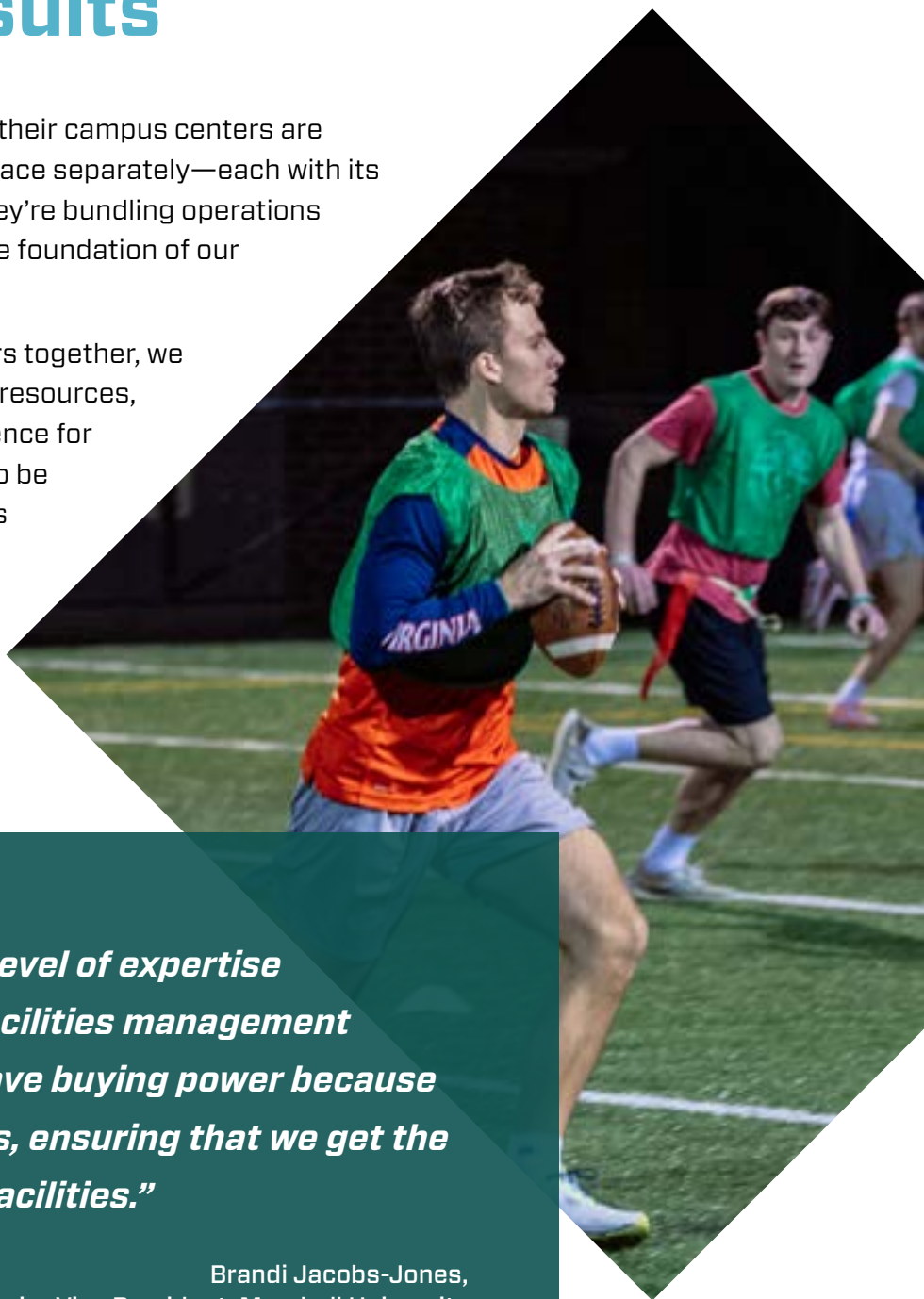
The CENTERS Management Model: One Team, Shared Vision, Stronger Results

CENTERS' clients are rethinking how their campus centers are managed. Instead of running each space separately—each with its own staff, systems, and budgets—they're bundling operations under one integrated team. This is the foundation of our management model.

By managing multiple campus centers together, we help institutions reduce costs, share resources, and create a more consistent experience for the campus community. What used to be siloed teams across multiple facilities now operate as a mission-aligned force with a laser focus on strategic outcomes.

“Financially, they bring a high level of expertise to campus recreation and to facilities management and maintenance. They also have buying power because they have a number of facilities, ensuring that we get the best rates for equipment and facilities.”

Brandi Jacobs-Jones,
Senior Vice President, Marshall University





Our in-house team brings deep experience in campus center operations. We're not learning on the job. We've worked on campuses. We've built national best practices. We understand the nuance of student expectations, university protocols, and community partnerships.

Because we manage campus centers every day across the country, we're able to spot patterns, share solutions, and implement improvements without starting from scratch. Clients spend less on personnel, HR, procurement, and equipment. And because we remove the operational noise, campus leaders gain the space to lead more strategically.

CENTERS Corporate Administrative Services

Value-added support functions led by CENTERS



Human
Resources



IT Support



Accounting



Billing



Payroll



Ticketing
Operations

Core **Benefits of Bundling** Your Campus Center Operations



Improved Operations and Reduced Costs

Reduce duplicative spending with centralized systems and shared strategies.



Unified Teams, Amplified Culture and Stronger Engagement

Cross-train staff and student workers for better service and engagement.



Consistent Programs and Flawless Delivery

Align services and schedules across multiple campus centers.



Strategic Alignment Advances the Mission

Integrate strategy, operations, and student development across all units.

The Hidden Impact: Student Employment and Development Soars

One of the most powerful outcomes of bundling campus center operations is also one of the most human. At CENTERS we hire, train, and mentor thousands of student employees across the country. They work in recreation, the student center, event operations, ticketing, facility services, marketing, and more.

If you've ever managed student staff, you understand the challenges. You must balance pressures of providing excellent customer experience against managing student development and learning objectives, all while maximizing program goals. Our model lifts that burden. We create a structured onboarding, clear, learning outcomes, growth pathways and endless leadership opportunities that help students thrive on the job and long after graduation.



Aligning Operations with Campus Values

“We are excited to partner with CENTERS in the management of our Conference and Event Services program. The proven professionalism and commitment to excellence of the CENTERS team greatly aligns with our CSU hospitality standards, and this partnership will undoubtedly support the continued success of our program.”

Nick Vande Velde
Associate Vice President, Cleveland State University

You can see this impact in action. At one campus, students who once worked only in event setups are now cross-trained to support recreation and student center operations as well. Because these centers are managed under one team, student employees benefit from unified expectations, shared training resources, and greater role flexibility. This expanded structure creates broader development opportunities while improving consistency across departments.

Student Growth, Campus Gains

Why Student Employment Benefits Institutions



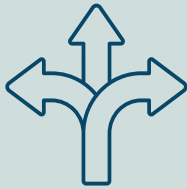
Customer Service

Trained student staff create consistent, high-quality experiences.



Leadership Pipeline

Returning students grow into dependable, supervisory roles.



Operational Flexibility

Cross-trained students fill roles across departments as needed.



Retention and Engagement

Employed students are more likely to stay enrolled and connected.

And because many of these students stay with us for multiple years, they have the opportunity to grow within the system. They take on advanced roles, gain supervisory experience, and participate in targeted management training. Through biweekly trainings, leadership shadowing, and clear role expectations, they develop workplace habits and confidence that prepare them for whatever comes next.

Our student employees learn real-world skills - discipline, hard work, mutual respect, problem solving, conflict resolution, teamwork, leadership and communication - that stay with them throughout their lives. This is where they transition from student to professional. This is where they develop valuable life and career readiness skills.

“We’ve achieved a safe, clean, professionally run health and recreation facility. The results include a well-staffed, well-run facility, great connections for our students, and numerous student engagement opportunities through hiring CENTERS.”

Mary Kay Harper
Former Dean of Students, Harper College

Why Campus Centers Matter for Student Success

CENTERS Advances Your Mission

The stakes are high. We get it, because before our clients hired us, they were in your shoes trying to put out one fire after the other. They were expected to be everything at once: an HR expert, an operations expert, a financial expert, a programming expert, and even an armchair psychologist. It's not sustainable. They didn't need to do it all. They needed the right support.

That's where CENTERS comes in. We take on the day-to-day complexity of managing campus centers so our partners can focus on the big picture. Through our approach, we simplify operations, unify teams, and create space for institutions to lead with purpose.

How Campus Engagement Impacts Student Success

The impact of campus employment isn't just anecdotal. A [Gallup survey](#) found that "students who report participating in three experiential learning opportunities [such as campus jobs] are most likely to express confidence in their post-graduation prospects." An earlier Gallup poll "suggests that real-world experience is lacking for many students, but it is more important than ever for a student's long-term success."

CENTERS' Management Model puts a premium on holistic student development, ranging from recreational and social activities to job opportunities. CENTERS designs student employment as a learning lab. From day one, we align each role with learning outcomes, leadership skill-building, and structured coaching.

Campus centers also influence recruitment. According to [Inside Higher Ed](#), 67% of students say campus facilities influenced their college choice. The [Chronicle of Higher Education](#) shared that 43% of prospective students rejected an institution because an important facility was inadequate or poorly maintained.



1.7x

first-year students with high participation in campus recreation are **169% more** likely to stay into the second year ¹

54%

greater likelihood of re-enrollment when students attended campus events ⁴

CAMPUS CENTER
IMPACTS

66%

of transfer students said more campus events at their original school would have swayed their decision to transfer ²

3X

frequent users of campus recreation facilities are **3X** more likely to have a high GPA ³

¹ [Georgia Southern University](#)

² [Concept3D](#)

³ [Recreational Sports Journal](#)

⁴ [Modern Campus | Hartford Community College](#)

Real Results:

The Measurable Impact of CENTERS Management Model

For more than 26 years, CENTERS has helped institutions rethink how campus centers are managed. We bring strategic solutions, deep operational expertise, and a track record of innovation that drives measurable results across multiple dimensions of campus life. When institutions bundle campus centers under a single management model, the outcomes speak for themselves.

Here's what two university partners have achieved:

Institution A – Multi-Phase Bundled Success

(Recreation Center + Student Center + Conference & Event Services)

In the first two years of bundling the Recreation and Student Center:

- » Achieved a **15% budget reduction**
- » Generated over **\$1 million in revenue**
- » Completed more than **\$500,000 in capital improvements**
- » Realized over **\$500,000 in annual operating savings**

In the first year after adding Conference and Event Services to the portfolio:

- » Reduced total expenses by more than \$500,000 through staffing optimization and purchasing power
- » Increased event and conference revenue by 11%
- » Identified and corrected \$92,000 in under priced or misaligned rental agreements,
- » Finished the year \$300,000 under budget, redirecting those funds into capital reinvestment
- » Promoted two full-time staff members and retained institutional knowledge in key roles
- » Unified three departments under a shared student workforce strategy, improving consistency and development



Institution B – Integrated Recreation and Aquatics Operations

(Recreation Center + Natatorium)

- » Realized over **\$40,000 in staffing savings** by strategically deploying full-time employees across both operations
- » Promoted **one-third of the full-time staff** into elevated roles
- » **Increased operational efficiency** through joint scheduling, shared leadership, and centralized oversight
- » **Implemented** new safety and risk mitigation protocols
- » **Elevated service quality** and cleanliness across both spaces



These results reflect the power of a bundled management model. Our clients don't just outsource operations. They unlock a system built to deliver aligned outcomes across financial performance, student engagement, staffing, and long-term asset stewardship.

“CENTERS’ benefits are efficiency and effectiveness. We looked at doing this in-house, but just how fast they were able to put together their team and how well we’ve been able to get external events to respond. We hosted a sold-out concert in our venue during the first couple of months.”

Matt McGregor
Vice President, Longwood University



Why **CENTERS** is the **Right Partner** for Your Campus

CENTERS isn't just a management firm. We're a partner built for higher education, fully embedded in the life of your campus. Our management model brings both strategic leadership and hands-on operational expertise to the campus centers that matter most to student experience and institutional outcomes.

Everything we do is customized. We align with your identity, your goals, and your culture. Our job is to make sure your campus centers work harder for you by supporting recruitment, elevating day-to-day life for students and strengthening alumni and community connections through spaces that leave a lasting impression.

Core Attributes of CENTERS: Expertise, Alignment, and Comprehensive Solutions

So what does it really mean to partner with CENTERS—to trust us with your campus centers and the people they serve? It means you're choosing a team that understands your world, aligns with your mission, and brings the depth and consistency needed to run things well.

Every CENTERS partnership is guided by three defining qualities:

1

Deep Higher Education Expertise

We're campus professionals. Some of us have been in your role. Others have spent decades working alongside university leaders. We've managed dozens of campus centers across the country, and we know what it takes to deliver great service, innovative systems, and strategic results. We're not learning as we go. Over the years, we've built our model through hands-on experience and a deep understanding of how campuses thrive.

2

Mission-aligned and Embedded

When we're on your campus, we embed into the university community. We embody institutional values, brand, and strategic outcomes. Whether we are staffing the front desk or managing a major event, our team becomes part of the campus culture. Students, faculty, alumni, and guests experience a seamless experience that reflects your institution. That's intentional. We operate from within, not alongside. Our work supports the mission, enhances your identity, and helps your institution deliver commitments to students and the broader community.

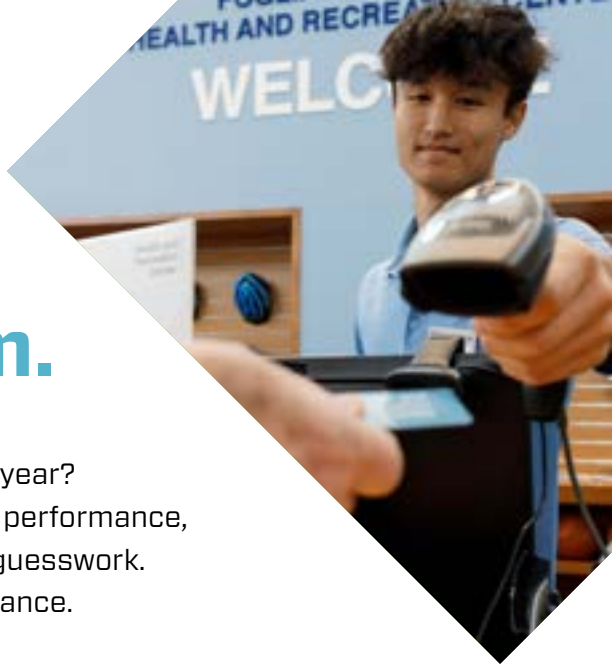
3

Seamless Operations, Strategic Focus

We oversee the full scope of campus center operations, including staffing, risk management, programming, marketing, event services, budgeting, and day-to-day facility management. Our embedded teams ensure consistency, responsiveness, and quality from open to close. With CENTERS in place, institutional leaders gain the capacity to focus on strategic priorities.

Proven Partnership. Trusted by Peers. Built for the Long Term.

Why do our clients choose CENTERS and stay with us year after year? Because they see results. Our model delivers flexibility, financial performance, and mission alignment, all with less operational risk. There's no guesswork. Just a proven process backed by data, partnership, and performance.



“The CENTERS team has been absolutely wonderful to work with. Everyone that I’ve encountered here at Marshall that works for CENTERS has been a team player and really, really fits right in with the culture and the mission of the university.”

Tracy Smith,
Director of Environmental Health and Safety, Marshall University

The Broader Trend

According to a 2023 survey conducted by [The Chronicle of Higher Education](#), 73% of campus leaders cited “superior service to in-house alternatives” as a key reason for pursuing third-party partnerships. Half said “speed” was a driving factor.

In an era of budget constraints and high expectations, institutions are looking for operational models that deliver more—more value, more agility, and more alignment with what higher education stands for.

With more than 26 years of experience, CENTERS brings both insight and action to every partnership. We know how to tackle the challenges in front of you and we know how to build a foundation for what comes next.

If you’re looking to transform the campus experience, let’s talk about how CENTERS can help you advance.

LET'S PARTNER TO MAXIMIZE YOUR CAMPUS CENTERS

How Can CENTERS Advance Your Mission?

Have a question or interested in a Campus Centers Assessment?
We'd love to hear more about your goals.

Reach out to Kim Martin, Vice President of Business Development
Email: kmartin@centersusa.com | Direct: (513) 348-6303



Contact Us:

[Click here](#) to discuss which CENTERS
Solution is right for your campus.



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ABOUT CENTERS

Established in 1998 by Brailsford & Dunlavey, CENTERS was the first company in the U.S. to offer dedicated management services for university recreation, fitness, and wellness facilities. Since then, we've grown into a national leader in campus center management. Our work is grounded in student development, mission alignment, and financial accountability.

Today, CENTERS manages and plans a diverse portfolio of campus centers that shape the out-of-classroom experience. These include recreation and wellness centers, arenas, student centers, sports complexes, events and conference services, performing arts venues, student housing and more. We help institutions transform essential spaces into strategic assets that advance their mission. [Click to view CENTERS Origin Story Video.](#)