



ADVANCE YOUR MISSION

CENTERS

Campus Center Management



Campus Life, Expertly Managed

Integrated Operations that Advance Institutional Priorities

Colleges and universities are facing tighter budgets, rising student expectations, and growing operational complexity. CENTERS meets that challenge head-on by managing campus life facilities with a strategic focus and a deep commitment to the student experience.

Our teams embed fully into your institution, aligning with your priorities. By optimizing budgets, streamlining staffing, and activating new revenue streams, CENTERS improves financial sustainability without compromising what matters most. Because at CENTERS, advancing your mission is at the center of ours.





CENTERS operates and manages:

- ◆ Recreation & Wellness Centers
- ◆ Arenas
- ◆ Student Centers
- ◆ Sports Complexes
- ◆ Event & Conference Services
- ◆ Performing Arts Venues
- ◆ Student Housing
- ◆ and more!

*Over the years, we've become only more aware of the connectivity between what a Campus Recreation Center is and the rest of the student life facilities that serve a campus... so as a result, we've been **broadening the range of facilities that we manage.***



Chris Dunlavy, Co-Founder and President,
CENTERS and Brailsford & Dunlavy



Strategic Operations that Advance the Student Experience

CENTERS delivers a full spectrum of campus center management services designed to inspire student engagement, empower institutional success, and advance operational excellence. Whether you need a trusted partner to run it, launch it, or optimize it, we meet the moment with purpose and a deep understanding of how campus center operations impact the student experience.





Comprehensive Management Services

Including revenue generation, programming, and operational oversight



Personnel
Management



Program & Event
Development



Booking, Rental, &
Event Management



Procurement
& Lifecycle
Management



Marketing &
Promotions



Custodial &
Maintenance



Retail Operations



Operating Budget
& Business
Planning



Operational Audit



Financial
Reporting



Risk Management
& Emergency
Response



Partner & Vendor
Management

CENTERS Corporate Administrative Services

Value-added support functions led by CENTERS



Human
Resources



IT Support



Payroll



Accounting



Billing



Ticketing Operations

Mission-Aligned Management, Built for Higher Education

As the first company in the U.S. dedicated to the professional management of campus recreation and wellness centers, CENTERS pioneered the idea that mission-focused, third-party management could not only work in higher education but could also outperform traditional models. Today that model continues to evolve, expanding into other campus centers.

With a proven track record across more than 2 million square feet of active facilities, we embed our teams into each campus community to deliver customized solutions that optimize value, mitigate risk and maximize the bottom line. Because at CENTERS we make an impact one center at a time.





*It's a corny thought that we say, **'Our client's purpose is our purpose,'** but that's just what it is. We're a concept that responds to higher education's need for a better way to execute their purpose.*



Paul Brailsford, Co-Founder and CEO,
CENTERS and Brailsford & Dunlavey

CENTERS
IMPACT

3.3M+
Annual
Visits

500+
Years of Collective
Higher Ed
Experience

6.7K+
Community
Memberships
Sold

1.5M+
Annual Student
Visits

\$14M+
Revenue
Generated

\$3M+
Annual Client
Savings

Established
1998

50K+
Programs
Annually

100K+
Students Served
Annually

Over 2M+
Square Footage
Managed

1,000+
Annual Events
Managed

125+
Full-Time
Staff

100s
of Professional
Awards

150+
Years of Contract
Management

Partnering with an expert to manage your campus life operations and services **amplifies efficiency, aligns goals, and maximizes value.** That's the power of **CENTERS**.



Jeff Sessine, Executive Vice President,
CENTERS



Our Business is Your Business

How CENTERS Empowers Your Mission

We're more than just facility managers. We're a strategic partner aligned with your mission. Our **Core Differentiators** make CENTERS a different kind of management firm, purpose-built for campus impact.



Custom Partnerships

No one-size-fits-all. Every agreement is tailored to your ideal operating paradigm, institutional goals, and governance structure.



Culture of Performance

We bring accountability, data-driven systems, and high standards to every asset we manage.



Financial Intelligence

Our team leverages scale, systems, and strategy to drive mission-aligned value.



Innovation & Entrepreneurial Discipline

The Program of Innovation and shared best practices amplify proven strategies across all managed locations.



Centralized Leadership

CENTERS leadership team brings hundreds of years of experience to every client and stays engaged through site visits, mentoring, and oversight.



Student Impact

Rooted in student development theory and learning outcomes, student success is at the heart of everything we manage.

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, Associate Vice President, Longwood University

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

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

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





Let's Start a Conversation.

Kim Martin

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founders and
partners.

