Improving Kohl Center Aesthetics

A Case Study

► **Unit (s):**
UW-Madison Division of Athletics

► **Customers of the Process and Their Needs:**
Division of Athletics Management Team - Need was to adopt a process to develop a plan to improve the aesthetics of the Kohl Center.

Basketball and Hockey Programs - Need was to create an atmosphere in the Kohl Center that was attractive to fans, players, and recruits. Of primary importance was making the Kohl Center "Home of the Badgers."

Sports Medicine and Sports Conditioning - Need was to create a welcoming environment that provided an atmosphere of pride, while improving their ability to serve the players.

Fans and community members - Need of fans and community members is to have a welcoming environment that maximizes their experience in the building, whether during a contest or simply on a daytime visit.

► **Problem/Opportunity Statement:**
Due primarily to limits in capital during the construction phase, the building, though architecturally attractive, was left with a stark and barren appearance, lacking intimacy and a feeling of Badger ownership. Furthermore, there were a wide variety of strong opinions on how to best proceed with completing the "aesthetics" of the building.

► **Changes Made:**
1. Data-Collection – A system was put in place to gather information from a wide variety of internal and external constituencies.
2. Prioritization of Alternatives – The management team was then facilitated through a series of prioritization exercises the helped them create consensus on high priority and high impact ideas, as defined by the various constituencies. Once this was accomplished, a cross-functional design team (operation, administration, faculty, and alumni representatives) was put into place to finalize the process.
3. Design Team Creates Proposal and Specifications – Based on the preliminary research and prioritization, the new design team developed a project mission, vision, and key objectives for the design phase of the project.

► **Results to Date and Expected:**
The design team further winnowed the improvement ideas and developed design principles and a prioritized list of improvement ideas. Those that could be conducted in house were implemented immediately, and an outside consultant was hired to work with the design team to develop the final plan for improvement.
Next Steps:
The design firm is in the process of finalizing the plans, which, upon approval, will then be converted into an implementation plan. The goal is to begin implementation, pending budget approval, no later than October 2002.

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