

**UNIVERSITY OF ALABAMA SYSTEM
BOARD RULE 415
BOARD SUBMITTAL CHECKLIST CRITERIA**

**BOARD SUBMITTAL CHECKLIST NO. 1 & 2
CAPITAL PROJECT - STAGE I & II SUBMITTAL ^{/1}
(General information, Architect Ranking, Project Scope and Project Budget) ^{/8}**

CAMPUS: The University of Alabama, Tuscaloosa, Alabama

PROJECT NAME: The Holle Center for Communication Arts Renovation

MEETING DATE: February 2 - 3, 2023

- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | 1. Board Submittal Checklist No. 1 and 2 |
| <input checked="" type="checkbox"/> | 2. Transmittal Letter to Chancellor from Campus President requesting project be placed on the agendas for the forthcoming Physical Properties Committee and Board of Trustees (or Executive Committee) Meetings |
| <input checked="" type="checkbox"/> | 3. Proposed Board Resolution requesting approval of Stage I and II Submittal (General Information, Architect Ranking, Project Scope and Project Budget; authority to proceed with Owner/Architect contract negotiations) by the Board of Trustees |
| <input checked="" type="checkbox"/> | 4. Executive Summary – Proposed Capital Project ^{/2} |
| <input type="checkbox"/> N/A | 5. Executive Summary – Architect, Engineer, Selection Process (include Interview Outline). ^{/3, /4, /5} |
| <input checked="" type="checkbox"/> | 6. Supplemental Project Information Worksheet – Exhibit “K”, Board Rule 415 |
| <input checked="" type="checkbox"/> | 7. Campus letter requesting approval of the ranking of firms and authority to Submit to the Physical Properties Committee for approval – signed by Chair of the Physical Properties Committee and UA System Senior Vice Chancellor for Finance and Administration ^{/6} |
| <input type="checkbox"/> N/A | 8. Preliminary Business Plan (if applicable) ^{/7} |
| <input checked="" type="checkbox"/> | 9. Campus map(s) showing project site |

Prepared by: Lane Weaver

Approved by:

Jim Leopold/cm
mmf

^{/1} Reference Tab 3H – Board Rule 415 Instructional Guide

^{/2} Reference Tab 3E – Board Rule 415 Instructional Guide

^{/3} Reference Tab 3K – Board Rule 415 Instructional Guide

^{/4} Reference Tab 3L – Board Rule 415 Instructional Guide

^{/5} Reference Tab 3M – Board Rule 415 Instructional Guide

^{/6} Reference Tab 3N – Board Rule 415 Instructional Guide

^{/7} Reference Tab 3V – Board Rule 415 Instructional Guide

^{/8} After Completion of negotiations on Owner/Architect Agreement, provide notification to Chair of Physical Properties Committee and Senior Vice Chancellor for Finance & Administration, Reference Tab 3-O-Board Rule 415, Instructional Guide

December 19, 2022

Chancellor Finis E. St. John IV
The University of Alabama System
500 University Boulevard East
Tuscaloosa, Alabama 35401

Dear Chancellor St. John:

I am pleased to send to you for approval under Board Rule 415 the attached documents for a Stage I and a Stage II submittals for The Holle Center for Communication Arts Renovation project.

The resolution requests authorization to establish the preliminary scope, budget, and funding for the project, as stipulated, and to enter into an Owner Designer Agreement with Davis Architects, Inc. of Birmingham, Alabama, as the principal design firm for this project.

The item has been thoroughly reviewed and has my endorsement. With your concurrence, I ask that it be added to the agenda for The Board of Trustees at their regular meeting on February 2 – 3, 2023.

Sincerely,

Stuart R. Bell, mcs

Stuart R. Bell
President

Enclosure



THE UNIVERSITY OF ALABAMA

RESOLUTION**APPROVAL OF THE PRELIMINARY PROJECT SCOPE AND BUDGET;
PROVIDING AUTHORIZATION TO EXECUTE AN OWNER/ARCHITECT
AGREEMENT FOR THE HOLLE CENTER FOR COMMUNICATION ARTS
RENOVATION**

WHEREAS, in accordance with Board Rule 415, The University of Alabama (“University”) is requesting approval from the Board of Trustees of The University of Alabama (“Board”) of a Stage I submittal for The Holle Center for Communication Arts Renovation project (“Project”) to be located in the North End Zone of Bryant-Denny Stadium adjacent to the Digital Media Center at 920 Paul W. Bryant Drive; and

WHEREAS, in 2019, the University received a generous \$10 million gift commitment from the Holle Family Foundation, a component of which was to enhance existing space to house the Holle Center for the Communication Arts; and

WHEREAS, the Project will support scholarly activities in the communication arts that work to build empathy and to foster social justice and community engagement, positioning it to become an international hub for storytelling that promotes critical and aesthetic inquiry, storied scholarship and experimental expression and to “provide an environment and academic structure for future students to nurture and employ these much-needed talents”; and

WHEREAS, the Project will renovate 2,450 square feet of existing space to include state of the art studio spaces, multi-purpose space for everyday and special event usage, and faculty and staff offices; and

WHEREAS, Davis Architects, Inc., Birmingham, Alabama (“Davis Architects”), has previously been engaged by the University as Architect of Record for both the Digital Media Center and the North End Zone Expansion and worked with the College of Communication and Information Sciences to perform due diligence and programming services for this Project, providing them with an unmatched understanding of the facility’s structure and systems; and

WHEREAS, as Davis Architect’s knowledge of the scope and technology necessary to support the program, University Standards, design principles, and procedures will greatly facilitate the design and administrative process, the University is requesting approval to waive the Consultant Selection Process and to utilize Davis Architects for the Project; and

WHEREAS, the University has negotiated a design fee of 8.2% of the cost of construction, with a 10% renovation factor and \$48,000 for additional services and reimbursables, less a credit of \$10,085, which represents a total discount of approximately 14% of the standard fee; and

WHEREAS, the Project location and program have been reviewed and are consistent with the University Campus Master Plan, University Design Standards and the principles contained therein; and

WHEREAS, the Project will be funded from Gifts in the amount of \$1,000,000, Office of Academic Affairs Reserves in the amount of \$1,500,000 and College of Communication & Information Sciences Departmental funds in the amount of \$100,000 for a total project budget amount of \$2,600,000; and

WHEREAS, the preliminary budget for the Project is as stipulated below:

BUDGET:		PRELIMINARY
Construction	\$	1,250,000
Furniture, Fixtures and Equipment	\$	800,000
Security/Access Control	\$	75,000
Telecommunication/Data	\$	75,000
Contingency* (10%)	\$	125,000
UA Project Management Fee** (3%)	\$	41,250
Architect/Engineer Fee*** (~8.2%)	\$	150,665
Other****	\$	83,085
TOTAL PROJECT COST	\$	2,600,000

*Contingency is based on 10% of Construction.

**UA Project Management Fee is based on 3% of Construction and Contingency.

***Architect/Engineer Fee is based on 8.2% of the cost of Construction, plus a 1.1 major renovation factor, and \$48,000 in additional services, less a credit in the amount of \$10,085.

****Other expenses include Inspections, Advertising, Printing, and other associated project costs, as applicable.

NOW, THEREFORE, BE IT RESOLVED by The Board of Trustees of The University of Alabama that:

1. The Stage I submittal package for the Project is hereby approved.
2. The preliminary budget and funding for the Project as stipulated above are hereby approved.

BE IT FURTHER RESOLVED that Stuart R. Bell, President; Matthew M. Fajack, Vice President for Finance and Operations and Treasurer; or those officers named in the most recent Board Resolution granting signature authority for the University be, and hereby are, authorized to act for and on behalf of the Board to execute an owner designer agreement for architectural services with Davis Architects, Inc., of Birmingham, Alabama, in accordance with Board Rule 415 for the Project.

EXECUTIVE SUMMARY
PROPOSED CAPITAL PROJECT
BOARD OF TRUSTEES SUBMITTAL

MEETING DATE: February 2 – 3, 2023

CAMPUS: The University of Alabama, Tuscaloosa, Alabama

PROJECT NAME: The Holle Center for Communication Arts Renovation

PROJECT NUMBER: 046-22-2868

PROJECT LOCATION: North End Zone of Bryant-Denny Stadium adjacent to the Digital Media Center at 920 Paul W Bryant Drive

ARCHITECT: Davis Architects, Inc., Birmingham, AL

THIS SUBMITTAL:

- ☒ Stage I
- ☒ Stage II – CSP Waiver
- ☐ Campus Master Plan Amendment
- ☐ Stage III
- ☐ Stage IV

PREVIOUS APPROVALS:

PROJECT TYPE	SPACE CATEGORIES	PERCENTAGE	GSF
<input type="checkbox"/> Building Construction	Office Facilities	~ 39%	950
<input type="checkbox"/> Building Addition	Study Facilities	~ 2%	54
<input checked="" type="checkbox"/> Building Renovation	Special Use Facilities	~18%	440
<input type="checkbox"/> Equipment	General Use Facilities	~ 25%	614
	Circulation Area	~ 16%	392
TOTAL		100%	2,450

BUDGET	Preliminary
Construction	\$ 1,250,000
Furniture, Fixtures and Equipment	\$ 800,000
Security/Access Control	\$ 75,000
Telecommunication/Data	\$ 75,000
Contingency* (10%)	\$ 125,000
UA Project Management Fee** (3%)	\$ 41,250
Architect/Engineer Fee*** (~8.2%)	\$ 150,665
Other ****	\$ 83,085
TOTAL PROJECT COST	\$ 2,600,000
Total Construction Cost per square foot \$561	

*Contingency is based on 10% of the costs of Construction.

**UA Project Management Fee is based on 3% of the costs of Construction and Contingency.

***Architect/Engineer Fee is based on 8.2% of the costs of Construction, plus a 1.1 major renovation factor, plus \$48,000 in additional services, less a credit of \$10,085.

****Other fees and expenses include Geotech, Construction Materials Testing, Inspections, Advertising, Printing, and other associated project costs, as applicable.

ESTIMATED ANNUAL OPERATING AND MAINTENANCE (O&M) COSTS:	
(Utilities, Housekeeping, Maintenance, Insurance, Other)	
2,450 sf x ~8.59/sf*	\$ 21,048
Total Estimated Annual O&M Costs:	\$ 21,048

FUNDING SOURCE:	
	Gifts \$ 1,000,000
	Office of Academic Affairs Reserves \$ 1,500,000
	College of Communications & Information Sciences Departmental Funds \$ 100,000
O&M Costs:	University Annual Operating Funds \$ 21,048*

*incremental change due to adaptation in use and intensity of the space

NEW EQUIPMENT REQUIRED	
Total Equipment Costs:	N/A

PROJECT SCOPE:

The Holle Center for Communication Arts (“Center”) has been established (est. 2019) to promote scholarly activities in the communication arts and is possible through the generosity of the estate of Brigadier General Everett Holle through a gift to the College of Communication and Information Sciences. The development of the new Center will support “creative activity and scholarship that advances human dignity, breaks down barriers to understanding, illuminates injustices, and encourages collaboration and empathy.” Given this mission, the Center is envisioned as an international hub for storytelling and social justice that promotes critical and aesthetic inquiry, storied scholarship and experimental expression.

There are three overarching principles that will inform the development of the center:

1. A commitment to art and creativity as a means of knowledge production and innovation;
2. The advancement of social justice advocacy through storytelling, intentionally amplifying marginalized communities to humanize their lived experience;
3. The co-creation of knowledge through institutional and community-based collaborations.

Long term goals and initiatives for the Center may include fellowship programs, visiting scholar residencies, postdocs, lecture series, symposia, screenings, exhibitions, communication engagement series, digital storytelling workshops, oral history projects, collaborations with regional art centers and museums, and archival projects. The work of the Center will be dedicated to advancing stories as mechanisms of freedom and social justice.

Renovations to the 2,450 square foot existing space will include state of the art studio spaces including podcast and video workspaces, faculty and staff offices, a multi-purpose room for everyday and special event usage, and associated circulation spaces.

The work will include all necessary mechanical, electrical, plumbing, and life safety to support the Project. Necessary audiovisual and technology equipment as well as appropriate acoustical and sound isolation assemblies will also be included.

The space is located adjacent to the Digital Media Center on the east side of the 4th floor of the North End Zone of Bryant-Denny Stadium and was previously used as general storage space.

PROJECT STATUS

SCHEMATIC DESIGN:	Date Initiated	February 2023
	% Complete	0%
	Date Completed	March 2023
PRELIMINARY DESIGN:	Date Initiated	April 2023
	% Complete	0%
	Date Completed	May 2023
CONSTRUCTION DOCUMENTS:	Date Initiated	June 2023
	% Complete	0%
	Date Completed	July 2023
SCHEDULED BID DATE:		July 2023

**N/A on Stage I Projects*

RELATIONSHIP AND ENHANCEMENT OF CAMPUS PROGRAMS

In 2019, the University received a \$10 million gift commitment from the Holle Family Foundation a component of which was to enhance existing space to house the Holle Center for the Communication Arts.

“Through the Holle Center guided by the Holle Endowed Chair, interdisciplinary work will continue in perpetuity to produce research and creative activity that advances human dignity, breaks down barriers to understanding, illuminates injustices, and encourages collaboration and empathy,” -Stuart Bell

The Project will enhance existing programs and student enrollment by providing a space and opportunity for storytelling and justice centered research for UA students, faculty and staff. The Center will engage and support student interests in the design, facilitation, and dissemination of stories and offer programming and workshops to encourage the use of storied methodologies. In this regard it offers a unique contribution toward partnerships and research collaborations within and without the college.

The unique experiences offered in the Center (including the Story Lab spaces) will attract an increased number of undergraduate and graduate students who are interested in interdisciplinary work and arts-based methods, and whose research projects will be strengthened by progressive technology and resources. Given the Center’s focus and commitments to representation, equity, inclusion and social justice, it will undoubtedly attract students who are interested in storytelling and how it can be applied across disciplines.

The Center’s campus-wide impact may include working in collaboration with the University Honors College, the Collaborative Arts Research Initiative (CARI), and the Alabama Life Research Institute.



September 27, 2022

Dr. Dana S. Keith
Senior Vice Chancellor for Finance and Administration
Sid McDonald Hall
500 University Boulevard, East
Tuscaloosa, AL 35401

Trustee Karen Brooks
Chair, Physical Properties Committee
2555 14th Street, East
Tuscaloosa, AL 35404

RE: Request for Waiver of Consultant Selection Process
The Holle Center for Communication Arts
UA Project No.: 046-22-2868

Dear Dr. Keith and Trustee Brooks,

The University of Alabama ("University") is requesting a Waiver of the Consultant Selection Process for The Holle Center for Communication Arts project ("Project") located in the North End Zone of Bryant-Denny Stadium adjacent to the Digital Media Center at 920 Paul W Bryant Drive.

The University proposes to utilize Davis Architects, Inc., Birmingham, Alabama, as the principal design firm for this Project. The services of Davis Architects, Inc. are proposed due to the firm having served as Architect of Record for the North End Zone Expansion and the Digital Media Center Project and as consultant for the programming for this Project. Their familiarity and innate knowledge of the structure, systems and program will facilitate an efficient design process and ensure coordination with the existing systems and facility. Accordingly, the University is requesting approval to utilize Davis Architects, Inc., for this Project.

Furthermore, the University has negotiated a design fee of 8.2% of the cost of construction, plus a 1.1 renovation factor, plus \$48,000 in additional services for AV/Technology and Acoustics Consultants, and less a discount credit in the amount of \$10,085 for their familiarity with the facility and recent programming with the end users. The total credit reflects an approximate 14% reduction off the standard fee for this type of project (Group IV).

Cost of the Work		Percentage Fee for Building Group IV		Major Renovation Factor	Credits		Fee
\$1,250,000	x	8.2%	+	25%	\$0	=	\$128,125
\$1,250,000	x	8.2%	+	10%	\$10,085	=	\$102,665

Fee savings is \$25,460 or approximately 14% of the value of the standard fee for the Project.


The Holle Center of Communication Arts
 September 27, 2022
 Page 2 of 2

Approval is hereby requested for:

1. Waiver of the Consultant Selection process.
2. Davis Architects, Inc., of Birmingham, Alabama, as the design service provider for the Project at a negotiated design fee based on 8.2% of the cost of construction, plus a 1.1 major renovation factor, plus \$48,000 in additional services for specialty consultants, less total credits in the amount of \$10,085.
3. Submittal to the Physical Properties Committee for review and approval.

For your convenience, a Project Summary has been attached. If you have any questions or concerns, please feel free to contact me.

Sincerely,



Matthew M. Fajack
 Vice President for Finance and Operations
 and Treasurer

MMF/ccj

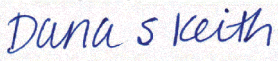
Attachment

Pc w/atchmnts: Michael Rodgers
 Tim Leopard

Matt Skinner
 Sommer Coleman

☒ Recommended for Approval

☐ DocuSigned by: roval. Submit to Physical Properties Committee



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Dr. Dana S. Keith, Senior Vice Chancellor for Finance and Administration

☒ Recommended for Approval

☐ Not Recommended for Approval. Submit to Physical Properties Committee

DocuSigned by:

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Trustee Karen Brooks, Chair for Physical Properties Committee

Attachment K to Board Rule 415

Supplemental Project Information Worksheet
Annual Capital Development Plan

FY: 2022 – 2023

Project Name: The Holle Center for Communication Arts Renovation
Project Address/Location: Located in the North End Zone of Bryant-Denny Stadium adjacent to the Digital Media center at 920 Paul W. Bryant Drive
Project Number: 046-22-2868
Campus: The University of Alabama

1. Will this Project increase the current space inventory on campus or replace existing space?

<input type="checkbox"/> increase space inventory	_____ % increase	_____ GSF
<input type="checkbox"/> replace space inventory	_____ % replacement	_____ GSF
<input checked="" type="checkbox"/> renovation of existing space only		<u>2,450</u> GSF

2. If this Project will replace existing space inventory, how will vacated space be utilized or assigned after this Project is completed?

Comments:

The existing space served as a storage area for Intercollegiate Athletics Facilities & Operations. A new storage and operations building was constructed and this area is available to enable the renovation.

3. Is the proposed Project location consistent with the Campus Master Plan and University Design Standards and the principles contained therein?

☒ Yes ☐ No, A Campus Master Plan Amendment Is Required

If Campus Master Plan amendment required, explain:

4. Provide information on classification of new space provided by this Project and latest utilization data on similar type space on campus.

Proposed New Space/Facilities				
Classification	Number (Spaces/Rooms)	Capacity (Persons)	Area (GSF)	Existing Space Utilization Data (See Notations)
300 Office Facilities				
310 Office	5	5	794	1
315 Office Service				
350 Conference Room	1	8	165	1
355 Conference Room Service				
400 Study Facilities				
410 Study Room	1	2	55	1
420 Stack				
430 Open-Stack Study Room				
440 Processing Room				
455 Study Service				
500 Special Use Facilities				
530 Media Production	2	8	440	1

Classification	Number (Spaces/Rooms)	Capacity (Persons)	Area (GSF)	Existing Space Utilization Data (See Notations)
600 General Use Facilities				
680 Meeting Room	1	24	410	1
780 Unit Storage				
860 Diagnostic Service Laboratory				
865 Diagnostic Service Laboratory Support				
870 Central Supplies				
880 Public Waiting	1	4	204	1
890 Staff On-Call Facility				
895 Staff On-Call Facility Service				
970 House				
WWW Circulation Area				
W01 Bridge Tunnel				
W02 Elevator				
W03 Escalator				
W04 Loading Dock				
W05 Lobby	1	4	267	1
W06 Public Corridor	1		115	1
W07 Stairway				

Data reported on latest fiscal year data available.

Utilization factor based on Scheduled Operating Hours at each Campus – outlined below in notations.

Comments/Notations:

1 – The existing space served as a storage area for Intercollegiate Athletics Facilities & Operations. A new storage and operations building was constructed, allowing this space to be vacated and repurposed for The Holle Center.

5. How will this Project enhance existing/new programs and undergraduate/graduate enrollments?

Estimated new Funds from Tuition/Programs \$ N/A Yr.

Comments:

In 2019, the University received a \$10 million gift commitment from the Holle Family Foundation, a component of which was to enhance existing space to house the Holle Center for the Communication Arts.

This project will enhance existing programs and student enrollment by providing a space and opportunity for storytelling and justice centered research for UA students, faculty and staff. The Holle Center will engage and support student interests in the design, facilitation, and dissemination of stories and offer programming and workshops to encourage the use of storied methodologies. In this regard it offers a unique contribution toward partnerships and research collaborations within and without the college. The unique experiences offered in the Center (including the Story Lab spaces) will attract an increased number of undergraduate and graduate students who are interested in interdisciplinary work and arts-based methods, and whose research projects will be strengthened by progressive technology and resources. Given the Center's focus and commitments to representation, equity, inclusion and social justice, it will undoubtedly attract students who are interested in storytelling and how it can be applied across disciplines. The Holle Center's campus-wide impact may include working in collaboration with the University Honors College, the Collaborative Arts Research Initiative (CARI), and the Alabama Life Research Institute.

6. Has a facility user group been established to provide input for planning, programming, and design purposes? ☒ Yes ☐ In-Progress

If yes, list key members of user group:

Robin Boylorn, Holle Endowed Chair of Communication Arts

Dr. Brian Butler, Dean of the College of Communication and Information Sciences

Tim Leopard, Senior Associate Vice President for Campus Development

Jason Bigelow, UA Staff Architect

Lane Weaver, UA Project Manager

7. Source(s) of funding for Total Project Development Costs.

Source(s)	New Funds (FY 2023)	Reserves	Status ^{/7}
Tuition			
Student Fees			
Investment Income			
Auxiliary Income			
• External			
• Internal			
Education Sales/Services			
• External			
• Internal			
Direct Grants			
Gifts	\$1,000,000		Pending
Bonds			
Existing Net Assets			
Other		\$1,600,000	Pending
Totals		\$2,600,000	Pending

^{/7} Approved, allocated, pending

Comments:

Gifts - \$1,000,000 (2019 Holle Family Foundation)

Office of Academic Affairs Reserves - \$1,500,000

College of Communications and Information Sciences Departmental Funds - \$100,000

8. Estimate of operations and maintenance (O&M) costs for the initial occupancy year and projections for succeeding five (5) year period.

Operations and Maintenance (O&M) Annual Costs Projections			
Expense	FY 2020 Base Data /8	First Full /YR Occupancy FY 2024	Successive Five (5) Year Projections /9
Maintenance	\$5,751	\$6,189	\$32,705
Elevator Service			
Building Repairs	\$1,917	\$2,063	\$10,902
Building Services	\$4,305	\$4,632	\$24,479
Electric, Natural Gas, Steam	\$5,072	\$5,457	\$28,839
Chilled Water	\$1,764	\$1,898	\$10,031
Water and Sewer	\$221	\$237	\$1,254
Insurance	\$226	\$243	\$1,286
Safety Support	\$260	\$280	\$1,479
Operations Staff Support Funding	\$46	\$49	\$259
Other – Supply Store expenses			
Totals	\$19,562	\$21,048	\$111,234

/8 Latest Fiscal Year Data used as Base Year for Projections

/9 Combined Costs for next Five (5) Years of Occupancy

Comments:

Data was obtained from the following University Departments: Energy Management, Electrical Maintenance, Facilities Management, Environmental Health and Safety, and Risk Management. Although the project is renovating existing facility space, it converts former storage into a fully fit-out area for the Center and the intensity and utilization will be higher.

9. **Source of funds for projected ongoing operations and maintenance (O&M) costs for this project.**

Source(s)	Occupancy Yr /9 (FY 2024)	Future Years /10	Status /7
Tuition			
Student Fees			
Investment Income			
Auxiliary Income			
• External			
• Internal			
Educational Sales & Services			
• External			
• Internal			
Direct Grant(s)			
Reallocated Funds /11			
Gifts			
Other	\$21,048	\$111,234	Pending
Total/YR	\$21,048	\$111,234	Pending

/9 Initial Full Yr of Occupancy

/10 Next Five (5) Yrs Occupancy

/11 Funds Reallocated from other sources

/7 Approved, allocated, pending

Comments:

Ongoing O&M costs will be paid from the University's annual operating budget.

10. **Are development expenditures for this Project being used to reduce the current deferred maintenance/facilities renewal liabilities for the Campus?**

\$ 0 0 % of Total Development Costs

Comments:

Not applicable

11. What other development alternatives were considered in the planning process for this Project? /13

/13 Renovation vs. new construction, adaptive reuse of underutilized buildings, etc.

Comments:

A separate space within the existing Digital Media Center was initially conceived for the project, which would have utilized space with immediate proximity to Alabama Public Radio and the utilization of recording studio space. The alternative was similarly situated within the Digital Media Center and on the same floor, but the total square footage was smaller than the needs of the Center.

Growth within Crimson Tide Productions and Athletic Broadcasting prevented the reassignment of that space.

12. Explain how the project will promote adequacy of campus facilities in relation to the University's Mission and scope of programs and/or services:

Comments:

The mission of the University of Alabama includes “the advancement of intellectual and social condition of people of the state, the nation, and the world through the creation, translation and dissemination of knowledge with an emphasis on quality programs in the areas of teaching, research and service.” The Holle Center for Communication Arts will promote this mission and the suitability of campus facilities to meet the mission through its direct alignment and commitment to improving the condition of state citizens, creating and encouraging accessible and distributable research and work, and its intentionality of inclusivity.

13. How does the project correlate to the University's strategic goals?

Comments:

The University's strategic goals include: 1) providing a premier undergraduate and graduate education that offers a global perspective and is characterized by outstanding teaching, high quality scholarship and distinctive curricular and co-curricular programming; 2) increasing the University's productivity and innovation in research, scholarship and creative activities that impact economic and societal development; 3) enriching our learning and work environment by providing an accepting, inclusive community that attracts and supports a diverse faculty, staff and student body; 4) providing opportunities and resources that facilitate work life balance and enhance the recruitment and retention of outstanding faculty and staff.

This center, which is funded by the Holle Family Foundation, aligns and correlates with all of these goals in the following ways: 1) The Holle Center will provide a state-of-the-art facility that will offer creative curriculum and in-reach/outreach opportunities through a shared global network of scholars, creatives and community workers; 2) The Center will

focus on creative activities and storied research, with an expressed aim at improving the lives and conditions of vulnerable populations via storytelling; 3) The Center's intentionality toward inclusivity will attract students and faculty from diverse backgrounds and progressive programming and coworking space will facilitate collaborative processes and interpersonal engagement; and 4) the Center will support and advance the work of faculty and staff that aligns with its mission.

14. Which of the six University of Alabama system Core Principles does this project support?

Comments:

The Holle Center project supports the UA System Core Principles in the following ways:

- **It will improve the lives and health of citizens of the state of Alabama**—through community engagement and outreach. Our programs will be grounded in the investment and intention of improving the lives of and allowing for the representation of Alabamians and other citizens of the United States South.
- **It will help make higher education accessible and diverse**—by being intentional about identity representations and by offering programming that is discernible and distributable to wider publics, including high school students and community members who are not formally enrolled in school.
- **It will maintain high standards of excellence for every program and endeavor**—the Center is imagined as a headquarters for collaborative storytelling and social justice work, with resources and networks that will make marked impact possible.
- **It will elevate the status, stature and influence of the University of Alabama System**—by bringing attention and awareness to what is happening at, through, and because of the Holle Center. The Center will engage and involve local, regional, national and global stakeholders, including students, faculty, alumni and board members.

15. What would be the immediate impact on campus programs and enrollment if this project is not approved?

Comments:

While the Holle Family Foundation gift allows for some campus programming to happen before the completion of the Center space, the prestige and elevation of the Center would be postponed until the physical space is available for use.

THE HOLLE CENTER FOR COMMUNICATION ARTS RENOVATION

Page 131 of 252

LOCATION MAP

