

# A CENTURY OF SUCCESS & CHANGES: Babson College

by Cassidy Clevenger

Since 1919, Babson College in Wellesley, Massachusetts, has primarily been known for its entrepreneurship and MBA programs; however, the culture of the college shows a comprehensive grasp concerning the importance of recreation's impact on developing well-rounded students, thus preparing these future moguls for their careers. 2019 marks Babson's centennial anniversary, and in addition to multiple academic and social celebrations, the college has also debuted its brand new rec center. Just as the college teaches its business students the importance of wise investments, Babson actively invests in the students' well-being and personal successes.





FDC



## Babson's Recreation Amenities

The Babson Recreation and Athletics Complex (BRAC) is a 176,870-square foot addition that has been added to the existing Webster Center. The \$50 million project started breaking ground for the new facility in the Spring of 2017, and was officially opened to the students and faculty in Fall 2019.

BRAC is a modern, state-of-the-art, two-story center comprised of a large, 10,000-square foot fitness center, multipurpose rooms, as well as club and intra-mural sport opportunities. BRAC's new multi-purpose facility has nearly doubled Babson's athletic and recreation amenities. As a result of the new construction, there is an additional three-court gym that is large enough to host campus-wide events, such as student orientation, career fairs, conferences, and concerts.

Babson aimed to create a rec center that would have something for all of the students to enjoy. For the students who are not varsity athletes, there are still plenty of options for recreation: club sports, yoga, aerobics classes, Zumba, and martial arts to name a few. Furthermore, the new space also accommodates socialization by offering gathering areas where students can relax with their friends before or after their workouts and games.

## Are You Promoting a Culture of Wellness on Campus?

MicroFit has provided hundreds of colleges and universities products designed to assess, educate, track, and report on specific health behaviors and fitness outcomes through their:

- ▶ Recreation and Fitness Centers
- ▶ Health & Kinesiology Classes
- ▶ Faculty & Staff Wellness Programs
- ▶ Community Wellness Initiatives
- ▶ Fitness & Wellness Research Projects

*"Stanford University started a campus wide wellness program in 2007 utilizing the MicroFit FAS-2 System to provide fitness assessments for faculty and staff. It's ease of use and report functions have made this component a valuable tool in promoting a culture of wellness on campus ever since."*

Ms. Jennifer Sexton  
Coordinator of Recreational Fitness & Wellness  
Stanford University, Stanford, CA



Get Started today with a "quick tour" webinar & Free HealthWizard Trial Download.

800-822-0405 - sales@microfit.com - www.microfit.com

In addition to the construction of BRAC, Babson has also renovated the locker rooms and lobby at the existing Webster Center; the Webster Center offers students a Track Mezzanine, a fitness center with new Sorinex strength racks, a racquetball court, and a squash court. As part of the reconstruction, the Webster Fitness Center has installed an improved sound system, new rubber flooring, synthetic surf, mirrors, and a fresh coat of paint in the fitness center. In March 2018, Babson opened their new Van Winkle tennis courts, which gave student athletes an additional space for practice and competition. Since BRAC's opening, eight more full-sized outdoor tennis courts have been built.

Babson took into consideration the particular needs of their student athletes, and therefore decided to build varsity athletes' dedicated team rooms for their various sports, advanced weight training equipment, and improved spaces for sports medicine assistance. The Bravo Family Sports Medicine suite offers innovative technology, such as hydrotherapy, to their student athletes, and can support the students' recovery from any number of injuries. Furthermore, within Bravo Sports Medicine, Babson also offers their student athletes access to the Romanzi Rehabilitation Clinic, which can further assist the students after an injury.



**MicroFit, Inc. has been producing quality Fitness / Wellness assessment software and medical grade testing equipment since 1986. Several hundred colleges / universities have benefited by using a wide range of MicroFit products designed to:**

- 1.** Provide comprehensive, easy to use, Fitness Profile software for campus recreation, human performance labs, Kinesiology – Sports Science classes, and for a growing number of personal training certification courses.
- 2.** Provide a comprehensive Wellness Profile Questionnaire to identify specific lifestyle behaviors with constructive recommendations on how to improve one's overall wellness score.

**3.** Provide comprehensive, easy to understand, Lifestyle reports which help to educate, motivate, and encourage students to improve their own fitness level, general health, and personal productivity.

**4.** Provide a full range of quality fitness testing equipment, including their advanced FAS-2 System with integrated accessories which have been a part of MicroFit's product development for over 30 years.

In summary, Fitness / Wellness Assessments are now considered one of the "best practices" to enhance an overall campus life experience; with HealthWizard software, group analytics can also allow organizations to create "evidenced based outcomes" to assess the results from their investment in staff, facilities / equipment, as well as their overall health promotions and wellness programming efforts.



## Student Athletes, Past and Present

Athletics Director, Mike Lynch, spoke with pride and exuberance about Babson's student athletes, both former and current. For current students, prior to the construction of BRAC, varsity athletes shared training spaces with the rest of the students at Babson; now, the Webster Center can be used primarily by Babson students, while student athletes can train according to their specific needs at BRAC.

Babson is a NCAA Division III school with an impressive, competitive history dating back to 1920. At Babson's Centennial Celebration this past September, the college inducted five national championship teams into their Hall of Fame from men's soccer, men's ice hockey, and men's basketball. Babson's first national championship title was earned in 1975, and most recently, the men's basketball team earned an NCAA Division III national title in 2017.

Additionally, the basketball team has won numerous other New England Women's and Men's Athletic Conference (NEWMAC) championships over the past few years. Other teams, such as the women's basketball team have a long history of success, including making it to the NCAA tournament ten times, as well as attending the Sweet 16 three times. Lynch believes the new spaces for varsity athletes will further foster the talent and drive the student athletes are bringing to the twenty-two varsity programs at Babson.

We are dedicated to creating community oases by enhancing outdoor spaces.



Bicycle Security Solutions - [madrax.com](http://madrax.com) | Site Furnishings - [thomas-steele.com](http://thomas-steele.com)

# DON'T SETTLE FOR ANYTHING LESS THAN IDEAL

Custom Lockers Built for Your Needs

**DURABLE.  
SLEEK.  
IDEAL.**

*From our most popular line of plastic laminate lockers, to the high-end natural wood options, **Ideal Products** has a locker solution guaranteed to meet your needs.*



VIEW PRODUCTS



**IDEAL** PRODUCTS, INC.

**1-800-88-IDEAL**

[www.idealockers.com](http://www.idealockers.com) [@idealocker](https://twitter.com/idealocker) [@ideal.lockers](https://facebook.com/ideal.lockers) [@idealproductsinc](https://instagram.com/idealproductsinc)



## Challenges

Though sharing space at Webster was not a new challenge for the students and faculty at Babson, during the construction parking difficulties did prove to be quite the hurdle to overcome, according to Lynch. The college did attempt to minimize the inconvenience that any major construction brings by doing the bulk of the building during the Summer semester.

## Future for College Sports at Babson

Lynch spoke highly about the student athletes as well as everyone involved in the massive renovation and construction projects at Babson. Many of the students at Babson have an “entrepreneurial mindset,” according to *Babson Thought and Action*. The mutual dedication and respect students share with their institution, coaches, and instructors highlight the camaraderie and fortitude required to be successful in the business world; teamwork is paramount for leadership, and the experience Babson’s recreation facilities are able to provide the students is further shaping them into the impactful, efficient leaders they will become.



**ABOUT THE AUTHOR:** Cassidy Clevenger is a Samford University alum. She is currently in graduate school at Samford in the MSW program, while working as a staff writer.

# We've Got Your Locker Rooms Covered Metal, Plastic & Phenolic Lockers

**SUPERIOR  
LOCKERS**

AMERICA'S MOST COMPLETE LOCKER LINE®

800-776-1342

✉ info@ListIndustries.com

📄 ListIndustries.com

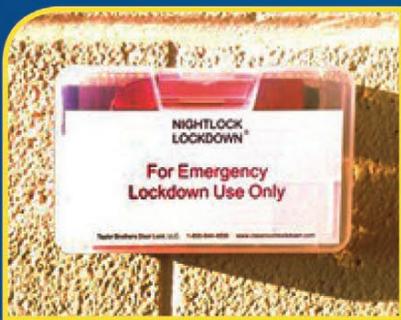
PROUDLY  
MADE IN  
AMERICA  
SINCE  
1936



**LIST INDUSTRIES INC.**

# NIGHTLOCK<sup>®</sup> LOCKDOWN

## SECURE CLASSROOM IN SECONDS



**SIMPLE • FAST • SECURE**  
FOR EXTREME EMERGENCY SITUATIONS

The Nightlock Lockdown Door Barricade allows a teacher to immediately lock the door from inside the classroom, eliminating exposure during a hostile intruder situation. This device makes it virtually impossible for an intruder to break through an entry door.

- Simply add this safety device to classroom doors
- Works with outward and inward swing doors
- No need to replace existing hardware
- One time solution - easy to install
- Lockdown in seconds

*So affordable!*  
**\$59.95**  
*ea.*



**NIGHTLOCK**  
[classroomlockdown.com](http://classroomlockdown.com)  
CALL TOLL FREE 1-855-644-4856