1. Goal
   1. As a fitness advocate and patron of the Columbia Fitness Center, how do I leverage my influence as a Columbia student to renovate or rebuild the fitness center entirely?
2. Challenge Questions
   1. How can I leverage my connections with the SPS student government president, the CU Barbell president, some of my peers, and the intelligence of my lecturers to connect with and influence the administration and alumni?
   2. Once connecting with the alumni, how do I leverage the alumni to influence and fund the development of the fitness center
      1. What opportunities do I have to approach them?
      2. What preparations do I need to make to convince to donate?
   3. What steps do I need to take to strengthen my network with all of the stakeholders including the alumni, Troy Eggars, and the Director of the Dodge Fitness Center?
3. Background
   1. The Dodge Fitness Center is the only space for me and the rest of the student body to pursue indoor recreational athletic activities on campus.
   2. Physical fitness can better one’s mental health and processing while also improving the ability to perform everyday activities (CDC, 2022).
      1. I am a strong advocate for this.
   3. I become very stressed when I don’t pursue a proper workout.
   4. There is not enough and outdated equipment in the gym.
      1. The free weights section only has 2 benches and 2 deadlift mats.
      2. The gym does not have adequate space.
      3. This makes wait times for me and the rest of the students very long and prevents us from working certain exercises.
      4. Sometimes I must extend my workouts up to 30 minutes, which I could better use studying or miscellaneous.
   5. Required physical education classes for undergraduates take up space that make exercise even more difficult.
   6. The official Columbia University lifting club, CU Barbell has their meetups at JDI Barbell since the Dodge Fitness Center is not sufficient.
   7. This is the worst non-Fraternity gym I have ever exercised in.
4. Barriers
   1. Physical space.
      1. The Fitness center is built underground with little room for expansion.
      2. Hard for me to advocate for an improved and renovated center
   2. Money.
      1. Renovating or constructing a new building is very costly.
      2. How can I secure the funds?
   3. Alternatives.
      1. Renovations and construction are going to take a long time.
      2. I and other students will need alternative facilities to use during this time.
   4. Administration & Alumni.
      1. Administration in-charge of renovations, including Troy Eggars, have other priorities.
      2. Would alumni be resistant to spending money on a fitness center that they may or may not have used?
      3. I may be able to convince someone with significant influence, though they might not be the right person or not have the right support
         1. Could be a waste of time
   5. Support.
      1. I am only attending the university for a year. Will I have the time to recruit all of the necessary stakeholders?
      2. I will need to acquire significant backing to provide more weight and speaking power
      3. Can I convert high up administration to my side?
      4. Will alumni support me even if not financially?
   6. Time
      1. I only have a year to make this happen
      2. My classes are 6pm to 8pm, Monday through Thursday, which is prime networking hour.
5. Actions
   1. Consult Dr. Sarah with ideas on how to meet alumni
   2. Build an elevator pitch
   3. Connect with Subbu to speak with Director of Fitness Center
   4. Go to alumni networking events to speak with alumni
      1. Figure out what they want and how we can mutually benefit
      2. Start with Tech Management alumni
   5. Attend town halls and any chance to talk to heads of schools
   6. Gather students, such as Josh from CU Barbell or Caitlin from SPS Student Government for backing
   7. Don’t waste time!
6. Conclusion
   1. I am a proud advocate of physical fitness and don’t believe the Dodge. fitness Center meets basic standards
      1. I want to improve physical fitness among the US population.
   2. The Dodge Fitness center does not provide adequate space or equipment.
      1. I have to modify my workout to accommodate.
   3. I need to figure out how to get the alumni’s attention.
      1. Once gaining it, how do I convince them to donate and advocate?
7. References
   1. Centers for Disease Control and Prevention. (2022, June 16). Benefits of physical activity. Centers for Disease Control and Prevention. Retrieved September 21, 2022, from https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm#:~:text=Being%20physically%20active%20can%20improve,activity%20gain%20some%20health%20benefits.