



Sporting a new look and teaming up with the community

**Athletics expansions kick it up for the fans and
new center tackles needs of students and community**

Top sports facilities attract top coaches. Top facilities attract top players, too. State-of-the-art facilities tell the world, “This university means business. JMU cares about its student-athletes.” Think that doesn’t matter today or in a bad economy? Think again.

Student-athletes know the score. There is a lot more to being a winner than just having talent, especially at the collegiate level.

Fans want winners. It’s about school pride. Some fans recognize that JMU student-athletes are asked to go the extra mile in the pursuit of excellence. Long days, long hours and lots of work — inside and outside the classroom — are requirements. Anyone who has donned the purple and gold will tell you that it’s what you do when no one’s looking that really, truly makes the difference on game day. It’s the little things that add up to wins. Extra time in the weight room. Extra cuts in the indoor batting cage when it’s snowing outside. Extra time watching game films with coaches who know how to help you make yourself better.

Top coaches know that creating well-rounded student-athletes also means keeping academic excellence at the top of the scorecard. It means athletes must hit the books hard in the Plecker Athletics Center.

For four decades, one JMU coach in particular has lived and breathed the philosophy that “character counts.” The new JMU Center for Sport Psychology is named for him. Challace McMillin has been a coach, mentor and father figure to decades of JMU athletes, supporting them in their quest for personal and performance excellence.

In this special section, learn more about coach McMillin and how he mentors JMU student-athletes to reach out into the community to build character and to share sports experiences with younger athletes in the greater Harrisonburg area.

You’ll also read about the plans to give the JMU Nation’s Bridgeforth Stadium a face-lift. And learn about the new and renovated sports complexes for baseball, field hockey, lacrosse, soccer, softball, and track and field.

JMU alumni, parents and students share the Purple Pride during Family Weekend 2009. Dukes’ fans will have more to celebrate with the expansion and additions to Bridgeforth Stadium and several athletics fields and complexes.