

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 14

DATE:

December 16, 2010

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

Working agenda for December 16, 2010 and the October 19, 2010 minutes to be received and placed on file.

STAFF SUMMARY

- The minutes for the October 19, 2010 meeting
- The agenda for the December 16, 2010 meeting will include:
- Approval of October 19, 2010 minutes
- Dr. Graham Warger – Proposal for National Collegiate Sports Film/Video Center
- Football Marketing Plan/Attendance Presentation
- Athletic Fundraising Update
- Good News from Athletics

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

The proposed Board action has been reviewed and is recommended for Board approval.

Derrick L. Gragg, Ed.D.
Director of Intercollegiate Athletics

Date: December 16, 2010

BOARD OF REGENTS

ATHLETIC AFFAIRS COMMITTEE

Thursday, December 16, 2010

205 Welch Hall

12:45p.m.

A G E N D A

- A. Approval of October 19, 2010 Minutes
- B. Dr. Graham Warger – Proposal for National Collegiate Sports Film/Video Center
- C. Football Marketing Plan/Attendance Presentation
- D. Athletic Fundraising Update
- E. Good News from Athletics

DG/kah

Agenda December 19, 2010.doc

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of October 19, 2010**

MEMBERS:

Regents: James Stapleton, Roy Wilbanks, Floyd Clack, Philip Incarnati, Gary Hawks
Athletics: Derrick Gragg, Director of Athletics

Athletic Affairs Committee meeting was called to order at 1:53p.m., by Chair, Regent Phillip Incarnati.

Approval of the September 21, 2010 Minutes, accepted.

DEPARTMENT OF ATHLETIC GOALS & OBJECTIVES

Dr. Gragg presented two power points to elaborate on the main athletic goals for the 2010-11 year includes:

NCAA Certification Process

- Integrity and NCAA Compliance
- Student-Athlete Academic Success
- Competitiveness
- Fiscal Integrity and Fundraising
- Football and Men's & Women's Basketball Attendance

The board expressed their support of the Athletic Goals & Objectives

FUTURE FOOTBALL AND BASKETBALL SCHEDULING

Dr. Gragg discussed the future football and men's and women's basketball schedules (2011-2013) and the intricacies of scheduling such games. Regent Incarnati expressed his concern that we may possibly find a way to withdraw from a game since the market value is so low. Regent Incarnati replied that we should try to leverage some buyouts, or drop them, pay less and do new ones. Regent Stapleton asked if there was a penalty clause, to which Dr. Gragg replied, yes – always. Regent Wilbanks suggested that perhaps some of these contracts could be renegotiated.

MID-AMERICAN CONFERENCE UPDATES & CONFERENCE REALIGNMENT ISSUES

The title sponsor for the GMAC bowl, one of the MAC's three bowl relationships, has changed to the GoDaddy.com Bowl.

-Go Daddy.com is the world's largest domain name registrar and currently manages over 43 million web domains.

-Go Daddy.com also offers a complete line of hosting solutions, website creation tools, SSL certificates, and personalized email and e-commerce tools.

-Go Daddy.com has a long history of philanthropic work supporting a variety of charitable, community-wide and global organizations such as: Make-A-Wish Foundation, MADD, American Heart Association, The Philadelphia Children's Hospital, Haiti Relief Fund, Juvenile Diabetes Research Foundation and Nashville Flood Relief.

-There are over 40 non-profit organizations supported by Go Daddy.com and over the last two years the company has raised over \$4.2 million, including \$2.5 million alone in 2009. A complete list of organizations is available at www.godaddycares.com.

Conference games for Football

8 versus 9 conference game discussion (Big Ten schools – several have created their future budgets based on hosting 8 home games, thus, if the schools are forced to play 9 conference games, every other year they will play 5 home conference games, and during the other years they will play 4 home conference games. Michigan, Nebraska (Texas or Oklahoma)

GOOD NEWS FROM ATHLETICS

Volleyball

The Volleyball team is now 19-6 overall and 6-2 in the MAC. The next four MAC games are all on the road; however, we are 7-1 on the road right now.

Soccer

The soccer team has earned a bid in the MAC tournament for the third consecutive year. The team is currently 5-0-3 in the MAC. The team is third in the conference behind Central Michigan and Toledo.

Cross Country championship will be held at on October 30 at Western Michigan.

Football

Eastern Michigan University sophomore quarterback [Alex Gillett](#) (Green Springs, Ohio-Clyde) turned in a record-setting performance against Ball State University Saturday, Oct. 16, and he was rewarded for his efforts with three weekly football awards. Gillett was named the Mid-American Conference West Division Offensive Player of the Week, was chosen rivals.com MAC Player of the Week and was an honorable mention Quarterback of the Week selection by collegefootballperformance.com. The 6-foot-1, 205-pound Gillett set EMU QB records for most rushes (35) and net rushing yards (189) while scoring two rushing touchdowns and also completing 10-of-18 passes for 225 yards and three touchdowns in EMU's 41-38 come-from-behind overtime win at Ball State.

Gillett scored on touchdown runs of six and two yards and threw touchdown passes of 73, 33 and 12 yards, with the last one a 12-yard TD throw to tight end [Ben Thayer](#) (Kalamazoo, Mich.-Hackett Catholic Central) in overtime to give EMU the 41-38 victory, the Eagles' first of the 2010 season after six setbacks. Gillett's 35 rushes is the 17th best in EMU history and the most ever by a QB while his 189 net rushing yards is the 18th best effort in school history, and also the most ever by a QB. Gillett led EMU back from an early 21-0 deficit to gain the win over the Cardinals. He had 53 total offensive plays and 414 yards in total offense, the ninth best single-game effort in school history.

Wrestling

The Eastern Michigan University wrestling program has seven individuals ranked in this year's Mid-American Conference Preseason Coaches Poll, the third-most of any MAC team behind Central Michigan (nine) and Kent State (nine). Only one wrestler was ranked in the top four heading into last season. Returning NCAA Qualifier, senior [David Wade](#) (Beavercreek, Ohio-Beavercreek), went 21-16 in the regular season with a 3-1 record at the 2010 MAC Championships to claim a runner-up finish in the heavyweight.

Former Track Student-Athlete Jordan Desilets

Former EMU track standout Jordan Desilets, who won the NCAA Division I 3,000-meter steeplechase in 2004, won the Detroit Free Press marathon this past weekend. The 29 year old Desilets ran an unofficial time of 2:28:30 to win in his first attempt ever at running a marathon. Desilets appeared on our weekly WTKA radio broadcast yesterday with head track and field and cross country coach, John Goodridge.

Leonard Drake

Our sincere condolences to former assistant basketball coach Leonard Drake's family, the women's basketball student-athletes, coaches and staff. Leonard was a large part of our women's basketball staff the past three years, so I wanted to make sure that I mentioned him. In 33 years of coaching, he had eight conference championships, seven conference tournament championships, five NCAA Tournament appearances, four NIT appearances, and one WNIT appearance. Following three seasons at EMU, Drake was hired in June 2010 as the athletic director at Evansville Central High School. Drake is survived by his wife, Rhonda, a son, Jared (22) and a daughter, Enjoli (16).

Coach Drake's Coaching Profile:

2007-2010 Eastern Michigan University Assistant Coach 47-42
2002-2007 Lamar University Women's head basketball coach 40-97
1997-2002 Lamar University Men's associate head basketball coach 71-73
1993-1997 Central Michigan University Men's head basketball coach 21-83
1985-1993 Ball State University Men's associate head basketball coach 170-79
1984-1985 Xavier University of Louisiana Women's head basketball coach 13-16
1979-1985 Xavier University of Louisiana Men's assistant basketball coach 129-49
1978-1979 Central Michigan University Men's assistant basketball coach 19-9
Overall Coaching Record (Includes head and assistant experience): 510-448 (.532)

Athletic Affairs Committee adjourned at 1:16 p.m.

Respectfully submitted,

Karen A. Hansen
Administrative Secretary
Intercollegiate Athletics

kah
Minutes, October 19, 2010.doc

[illegible]



FOOTBALL 2009 VS 2010 first 5 games

			ACTUAL				
			GATE		PAID		STUDENT
		2009 PAID	ATTENDANCE		+SPONSOR		attendance
9/5/2009	Army		7499		13114	7499	3892
10/3/2009	Temple(HC)		2087		3162	2087	1227
10/17/2009	Kent St.		1424		2437	1424	964 *
10/24/2009	BSU		1180		1685	1180	355
11/14/2009	WMU		2750		3587	2750	531
	TOTAL		14940		23985	14940	6969
		2010					
9/4/2010	Army		7250		8757	7900	2691
9/18/2010	CMU		3881		8043	18881	2266
10/2/2010	OHIO (HC)		2190		6799	14395	2358
10/30/2010	Toledo		3213		7001	24228	1632 **
11/26/2010	NIU		958		1404	4947	195 ***
	TOTAL		17492		32004	70351	9142

PAID is actual paid attendance not including Pepsi

Actual Attendance includes anyone with a ticket that entered the game AND EMU STUDENTS

PAID + SPONSOR includes all Paid tickets in the system including sponsor tickets

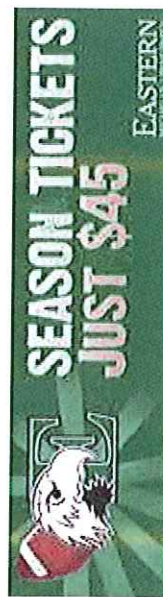
STUDENT was EMU STUDENT attendance at the game (this is included already in the actual gate

*BAND DAY 650 added to Student Attendance for HS Bands

** BAND DAY 789 added to student Attendance for HS Bands

***note pespi tickets will increase by roughly 2000

2010 Football Integrated Marketing



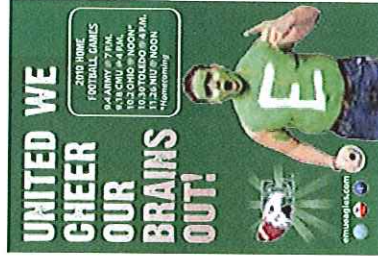
Billboards



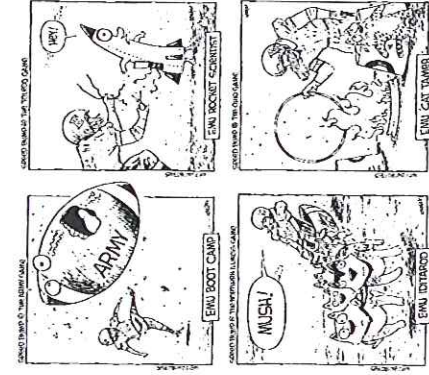
Schedule Poster



Bookmark



Web Splash Page



Cartoon Collector Cups



Light-post Banner

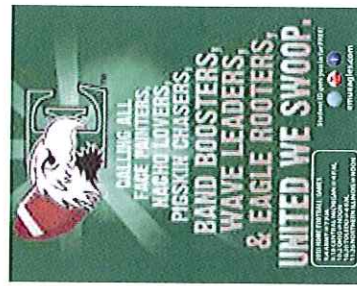


Swoop Cutout

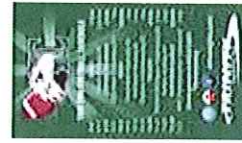
Floor Graphic



Two-Sided T-shirt



Print Ad



Magnet



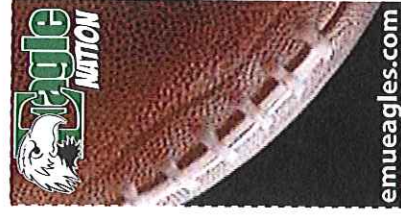
Schedule Card



Alumni Tailgate Postcard



Stadium Tunnel Entrance Sign



UNITED WE SWOOP.

**Results of 2010 Integrated
Football Marketing Efforts**

Presented by
Theodore G. Coutilish
and Scott Schultz



CHALLENGES “THE PERFECT STORM”

- 0-12 record in 2009
- 14 straight losing seasons (41-119)
- 120th Division I ranking (out of 120)
- Audit year: 15,000 average needed
- 0% marketing budget increase: \$240,000
- Poor weather, economy; apathy
- Main concession booth fire



RESEARCH

- Extensive marketing research conducted
 - 20 focus groups
 - Comprehensive EMU/Ypsilanti survey
 - Students, faculty/staff
 - Athletics staff
 - Alumni, boosters
 - Football coaches, players and their parents
 - Season ticket holders



RESEARCH RESULTS

- Common threads among responses:
 - Increase players/coaches connections
 - Promote and compare value
 - Target more groups, families
 - Develop festival experience
 - Improve concessions service
 - Improve stadium appearance
 - Create formal student cheering section



RESEARCH RESULTS, CONT.

- Common threads, cont.:
 - Add and promote more contests
 - Add and promote more giveaways
 - Expand social media content, videos
 - Offer more ticket packages, discounts
 - Clarify tailgating and alcohol restrictions
 - Create more energy leading up to the game
 - Add directional and branding signage
 - Improve ushering, add greeters



RESEARCH OUTCOME

- Two comprehensive plans:
 - Integrated Marketing Communications Plan
 - Stadium Spruce-up Plan
- Goals:
 - Increase home game attendance by 10 percent
 - Increase student attendance by 10 percent
 - Achieve NCAA audit goal of 15,000 per game
 - Improve game experience and school spirit



INTEGRATED MARKETING PLAN

- Based on marketing research, created five overarching strategies:
 1. Increase football visibility and awareness.
 2. Improve football game experience.
 3. Rebuild/build football relationships.
 4. Rethink ticket sales, programs and promotions.
 5. Reconfigure football marketing workload.



1. INCREASE VISIBILITY.

- Build on basketball marketing success (42% attendance increase in 2009-10)
- Less paid traditional advertising; more grassroots and social media marketing
- Hired Brogan and Partners ad agency
 - Created three theme/design options and tested them among key audiences
 - “UNITED WE SWOOP.” was chosen theme/design



1. INCREASE VISIBILITY, CONT.

- Created integrated advertising campaign:
 - Outdoor
 - Radio ads
 - Newspaper and online ads
 - Publications: posters, schedules, bookmarks, etc.
 - Large banners, signs, light-post banners
 - Swoop cutouts, floor graphics, magnets, T-shirts, cartoon collector cups



2010 Football Integrated Marketing



Billboards



Schedule Poster



Bookmark



Web Splash Page



United We Salute!

Large Banner



Schedule Card



Magnet



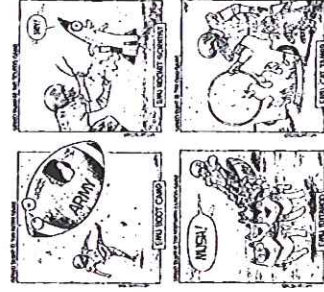
Print Ad



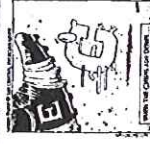
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Stadium Tunnel Entrance Sign



Cartoon Collector Cups



Floor Graphic



Swoop Cutout



Two-Sided T-shirt



Light-post Banner



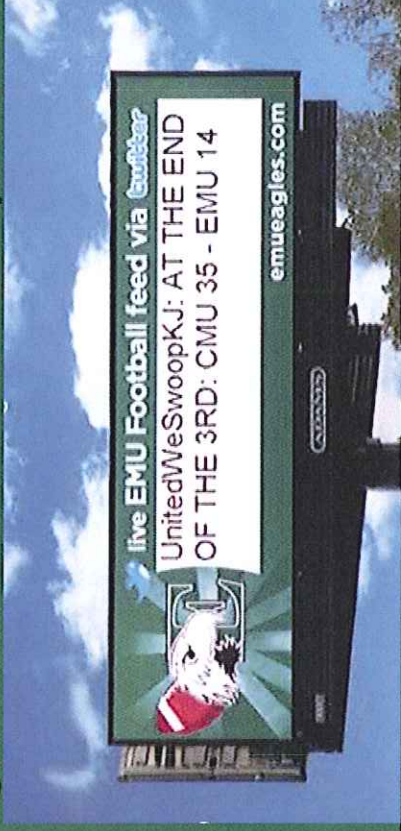
2. IMPROVE GAME EXPERIENCE

- Focus on fans, fun and festival
- Improve services (ushers, concessions, shuttle service; added greeters)
- Increase communications, promotions, videos, social media, alumni tailgates (4)
- Create student cheering section/org.



2. IMPROVE GAME EXPERIENCE, CONT.

- Use digital board technology in innovative ways (Daktronics case study)
 - “Game Countdown” on freeway digital billboards
 - “Text Trivia Contest” on stadium scoreboard
 - “Tweeting” on billboards, campus boards (below)



2. IMPROVE GAME EXPERIENCE, CONT.

- Expand Homecoming activities/events



2. IMPROVE GAME EXPERIENCE, CONT.

- Create unique videos, such as “Thriller”

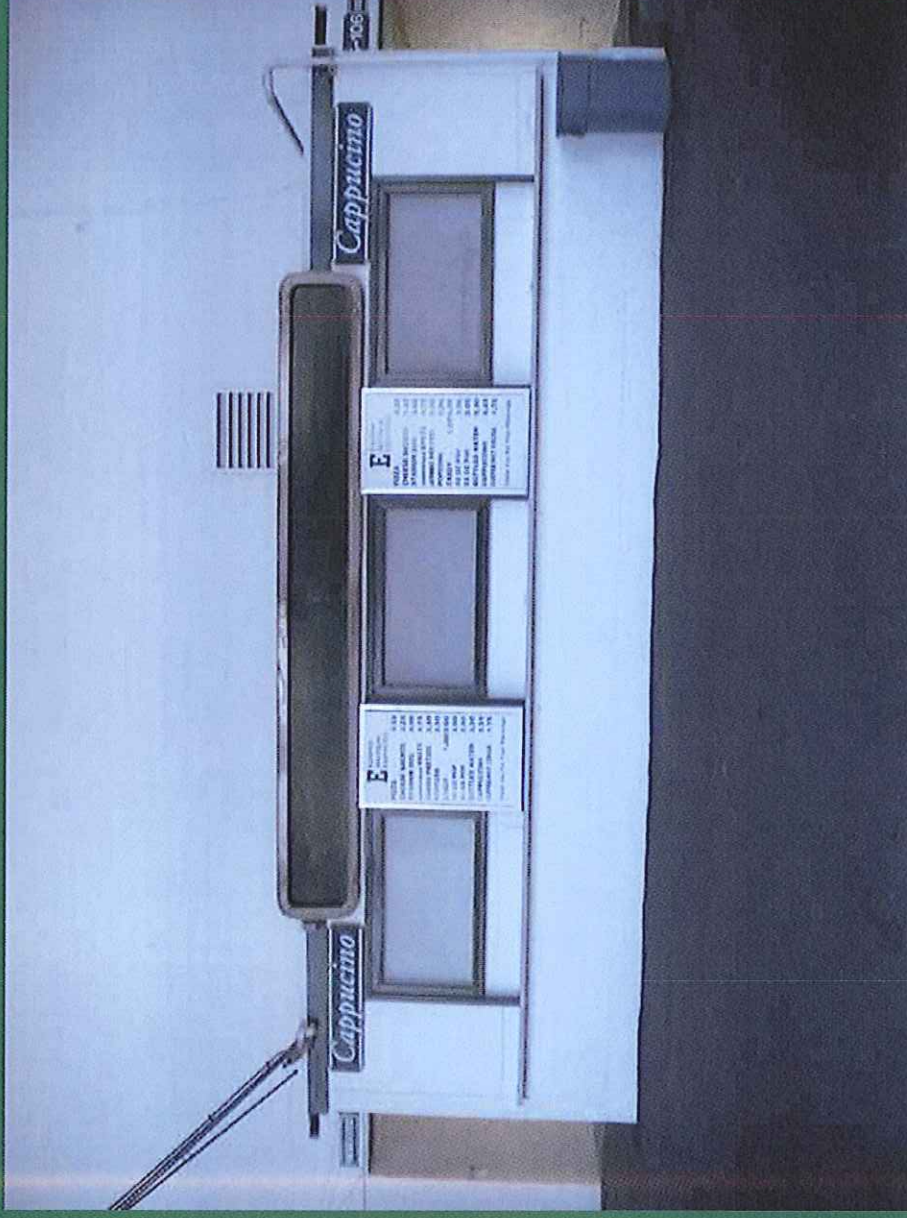


STADIUM SPRUCE-UP

- Pitched for \$450,000 additional money
- \$30,000 was funded and invested:
 - Added directional signage
 - Replaced gates and painted several areas
 - Added tunnel entrance signage
 - Added visitors' entrance "GO EASTERN" banners
 - Added concession signs
 - Some examples . . .



BEFORE



AFTER

Eagle Eats	
PIZZA	\$3.25
CHEESE NACHOS	\$3.25
STADIUM DOG	\$3.00
JOHNSONVILLE BRATS	\$3.75
JUMBO PRETZEL	\$2.50
POPCORN	\$2.50
CANDY	\$1.00/2.00
32 OZ POP	\$3.00
24 OZ POP	\$2.50
BOTTLED WATER	\$2.50
COFFEE/HOT COCOA	\$1.75



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



3. REBUILD RELATIONSHIPS.

- Hosted Season Ticket Holder Appreciation Picnic and Football 101 Clinic for Women
- Increased player and coach appearances
- Took corporate sponsorships lead
- Continued “Hall Squalls”
- Started “Tailgate Tuesdays” at Eagle Nation Station in the Student Center



4. RETHINK TICKET SALES.

- Created schools ticket stimulus program
- Bought ticket scanners/laptops
- Developed special ticket offers
 - Package with hot dogs and soda
 - Reward season and individual ticket buyers
 - Created ticket voucher coupon books
 - Launched door-to-door ticket sales campaign



5. RECONFIGURE WORKLOAD.

- Created Eagle Rewards Program for students and faculty/staff
- Focused on peer-to-peer relationships
- Hired seven EMU students
- Hired two alumni
- Hired three employees with stipends



5. RECONFIGURE WORKLOAD, CONT.

- Created 17 football subcommittees
 - Advertising
 - Relationships
 - Social Media
 - Game Experience
 - Grassroots Marketing
 - Students
 - Tickets
 - Alumni
 - Giveaways/Contests/Special Promotions
 - Faculty and Staff
 - Media Relations/Communications
 - Community
 - Web
 - Alcohol and Tailgating
 - Events
 - Marketing, Image and Branding
 - Publications/Signage



MEASURABLE RESULTS

	2009	2010	%
Actual Paid Attendance*	14,940	17,492	+17%
Actual Gate Attendance	23,985	32,004	+33%
Student Attendance	6,969	9,142	+31%

** Does NOT include Pepsi and sponsor tickets; surpassed NCAA-required ticket sales audit requirement; numbers reported by EMU Ticket Office*



UNITED WE LAUGH/CRY.







Questions?

