

**BOARD OF REGENTS**  
EASTERN MICHIGAN UNIVERSITY

SECTION: 7

DATE:

October 30, 2012

**RECOMMENDATION**

**ATHLETIC AFFAIRS COMMITTEE**

**ACTION REQUESTED**

Working agenda for October 30, 2012 and September 18, 2012 minutes to be received and placed on file.

**STAFF SUMMARY**

- Compliance System Review
- EMU Sport Program and MAC Updates
- Fundraising Initiatives 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: October 20, 2012

# **BOARD OF REGENTS**

## **ATHLETIC AFFAIRS COMMITTEE**

**Tuesday, October 30, 2012**

**201 Welch Hall**

**9a.m.**

### **AGENDA**

- A. Approval of the September 18th, 2012 Minutes
- B. Compliance System Review
- C. EMU Sport Program and MAC Updates
- D. Fundraising Initiatives Update
- E. Good News from Athletics

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of September 18, 2012**

**Members:**

Regents: Chair Mike Hawks, Floyd Clack, Mike Morris, and Roy Wilbanks

Athletics: Dr. Derrick Gragg, Director of Intercollegiate Athletics

The Athletic Affairs Committee meeting was called to order at 9 a.m., by Regent Mike Hawks

Regent Hawks asked for a motion to approve the February 21, 2012. Motion made and approved.

**Athletic Goals 2012-13**

Dr. Gragg presented the 2011-12 Goals for Athletics, which are based on pre-set criteria devised by the Athletic Affairs Committee in 2005-06. This year's goals include a focus on:

- Continuing to implement NCAA certification improvement plans
- Integrity and commitment to NCAA rules and Regulations
- Academic Success of Student-Athletes
- Competitiveness within the MAC
- Athletic Fundraising
- Increasing Actual Attendance for Football and Basketball Games

**Athletic Facility Improvement Updates**

John Donegan and Scott Storrar provided an update of the most current athletic facility renovations and improvements. Several of the athletic projects were at least partially or mostly funded through private donations including the football locker room project, the tennis courts, the baseball stadium brick façade as well as the baseball locker room renovations. Regent Hawks thanked John and Scott on a great job. Dr. Gragg reinforced a big thank you to John and his crews for their outstanding work.

**EMU Football Marketing Plan**

Ted Coutilish, Associate Vice President for University Marketing and Tyler Jones, Director of Athletic Marketing shared the 2012 football marketing plan. The Fox Sports Eastern Michigan All-Access show was also spotlighted during the presentation. EMU All-Access can be seen on selected Monday evening's beginning at 7:00 p.m. The show provides an inside look at EMU football and men's and women's basketball programs with some features on EMU athletics as a whole and academic success. The second episode aired last night and future shows will air on October 15, October 29<sup>th</sup> and November 19<sup>th</sup>. See attached. Regent Hawks remarked that the

new show is really good. Regent Wilbanks requested that Ted send the board members a copy of the shows schedule and times.

### **Rob Murphy, Head Men's Basketball Coach Employment Agreement**

Dr. Gragg recommended that the revised employment agreement for Head Men's Basketball Coach Rob Murphy, which was signed on May 15, 2012, be approved and forwarded to the entire Board for approval.

### **Good News from Athletics**

#### Upcoming Athletic Events:

On September 19<sup>th</sup>, 5-7 p.m. Annual New Student-Athlete reception at the University House where student-athletes get to interact with the university leadership. Dr. Martin and Dr. Gragg along with the Student-Athletic Advisory Council members will be hosting this event. Volleyball's home opener for the MAC season is the evening of October 1<sup>st</sup> versus Ohio University. Homecoming football weekend is set for October 6<sup>th</sup> versus the University of Toledo.

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Regent Hawks asked "are there any questions for Dr. Gragg?"

Athletic Affairs Committee adjourned at 9:36 a.m.

Respectfully submitted,

Karen A. Hansen  
Administrative Secretary  
Intercollegiate Athletics

kah  
Minutes, September 18, 2012.doc

# EMU Athletics

Office of Compliance



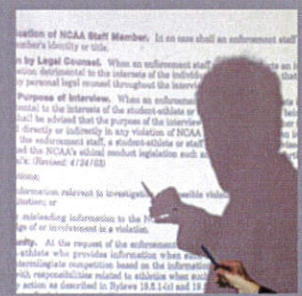
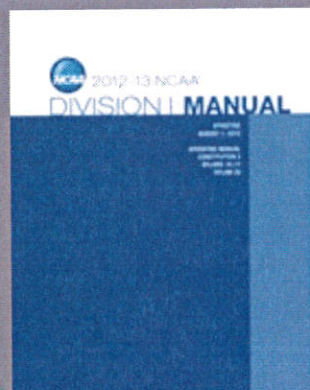
## What is NCAA Compliance?

- NCAA BYLAW 2.8.1 – Responsibility of Institution
  - o Each institution shall comply with all applicable rules and regulations of the Association in the conduct of its intercollegiate athletics programs. It shall monitor its programs to assure compliance and to identify and report to the Association instances in which compliance has not been achieved. In any such instance, the institution shall cooperate fully with the Association and shall take appropriate corrective actions. Members of an institution's staff, student-athletes, and other individuals and groups representing the institution's athletics interests shall comply with the applicable Association rules, and the member institution shall be responsible for such compliance.



# Key Challenges of This Responsibility?

“Comply with all applicable rules”

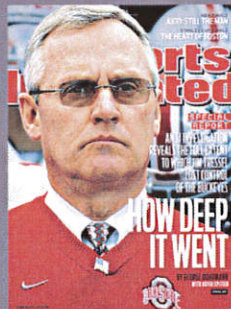




# "Monitor its Programs"



"Report to the Association instances in which compliance has not been achieved..."





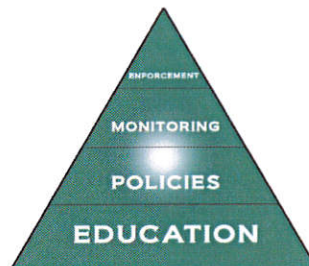
“Staff, student-athletes, and other individuals and groups representing the institution’s athletics interests shall comply with the Association’s rules, and the member institutions shall be responsible for such compliance...”



**TattooGate! Buckeyes To Receive Sugarbowl Suspensions Over Tattoos?**

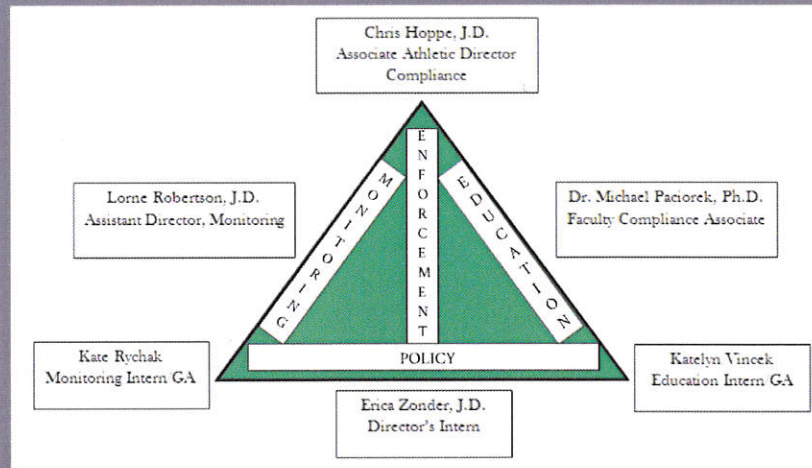


# Where Do We Begin?





# Who Helps Us Get This Done?



## Compliance Committee Roster

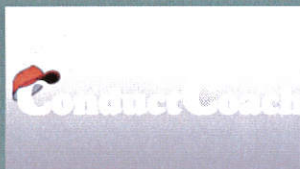
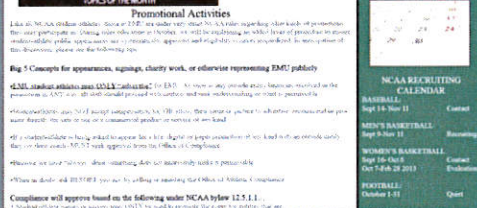
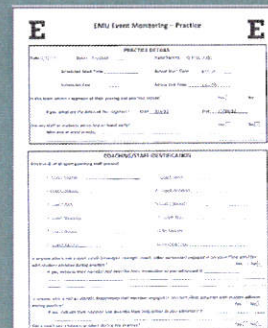
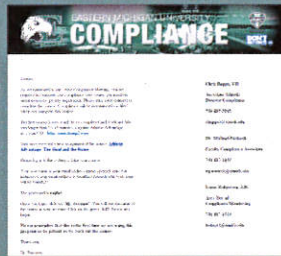
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# Compliance Wheel of Constituencies



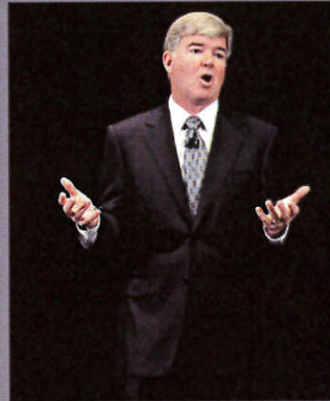
# What Have We Achieved to Date





# What's Next?

- NCAA De-Regulation



# EMU Athletics

Office of Compliance

