

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 14

DATE:

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

Working agenda for March 20, 2007 and the January 19, 2007 minutes be received and placed on file.

STAFF SUMMARY

The agenda for January 19, 2007 included fundraising to date, a proposed academic center/indoor practice facility (Student-Athlete Performance Enhancement Center), the athletic strategic planning process, standings of the Reese/Jacoby Cup. Good news from athletics included the student-athletes cumulative GPA was over 3.0 for the 3rd consecutive semester.

The agenda for March 20, 2007 will include update on the Student-Athlete Performance Enhancement Center, football scheduling, guarantee game revenue and budgeting, an update on the Athletics Strategic Planning Process and additional updates and announcements from the Athletics Department.

FISCAL IMPLICATIONS

None

ADMINISTRATIVE RECOMMENDATION

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

Derrick L. Gragg, Ed. D.

March 7, 2007
Date

**BOARD OF REGENTS
ATHLETIC AFFAIRS COMMITTEE
Tuesday, March 20, 2007
Welch Hall**

A G E N D A

- A. Approval of January 19, 2007 Minutes
- B. Student-Athlete Performance Enhancement Center
- C. Football Scheduling
- D. Guarantee Game Revenue/Budgeting
- E. Update on the Athletics Strategic Planning Process
- F. Good News from Athletics
- G. Other Business

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of January 19, 2007**

MEMBERS

Regents: Regent Roy Wilbanks (Chair), Regent Floyd Clack, Regent Philip Incarnati and Regent Stapleton

Athletics: Derrick Gragg, Director of Athletics

Regent Wilbanks convened the meeting of the Athletic Affairs Committee at 12:45 p.m.

Regent Wilbanks welcomed the newly appointed Regents in attendance: Francine Parker, Gary Hawks, and Regent Stapleton, who expressed an interest in the Athletics Affairs Committee.

Regent Wilbanks asked if there were any amendments or changes to the minutes of November 14, 2006. Hearing none, he accepted the minutes to be presented at the Board of Regents general meeting.

Fundraising Initiatives/Updates – Craig Fink, Athletics Development Director

Handouts from Craig Fink: Athletic Club Brochure and the FY 07 Fundraising Results (as of 12/31/06).

Craig informed the Committee that the Athletic Club brochure had not changed in many years and that it was now a “work in progress”. The current brochure has more images of our student-athletes, including two student-athlete profiles, and a message from the Director of Athletics. A Mission Statement was defined for the Athletic Club which also included EMU logos, past and present (i.e., Normal, Hurons, Eagles) to represent all donors. Benefits were changed to become more meaningful. Also a new unrestricted giving fund was introduced - Eagles for Excellence. It is a marketing concept around Dr. Gragg and allows him discretionary use of this fund as needed. Brochures were mailed to approximately 5,000 individuals and included a letter personally addressed from President Fallon.

The Committee was impressed with the brochure and said it had “more life”.

Craig Fink presented the FY 07 Fundraising Results (as of 12/31/06), directing the Committee through each section. He stated that donors and dollars are nearly 40% ahead of last year’s pace. The Eagles for Excellence fund reported \$9,480 and is expected to reach \$11,000 by the end of January.

He is pleased with the cooperation of the EMU Foundation and is continuing to work with them to further develop reporting and data management systems to support with athletic fundraising. This is also the first time that an athletic development director has had a graduate student, Jessica Nietrzeba.

Regent Incarnati asked about the Gifts in Kind. Craig stated that they are not considered part of the annual budget but do contribute a good portion of the overall donations. Craig gave some examples of gifts in kind, such as TV’s or an ergometer.

Regent Wilbanks complimented Craig Fink on a great job then raised a question – Based on the fact that we already have a couple of endowments (Kevin Williams and Lucy Parker) that spin-off dollars that are unrestricted, why are we trying to generate additional unrestricted funds, instead of driving more giving to growing the endowment? Craig stated that while the Williams and Parker endowments are helpful, the budget situation still requires much more unrestricted annual giving to help meet the needs of the department.

Regent Wilbanks would still like to see growth in endowments. Craig agreed and stated that currently 10% of all giving goes to endowments and wants to see that increase.

Future plans for fundraising efforts include students calling to past and present donors, in April another version of the Athletic Club brochure will be mailed and a leadership fundraiser started, and in June e-mail solicitations will be sent. During the 4th quarter of the fiscal year Craig wants to 'touch' at least 150 top givers and keep in contact with them. He stated that our donor renewal rate has been under 40% in the recent past and to be healthier it should be over 60%.

Proposed Academic Center/Indoor Practice Facility – Derrick Gragg

Derrick Gragg emphasized that this building is not a football indoor practice facility but will be a student-athlete performance enhancement center and that it has been on the University's master plan for several years. Many or all sports including SASS, from Bowen Field House will be housed in this facility. It will affect the student-athlete not only with meeting their time commitment to athletics, but also help achieve the goals in every part of the athletics strategic plan; overall competitiveness, student-athlete welfare, academic success, facilities, Title IX, and fundraising and fiscal integrity. Off-season conditioning will be possible and will include enhancements to the medical and training services and strength and conditioning rooms. When completed, this facility will be able to compete with other MAC schools in recruitment of students and also in the recruitment of coaches to EMU. It will also bring more exposure to other departments on campus, as they will be able exhibit displays and possibly use building for these programs.

It is expected that 2-3 renderings will be made available in February. This will begin the key process for obtaining lead donors. Although the facility will primarily be used for athletics, it is very feasible for it to bring in income from the community by renting it out. After visiting the Wixom total Soccer Center, a rental plan for this facility for soccer games was developed that could possibly bring in \$300,000-\$500,000 a year.

Our student-athletes are doing very well at EMU with graduation rates increasing to 62%, and, they recently by posted the 3rd best GPA in EMU athletic history.

Regent Stapleton asked what the preliminary cost of this facility would be and Derrick stated that it was still early in the feasibility study to have an accurate number, but he said similar projects at WMU and CMU were between \$25-28 million several years ago.

Strategic Planning Process – Derrick Gragg

The first meeting will be held Wednesday, January 24 and will consist of faculty and staff members from the entire campus. There will be 6 sub-committees: Overall Competitiveness, Student-Athlete Welfare, Academic Success, Fundraising and Fiscal Integrity, Facilities, and Title IX. A full report will be made available in June.

Reese/Jacoby Cup Standings – Derrick Gragg

Derrick reported that the men's and women's sports teams have not raised their standings. The men are in 7th place and the women are in 10th. Volleyball made it to the MAC tournament and lost in 5 sets to the top team in the conference, but he feels confident they will rebound in Fall, 2007, as well as the women's cross country under a new head coach, Sue Parks. The Committee was reminded that an institution may either count indoor track and field or outdoor track and field, but not both. Derrick will work with the MAC to have them re-examine this issue.

Regent Wilbanks questioned the scheduling of EMU football games the same day as the UofM. President Fallon was in the audience and stated that the MAC Commissioner, Rick Chryst, was on campus for two days this summer (the first time he'd been EMU). Rick is fully aware of our concerns and Dr. Fallon said he would be persistent.

Good News from Athletics

- 2007 MAC Joint meetings will be held in Indianapolis January 20-22.
- With 500+ Student-Athletes, this is the 3rd semester that the GPA is over 3.0 (3.022, cumulative 3.083)
 - Derrick Gragg is very appreciative of the work that Melody Reifel Werner, Erin Burdis and Ann Pierson have done in this area.
- Melody Reifel Werner stated that the NCAA is reinforcing and redefining the APR. Waivers will be more difficult to obtain and the penalties will be increased drastically.
 - One scholarship at EMU may be lost, but stressed that many schools are going to lose from 5-9 scholarships.
 - Men's basketball has made tremendous progress (GPA 3.00).
- Steve Watson accepted the Director of Athletics position at St. Bonaventure in New York and began his duties this past week. Previous to his departure there was a well attended gathering to wish him well.
 - There is a lot of interest in the open associate athletics director position.
 - Derrick Gragg thanked the athletics senior staff, Mike Malach, Stephannnie Harvey-Vandenberg, and Scott Schultz, stating that EMU had an excellent staff in place.

Other Business

Regent Incarnati asked what should be presented to the Board to get the facility going. He was told the process has started and a feasibility plan will be presented in March.

The student-athlete performance enhancement center will most likely be located northeast of Rynearson Stadium (football will lose one outdoor practice field).

Regent Wilbanks thanked Derrick Gragg and Craig Fink and adjourned meeting at 1:20 p.m.

Respectfully submitted,

Carol Carrico
Administrative Secretary
Intercollegiate Athletics