

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: **10**

DATE:

September 18, 2012

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

Working agenda for September 18, 2012 and June 19, 2012 minutes to be received and placed on file.

STAFF SUMMARY

- Department of Intercollegiate Athletics goals and Objective for 2012-2013
- Update on Athletic Facility Projects
- Athletic Marketing and Promotions Update
- Robert Murphy Employment Agreement
- 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: September 18, 2012

BOARD OF REGENTS

ATHLETIC AFFAIRS COMMITTEE

Tuesday, September 18, 2012

201 Welch Hall

9 a.m.

AGENDA

- A. Approval of the June 19th, 2012 Minutes
- B. Department of I. Athletics Goals & Objectives for 2012-2013
- C. Update on Athletic Facility Projects – John Donegan
- D. Athletic Marketing and Promotions Update – Ted Coutilish
- E. Robert Murphy Employment Agreement
- F. Good News from Athletics

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of June 19, 2012**

Members:

Regents: Chair Mike Hawks, Floyd Clack and Mike Morris

Athletics: Dr. Derrick Gragg, Director of Intercollegiate Athletics

The Athletic Affairs Committee meeting was called to order at 9:01a.m., by Regent Mike Hawks

Motion to accept the April 17, 2012 minutes. So moved. Motion carried.

Annual EMU Sport Program Review

Dr. Gragg was introduced by Chair, Mike Hawks and Dr. Gragg introduced Dr. Melody Werner who assisted Dr. Gragg in his power point presentation (see attached) Grade Report, showing outstanding GPA's. We have achieved the highest semester in GPA with a 3.120. Seventy-nine percent of our athletic teams posted a 3.0 this semester. During winter 2012 an increase from the 20 who earned a 4.0 during fall 2011. We have the highest number of MAC Scholar-Athletes of the Week in the conference, a total of fifteen. We had fifty-four student-athletes named to the Academic All-MAC Teams this past year.

Associate Mike Malach, presented the Athletic Affairs Committee report (see attached) indicating our accomplishments over the years. Some highlights he reflected on were the Reese and Jacoby Cup trophies, 21 MAC championships, 27 MAC Coach of the Year. Highest cumulative GPA in our history, at the awards banquet 198 upperclassman were recognized, that is an outstanding achievement. Kim Berrington was all time winning coach in Volleyball. And thank you to Melody Werner for all her efforts on helping to teach about NCAA certification etc. Regent Mike Morris asked if we were losing any returning student to other schools and Mike Malach stated – No. Regent Morris then stated what an incredible GPA increase, when he was here they did a lot different, you should be very proud and more importantly, your students should be.

2012-2013 Athletic Department Budget

John Lumm was then introduced to give his presentation of the 2012-2013 Athletic Department Budget. (See attachments, 1 through 5.)

Contract Recommendation

Dr. Gragg made a recommendation, that the new head women's basketball coach, Tory Verdi, employment contract to be forwarded to the entire Board of Regents for approval. Dr. Gragg explained that Coach Tory Verdi will be presented to those assembled, at the 1p.m. portion of the Board of Regents meeting. Dr. Gragg stated that Tory had hit the ground running and that he has reached out to the community. Mike Morris asked if Legal has reviewed his contract. Dr. Gragg indicated that his contract is all covered through Legal. He then welcomed Tory to EMU Athletics.

Good News from Athletics

Dr. Gragg then updated us on some good news from athletic topics, which included a positive report on athletic fundraising. Four of the top six athletic fundraising totals have been achieved during the past six years, with this past year ranking as number 5 in history.

Lastly, as everyone knows, our Track and Field program is renowned throughout the country. EMU has had a track representative compete in every summer Olympic Games since Hall of Famer, Hayes Jones in 1960. This year the streak continues as **Eric Alejandro**, has qualified for this summer's Olympics in the 400-meter hurdles and will be competing for the Puerto Rican Team. Former EMU All-American high jumper **Jamie Nieto**, may be the next former Eagle heading to the Olympics in London. Nieto, a 1999 EMU graduate and an EMU Athletic Hall of Fame inductee in 2012, hit the Olympic Games standard of 7-feet-7 inches in a third-place finish at the NYC Adidas Meet, held June 9th in New York. That leap makes him eligible to compete for the United States at the London games, but he still must place in the top three at the U.S. Olympic Trials later this summer. We also have 7 current swimming student-athletes competing at the Olympic Trials along with 2 former swimming student-athletes.

Mr. Chairman it is recommended that the working agenda for June 19, 2012 and the April 17, 2012 minutes be received and placed on file... I so move.

Athletic Affairs Committee adjourned at 9:24a.m/pm.

Respectfully submitted,

Karen A. Hansen
Administrative Secretary
Intercollegiate Athletics

kah
Minutes, June 19, 2012.doc

EASTERN MICHIGAN UNIVERSITY

Department of Intercollegiate Athletics

Athletic Department Goals

Athletic Affairs Committee
September 18, 2012



Mission for EMU Athletics

Our mission is to guide, support, and inspire our Student-Athletes in their pursuit of excellence –academically, athletically and socially, while maintaining a successful Division 1A athletics program.



Athletic Departmental Goals

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



NCAA Certification Improvement Plans

Eastern Michigan University (EMU) athletic program in conjunction with the University administration, will implement plans of action/improvement plans for athletics as specified within the NCAA Certification report.



Integrity and NCAA Compliance

- Coaches, Athletic Administrators, Student-Athletes and supporters of EMU athletics will be educated on NCAA and MAC rules and regulations.
- All infractions will be reported to the NCAA and/or MAC in a timely fashion.
- 2011-12 Secondary Violations Report



Student-Athlete Academic Success

- The Department of Athletics will maintain a yearly graduation rate at least equal to that of the student body.
- Highest Student-Athlete grade point average in history, Winter 2012 (3.177 - 520+ Student-Athletes)
- 54 Academic All-MAC Student-Athletes
- 15 MAC Scholar Athletes of the Week (most in the MAC)



Competitiveness

- EMU athletic programs will be competitive in the Mid-American Conference and at the NCAA national championship level.
- The EMU men's athletic programs will finish in the top half of the competition for the Reese Cup and the women's athletic programs will finish in the top half of the competition for the Jacoby Trophy.



Year in Review

- Revenue-producing Sport Programs
- Reese Cup runner-up
- 2 MAC Championships, 2 West Division Championships, Women's Basketball NCAA Tourney appearance
- 22 Individual MAC Champions
- 5 MAC Coaches of the Year
- MAC Athletes of the Year
 - MTR(I), Men's Swimming & Diving, WBB



Athletic Fundraising

- Continue to build an overall fundraising program for athletics that is organized, data-driven and repeatable that has potential for sustainable fiscal growth.
 - Increase private source fundraising totals yearly with an emphasis on capital projects and endowments.



Increase Actual Football & Men's and Women's Basketball Attendance

- Football and Men's and Women's Basketball actual attendance will increase by at least 5% annually.
- Ultimate Goal: Actual attendance for football will reach 15,000.



Main Concepts to Increase Attendance

- Create concepts in conjunction with University Marketing & Communications
- Host football games in conjunction with EMU new student orientation (2013)
- Football games versus historically black colleges and universities (HBCUs) – 2013 and 2014
- Schedule home games versus premiere opponents in basketball and football (MBB vs. Purdue)
- Annual Huron “throwback” recognition games



Go Green!



SUMMER ATHLETICS PROJECTS 2012



**Bowen Field House
Second Floor Painting**



West Stair Case Bowen Field House

E



Bleacher Removal Bowen Field House

E

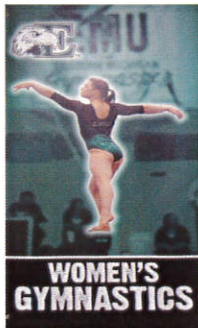




**Epoxy Flooring on
Upper Level Bowen
Field House**



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**Women's
Gymnastics Locker Room
Bowen Field House**

E





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Fence and Scoreboard Varsity Field



Tennis courts West Campus

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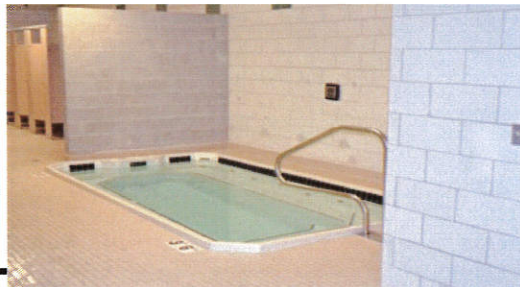




**Oestrike Stadium
West Campus**



**Football Lockers and Cold Tub
Team Building**





**Baseball Locker Room
Rynearson Stadium**

**Women's Basketball Locker Room
Convocation Center**





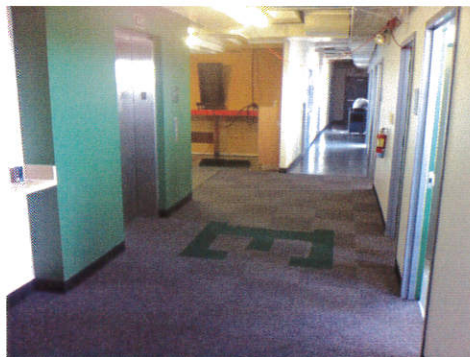
Rynearson Stadium



Fence Replacement



Press Box Rynearson Stadium



Flooring Replacement & Painting

Championship Banner Project



Bowen

TOGETHER

Help Make the 2012 TRUEMU
Football Season a Big Success

Presented by
Theodore G. Coutilish
and Tyler Jones



 NATION

MUCH TO CHEER ABOUT

- 6-6 in 2012, best season in years
- Fifth biggest turnaround in the nation
- MAC Coach of the Year
- 16th best rushing attack in the nation
- Another strong recruiting class



MARKETING RESEARCH

- 20 football marketing focus groups
 - Alumni, friends, donors
 - Students
 - Faculty/staff
 - Community
 - E-Gridiron Group
 - Season ticket holders
 - Student cheering section



RESEARCH RESULTS

- Most common comments:
 - Increase players/coaches connections
 - Continue to expand Tailgate Town
 - Target more groups, families, faculty/staff
 - Continue TRUEMU campaign
 - Improve game operations
 - Create and televise coaches show



RESEARCH RESULTS, CONT.

- Common comments:
 - Add and promote more contests, giveaways
 - Offer more ticket packages, discounts
 - Create more energy leading up to the game
 - Continue to improve customer service
 - Improve scoreboard promotions
 - Improve game scheduling
 - Create bigger giveaways



WHAT'S NEW

- Athletics theme: **"TOGETHER"**
- Assistant director of athletics marketing
- Fox Sports Detroit "non-coach" show
- February 2013 car giveaway
- More corporate partnerships



MARKETING PLAN

- Five marketing strategies from research:
 1. Improve football creative
 2. Increase football advertising frequency and reach
 3. Improve football promotions
 4. Increase the fan experience
 5. Increase football ticket sales



IMPROVE FOOTBALL CREATIVE

- More broadly interpret “I AM **TRUEMU**”
- Promote “**TOGETHER**” theme
- Strengthen creative look and feel
- Promote #EMUFB everywhere
 - Publications
 - Web
 - On the field



INCREASE AD FREQUENCY/REACH

- Fox Sports Detroit
- Digital billboards along I-94 and US 23
- Ann Arbor Radio
- Social media



IMPROVE PROMOTIONS

- Use stronger graphics, messages
- Increase player and coach appearances
- Increase frequency of communications to season ticket holders
- Create and distribute more videos





IMPROVE THE FAN EXPERIENCE

- Upload more videos/pics on social media
- Increase contests and engagement opportunities
- Place more volunteer greeters
- Continue \$3 for hot dogs and pop



INCREASE TICKET SALES

- Expand Ticket Stimulus program
- Expand Eagle Nation Rewards Program
- Expand outreach to local organizations



3 WAYS U CAN HELP

1. Host a tailgate for your division/office
 - Excellent employee morale builder
 - Show your school spirit
 - Let us help U plan your outing



3 WAYS U CAN HELP, CONT.

2. Actively invite your employees to join Eagle Nation Rewards Program

- Attend home athletics games to earn points
- Points posted on web site
- More points = free merchandise
- Graduated prizes starting with T-shirt
- emueagles.com



3 WAYS U CAN HELP, CONT.

3. Invite Swoop and Spirit Squad to come to one your division or department meetings



2012 Home Games

- Illinois State, 1 p.m. September 8
- Kent State, 1 p.m. Oct. 6 (Homecoming)
- Toledo, 1 p.m. October 13
- Army, 1 p.m. October 20
- CMU, 1 p.m. November 10
- Northern Illinois, TBA November 23



Let's Get it Started!

