

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 12
DATE: December 10, 2013

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

It is requested that the Board of Regents receive and place on file the working agenda for the December 10, 2013 meeting and October 1, 2013 minutes.

STAFF SUMMARY

- Approval of Tuesday, October 1, 2013 Minutes
- Reese and Jacoby Cup
- Community Service Initiatives
- Academic News
- Updated Staff News
- Letter Jacket Ceremony-December 2nd
- Men's and Women's Basketball updates
- Fall Sport Reports

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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

University Executive/Officer

Date

BOARD OF REGENTS

ATHLETIC AFFAIRS COMMITTEE

December 10, 2013

201 Welch Hall

9:00am

A G E N D A

- A. Approval of Tuesday, October 1, 2013 Minutes

- B. Reese and Jacoby Cup
 - a. Current Standings
 - i. Reese-1st place-EMU, 2nd place-Akron, 3rd place CMU
 - ii. Jacoby-1st place-EMU, 2nd place-Miami, 3rd place CMU

- C. Community Service Initiatives
 - a. 2nd and Seven Foundation reading program-every Friday student athletes read to 2nd grade classrooms in Ypsilanti elementary schools
 - b. Department of Athletics Holiday Party-Salvation Army

- D. Academic News
 - a. Federal graduation rates
 - i. 2010-11-56%
 - ii. 2011-12-60%
 - iii. 2012-13-64%
 - b. Graduation success rates
 - i. 2010-11-72%
 - ii. 2011-12-74%
 - iii. 2012-13-77%
 - c. Academic Excellence Award-15 SAs were honored for their academic accomplishments during the 2012-13 academic year. This award honors student-athletes who have graduated in the past academic year

with a minimum 3.80 cumulative grade-point average and have also participated in at least two years of intercollegiate athletics at a Football Bowl Subdivision (FBS) institution. Our 15 athletes not only lead the MAC in honored student-athletes, but the count also ranks second among all eligible schools, bested only by Baylor University's 18 honorees.

- E. Updated Staff News
 - a. Associate Athletic Director for Development search is underway
 - b. Head Football Coach search

- F. Letter Jacket Ceremony-December 2nd

- G. Men's and Women's Basketball updates
 - a. Rock the Rec
 - b. Shuttle system
 - c. Floor seats

- H. Fall Sport Reports
 - a. Men's Cross Country-4th consecutive MAC Championship
 - b. Women's Cross Country
 - c. Football
 - d. Women's Soccer-Regular Season MAC Champions, Hosted MAC Tournament
 - e. Women's Volleyball
 - f. All winter sports are underway

Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of October 1, 2013

Members:

Regents: Chair Mike Hawks, Mary Lang, James Webb

Athletics: Heather Lyke, Athletics Director/Vice President

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 8:30 am.

Minutes approved by Mary Lang.

Heather Lyke was introduced as the new Athletic Director, the 12th AD in EMU history.

Heather Lyke introduced new Softball Coach, Melissa Gentile. Coach Gentile brings five years of NCAA Division I coaching experience which includes one year as a head coach at Jacksonville University, four years as an assistant coach at Central Michigan University and Eastern Michigan University. Most recently, she has spent the past seven years as the owner/director of Powerline Softball in Clearwater, Florida. In total, she has tutored 28 NCAA All-Conference, 18 All-Region and numerous high school All-American selections.

Organizational Structure:

Communication:

Internally in the Athletics Department we are trying to build a team, emphasizing it is a privilege to be an Eagle. We have adopted the Eagles Unite Theme. In addition, we have begun to have monthly coaches and staff meetings. These meetings bring the department together to share knowledge, voice concerns and bring the University to us, by inviting guest speakers from the campus community.

Organization:

We have three Sport Administrators on hand; Heather Lyke, Christopher Hoppe, Melody Reifel Werner. The role of Sport Administrator was created to enhance the teams. We wanted all the coaches to feel like they had someone there to support them. We hired a new Faculty Athletic Representative; Edward Sidlow, is both engaging and enthusiastic about Athletics. Matthew Jakobsze will join the Athletic Department beginning on October 28, 2013 as the Associate Athletic Director for Compliance.

University Activities:

To feel a part of the University, Athletics has offered to assist with many recent on campus activities. All staff were required to attend Lunch at the Lake House with President Martin in August. Many of our teams and staff joined the University community in welcoming new students with making house calls and helping with move in day.

Department CPR Training:

The Athletics Department recently went through CPR Training.

Community Service Initiative:

Something that is very important to the Athletics Department is for the student athletes to become visible in the community. One way we are doing this is by participating in the Tackling Illiteracy Program with the 2nd & 7 Foundation. The mission of The 2nd & 7 Foundation is to promote reading by providing free books and positive role models to kids in need, while encouraging young athletes of the community to pay it forward.

Eagles Unite Games:

The Eagles Unite Games are a new tradition of athletes attending games not to play, but to cheer on their fellow teammates. The Athletic Department requested each head coach to select a game on their schedule to designate as their Eagles Unite game. Based on the coach's feedback, a year-long schedule for the Eagles Unite campaign was developed. Every student-athlete is encouraged to attend these specific games affiliated with the Eagles Unite campaign as an opportunity to show their school pride, while building camaraderie amongst other student-athletes. Every student-athlete was given an Eagles Unite t-shirt at their fall kick-off meeting to wear proudly at the game. The women's soccer game against Northern Illinois University, Sept. 27, was the first Eagles Unite game of the season.

Reese and Jacoby Cup-Education and Awareness:

The Reese (Men) and Jacoby (Women) Cup is awarded to the school with the highest average, based on finishes in the men's and women's sports. Baseball, Men's and Women's Basketball, Football, Soccer, Softball, Tennis, Volleyball and Wrestling receive points based on their Regular Season record. Cross Country & Track, Golf, Gymnastics and Swimming & Diving receive points based on the MAC Championship finish. EMU has won the Reese Cup four times in 40 years and has been runner-up six times. We have never won the Jacoby Cup in 29 years. We have only been runner-up twice.

Branding Initiatives-Block E:

Athletics is moving forward with the Block E. Everything from uniforms to stationary will be changed.

Fundraising Updates:**Short term facility or sport program needs:**

Athletics is going to review our revenue opportunities: Concessions/Parking/Tickets. We are also going to assess all of our facilities. Visually we need to look appealing to recruits. Needs, costs, prioritizing all guide fundraising initiatives.

Upcoming opportunities to entertain potential donors:

We will entertain donors at the Army and Northern Illinois Football Games and at Kentucky, Purdue, Duke and Syracuse Men's Basketball Games.

Fall Sport Reports:

We have 59 student athletes in the Honors Programs. Current Athletics GPA is 3.19. There are currently 209 scholar athletes. (W) Soccer has started out very strong with 2-0 in the MAC Conference

Heather Lyke finished by thanking everyone for the opportunity to lead the Athletics Department and positively impact the lives of the student-athletes. Opportunity to be more than a staff member, to be a difference maker. Opportunity to be more than a student-athlete, to be a champion.

Respectfully submitted,

Lori Barron
Administrative Secretary