

**BOARD OF REGENTS**  
EASTERN MICHIGAN UNIVERSITY

SECTION: 14

DATE:

**June 10, 2014**

**RECOMMENDATION**

**ATHLETIC AFFAIRS COMMITTEE**

**ACTION REQUESTED**

It is requested that the Board of Regents receive and place on file the working agenda for the June 10, 2014 meeting and March 25, 2014 minutes.

**STAFF SUMMARY**

- Approval of Tuesday, March 25, 2014 Minutes
- Multimedia rights renegotiated
- Personnel Updates
- Football Game Day Planning
- Men's & Women's Basketball Game Day Planning
- FY 2014-15 Department of Intercollegiate Athletics Budget

**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

June 10, 2014

201 Welch Hall

8:45am

### A G E N D A

- A. Priorities
  - a. Multimedia rights
    - i. Corporate Sponsorships
    - ii. Tickets
    - iii. Merchandise
  
- B. Personnel Updates
  - a. Head Gymnastics Coach search is underway
  - b. Senior Associate Athletics Director /Sport Administration is underway
  - c. Men's Director of Basketball Operations is underway
  - d. Head Baseball Coach search is underway
  - e. Head Rowing Coach search is underway
  - f. Women's Basketball Coaches
    - i. Michael Groulx  
Groulx comes to EMU following two successful seasons at Head Coach at St. Clair County Community College. Obtaining an overall record of 62-7 at the helm of the Skippers, Mike led the team to two league championships and 3 district championships (1 championship was won as Interim Head Coach). He was also named his District's Coach of the Year three times (once as Interim Head Coach), the MCCA State Coach of the Year twice, and BCAM Coach of the year once. Prior to taking charge of the women's team, Mike served as Assistant Coach and Recruiting Coordinator for the men's basketball team at St. Clair County Community College.
    - ii. Carly Thibault  
Thibault comes to EMU from Florida State where she served as Director of Recruiting Operations last season. She played for four years at Monmouth University where she was named the NorthEast Conference Scholar-Athlete of the Year following her senior season. She was also an All-NEC third-team selection after her senior year and was awarded the Team Coaches' Award following her Junior Year.
  - g. Cheerleading Coach
    - i. Mary Spilski  
Spilski comes to Ypsilanti after serving as Interim Head Coach for the Wyoming University Cowboys/Cowgirls of the Mountain West Conference. Prior to her stint as Interim Head Coach she was the Assistant Coach for the cheer program at Wyoming. She has more than 12 years of experience as a cheer coach at both the high school, community college and University levels.

- C. Football Game Day Planning
  - a. Turn It Up Turn It Green event
  - b. New Game Day website – goes live July 1
  - c. New and additional signage around the stadium
  - d. Moving visiting team activities to east side of stadium
  - e. Parking Plan
  - f. New ticket plans-earlier on sales date
  - g. Enhancing the game day experience
    - i. Music
    - ii. Corporate tents
    - iii. Kids zone
    - iv. Tailgate zone
  
- D. MBB/WBB Basketball Game Day Planning
  - a. Conducting meetings once a week similar to FB Game Day Planning
  - b. Tickets on sale August 15, 2014
  
- E. FY 2014-15 Department of Intercollegiate Athletics Budget
  
- F. Fundraising/Endowment Update
  - a. Eagles Pride Introduction

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of March 25, 2014**

**Members:**

Regents: Chair Mike Hawks, James Webb  
Athletics: Heather Lyke, Athletics Director/Vice President

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

Minutes approved by James Webb

**Reese and Jacoby Cup:**

Eastern is in 3<sup>rd</sup> place for Reese Trophy and 4<sup>th</sup> place for the Jacoby Trophy. The Cartwright Award was named after Carol Cartwright, President of Kent State University and Bowling Green State University. It's one award that is based on academics, athletics and citizenship.

**Academic News:**

33 Student-Athletes attended the 4.0 Lunch with President Martin and Heather Lyke. 345 3.0 scholar athletes were recognized during a Men's Basketball game. The 3.0 Scholar-Athlete dinner, will be held April 14, 2014 at 6:00pm in the Student Center.

**Updated Staff News:**

Dan McLean was hired as the Associate Athletic Director, Development. McLean came to EMU after working as the Major Gifts Officer for the Mountaineer Athletic Club at West Virginia University. He is originally from Canton, Michigan. Herb Haygood was recently hired as Wide Receivers Coach for Football. Haygood was the Associate Director of player personnel for the Indiana University football team for the past year. The search is underway for an Assistant Athletic Director of Equipment Operations.

**Football Updates:**

A video was shown to get a look into Coach Creighton's first 100 days as Head Coach. Information to season ticket holders was sent out prior to the meeting. Prices increased though we haven't seen an increase since 2005 and at that time it was only \$1.00 an increase. We are now up to speed with our competitors. There are three Reserved sections, sections 104, 105 and 106 and prices are \$20 day of game and \$15 preseason and General admission is \$15.00 day of game and \$12.00 preseason. Chairbacks will also be offered at a price of \$100 plus a \$200 donation either to EMU Football or Eagles Pride. In addition, the Eagles Pride Suite tickets will be offered at \$150 with a \$1,500 donation to EMU Football or Eagles Pride. Also, new for the 2014 season, each non-VIP parking lot has a \$5 charge per vehicle and a \$20 charge per motor home. For VIP parking you will need to sign up for the Eagles Pride Suite level ticket package, which will include free access to the VIP lot.

**Development:**

Eagles Pride is the annual fund supporting all areas of Eastern Michigan University Athletics. In addition, to your gifts to Eagles Prides, there are additional benefits available to you as well, depicted with the initials E A G L E S. There will be different levels, E.A.G.L.E., and benefits, invitations and newsletters. This is something special, showing our gratitude for those that help us out.

**Football Game Day Planning:**

A committee has been meeting every Wednesday since January to create a memorable Game Day experience. The following is a small list of items brought up for discussion:

- a. The creation of a Football Game Day Website
- b. Season Premiere Dinner with Donors and Coaching Staff in August
- c. Tailgate Town for students
- d. Turn It Up! Turn It Green! 2 hour pep rally before each home game
- e. Gates will open 1 ½ hours prior to kick off
- f. Add MAC Flags around stadium
- g. Live Eagle at games
- h. Free Shuttle for students
- i. Football Luncheons beginning, August 27
- j. Giveaways
- k. Fireworks
- l. Family Fun Zone
- m. Eagle Kids Club

**Winter and Spring Sports Reports:**

6 teams season's are complete; Men's and Women's Basketball, Gymnastics, Swimming, Indoor Track and Wrestling. Men's Swimming finished 2<sup>nd</sup> at the MAC Championships and Men's Track finished 3<sup>rd</sup> in the MAC Championships. Wrestling sent 4 student athletics to the Championships. Baseball, Golf, Rowing, Softball, Tennis and Outdoor Track are underway.

Respectfully submitted,

Lori Barron  
Administrative Secretary