

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

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| SECTION: | 10 |
| DATE: | October 7, 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 October 7, 2014 meeting and June 10, 2014 minutes.

STAFF SUMMARY

- New Head Coach
- MAC Cartwright Award
- Updated Staff News
- Platforms for Communication
- Involvement in University Activities
- Academic News
- Revenue Report
- Development
- Football Game Day Updates
- Basketball Planning Updates
- Highlight Department-Media Relations
- 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 Topics – Athletic Affairs
October 7, 2014**

Department of Athletics

1. New Head Coach
 - a. Mark VanAmayde (Baseball) – at 2:00pm
2. MAC Cartwright Award – Winners!
3. Updated Staff News
 - a. New Organizational Chart (attached)
 - b. Administrative Councils
 - i. Sports Administration Council
 - ii. External Council
 - iii. Finance and Facilities Council
 - iv. Student-Athlete Experience Council
 - v. Compliance Council
 - vi. Camp Council
 - c. Deputy Director of Athletics – Christian Spears
 - d. Associate Athletic Director for Sports Administration – Erin Kido
 - e. Associate Athletic Director for Sports Medicine – search is underway
4. Platforms for Communication
 - a. All Staff Meetings – meet bi monthly – First one was September 9.
 - b. All Student-Athlete meeting – Great Expectations Theme. Champions Built Here Exercise – September 8th (attached)
 - c. All Coaches meetings – meet monthly – First one was September 2.
 - d. LykeLine – Newsletter and Ask the AD
 - e. Department CPR Training
5. Involvement in University Activities
 - a. House Calls – All head coaches and senior staff participated
 - b. Move-in Day – Selected head coaches and student-athletes participated
6. Academic News
 - a. 4.0 Lunch – 33 student-athletes attended lunch with the President and me at the Tower Inn on September 26
7. Revenue Report (attached)
8. Development
 - a. Creation of Eagles Pride (attached) – annual fund giving program
 - b. Eagles Pride financial report

9. Football Game Day Updates

10. Basketball Planning Updates

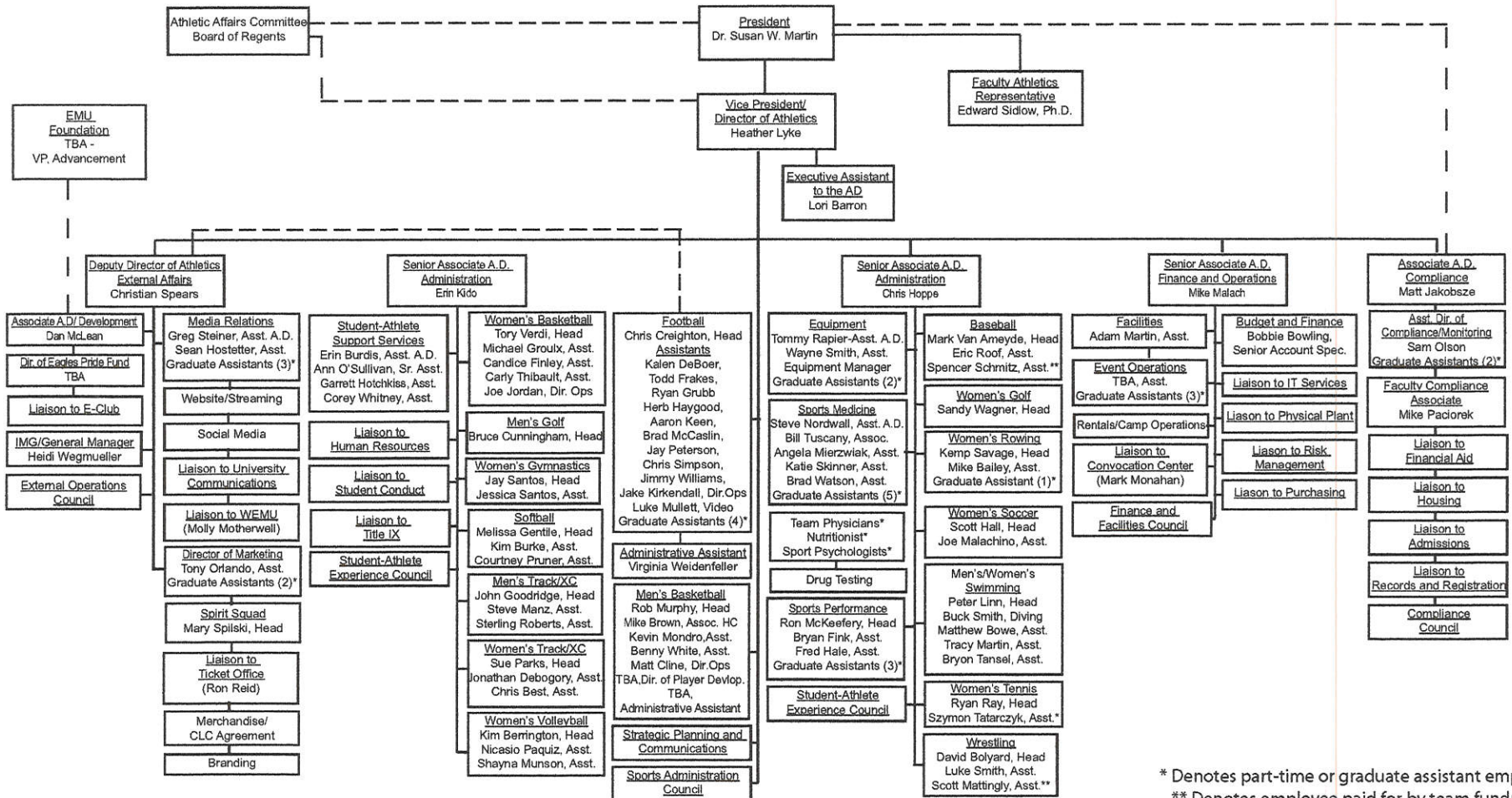
- a. Party in the Paint – October 23
- b. Season Ticket packages

11. Highlight Department - Media Relations

12. Fall Sport Reports

- a. Women's Soccer
- a. Men's Cross Country
- b. Women's Cross Country
- c. Football
- d. Women's Volleyball

EASTERN MICHIGAN UNIVERSITY DEPARTMENT OF ATHLETICS ORGANIZATIONAL CHART



* Denotes part-time or graduate assistant employee
 ** Denotes employee paid for by team fundraising
 Information is current as of Sept. 9, 2014

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of June 10, 2014**

Members:

Regents: Chair Mike Hawks, James Stapleton

Athletics: Michael Malach, Senior Associate Athletic Director/Finance, Facilities and Operations

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 8:45 a.m.

Priorities:

As of July 1, 2014 Eastern Michigan University has discontinued their relationship with Pakmode and are in the process of securing another new multimedia rights agreement. We are exploring an external ticket sale program to boost season and individual ticket sales. We are working on an RFP to handle merchandise sales for our department and across all of campus.

Personnel Updates:

Athletics is in the process of filling six vacant positions, including Head Gymnastics Coach, Head Wrestling Coach, Head Baseball Coach and Head Rowing Coach, Senior Associate Athletics Director and Men's Director of Basketball Operations. We have three new additions to our staff. Michael Groulx was hired on May 12, 2014 as a Women's Basketball Assistant. He comes from St. Clair County Community College where he was the Head Coach the last two years with an overall record of 62-7. Carly Thibault another Women's Basketball Assistant also started on May 12, 2014; comes from Florida State University where she served as the Director of Recruiting Operations. Mary Spilski is the new Cheer Coach and comes to us after serviced as Interim Head Coach for the Wyoming University Cowboys/Cowgirls.

Football Game Day Planning:

Every Wednesday beginning in January we held a football planning meeting. The items that were brought up for discussion were to provide the best fan experience for our guests. Turn It Up Turn It Green is an event that takes place prior to kickoff with the band and team. We are launching a new game day website on July 1, 2014. New and additional signage matching Oestrike Stadiums signage will be seen throughout the stadium. We have moved all visiting team activities to the east side of the stadium. We are putting together a plan to charge for parking. We are enhancing the game day experience with added music, corporate tents, a kids zone and a new look tailgate zone. Season ticket sales have begun, single game sales begin July 1, 2014.

MBB/WBB Basketball Game Day Planning:

We are in the initial stages of planning and have begun weekly meetings similar to the football planning meetings. Ticket sales start on August 15, 2014

FY 2014-15 Department of Intercollegiate Athletics Budget:

It was recommended that the Board of Regents receive and place on file the recommended fiscal year 2014-15 Department of Intercollegiate Athletics General Fund Operating Budget and the Game Guarantee designated fund projections for the fiscal years 2014-15, 2015-16 and 2016-17.

Fundraising and Endowment Update:

The EMU Athletic Club has been re-branded as Eagles Pride and will officially launch this fall

Respectfully submitted,

Lori Barron
Administrative Secretary