

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 8
DATE: December 5, 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 December 5, 2014 meeting and the October 7, 2014 minutes.

STAFF SUMMARY

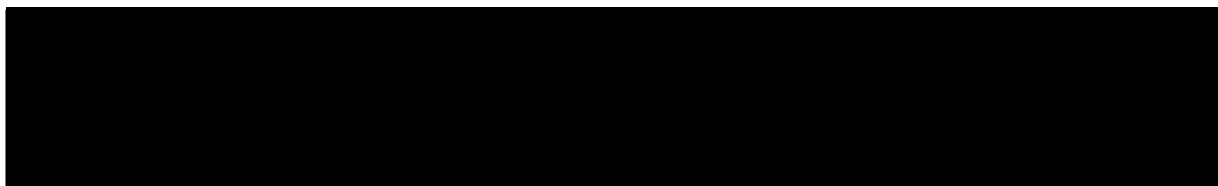
- Approval of Tuesday, October 7, 2014 Minutes
- Updated Staff News
- Platforms for Communication
- Community Service Updates
- Academic News
- Football Sales Summary for Fall 2014
- Basketball Planning Updates
- Revenue Report
- Development
- Highlight Sport-Men's and Women's Cross Country
- Fall Sports Reports-Conclusion

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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



BOARD OF REGENTS

ATHLETIC AFFAIRS COMMITTEE

December 5, 2014

201 Welch Hall

8:45 a.m.

A G E N D A

- A. Updated Staff News
 - a. Associate Athletic Director for Sports Medicine-search is underway
 - b. SAAC-Student-Athlete Advisory Committee
 - i. Jock Jams – January 22 – Funds raised will go to Ypsilanti City Schools
 - ii. The Ypsi’s-End of the year award show

- B. Platforms for Communication
 - a. LykeLine – Newsletter and Ask the AD – Data

- C. Community Service Updates
 - a. buildOn Program – Osborn High School in Detroit

- D. Academic News
 - a. NCAA Graduation Success Rates

- E. Football Sales Summary for Fall 2014 (attached)

- F. Basketball Planning Updates
 - a. Season Ticket Sales
 - i. Men’s Basketball
 - ii. Women’s Basketball
 - b. Courtside Seating
 - i. Men’s Basketball
 - ii. Women’s Basketball

- G. Revenue Report (attached)

- H. Development
 - a. Grateful Giving Week – Thanksgiving Week – November 24-28
 - i. Monday T – Take a look at our new website
 - ii. Tuesday H – How we soar – Eagles Pride
 - iii. Wednesday A – Admiring our Student-Athletes
 - iv. Thursday N – Not without you – Corporate Partners
 - v. Friday K – Kick off with our first Eagles Pride Reception
 - S – See you form the tunnel at the game
 - b. 100% athletic staff campaign

- I. Highlight Sport – Men’s and Women’s Cross Country
 - a. John Goodridge – Head Men’s Cross Country Coach
 - b. Sue Parks – Head Women’s Cross Country Coach

- J. Fall Sport Reports – Conclusion
 - a. Women’s Soccer
 - b. Men’s Cross Country
 - c. Women’s Cross Country
 - d. Football
 - e. Women’s Volleyball

HL/lb
Agenda June 10, 2014.doc

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of October 7, 2014**

Members:

Regents: Chair Mike Hawks, Floyd Clack, Mary Treder Lang
Athletics: Heather Lyke, Athletics Director/Vice President

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 9:00 a.m.

MAC Cartwright Award – Winners!

Heather began the meeting sharing with us the trophy the Athletic Department received for the Cartwright Award. The Cartwright Award is the most prestigious honor given by the MAC and is awarded to the best school in the MAC in the following three categories: Academics, Athletics and Citizenship/Community Service. This is the first time EMU has won the award.

Updated Staff News:

Heather introduced two new key members to the Athletic Department: Christian Spears, Deputy Director of Athletics and Erin Kido, Senior Associate Athletic Director for Administration. Heather presented the new organizational chart. She went on to describe the roles of the Administrative Councils. Sports Administration Council, External Council; is ran by Christian Spears and involves IMG who assists with multi- media rights and corporate sponsorships, Finance and Facilities Council is run by Mike Malach to review rentals and website updating , Student-Athlete Experience Council is run by two of our Sport Administrators Erin Kido and Chris Hoppe, Compliance Council is ran by Matt Jakobsze and Camp Council. There is a search underway for the Associate Athletic Director for Sports Medicine.

Platforms for Communication:

Heather has created several platforms for internal communication.

Staff meetings are schedule bi-monthly and the first one was September 9. All Coaches meetings meet monthly; the first one was September 2. The All Student-Athlete meeting was on September 5. The theme was “Champions Built Here”. The Student-Athletes came up with words that represent each letter in the word Champions and helped define what a champion means to them. The words our Student-Athletes chose were: (C) Character, (H) Heart, (A) Ambition, (M) Motivation, (P) Passion, (I) Intensity, (O) Opportunity, (N) Never give up, (S) Sacrifice.

The Lykeline is our question-and-answer forum with Eastern Michigan University Vice President and Director of Athletics, Heather Lyke; we will choose a handful of questions each month and publish the answers on LYKELINE.

Involvement in University Activities:

Heather is emphasizing the importance of our Athletic Department Staff being involved in campus and community activities. All Head Coaches participated in University house calls. Selected Head Coaches and Student-Athletes participated to help incoming freshmen move in to the dorms.

Community Service Initiative:

Athletics has partnered with the 2nd & 7 Foundation to be a part of the “Tackle Illiteracy” program. The mission of the 2nd & 7 Foundation is to help promote literacy by providing free books and positive role models for children in need. Every Friday during the academic year, Student-Athletes visit local elementary schools, reading to kids, handing out books and reminding them why reading is important. 700 books were distributed to Second Graders last year.

Academic News:

The Department of Athletics hosted a 4.0 Luncheon for all Student-Athletes who received a 4.0 last academic year. We had 67 Student-Athletes earn a perfect GPA. The current GPA for all Student-Athletes is 3.18 and we have 327 scholar athletes.

Revenue Report:

Christian Spears presented an updated revenue report that outlined each of the sources of revenue for the department. It summarizes the last two years of revenue and the projected goals for revenue for the upcoming year. Christian's role is to coordinate the external operations of the Athletic Department and to create new sources of revenue as well as enhance existing sources. Some new possible revenue options are as follows: Licensing company branding the Athletics E logo brand, pouring rights; we are up for renegotiation with Pepsi in two years, merchandising rights, which Follett will run, beverage-alcohol, developing a drink responsibility plan, apparel sponsorship, our Equipment Manager is Adidas enhanced and an all access webstream.

Fundraising Report:

Dan McLean updated the Board on several key initiatives. Athletics Giving Year to Date totals \$138,000; \$100,000 cash, \$32,000 pledged and \$6,000 gift-in-kind. We are \$5,000 ahead from last year. The All Staff Eagles Pride, which encourages all of our Athletic Department Staff Members to become a member of Eagles Pride. To date, we have 60% staff who have joined and supported Eagles Pride. Dan presented the attached endowment report. As of today, the total market value is \$4,024,878.77 a total gain of \$481,379.24. In addition, When...Win meetings have been set up with all Head Coaches, Development Staff and Sport Administrators to discuss major fundraising priorities of each of the teams.

Football Game Day Updates:

There is a new football game day website (www.Emugameday.com) which highlights all of the information our fans and donors could want to know regarding football game days at Eastern Michigan. There is a new tradition being created on football game days. It is called "Turn It Up, Turn It Green." This is a pregame pep rally that starts 2 ½ hours before kickoff that includes the band, cheerleaders, dance team, live eagle, football team and coaches. Some other ideas have been implemented to help enhance our football game day experience, such as Family Fun Zone, new merchandise options, live eagle, cement wall, 467467 text campaign and a \$5.00 charge for parking.

Basketball Planning Updates:

The Athletic Department will be hosting a Party in the Paint for specific Eagles Pride donors on October 23 as well as a season ticket holder appreciation night on November 5 at Red Rock (one of our new corporate partners). All basketball season tickets and courtside seats are now on sale. There are several key marketing initiatives taking place prior to tip-off. One involves providing 22 prizes to fans 22 days before tip off and the team won 22 games last year.

Highlighted Department:

Media Relations serves as a communication link between EMU Teams, Athletes, Coaches and Administrators and the Media. Media Relations promotes timely and accurate coverage by coordinating interviews, servicing the information needs of reporters and compiling and maintaining statistics, photographs, historical records and the Athletic Departments official web site: EMUEagles.com. EMU's Media Relations Department is the smallest in the Mid American Conference. The Media Relations Department serves as radio analyst during Basketball broadcast while doing play by play for Volleyball, Baseball and Softball, established a handbook for Student-Athletes in dealing with the media and introduced the "Getting to Know an Eagle" feature as well as the Top Stories of the Year. Some upcoming

projects include establishing an online photo archival system and collaborating with CMTA for a video board production internship program. On August 19, 2014, the Mid-American Conference and ESPN announced a 13-year rights agreement.

Fall Sport Reports:

Cross Country is running well and preparing for MAC Championships. Football plays at home October 11 vs. Buffalo. Soccer is 6-4 and 1 and Volleyball is 11 and 7.

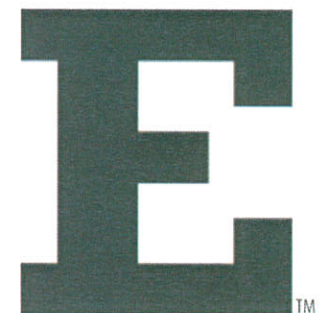
Meeting was adjourned at 10:00 a.m.

Respectfully submitted,

Lori Barron
Administrative Secretary

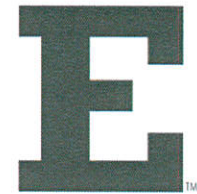
Graduation Rate Data Review 2013-14

Student Athlete Support Services



EMU Historical Data

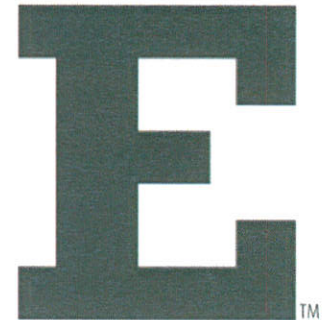
- Graduation Success Rate (S-A) for 2013-14 = 75%
 - 2012-13 = 77%
 - 2011-12 = 74%
- Federal Grad Rate (S-A) for 2013-14 = 63%
 - 2012-13 = 64%
 - 2011-12 = 60%
- Federal Grad Rate (All Students) for 2013-14 = 38%
 - 2012-13 = 37%
 - 2011-12 = 40%



Graduation Success Rate (GSR) Ranked

1. Northern Illinois = 89%
2. Miami = 87%
3. Bowling Green = 86%
4. Western Michigan = 83%
5. Ohio = 81%
6. Kent State = 78%
7. Toledo = 78%
8. Buffalo = 77%
9. Central Michigan = 75%
10. Eastern Michigan = 75%
11. Akron = 74%
12. Ball State = 72%

MAC Average = 80%



FGR – Student-Athletes Ranked

1. Miami = 82%
2. Northern Illinois = 80%
3. Kent State = 75%
4. Ohio = 75%
5. Western Michigan = 75%
6. Ball State = 73%
7. Toledo = 69%
8. Buffalo = 68%
9. Akron = 65%
10. Bowling Green = 63%
11. Eastern Michigan = 63%
12. Central Michigan = 59%

MAC Average = 71%



Questions or comments?

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FOOTBALL PARKING REVENUE - FALL 2014

BUFFALO 10/11/14

Gross				\$ 6,590.00
	Volunteers	Hourly rate	Hours	
ROTC	20	8	5	\$ 800.00
Saline Booster	14	8	5	\$ 560.00
EMU Rowing	10	8	3	\$ 240.00
NET				\$ 4,990.00

NIU 10/25/14

Gross				\$ 3,329.00
	Volunteers	Hourly rate	Hours	
ROTC	16	8	4.5	\$ 576.00
Saline Booster	11	8	4.5	\$ 396.00
EMU Rowing	8	8	4.5	\$ 288.00
Milan Booster	8	8	4.5	\$ 288.00
NET				\$ 1,781.00

CMU 11/1/14

Gross				\$ 3,914.00
	Volunteers	Hourly rate	Hours	
ROTC	10	8	4	\$ 320.00
Saline Booster	8	8	4	\$ 256.00
Milan Booster (VB)	17	8	4	\$ 544.00
Milan Booster (BS)	6	8	4	\$ 192.00
NET				\$ 2,602.00

TOLEDO 11/28/14

Gross				\$ 3,914.00
	Volunteers	Hourly rate	Hours	
ROTC	10	8	4	\$ 320.00
Saline Booster	8	8	4	\$ 256.00
Milan Booster (VB)	17	8	4	\$ 544.00
Milan Booster (BS)	6	8	4	\$ 192.00
NET				\$ 2,602.00

TOTAL FOOTBALL PARKING REVENUE \$ **9,373.00**