

SECTION: 25

DATE:

March 17, 2015

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

It is requested that the Board of Regents receive and place on file the working agenda for the March 17, 2015 meeting and the December 5, 2014 minutes.

STAFF SUMMARY

- Approval of Tuesday, December 5, 2014 Minutes
- Updated Staff News
- SAAC-Student Athlete Advisory Committee News
- Academic News
- Cost of Attendance for Student-Athletes in 2015-16
- Men's and Women's Basketball Review
- Football Schedule for 2015
- Revenue Report
- Development
- Highlight Sport-Women's Basketball
- Winter Sport Reports-Updates

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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

	2/2/2-
University Executive Officer	Date

Board of Regents Topics - Athletic Affairs March 17, 2015

Department of Athletics

- 1. Updated Staff News
 - a. Associate Athletic Director for Sports Medicine Jennifer Brown
 - b. Head Women's Volleyball Coach Kimi Olson
 - c. Assistant Women's Volleyball Coach Michael Shearer
- 2. SAAC Student-Athlete Advisory Committee News
 - a. Jock Jams was held on January 22 All proceeds raised (\$1,400) were donated to Ypsilanti City Schools
 - b. The Ypsi's April 20 End of the year award show celebrating the academic, athletic and community service success of our student-athletes
- 3. Academic News
 - a. Fall Academic Updates
- 4. Cost of Attendance for our student-athletes in 2015-16
- 5. Men's and Women's Basketball Review
 - a. Season recap
- 6. Football Schedule for 2015
 - a. Themed Home Games
 - b. Away Game Opportunities
- 7. Revenue Report Christian Spears (attached)
- 8. Development Updates Dan McLean
- 9. Highlight Sport Head Women's Basketball Coach Tory Verdi
- 10. Winter Sport Reports Updates
 - a. Women's Gymnastics
 - b. Men's Swimming
 - c. Women's Swimming
 - d. Men's Indoor Track & Field
 - e. Women's Indoor Track & Field
 - f. Wrestling

Eastern Michigan University Board of Regents ATHLETIC AFFAIRS COMMITTEE Minutes of December 5, 2014

Members:

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

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 8:45am Regent James Webb approved the October 7, 2014 minutes

Updated Staff News:

Heather Lyke reported that there are currently two searches underway; one for the Associate Athletics Director for Sports Medicine and the other one for our Head Women's Volleyball Coach. These positions will hopefully be filled by the New Year. In addition, Becky Heckart was hired as the Eagles Pride Fund Director and Adam Martin was promoted to Facilities Supervisor.

The Student-Athlete Advisory Council (SAAC) are planning on two key events this upcoming year. The first is Jock Jams, which is a student-athlete talent show on January 22 at 6:00pm at Pease Auditorium. The cost is \$5.00 and all funds raised will go to the Ypsilanti City Schools. The second is a new event called the Ypsi's. It be similar to the ESPYs, though celebrating academics, athletics and community service efforts of our student-athletes. The Ypsi's will be held on April 20, 2015, where the first ever video lip dub will premiere.

Platforms for Communication:

A monthly newsletter called, LykeLine as a way to communicate to all Eagles Pride members and donors to the department of athletics. These newsletters have been well received. There is also a new link on the website called, "Ask the AD" and Heather and her team have been responding to questions posted online.

Community Service Initiative:

One new initiative involves partnering with Osborn High School and their BuildOn program students. One of our donors mad a \$100,000 donation on behalf of the Athletic Department to BuildOn. The Athletic Department is going to team up with the students at Osborn High School and implement the 2^{nd} and 7 reading program together at an elementary school in Osborn.

Academic News:

Heather reported that we had our second highest Graduation Success Rate in school history at 75% and our federal graduation rate was also improved to 63%. We continue to strive to improve these rates as we are ranked 10^{th} and 11^{th} respectively within the Mid American Conference.

Football Sales Summary from Fall 2014:

Heather shared a comparative study of football revenue from Fall 2013 and Fall 2014. Winning would obviously help these numbers and another factor to take into consideration is that we did not have a home football game in the month of September. Overall, our season ticket sales revenue was up 48%, our single game ticket sales was up 45%, parking revenue was up 100%, concessions was down 4%, merchandise sales was up 32% and game program sales were down 30%. Overall, despite our attendance figures being down 10%, overall our gross revenue increased by 38%.

Basketball Planning:

Basketball season ticket sales and courtside seats are slightly down for both the men's and women's basketball season. We are going to review game scheduling in the upcoming year in hopes to increase sales. A preseason tournament could help as well. We are looking at enhancing the basketball game day atmosphere and hosting a Party in the Paint on October 23, 2014 to thank our donors.

Revenue Report:

Christian Spears, Deputy Athletic Director, provided the committee with an updated revenue report that outlines 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. \$100,000 was projected for football and we have increased by 20%. Volleyball projected \$3,500 and are down 16%. We are down 26% for courtside seating for both men's and women's basketball, but we haven't finished the season. Facility Rentals are down, so we need to review our rentals.

Fundraising Report

Dan McLean, Associate Athletics Director/Development, updated the committee on our first Grateful Week (T.H.A.N.K.S. Theme). This week is a week to say thanks to our new donors, student-athletes, and corporate partners. The first ever Athletic Development website was launched, www.EMUEaglesPride.com. The goal for this website is to engage current and potential donors showing front page stories, student athlete thank you videos and invest in pages showing how easy someone can now make online gifts.

We have made \$168,000 from giving during July 1-October 31: \$131,000 from cash, \$31,000 pledged and \$6,000 gift-in-kind. We have 490 donors, 50% of last year's donor numbers in first three months. 30% of 490 donors are new donors between \$100-\$400 giving range, 20 donors are at the \$1,500 level; 7 are new donors. A strategic major gift plan has been formulated to reach \$1,000,000 athletics goal: athletics master facilities plan, campaign for our Track & Field/Cross Country Programs, creation of a major gift society, increased major gifts via sport club giving vehicles and planned giving focus and efforts. Lastly, we are happy to announce that the first Athletic Department Staff Campaign resulted in 100% staff participation. Now, the Student-Athlete Advisory Council has been presented with the challenge of their own 100% giving campaign.

Highlighted Department:

Sue Parks, Head Women's Cross Country Coach started at Eastern 9 years ago and started in 11th place, three seasons later they improved to sixth place and eventually improved with back-to-back-to-back fifth place finishes. There are 3 all conference runners on the Cross Country Team: Victoria Voronko, Jordann McDermitt and Sofie Gallein. Both Victoria and Sofie qualified for MAC Championships. In the Regional Meet, a who's who in women's Cross Country, EMU came in 8th place, which is a very good performance.

Fall Sport Reports:

Men's Cross Country won the MAC for the 5^{th} consecutive year and Willy Fink won the race overall. Women's Cross Country finished in 2^{nd} place in the MAC (best performance since 1996). Football coaches are out on the road recruiting and this weekend is an official visit weekend. Women's Soccer won the MAC West Division. Volleyball lost in the first round of the MAC tournament.

Meeting was adjourned at 9:45am

Respectfully submitted,

Lori Barron Administrative Secretary

Board of Regents Meeting Athletic Affairs March 17, 2015



Department of Athletics – Staff news

New Eagles:

Associate Athletic Director for Sports Medicine – **Jennifer Brown**

Head Women's Volleyball Coach – **Kimi Olson**Assistant Women's Volleyball Coach – **Michael Shearer**

Assistant Women's Volleyball Coach - Darcy Dorton



Student-Athlete Advisory Council News

 Jock Jams – was held on January 22 at Pease Auditorium – All funds raised (\$1,400) were donated to the Ypsilanti City Schools

 The Ypsi's – April 20 – End of the Year Award Show celebrating academics, athletics and community service of our student-athletes



THE YPSI AWARDS

The Winner is ...

Join us on the green carpet as we celebrate our student athletes at the 2015 Ypsi's

7:00-7:30 p.m. LI

LIVE on the Green Carpet

7:30-9:00 p.m.

Ypsi Awards

Convocation Center 799 N. Hewitt Road Evening Business Attire

Purchase your ticket at emueagles.com/ypsis prior to April 13 \$20 per guest

> EPSY style award show Post dessert swag provided

Academic News – Fall Semester

- Overall cumulative GPA 3.242 (highest in history)
- Overall Fall 2014 GPA 3.188 (highest in history)
- Number of SAs with a 3.0 Fall 2014 GPA 343 (66%)
- Number of SAs with a 3.0 Cumulative GPA 362 (70%)
- Total teams with a 3.0 GPA 16 (84%)
- Highest male team GPA Men's Golf (3.446)
- Highest female team GPA Women's Golf (3.723)
- 35 student-athletes with a perfect 4.0!



Cost of Attendance Issue

- New legislation effective for the 2015-16 academic year
- Adopted at NCAA Convention in January
- New definition of a full athletic grant-in-aid:
 - Tuition and Fees
 - Room and Board
 - Books
 - Cost of attendance
- MAC Conference position on the issue
- How we will implement full cost of attendance



Men's and Women's Basketball Updates

Season Recap

Attendance



Football Schedule 2015

 Themed Home Games – 3:00pm game times pending ESPN television requests

Sat. Sept. 5 vs. Old Dominion - Celebration of Track/Bob Parks Naming

Sat. Sept. 19 vs. Ball State - Hall of Fame

Sat. Sept. 26 vs. Army - Heroes Game/Washtenaw 100

Sat. Oct. 10 vs. Akron - Homecoming

Thursday, Oct. 29 vs. WMU – Steel Mitten Game – Factory Day at the Factory and Football Alumni Celebration

Sat. Nov. 14 vs. UMASS - Band Day

Away Game Opportunities – at LSU



ON YOUR MARK COME BACK **GET SET CELEBRATING 110 YEARS OF CHAMPIONS SAVE THE DATE** All former athletes and friends - AND THE 89:85:IS of Track and Cross Country: clock in on September 5 at
Eastern Michigan University by
clicking here for the details and
to receive a commemorative A TRIBUTE TO A LEGACY TRACK DEDICATION formal invitation. REUNITE DEDICATE CELEBRATE

EASTERN MICHIGAN



CONSTRUCTION & MA	TERIALS
Cut	Blocker Cut
Fabric	40 Blitz Mesh-adi
Body	Onix
Yoke/Top Sleeve	American Flag
Right Yoke/Top Sleeve	"Stars"-White/Coll Navy
Left Yoke/Top Sleeve	"Stripes"-White/Power Red
Side Inserts	Onix
Upper Back	Onix
Piping ¼"	Onix
Collar	Onix
Cuff	Onix
Hem Lenrith	adiFit

DECORATION

Center Chest
4"T x 3.55"W
Coll Green
Impact Camo White

White					
E					

adidas logo	Upper Front				
Location					
Color	White				

Numbers Font Front Size 8"T Coll Green Impact CAMO White Outline

* Onix - Lead

* Power Red - Univ. Red *Coll. Green - Forest

CUSTOM 2015

SHOCKLYTE SUBLIMATED JERSEY

FOOTBALL

MEN

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 French Quarter
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LSU VS. EASTERN MICHIGAN

Saturday, Oct. 3 at Tiger Stadium in Baton Rouge, Louisiana



Financial Updates

- Revenue Report Christian Spears
- Fundraising Report Dan McLean



	Actual	# of games	Actual 2013-2014	# of games	Projected 2014-2015	# of games	Actual 2014-2015	% VARIANCE
Pro Forma	2012-2013	" or Barries		0. 8000	202. 2020	or Sames		The state of the s
REVENUE								
Gate Receipts		6	\$75,962		\$100,000		\$129,210	
Football	\$79,442	18	\$48,269	19	\$50,000	18	\$41,853	
Basketball - Men	\$41,735	16	\$11,161	17	\$12,000	14	\$5,122	
Wrestling	\$2,741		\$1,872		\$2,500		\$4,801	
Gymnastics	\$-		\$-		\$1,500		\$1,554	
Volleyball	\$2,856	9	\$3,446	9	\$3,500		\$2,917	
Total Ticket Sales	\$139,293		\$140,710		\$169,500		\$185,457	
Annual Contributions								
Annual Fund/Eagles Pride	\$286,539		\$263,352		\$300,000			
Major Gifts	\$227,330		\$246,432		\$500,000			
Reserved Seating - Chairbacks	\$-		\$-		\$2,000		\$2,400	
M. Basketball Courtside Seating	N/A		\$11,780		\$13,500		\$9,930	
W. Basketball Courtside Seating	N/A		\$712		\$1,000		\$736	
Gifts-in-Kind	\$45,485		\$189,611		\$125,000			
Total Annual Contributions	\$559,354		\$711,887		\$941,500		\$13,066	
Endowment Transfers	\$113,913		\$124,329	(calc	\$131,865			
Multi-Media Rights Agreement	\$-		\$15,000	100 March 12 1.7	\$25,000		\$22,107	
NCAA/Conference Distributions								
NCAA Men's Basketball Tournament share	\$127,739		\$115,431		\$161,500			
NCAA Grant-in-Aid	\$859,410		\$818,356		\$850,000		\$850,858	
NCAA Sport Sponsorship	\$263,622		\$265,834		\$250,000		\$266,782	
NCAA Grant-in-Aid supplemental	\$97,915		\$104,283		\$-		\$120,337	
NCAA Sports Sponsorship supplemental	\$29,824		\$33,880		\$-		\$37,726	
Academic Enhancement	\$70,552		\$72,739		\$70,000		ψο,,,, σο	
Student-Athlete Opportunity Fund	\$388,918		\$408,887		\$415,000		\$426,000	
Total NCAA/Conference Distributions	\$1,837,980		\$1,819,410		\$1,746,500		\$1,701,703	
	¥1,037,300		V 2,025,120				72,702,700	
Parking								
Parking Football	\$-		\$-	e e	\$10,000		\$9,380	
Parking Basketball	\$-		\$-		\$-			
Total Parking	\$- \$- \$-		\$-		\$10,000		\$9,380	
Athletics Misc./Other			140.0		22		2	
Facility Rentals	\$145,948		\$125,305		\$125,000		\$23,450	
Concessions (20% of football total sales)	\$-		\$-		\$-		\$6,395	
Licensing (Future)	\$-		\$-		\$-			
Pouring Rights (Pepsi)	\$150,000		\$-	1	\$150,000		\$150,000	
Merchandising Rights (on-site and on-line)	\$-		\$-		\$25,000		\$45,307	建 基本管理基础的。
Beverage Sponsorship (Future)	\$-		. \$-		\$-		20	
Apparel Sponsorship (Adidas.Expires 6.30.15)	\$90,000		\$90,000		\$90,000		\$90,000	
All Access Webstream - Online	\$4,367		\$1,240		\$1,250		\$1,257	
Total Athletics-Other	\$390,315		\$216,545		\$391,250	la .	\$316,409	

Development

- Thank-a-thon by our student-athletes
- Top Cat merchandise sales
- Baseball Lead off dinner
- Sport Clubs created for individual sports



Highlight Department

- Women's Basketball
 - Tory Verdi Head Women's Basketball Coach
 - 3rd season at EMU



Winter Sports

- Women's Gymnastics
- Men's Swimming
- Women's Swimming 2nd place in the MAC
- Men's Indoor Track and Field 2nd place in the MAC
- Women's Indoor Track and Field -1st place in the MAC
- Wrestling



Questions?

THANK YOU for the opportunity to lead our Department of Athletics.

We are working hard to become a source of PRIDE for our University!

