

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 12

DATE:

June 16, 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 June 16, 2015 meeting and the December 5, 2014 minutes.

STAFF SUMMARY

- Approval of Tuesday, December 5, 2014 Minutes
- Updated Staff News
- Staff “Game Plan” Days
- 2014-15 Executive Summary
- SAAC-Student-Athlete Advisory Committee New
- Academic News
- Football Schedule for 2015
- Agreement Updates
- Revenue Report-Christian Spears
- Development Updates-Christian Spears
- Highlight Sport-Head Women’s Basketball Coach-Tory Verdi
- MAC Recognitions

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 16, 2015

201 Welch Hall

9:45 a.m.

AGENDA

- A. Updated Staff News
 - a. Associate Athletic Director for Student-Athlete Support Services -TBD
 - b. Assistant Athletic Director for Equipment Operations – Ben Herman

- B. Staff “Game Plan” Days
 - a. July 10 – Executive Team
 - b. TBD-Leadership Team

- C. 2014-15 Executive Summary

- D. SAAC – Student-Athlete Advisory Committee News
 - a. Julia Lombardi (women’s soccer student-athlete) – will serve as next year’s president.
 - b. The Ypsi’s-April 20- End of the year award show celebrating the academic, athletic and community service success of our student-athletes.

- E. Academic News
 - a. Winter Academic Updates

- F. Football Schedule for 2015
 - a. Themed Home Games
 - b. Away Game Opportunities

- G. Agreement Updates
 - a. ESPN3-35 events will be televised in 2015-16
 - b. Adidas Contract
 - c. Pepsi Contract
 - d. Trinity Buses
 - e. Corrigan Equipment Truck

- H. Revenue Report-Christian Spears

- I. Development Updates-Christian Spears
 - a. Inaugural Student-Athlete Thank-A-Thon
 - b. Top Cat Merchandise Sales
 - c. Lead Off Dinner-Baseball
 - d. Jim Streeter Media Relations Office Unveiling
 - e. Eagles Pride
 - f. Sport Clubs
 - g. Women’s Soccer-20th Anniversary Celebration-Fall 2015

- J. Highlight Sport-Head Women’s Basketball Coach-Tory Verdi

- L. MAC Recognitions
 - a. MAC Hall of Fame Induction-Former Men's Cross Country, Track and Field Coach Bob Parks
 - b. MAC Medal of Honor Winners-Johnny Rubino (Baseball) and Victoria Vronko (Women's Track and Field)
 - c. Cartwright Award
 - d. Jacoby Award
 - e. Spring Sport Reports-Updates
 - i. Baseball
 - ii. Men's Golf
 - iii. Women's Golf
 - iv. Softball
 - v. Rowing
 - vi. Women's Tennis
 - vii. Men's Outdoor Track and Field
 - viii. Women's Outdoor Track and Field

**Board of Regents Topics – Athletic Affairs
June 16, 2015**

Department of Athletics

1. Updated Staff News
 - a. Associate Athletic Director for Student-Athlete Support Services - TBD
 - b. Assistant Athletic Director for Equipment Operations – Ben Herman
2. Staff “Game Plan” Days
 - a. July 10 – Executive Team
 - b. TBD – Leadership Team
3. 2014-15 Executive Summary
4. SAAC – Student-Athlete Advisory Committee News
 - a. Julia Lombardi (women’s soccer student-athlete) – will serve as next year’s president.
 - b. The Ypsi’s – April 20 - End of the year award show celebrating the academic, athletic and community service success of our student-athletes
5. Academic News
 - a. Winter Academic Updates
6. Football Schedule for 2015
 - a. Themed Home Games
 - b. Away Game Opportunities
7. Agreement Updates
 - a. ESPN3 – 35 events will be televised in 2015-16
 - b. Adidas Contract
 - c. Pepsi Contract
 - d. Trinity Buses
 - e. Corrigan Equipment Truck
8. Revenue Report - Christian Spears
9. Development Updates – Christian Spears
 - a. Inaugural Student-Athlete Thank-A-Thon
 - b. Top Cat Merchandise Sales
 - c. Lead Off Dinner – Baseball
 - d. Jim Streeter Media Relations Office Unveiling
 - e. Eagles Pride
 - f. Sport Clubs
 - g. Women’s Soccer – 20th Anniversary Celebration – Fall 2015

10. Highlight Sport – Head Women’s Basketball Coach - Tory Verdi

11. MAC Recognitions

- a. MAC Hall of Fame Induction – Former Men’s Cross Country, Track and Field Coach Bob Parks
- b. MAC Medal of Honor Winners – Johnny Rubino (Baseball) and Victoria Vronko (Women’s Track and Field)
- c. Cartwright Award
- d. Jacoby Award
- e. Spring Sport Reports – Updates
 - i. Baseball
 - ii. Men’s Golf
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 - iv. Softball
 - v. Rowing
 - vi. Women’s Tennis
 - vii. Men’s Outdoor Track and Field
 - viii. Women’s Outdoor Track and Field

Agreement Updates

- ESPN3 – 35 athletic events will be televised in 2015-16 (practical experience for Communications, Media Arts & Theater students)
- Trinity buses
- Corrigan equipment truck
- Adidas agreement – 7-year agreement worth \$3,675,000 (31% increase over last agreement)
- Pepsi agreement



Financial Updates

- Revenue Report – Christian Spears
- Fundraising Report – Dan McLean



Pro Forma	Actual	Actual	Projected	Actual			
	2012-2013	2013-2014	2014-2015	2014-2015	%	VARIANCE	
REVENUE							
Gate Receipts							
Football	\$79,442	\$75,962	\$100,000	\$100,000	126%	\$24,038	
Basketball - Men	\$41,735	\$48,269	\$50,000	\$50,000	120%	\$7,265	
Wrestling	\$2,741	\$1,872	\$2,500	\$2,500	91%	-\$231	
Gymnastics	\$-	\$-	\$1,500	\$1,500	N/A	\$1,500	
Volleyball	\$2,856	\$3,446	\$3,500	\$3,500	123%	\$644	
Total Ticket Sales	\$139,293	\$140,710	\$169,500	\$169,500	121%	\$29,790	
Annual Contributions							
Annual Fund/Eagles Pride	\$286,539	\$263,352	\$300,000	\$300,000	113%	\$36,648	
Major Gifts	\$227,330	\$246,432	\$500,000	\$500,000	219%	\$272,670	
Reserved Seating - Chairbacks	\$-	\$-	\$2,000	\$2,000	N/A	\$2,000	
M. Basketball Courtside Seating	N/A	\$11,780	\$13,500	\$13,500	115%	\$1,720	
W. Basketball Courtside Seating	N/A	\$712	\$1,000	\$1,000	140%	\$288	
Gifts-in-kind	\$45,485	\$189,611	\$125,000	\$125,000	275%	-\$164,626	
Total Annual Contributions	\$559,354	\$711,887	\$941,500	\$941,500	168%	\$382,146	
Endowment Transfers	\$113,913	\$124,329	\$131,865	\$131,865	116%	\$17,952	
Multi-Media Rights Agreement	\$-	\$15,000	\$25,000	\$25,000	N/A	\$10,000	
NCAA/Conference Distributions							
NCAA Men's Basketball Tournament share	\$127,739	\$115,431	\$161,500	\$161,500	127%	\$33,761	
NCAA Grant-in-Aid	\$859,410	\$818,356	\$850,000	\$850,000	99%	-\$9,404	
NCAA Sport Sponsorship	\$263,622	\$265,834	\$250,000	\$250,000	95%	-\$13,832	
NCAA Grant-in-Aid supplemental	\$97,915	\$104,283	\$-	\$-	N/A	-\$97,915	
NCAA Sports Sponsorship supplemental	\$29,824	\$33,880	\$-	\$-	N/A	-\$29,824	
Academic Enhancement	\$70,552	\$72,739	\$70,000	\$70,000	99%	-\$2,552	
Student-Athlete Opportunity Fund	\$388,918	\$408,887	\$415,000	\$415,000	107%	\$26,082	
Total NCAA/Conference Distributions	\$1,837,980	\$1,819,410	\$1,746,500	\$1,746,500	95%	-\$91,480	
Parking							
Parking -- Football	\$-	\$-	\$10,000	\$10,000	N/A	\$10,000	
Parking -- Basketball	\$-	\$-	\$-	\$-	N/A	\$-	
Total Parking	\$-	\$-	\$10,000	\$10,000	N/A	\$10,000	
Athletics Misc./Other							
Facility Rentals	\$145,948	\$125,305	\$125,000	\$125,000	86%	-\$20,948	
Concessions (20% of football total sales)	\$-	\$-	\$-	\$-	N/A	\$-	
Licensing (Future)	\$-	\$-	\$-	\$-	N/A	\$-	
Pouring Rights (Pepsi)	\$150,000	\$-	\$150,000	\$150,000	N/A	\$150,000	
Merchandising Rights (on-site and on-line)	\$-	\$-	\$25,000	\$25,000	N/A	\$25,000	
Beverage Sponsorship (Future)	\$-	\$-	\$-	\$-	N/A	\$-	
Apparel Sponsorship (Adidas, Expires 6.30.15)	\$90,000	\$90,000	\$90,000	\$90,000	100%	\$-	
All Access Webstream - Online	\$4,367	\$1,240	\$1,250	\$1,250	29%	-\$3,117	
Total Athletics-Other	\$390,315	\$216,545	\$391,250	\$391,250	100%	-\$1,065	

Development

- Inaugural Student-Athlete Thank-A-Thon
- Top Cat Merchandise Sales
- Lead Off Dinner – Baseball
- Jim Streeter Media Relations Office Unveiling
- Eagles Pride
- Sport Clubs
- Women's Soccer – 20th Anniversary Celebration – Fall 2015



Highlight Department

Women's Basketball

- Tory Verdi – Head Women's Basketball Coach
- 3rd season at EMU
- Finished in 2nd place in the MAC Conference Tournament
- Finished in Sweet 16 of the WNIT



MAC Recognitions

- MAC Hall of Fame Induction – Bob Parks
- MAC Medal of Honor Winners
 - Johnny Rubino (Baseball)
 - Victoria Vronko (Women's Track and Field)



MAC Recognitions

- Cartwright Award – Won!
Best all around department for athletics,
academics and community service
First time in EMU history
- Jacoby Award – Won!
Best female sport programs in the MAC
First time in EMU history



Spring Sports

- Baseball – 11th place in the MAC
- Women's Golf – 2nd place in the MAC
- Men's Golf – 3rd place in the MAC
- Rowing – 4th place in the CAA
- Softball – 11th in the MAC
- Women's Tennis – 4th in the MAC
- Women's Indoor Track and Field – 2nd place in the MAC
- Men's Indoor Track and Field - 1st place in the MAC



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!

