

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.

A G E N D A

- 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
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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

**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 2nd 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 10th and 11th 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 5th consecutive year and Willy Fink won the race overall. Women's Cross Country finished in 2nd 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
June 16, 2015



Department of Athletics – Staff news

New Eagles:

Associate Athletic Director for Student Athlete
Support Services - TBD

Assistant Athletic Director for Equipment
Operations – Ben Herman



Staff “Game Plan” Days

July 9 – Executive Team

TBD – Leadership Team and Head Coaches



Student-Athlete Advisory Council News

Julia Lombardi (women’s soccer student-athlete) – nominated to serve as next year’s President again

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



Academic News – Winter 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!



Academic News

- NCAA Graduation Success Rate (GSR)
 - This year our GSR is 81%
 - Last year our GSR was 75%



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

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

Sat. Nov. 14 vs. UMASS - Band Day

Away Game Opportunities – at LSU



ON YOUR MARK • GET SET • COME BACK

CELEBRATING 110 YEARS
OF CHAMPIONS
— AND THE —
BOB PARKS
TRACK DEDICATION

SAVE THE DATE
09:05:15
A TRIBUTE TO
A LEGACY

All former athletes and friends
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
formal invitation.

REUNITE • DEDICATE • CELEBRATE



INSPIRATION

STOPWATCH SPLIT STOP 1/100

3:59.45^c

MIN. SEC. 1/100

AGAINST THE CLOCK

0123456789

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CONCEPT 4



EASTERN MICHIGAN 23

23

PLAYER 23

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EASTERN MICHIGAN 23

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EASTERN MICHIGAN



CONSTRUCTION & MATERIALS

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 1/2"	Onix
Collar	Onix
Cuff	Onix
Hem Length	adFit

DECORATION

Eagle logo		Numbers	
Location	Center Chest	Font	Red Zone
Size	4" T x 3.55" W	Front Size	8" T
Outline	Coll Green	Back Size	10" T
Fill	Impact Camo	Outline	Coll Green
	White	Fill	Impact CAMO
			White




adidas logo	
Location	Upper Front
Color	White

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

adidas CUSTOM 2015 SHOCKLYTE SUBLIMATED JERSEY FOOTBALL MEN 02.10.15

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LSU VS. EASTERN MICHIGAN
Saturday, Oct. 3 at Tiger Stadium in Baton Rouge, Louisiana

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	127%	\$24,038	6	5
Basketball - Men	\$41,735	\$48,269	\$50,000	\$50,000	120%	\$8,265	18	19
Wrestling	\$2,741	\$1,872	\$2,500	\$2,500	141%	\$628	6	9
Gymnastics	\$-	\$-	\$3,500	\$3,500	N/A	\$3,500	5	5
Volleyball	\$2,856	\$3,446	\$3,500	\$3,500	123%	\$644	9	10
Total Ticket Sales	\$139,293	\$140,710	\$169,500	\$169,500	121%	\$29,787		
Annual Contributions								
Annual Fund/Eagles Pride	\$286,539	\$263,352	\$300,000	\$300,000	109%	\$33,648		
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	N/A	\$1,720		
W. Basketball Courtside Seating	N/A	\$712	\$1,000	\$1,000	N/A	\$288		
Gifts-in-kind	\$45,485	\$189,611	\$125,000	\$125,000	275%	-\$164,611		
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%	-\$13,622		
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%	\$0		
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!

