

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 12

DATE:

10/13/15

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 13, 2015 meeting and the June 16, 2015 minutes.

STAFF SUMMARY

- Approval of Tuesday, June 16, 2015 Minutes
- Updated Staff News
- Strategic Plan Update – Our Blueprint – A Higher Standard
- 2014-15 Executive Summary
- Academic News
- SAAC – Student-Athlete Advisory Committee News
- Building Relationships
- Revenue Report
- Development Updates – Dan McLean
- Fall Sport Reports - Updates
- Highlight Sport – Head Women’s Basketball Coach – Tory Verdi

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 13, 2015**

Department of Athletics

1. Updated Staff News – New Eagles
 - a. Associate Athletic Director for Student-Athlete Support Services – Dr. Talea Drummer
 - b. Head Women’s Golf Coach – Pina Gentile
2. Strategic Plan Update – Our Blueprint – A Higher Standard
 - a. 6 Pillars
 - b. 3 Cornerstones
3. 2014-15 Executive Summary (hard copy provided to each Regent)
4. Academic News
 - a. 4.0 Luncheon will be held on October 2nd at Aubree’s
 - b. Records broken this year
 - c. Academic news – Winter Semester 2015
5. SAAC – Student-Athlete Advisory Committee News
 - a. Julia Lombardi (women’s soccer student-athlete) – serving as this year’s president
 - b. 2nd and 7 Reading Program
 - c. The 2nd annual Ypsi’s – save the date
 - d. All Student-Athlete Welcome Back Gathering
6. Building Relationships
 - a. *Lykeline* – bimonthly newsletter sent to all donors as a platform for communication
 - b. Campus Collaborations
 - i. Bystander Education – Yes means Yes
 - ii. LGBT Safe Campaign
 - iii. Google Partnership
 - iv. Student-Athlete and Student Block E Initiative (video)
7. Revenue Report (will distribute at the meeting)
 - a. IMG Corporate Partners (will distribute attached list of current partners)
 - b. Google Partnership
 - c. Aspire Group – our new Ticket Office
 - d. Football
 - i. Game Day revenues
 - ii. Football Coaches Luncheons
8. Development Updates – Dan McLean

- a. Eagles Pride Annual Fund (renewal process)
 - b. Sport Clubs
 - c. A Tribute to a Legacy recap – Bob Parks celebration
 - d. Current Efforts
9. Fall Sport Reports – Updates
- i. Men’s Cross Country
 - ii. Women’s Cross Country
 - iii. Football
 - iv. Women’s Soccer
 - v. Women’s Volleyball
10. Highlight Sport – Head Women’s Basketball Coach - Tory Verdi

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of June 16, 2015**

Members:

Regents: Mike Hawks, James Webb, Mary Treder Lang, Beth Fitzsimmons and Mike Morris
Athletics: Heather Lyke, Athletics Director/Vice President

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 9:45am

Updated Staff News:

There are two new hires in the Athletic Department. Dr. Talea Drummer was hired as the Associate Athletic Director for Student Athlete Support Services. Dr. Drummer previously comes from Kent State University. She will guide development and implementation of programs and services that support academic achievement and integrity as well as contribute to the personal growth and career development of EMU student-athletes. Ben Herman previously from San Diego State University. He oversees all 21 sports and was a huge part in securing the Adidas contract. Currently, there is a search underway for a Women's Golf Coach.

Platforms for Communication:

Staff "Game Plan" days are being scheduled for the month of July. These are days where a select few assist in developing the Strategic Plan for Athletics. The Executive Team will meet July 9, 2015 and the Leadership Team and Head Coaches will meet July 27, 2015.

Community Service Initiative:

The Ypsi's were held on April 20, 2015. The Ypsi's are an end of year awards show celebrating academics, athletics and community service of our student-athletes. In other news, Julia Lombardi from Women's Soccer was once again nominated to serve as President of the Student-Athlete Advisory Council.

Academic News:

Heather said our Graduation Success Rate was 81%. It was 6% higher than last year. Our goal was to go over 80% and we obtained that, but now we need to maintain it. We are still in the lower half of the Mid American Conference. In addition, the overall cumulative GPA was 3.259, highest in history. 72% of student-athletes had a 3.0 cumulative GPA. Fifteen teams had 3.0 GPA: Men's Golf was the highest male team with 3.425 GPA and Women's Cross Country was the highest female team with a 3.707 GPA. There were 32 student-athletes with a perfect 4.0!

Football Schedule 2015:

This year Athletics is creating themes at each football game. On September 5 vs. Old Dominion-A celebration of Track/Bob Parks Naming will take place. In conjunction with the football game, Cross Country will have a meet at Eagle Crest; the first time in ten years. In addition, in honor of Bob Parks, the football team will sport green and gold uniforms symbolizing the Cross Country and Track and Field programs at Eastern. The jersey number will also be written in a stopwatch-style script. September 19 vs. Ball State will be the annual Hall of Fame game. September 26 vs. Army will be a Heroes Game/Washtenaw 100. Washtenaw 100 gave the team jerseys and these will be auctioned off with all proceeds going back to Washtenaw 100. The October 10 vs. Akron game is Homecoming. The October 29 vs. WMU game is Steel Mitten Game-Factory Day at the Factory and Football Alumni Celebration. We are trying to create a rivalry between EMU and WMU. November 14 vs. UMASS is Band Day. Game times are also being pushed back to 3:00pm or later. Football also has a great away game opportunity with us going to LSU on October 3. Currently, there are 10 spots available to attend this game. We have been picked up by ESPN/CBS Sports the first time since 2007.

Agreement Updates:

ESPN3 will televise 35 athletic events throughout the 2015-16 season. Athletics is going to work with students from the Communications, Media Arts & Theater Department to assist in getting these games on the air. Once again we will be working with Trinity Transportation. Fathead will be wrapping these busses for us. Corrigan has provided us with an Equipment Truck for all away football games. We have a 7-year deal with Adidas, worth \$3,675,000. A 31% increase over the last agreement. Once again we will be working with Pepsi as our beverage supplier for all Athletic events.

Financial Update:

Christian Spears explained revenues exceeded our expectations. Pepsi will go up \$200,000 and Adidas will go from \$90,000 to \$250,000.

Development:

Christian Spears updated the group on past and present Development initiatives. This the first year we did a Student-Athlete Thank-A-Thon, an opportunity for athletes to thank those who have given to Athletics. Last year we used TopCat, the elite Adidas provider, to do a friends and family promotion, which raised funds for a specific sport program and we will be doing it again this year. Last year, Track & Field sold the most merchandise followed by Wrestling. On February 2, 2015 Terry Collins, current Manager of the New York Mets was the keynote speaker at Baseballs Lead Off Dinner. The Jim Streeter Media Relations Office was unveiled on March 6, 2015. So far, 9 teams have created a Sport Club; these directly impact the teams student-athletes and coaches. We've already sold all 44 Eagle Pride seats for the upcoming football season. These seats provide you with the best view of Rynearson Stadium.

MAC Recognitions:

During the month of May, former Men's Cross Country, Track and Field Coach Bob Parks was inducted into the MAC Hall of Fame. Also at this ceremony, Johnny Rubino from Baseball and Victoria Vronko from Women's Track and Field were honored with the MAC Medal of Honor. This award is a reinforcement of the core values that each member institution posses with excellence in academics, athletics, leadership and service. First time in EMU history we won the Cartwright Award for best all around department for athletics, academics and community service. Athletics was also awarded the Jacoby Award for best female sport programs in the Mid American Conference. It was the first time in the award's 33-year history that EMU Athletics won.

Spring Sport Reports:

With a first year head coach Baseball finished 11th place in the MAC. Women's Golf finished in 2nd place and Men's Golf finished in 3rd place. Rowing ranked in the region, but the MAC does not recognize Rowing. Softball had a total of 42 home runs and huge difference from the 7 homeruns last year. Women's Tennis finished 4th in the MAC. Women's Indoor Track and Field finished in 2nd place in the MAC and Men's Indoor Track and Field finished in 1st place in the MAC.

Meeting was adjourned at 10:30am

Respectfully submitted,

Lori Barron
Administrative Secretary

Board of Regents Meeting
Athletic Affairs
October 13, 2015



Department of Athletics – Staff news

- New Eagles:

Associate Athletic Director for Student-Athlete Support Services – **Dr. Talea Drummer**

Head Women's Golf Coach – **Pina Gentile**



Strategic Plan Update

- Our Blueprint – A Higher Standard

- 6 Pillars

1. Student-Athlete Experience 365
2. Integrity Always
3. Powered by Passion
4. Expect to Win
5. Inspired to Innovate
6. Impact People

- 3 Cornerstones

1. Building Champions
2. Building E Commerce
3. Building the Future



2014-15 Executive Summary

- Summary of Athletic Department staff
- Summary of 21 sport programs
 - 5 year picture
 - Academic performances
 - Athletic performances
- Welcome Feedback



Academic News

- Breaking Records
 - GPA after winter semester – 3.259 GPA
 - Number of student-athletes with 3.0 is 360 (73%)
 - 16 of our 21 teams have a 3.0 or better
 - Federal graduation rate = 64%
 - Graduation success rate = 77%

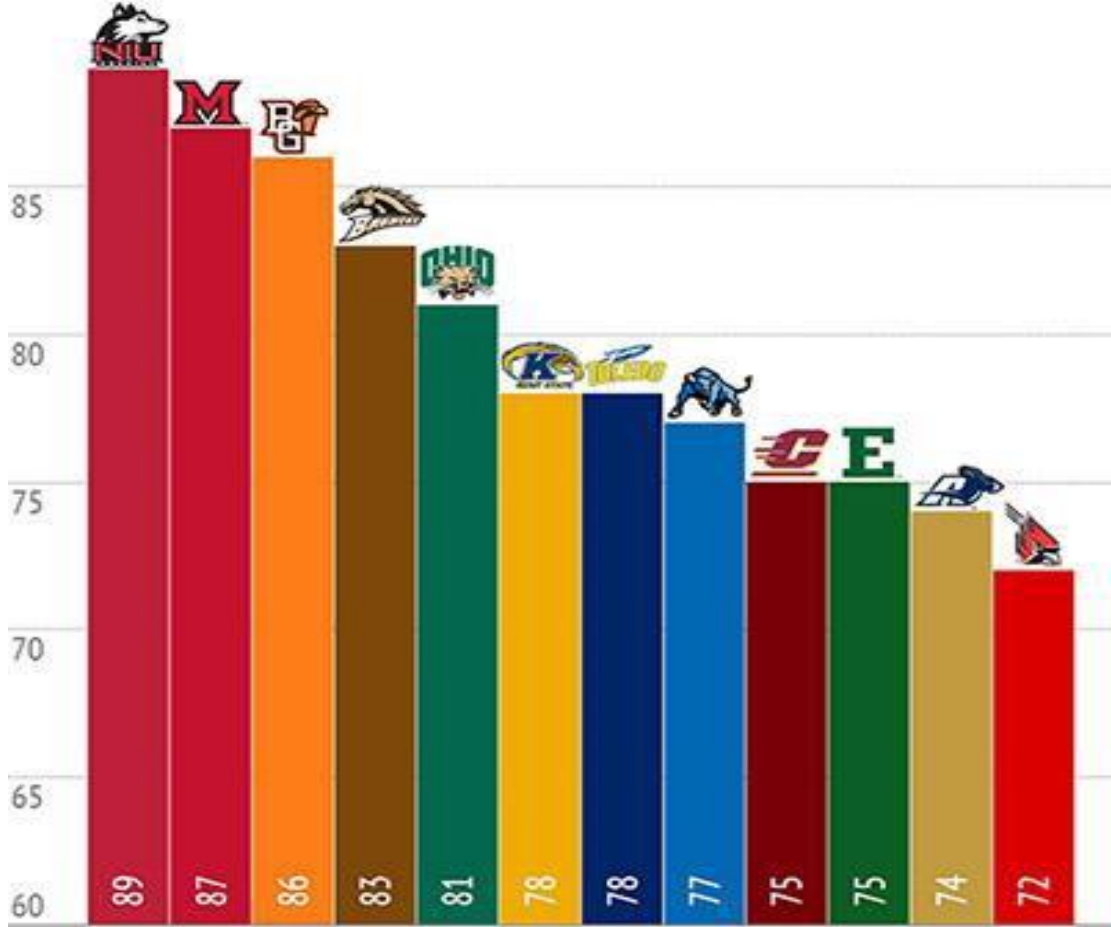


Academic News – Winter Semester

- Overall cumulative GPA – 3.204 (highest in history)
- Overall Winter 2015 GPA – 3.259 (highest in history)
- Number of SAs with a 3.0 Cumulative GPA 360 (73%)
- Total teams with a 3.0 GPA – 16 (84%)
- Highest male team GPA – Men's Golf (3.425)
- Highest female team GPA – Women's Cross Country (3.707)
- Wrestling ranked #1 overall in Division I wrestling with a 3.382 GPA
- 67 student-athletes with a perfect 4.0 this year!



Academic News – Graduation Success Rate

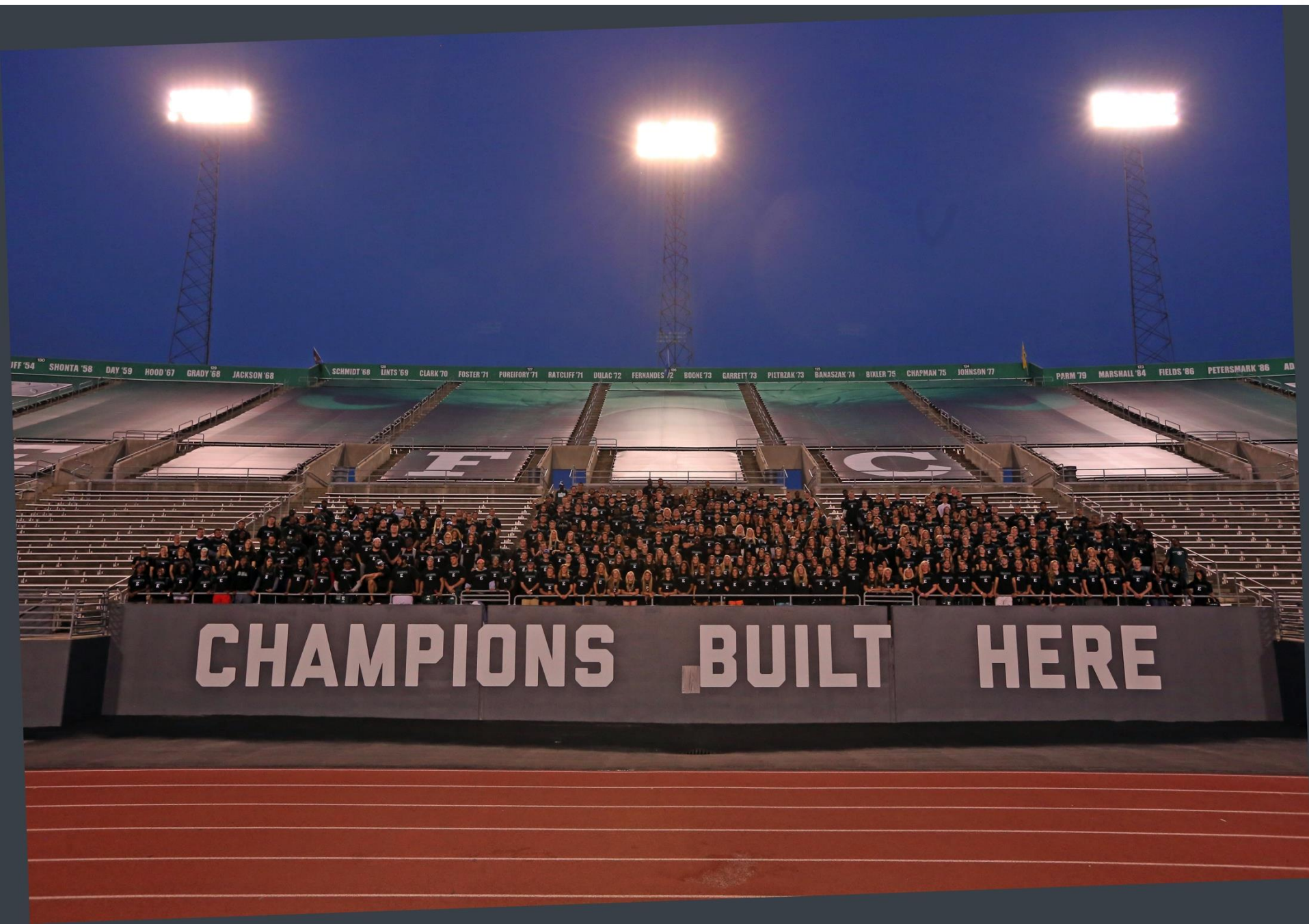


Student-Athlete Advisory Committee (SAAC) News

- President – Julia Lombardi (women’s soccer captain)
- 2nd and 7 reading program
- The 2nd annual Ypsi Awards – SAVE THE DATE!
 - April 18, 2015 at 7:00pm
- All Student-Athlete welcome back gathering
 - Vince Thomas – baseball alumni



Welcome Back 2015



Building Relationships

- *Lykeline* – bimonthly newsletter sent to all donors as a platform for communication
- Campus Collaborations
 - Bystander Education – Yes means Yes
 - LGBT Safe Campaign
 - Google Partnership
 - Student-Athletes and Student Block E Initiative



Google Partnership



Newsworthy

The Fundraising Game: Giving Athletic Programs a Boost

By Mick Garry | Argus Leader | September 21, 2015

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Video from Block E Initiative

BLOCK E VIDEO



Financial Updates

- Revenue Report
- Fundraising Report – Dan McLean



Revenue Updates

- IMG Corporate Partners
- Google partnership
- Aspire Group – our new Ticket office
- Football
 - Game Day Revenues
 - Football Coaches Luncheons



Pro Forma	Actual	Actual	Projected	Actual	%	VARIANCE	
	# of games	2013-2014	# of games	2014-2015	# of games	2014-2015	
2012-2013							
REVENUE							
Gate Receipts	6	\$75,962	5	\$100,000	5	\$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	6	\$1,872	9	\$2,500	6	\$4,801
Gymnastics	\$-		\$-		\$1,500	5	\$1,554
Volleyball	\$2,856	9	\$3,446	9	\$3,500	10	\$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		\$131,865		
Multi-Media Rights Agreement	\$-		\$15,000		\$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		
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
Parking							
Parking -- Football	\$-		\$-		\$10,000		\$9,380
Parking -- Basketball	\$-		\$-		\$-		
Total Parking	\$-		\$-		\$10,000		\$9,380
Athletics Misc./Other							
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		\$-		\$150,000		\$150,000
Merchandising Rights (on-site and on-line)	\$-		\$-		\$25,000		\$45,307
Beverage Sponsorship (Future)	\$-		\$-		\$-		
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		\$316,409



Development

- Eagles Pride – Annual Fund (renewal process)
- Sport Clubs
- A Tribute to a Legacy recap – Bob Parks Celebration
- Current Efforts



Fall Sports

- Men's Cross Country
- Women's Cross Country
- Football
- Women's Soccer
- Women's Volleyball



Highlight Department

- Women's Basketball
 - Tory Verdi – Head Coach
 - 4th season at EMU



Questions?

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

