

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 9
DATE: December 8, 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 December 8, 2015 meeting and the October 13, 2015 minutes.

STAFF SUMMARY

- Approval of Tuesday, October 13, 2015 Minutes
- Updated Staff News
- Strategic Plan Update – Our Blueprint – A Higher Standard
- Facility Updates
- Academic News
- SAAC – Student-Athlete Advisory Committee News
- Building Relationships
- ESPN3 Productions – 35 live events – provide breakdown
- Revenue Report
- Basketball Updates
- Development Updates – Dan McLean
- Fall Sport Reports – Wrap Up
- Highlight Sport - Head Strength & Conditioning Coach – Ron McKeefery

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

December 8, 2015

201 Welch Hall

9:30 a.m.

AGENDA

- A. Updated Staff News – New Eagles
 - a. Facilities and Operations Assistant – Nate Miller
 - b. Marketing Coordinator – Joe Aliota
 - c. Women’s Track and Field Assistant Coach – Geren Woodbridge

- B. Strategic Plan Update – Our Blueprint – A Higher Standard
 - a. 6 Pillars
 - b. 3 Cornerstones
 - c. Details of the Blueprint

- C. Facility Updates
 - a. Swimming – new scoreboard (capital budget)
 - b. Convocation Center – branded banner (fundraised)
 - c. Convocation Center – new auxiliary gymnasium – new practice floor, lights and painting (capital budget)
 - d. Convocation Center – main floor repainting (operations budget)
 - e. Convocation Center – graphics project in offices and eagles nest (fundraised)
 - f. Baseball – new foul poles and dugout benches and flooring (fundraised)

- D. Academic News
 - a. Senior Career Development Program
 - i. Orientation
 - ii. Career Coach
 - iii. Workshops – resume/cover letter development, interviewing skills, dressing for success, graduate schools, transitioning out of sports
 - iv. Closing reception
 - b. Graduation stoles
 - c. NCAA Graduation Success Rate
 - d. NCAA Federal Graduation Rate

- E. SAAC – Student-Athlete Advisory Committee News
 - a. Kleats for Kids Program
 - b. Ypsi Award Show – April 11th
 - c. Jock Jamz – January 21st

- F. Building Relationships
 - a. MAC Mental Health Summit – February 16
 - b. Completed LBGT SAFE training fro all staff

- G. ESPN3 Productions – 35 live events – provide breakdown

- H. Revenue Report (will distribute at the meeting)
 - a. IMG Corporate Partner
 - b. Google Partnership
 - c. Aspire Group – our new Ticket Office
 - d. Football
 - i. Game Day revenues

- I. Basketball Updates
 - a. Party in the Paint
 - b. Season Ticket Sales
 - c. Courtside Seating

- J. Development Updates – Dan McLean
 - a. All In Campaign
 - b. Eagles Pride Annual Fund (renewal process)
 - c. Student-Athlete Thank-a-thon

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

- L. Highlight Sport
 - a. Sports Performance – Head Strength and Conditioning Coach – Ron McKeefery

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of October 13, 2015**

Members:

Regents: Mike Hawks, Mike Morris and Jim Webb
Athletics: Chris Hoppe, Senior Associate AD/Administration

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 from Kent State University was hired as the Associate Athletic Director for Student Athlete Support Services. 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. Pina Gentile previously from Iowa State University was hired as the new Women's Golf Coach. In 2014, Coach Gentile took the first women's program from the state of Iowa to the NCAA finals.

Strategic Plan Update:

Following in the University's footsteps; Athletics has developed our own Strategic Plan. Chris Hoppe went on to explain that we had two meetings one with the Executive Staff and another one with Head Coaches and Executive Staff. At these meetings we came up with 6 pillars and 3 cornerstones; a blueprint that will hold us to a higher standard. The 6 Pillars are as follows: 1. Student-Athlete Experience 365; we are responsible for other people's children. 2. Integrity Always. 3. Powered by Passion; this is a lifestyle not a job. 4. Expect to Win on the field and in academics. 5. Inspired to Innovate; always find new ways. 6. Impact people; hire people that make a difference. Cornerstones allow for goal setting on an annual basis. There are three cornerstones; Building Champions, Building E Commerce and Building the Future. Chris Hoppe said we will provide a graphic for the December meeting.

2014-15 Executive Summary:

Erin Kido and Chris Hoppe created the Executive Summary for the Athletics Department. This is a who, what, where packet for Athletics. It's a summary of the Athletic Department Staff and summary of the 21 sport programs. It provides the reader with a 5 year picture of academic performances and athletic performances.

Academic News:

Chris Hoppe said we are breaking records and the Student Athlete Support Service deserves a lot of the credit. The Overall cumulative GPA is 3.204; the highest in history. The overall winter 2015 GPA is 3.259; highest in history. 360 student athletes have 3.0 GPA or higher. 16 out of 21 teams have 3.0 or better. The federal graduation rate is 64% and the graduation success rate is 77%. The Men's Golf Team has the highest male team GPA with a 3.425 and Women's Cross Country has the highest female team GPA with a 3.382. 67 student-athletes had a perfect 4.0 this year!

SAAC-Student-Athlete Advisory Committee New:

Julia Lombardi, women's soccer captain, is serving as this year's president. The 2nd and 7th reading program is still continuing with the athletes going into local elementary schools and reading to 2nd graders. Save the dates will be going out shortly for the 2nd annual Ypsi's. The Student-Athlete Welcome Back Gathering took place at the beginning of the semester. Both Kim Schatzel and Heather Lyke spoke, along with Public Safety. There was a special guest, Vince Thomas from Bill Highway, who gave a wonderful presentation on what you could achieve. Each student-athlete was provided with an Eagles Unite T-shirt and a group picture was taken in the stadium.

Building Relationships:

Heather Lyke sends out a bimonthly newsletter for donors and University staff as a platform for communication. Athletics has many ongoing campus collaborations going. Bystander Education – Yes means Yes. Take care of your friends. Stop sexual harassment before it happens. LGBT Safe Campaign – Everyone made to feel welcome. Google Partnership – Google watches peoples online browsing and will send EMU advertisements based on your searches. The student-athletes participated in the Student Block “E” Initiative with the College of Technology designing an “E” for a student-athlete picture on the field.

Development Updates:

Dan McLean updated the group on Athletics Giving. Since July 1 we are at a total of \$404,507. \$368,236 of that was in cash and \$36,271 was in pledges. We are ahead of last year’s numbers of \$109,252. We had 381 Donors. Cash received giving greater than \$5,000 was \$268,000 and cash received giving less than \$5,000 was \$100,000.

The Eagles Pride Suite was sold out for the 2015 football season. Last year we sold 35 seats; this year we sold 53 seats. Donors have responded positively to the updated decors, amenities and procedures. We have repeated our apparel sales fundraiser with local Adidas distributor, TopCat. The effort is an online store for friends and family of EMU Athletics to purchase Adidas brand gears, custom to their sport. Each team receives a portion of proceeds from their apparel sales. Last year, we raised more than \$9,000 across all sports. The online store is open through October 30. We have asked and challenged our 83 full-time athletics staff, coaches and administrators to give back to EMU Athletics with the Staff All-In Campaign. We are currently in the middle of the campaign, hoping to reach 100% participation by Halloween. Last year we raised more than \$16,500 in cash and pledges. The goal this year is \$18,000. Sports Clubs are sport specific giving efforts targeted at athletics alumni, friends and family of individual programs. As of right now, Football has created the E-Gridiron Group, Gymnastics created the 10.0 Gymnastics Club, Swimming and Diving created Eagle Elite Swim & Dive Club and Volleyball created the BLOCK E Club. Men’s Basketball, Women’s Basketball and Softball are all under construction and will be up and running soon.

Dan went on to recap some events that have took place this past fall. Athletics hosted the 2nd Annual Football Season Premiere Dinner on Thursday, September 3, 2015. This is a stewardship event for donors giving at least \$1,000 to the football program. Donors and senior student-athletes, coaching staff and administration are able to connect during this event. On Saturday, September 5, 2015 Athletics hosted “A Tribute to a Legacy” Track & Field Reunion Celebration and Bob Parks Track Dedication. More than 400 EMU Track Alumni came back to campus for entire day of festivities celebrating their accomplishments at the home opening football game. You may have noticed their custom yellow and green shoes. The event raised more than \$54,000 for the current Track & Field programs, \$25,000 of which is still be collected from multi-year major gift pledges. We are taking the event proceeds and purchasing an AlterG treadmill, which will aid our student-athletes in injury rehabilitation and general recovery.

An event to look forward to is the 2nd Annual Party in the Paint for Men’s & Women’s Basketball. It will be held on Wednesday, November 11 at the Convocation Center. This event provides an opportunity for donors to share an intimate meal on the basketball floor with basketball student-athletes and coaches. This year is a hybrid of stewardship and fundraising, with donors at a certain level receiving complimentary invitations and the selling of individual tickets and tables to expand our engagement and raise funds for the programs.

The Champions Advisory Board was created to participate in athletics fundraising activities ;it is currently made up of 10 members who all are former EMU student-athletes, who contribute \$5,000 annually

Highlight Sport – Head Women’s Basketball Coach – Tory Verdi:

Coach Verdi is in his 4th season as Head Coach of the Women’s Basketball Team. 2014-15 proved to be Verdi’s most successful season, with 24 wins and 13 losses, tying the school record for most wins in a season. His squad also made a run to the 2015 WNIT “Sweet 16”. Coach Verdi passed out bracelets to the Regents, he went on to explain that he gave one to each player and coach to remind them that they still have unfinished business to take care of. Women’s Basketball has some big games coming up against Kentucky and Michigan. The Hoops to Heels program kicks off once again. Hoops to Heels is a program designed to connect EMU student-athletes with successful women from various walks of life including academics, business and the athletics industry to act as mentors.

Meeting was adjourned at 10:30am

Respectfully submitted,

Lori Barron
Administrative Secretary

Board of Regents Meeting
Athletic Affairs
December 8, 2015



Department of Athletics – Staff news

- New Eagles:

Marketing Assistant – Joey Aliota

Assistant Women's Track and Field Coach – Geren Woodbridge

Facilities and Operations Assistant – Nate Miller



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



A Higher Standard Update

- Details of the Blueprint (attachment)
 - 3 Cornerstones
 1. Building Champions
 2. Building E Commerce
 3. Building the Brand



Facility Updates

- **Jones Natatorium** – new scoreboard (capital budget)
- **Convocation Center** – branded banner (private funds)
- **Convocation Center** – new auxiliary gym floor, lights and painting (capital budget)
- **Convocation Center** – main floor repainting (operations budget)
- **Convocation Center** – graphics project in offices and eagles nest (private funds)
- **Oestrike Stadium** – new foul poles, dugout benches and flooring (private funds)



Academic News

- Two New Initiatives

1. Student-Athlete Development Program

- a. Orientation
- b. Career Coach
- c. Workshops – cover letter/resume development, interviewing skills, dress for success, graduate school
- d. Closing Reception

2. Graduation Stoles



Academics- NCAA Graduation Success Rates

EMU Historical Data

- Graduation Success Rate
 - 2014-15 = 81%
 - 2013-14 = 75%
 - 2012-13 = 77%
- Federal Grad Rate
 - 2014-15 = 64%
 - 2013-14 = 63%
 - 2012-13 = 64%



Graduation Success Rate (GSR) – Ranked

Last year we were 10th

1. Northern Illinois = 87%
2. Bowling Green = 85%
3. Miami = 84%
4. Kent State = 83%
5. Ohio = 83%
6. Western Michigan = 82%
7. **Eastern Michigan = 81%**
8. Toledo = 81%
9. Central Michigan = 79%
10. Buffalo = 78%
11. Akron = 78%
12. Ball State = 73%

MAC Average = 81%



Federal Graduation Rates (FGR) – Ranked

Last year we were 11th

1. Kent State = 83%
2. Miami = 74%
3. Ohio = 73%
4. Bowling Green = 70%
5. Akron = 68%
6. Western Michigan = 66%
7. Ball State = 66%
8. **Eastern Michigan = 64%**
9. Buffalo = 62%
10. Northern Illinois = 60%
11. Toledo = 60%
12. Central Michigan = 58%

MAC Average = 67%



Student-Athlete Advisory Council

- Kleats for Kids program
- November 22 meeting at Heather's house
- "All In Campaign" by the student-athletes
- Jock Jamz – January 21 at 6:00pm at Pease Auditorium – Funds raised will go to the Ypsilanti City Schools
- The Ypsi's – April 11 at 7:00pm – End of the Year Award Show celebrating academics, athletics and community service



Building Relationships

- MAC Mental Health Summit – February 16
- Completed LBGT SAFE Training for all staff in October



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



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



ESPN3 Productions

- 35 live athletic events
- 17 men's basketball games
- 14 women's basketball games
- 2 wrestling matches (MAC Championship)
- 1 women's volleyball game
- 1 women's gymnastics meet



Basketball Updates

- Party in the Paint – November 11

- Season Ticket Sales

- Men's Basketball

- 104 in 2015-16
 - 89 in 2014-15
 - 115 in 2013-14
 - 102 in 2012-13

- Women's Basketball

- 42 in 2015-16
 - 33 in 2014-15
 - 39 in 2013-14
 - 26 in 2012-13

- Courtside Seating

- Men's basketball

- 22 in 2015-16
 - 13 in 2014-15
 - 19 in 2013-14

- Women's Basketball –

- 6 in 2015-16
 - 2 in 2014-15
 - 7 in 2013-14



Development

- All-In Campaign
- Eagles Pride – Annual Fund (renewal process)
- Student-Athlete Thank-a-thon



Fall Sports – Wrap Up

- Men's Cross Country – 1st in MAC, 3rd in NCAA Regionals (highest finish since 2002)
- Women's Cross Country – 1st in MAC, 6th in NCAA Regionals (highest finish since 1996)
- Football – 12th in MAC
- Women's Soccer – 12th in MAC
- Women's Volleyball – 8th in MAC



Highlight Department

- Sports Performance
 - Coach Ron McKeefrey – Head Strength and Conditioning Coach
 - 2nd season at EMU



Questions?

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

