

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 11
DATE: February 5, 2016

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

It is requested that the Board of Regents receive and place on file the working agenda for the February 5, 2016 meeting and December 8, 2015 minutes.

STAFF SUMMARY

- Approval of Tuesday, December 8, 2015 Minutes
- Updated Staff News
- Facility Updates
- Academic News
- SAAC – Student-Athlete Advisory Committee News
- Building Relationships
- Football News
- Special Events
- Revenue Report
- Development Updates – Dan McLean
- Winter Sports Reports – Wrap Up
- Highlight Sport – Men’s Basketball – Rob Murphy

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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



University Executive Officer

1/15/16

Date

BOARD OF REGENTS

ATHLETIC AFFAIRS COMMITTEE

February 5, 2016

201 Welch Hall

A G E N D A

- A. Updated Staff News – New Eagles
 - a. Defensive Coordinator – Neil Netherly
 - b. Defensive Line Coach – TBD
 - c. NCAA National Representation
 - i. Chris Hoppe – NCAA Division I Rowing Championship committee
 - ii. Christian Spears – NCAA Pathway Program
 - iii. Matt Jakobsze – Division I Working Group on Financial Aid
 - iv. Heather Lyke – Division I Working Group on Amateurism & Benefits

- B. Facility Updates
 - a. Convocation Center nutrition room
 - b. Men’s Basketball locker room renovation
 - c. Bubble Update

- C. Academic News
 - a. Fall Grades

- D. SAAC – Student Athlete Advisory Committee News
 - a. Jock Jamz - \$X Funds raised go to Ypsilanti Community Schools
 - b. The Ypsi’s – April 11th at the Convocation Center

- E. Building Relationships
 - a. E Pride Initiative – sweatshirts from Adidas promotional funds
 - b. E Keyboard Stickers – 2,000 stickers for \$35

- F. Football News
 - a. Signing Day event – February 3
 - b. Season Tickets on sale – February 3
 - c. Spring Game – April 2

- G. Special Events
 - a. Student-Athlete Letter Awards
 - i. Freshmen – jacket and 1st year coin
 - ii. Sophomore – collector’s box and 2nd year coin
 - iii. Junior – 3rd year coin
 - iv. Senior – ring and 4th year coin
 - b. Softball – Diamond Dinner – first time ever – February 6
 - c. Baseball – Lead Off Dinner – Vince Thomas is guest speaker – February 13
 - d. Baseball – World Series Team reunion from 1975 & 1976 teams – May 13

- H. Revenue Report (will be distributed at the meeting)

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

- J. Winter Sport Reports – Wrap Up
 - a. Men’s Basketball
 - b. Women’s Basketball
 - c. Women’s Gymnastics
 - d. Men’s Swimming
 - e. Women’s Swimming
 - f. Men’s Indoor Track
 - g. Women’s Indoor Track
 - h. Wrestling

- K. Highlight Sport
 - a. Men’s Basketball – Rob Murphy

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of December 8, 2015**

Members:

Regents: Mike Hawks, Mike Morris, Jim Webb and Mary Treder Lang
Athletics: Christian Spears, Senior Associate AD/Administration

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 9:33am

Updated Staff News:

There are three new hires in the Athletic Department. Joey Aliota from University of Oregon was hired as the Marketing Coordinator with an emphasis on student engagement initiatives. Geren Woodbridge from Troy University was hired as the Assistant for Women's Track & Field. Nate Miller who has been with the University since 2010 is currently the Facilities and Operations Assistant. His primary emphasis is external events and operations.

Strategic Plan Update:

Members of the Eastern Michigan Athletics family believe in setting **A Higher Standard** for performance in all we do. EMU Athletics has great expectations for our student-athletes, coaches and staff, and we encourage one another to not only meet expectations but also exceed them. These shared commitments inform our decisions and inspire all members of EMU Athletics to perform at **A High Standard** each day. The Strategic Plan is made up of 6 Pillars: Student-Athlete Experience 365, Integrity Always, Powered by Passion, Expect to Win, Inspired to Innovate, Impact People and 3 Cornerstones: Building Champions, Building E Commerce and Building the Future.

Facility Updates:

We have many exciting new additions throughout the Athletics facilities. Out of the capital budget we were able to get a new scoreboard for Jones Natatorium and a new floor, lights and painting for the Auxiliary Gym in the Convocation Center. Out of the Operations budget we were able to repaint the main floor in the Convocation Center. Through private funds we have a branded banner in the Convocation Center, new graphics in the offices and Eagles Nest in the Convocation Center and new foul poles, dugout benches and flooring at Oestrike Stadium.

Academic News:

Two new initiatives were developed. 1.) Student-Athlete Development Program helps with career opportunities after graduation for athletes; assistance with cover letter/resume development, interviewing skills, dress for success, graduate school. 2.) Graduation Stoles for Athletes; white with green block E. In other news we were ranked 7th in graduation success rate within the Mid American Conference with an 81%. We were 10th last year. Our goal is to be in the top half of the MAC. We were ranked 8th with a 64% Federal Grad Rate in the MAC. We were 11th last year, but still need to get better.

SAAC-Student-Athlete Advisory Committee News:

SAAC is teaming with Kleats for Kids program. Through early February, people can donate gently used or new athletics shoes. The November 22nd SAAC meeting was held at Heather Lyke's house. Three events to look forward to are: "All In Campaign" by the student athletes, Jock Jamz on January 21 at Pease Auditorium and The Ypsi's on April 11 @ 7:00pm.

Building Relationships:

Athletics is continuing to build relationships both on and off campus. Some of our staff will be attending the Mid American Conference Mental Health Summit on February 16. During the month of October, the entire Athletics Department completed LGBT SAFE Training.

ESPN3 Productions:

Athletics is producing 35 live events for ESPN3. There will be 17 Men's Basketball games, 14 Women's Basketball games, 2 Wrestling matches, 1 Volleyball match and 1 Gymnastics meet. The programming will be produced entirely by members of the Athletic Department and the Department of Communication, Media & Theatre Arts.

Revenue Report:

As of right now, gate receipts totaled \$277,500, Athletics is hoping that will increase with the remaining Men's and Women's Basketball games. Athletics made \$200,00 from the Adidas Apparel Sponsorship. Double the amount from the 2014-15 season. Parking also doubled from last season, from just football alone.

Basketball Update:

Party in the Paint was held November 11, 2015. This dinner is designed to provide donors an opportunity to meet student-athletes and coaches who benefit from their support. Men's season ticket sales are up to 104 from last season's 89. Women's Basketball season tickets sales are up as well from 33 in the 2014-15 season to 42 this season. Twenty-two courtside seats were sold for Men's Basketball games, an increase from 13 last season. 8 tickets remain for single game courtside.

Development Updates:

Annual giving from July 1 – present is \$502,000. \$460,000 was in cash, \$42,000 in pledges. Athletics is ahead of last year's numbers of \$177,000 total at this time. Athletics has a total of 672 donors.

88 Full-time Athletics staff responded to the "All-In" campaign. We reached 100% participation and more than \$16,000 has been given to support EMU. This is the second consecutive year reaching our goal. We have two new Sports Clubs; sport specific giving efforts targeted at athletics alumni, friends and family of individual programs under construction; The Greens – Men's Golf and The Eagle Club- Women's Golf. Once these two are developed every sport will have their own sport club effort. We recently held our third Champions Advisory Board meeting to discuss MAC facilities, fundraising strategy and peer prospect review. Laurie Hubbard, Senior Vice President, Global Tax Director at The Warranty Group and also a Swimming & Diving Alum has joined the Board. Beginning in January we will begin a monthly mailing to all donors who gave 12 months prior. This is 1. To thank them for their previous gift, 2. To connect them via a print piece to a student-athlete from the sport they contributed to and 3. To ask them to renew their gift and support of EMU Athletics. The mailing will be followed up with email reminders and then phone calls to solicit continued annual support.

During Thanksgiving week, 12 different teams took their turns telling donors how thankful they are. Videos were released on social media receiving nearly 19,000 views. The 2nd annual student-athlete Thank-a-thon was held the first Sunday in December. More than 60 student-athletes volunteered their time to make phone calls and leave voicemails for calendar year 2015 EMU Athletics donors. More than 900 calls were made, an increase of 300 from the previous year. Later this month we'll release a video from the event, wrapping up our year-end donor communications.

Fall Sports Reports – Wrap Up:

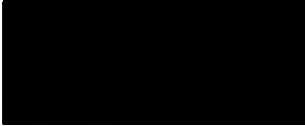
The Eastern Michigan University Men's Cross Country team repeated as Mid-American Conference Champions at the 2015 MAC Championships. In addition, Men's Cross Country took 3rd at Regionals, the team's highest finish since 2002. The Eastern Michigan University Women's Cross Country team had a historic 2015 season, as the squad captured their first ever Mid-American Conference. The lady Eagles also finished 6th in the NCAA Regionals; their highest finish since 1996.

Highlight Sport – Sports Performance – Head Strength and Conditioning Coach – Ron McKeefery:

Ron McKeefery is in his second year as Head Strength and Conditioning Coach. He was selected as the National Strength & Conditioning Association Coach of the year. Throughout his career he has worked with 2 NFL teams, a major league baseball team and The United States Army Special Forces but his passion is college athletics. His father was gone and his mother raised him and his siblings. Coaches impacted his life and in turn he wants to impact young adults the same way. He cares about the athletes as people not players. Works out the athletes for 2 hours a day and the other 22 hours are filled with life experiences, we've been to Pikes Peak, Sand Dunes and jumped in freezing cold water in the middle of winter. When he first came to Eastern Michigan the Strength & Conditioning department had the lowest grade in the review and now it has the highest. Coach McKeefery has a staff of 3 full time employees all with a Masters degree. Coach McKeefery says he's a solution guy not a problem guy.

Meeting was adjourned at 10:30am

Respectfully submitted,



Lori Barron
Administrative Secretary

Board of Regents Meeting
Athletic Affairs
February 5, 2016



Department of Athletics – Staff news

- New Eagles:
Defensive Coordinator – Neal Netherly
Defensive Line Coach - TBD



Department of Athletics – Staff news

- **NCAA National Representation**
 - Chris Hoppe – *NCAA Division I Rowing Championship committee*
 - Christian Spears – *NCAA Pathway Program*
 - Matt Jakobsze – *Division I Working Group on Financial Aid*
 - Heather Lyke – *Division I Working Group on Amateurism & Benefits*



Facility Updates

- **Convocation Center** – nutrition room (game guarantee)
- **Convocation Center** – men's basketball locker room renovation (game guarantee)
- **Indoor Practice Facility / Bubble** – update



Academic News – Fall Semester Grades 2015

- Overall cumulative GPA – 3.235 (2nd highest in history)
- Overall Fall 2014 GPA – 3.186 (2nd highest in history)

- Men’s Cumulative GPA after Fall 2015 – 3.102
- Women’s Cumulative GPA after Fall 2015 - 3.399

- Number of SAs with a 3.0 Cumulative GPA 383 (70%)
- Number of SAs with a 3.0 Fall 2015 GPA – 375 (68%)

- Total teams with a 3.0 GPA – 16 (84%)

- Highest male team GPA – Men’s Golf (3.484)
- Highest female team GPA – Women’s Soccer (3.609)

- 39 student-athletes with a perfect 4.0!



Student-Athlete Advisory Council

- Jock Jamz – January 21 and \$X 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 on Campus

- E Pride Initiative – sweatshirts on campus from Adidas promotional funds (video)
- E Keyboard stickers - 2,000 stickers for \$35



Football News

- Signing Day event – February 3
- Season Tickets on sale – February 3
 - 6 homes games
 - Mississippi Valley State University, Wyoming, Central Michigan, Northern Illinois, Toledo and Miami
 - 6 away games
 - Missouri, UNC Charlotte, Ball State, Western Michigan, Bowling Green and Ohio University
- Spring Game – April 2



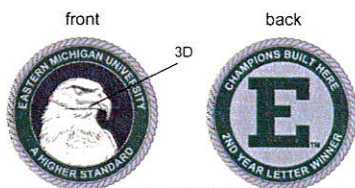
Football News

- Group of 5 Conferences Final Rankings
 - #1 - American Athletic Conference = 70.16
 - #2 – MAC = 84.76
 - #3 – Mountain West = 88.00
 - #4 – Conference USA = 91.13
 - #5 - Sun Belt = 92.97



Special Events

- Student-Athlete Letter Awards
 - Freshmen – letter jacket and 1st year coin
 - Sophomore – collector’s box and 2nd year coin
 - Junior – 3rd year coin
 - Senior – ring and 4 year coin



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Special Events

- Softball – Diamond Dinner – 1st annual – February 6th
- Baseball – Lead off Dinner – Vince Thomas is the guest speaker – February 13th
- Baseball – World Series Team reunion from the 1975 & 1976 teams – May 13th

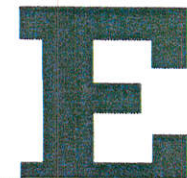


Financial Updates

- Revenue Report
- Fundraising Report – Dan McLean



Pro Forma	Actual	Actual	Projected	Actual	%	VARIANCE
	# of games	2013-2014	# of games	2014-2015		
	2012-2013					
REVENUE						
Gate Receipts						
Football	\$79,442	18	\$48,269	19	\$50,000	\$129,210
Basketball - Men	\$41,735	16	\$11,161	17	\$12,000	\$41,853
Wrestling	\$2,741	6	\$1,872	9	\$2,500	\$5,122
Gymnastics	\$-		\$-		\$1,500	\$4,801
Volleyball	\$2,856	9	\$3,446	9	\$3,500	\$1,554
Total Ticket Sales	\$139,293		\$140,710		\$169,500	\$2,917
						\$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)
- Student-Athlete Thank-a-thon video
- Student-Athlete All-In Campaign



Winter Sports – Update

- Men's Basketball
- Women's Basketball
- Women's Gymnastics
- Men's Swimming
- Women's Swimming
- Men's Indoor Track
- Women's Indoor Track
- Wrestling



Highlight Department

- Men's Basketball
 - Head Coach Rob Murphy
 - 5th season at EMU



Questions?

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

