

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION:	11
DATE:	April 22, 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 April 22, 2016 meeting and February 5, 2016 minutes.

STAFF SUMMARY

- Approval of Friday, February 5, 2016 Minutes
- Updated Staff News
- Facility Updates
- Academic/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 – Academics – Dr. Talea Drummer

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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



University Executive Officer

4/6/16

Date

Board of Regents Topics – Athletic Affairs
April 22, 2016

Department of Athletics

1. Updated Staff News – New Eagles
 - a. Defensive Line Coach – Chuck Bullough
 - b. Video Coordinator – Brian Overholt
 - c. Head Women’s Basketball Coach - TBD
2. Facility Updates
 - a. Convocation Center
 - i. Men’s basketball locker room renovation
 - ii. Nutrition room – Champions Fuel Here
 - iii. Equipment room – response to internal audit
 - b. Baseball Infield Turf Replacement – anonymous/matching gift
 - c. Gymnastics practice room
3. Academic News
 - a. MAC Academic Awards
4. SAAC – Student-Athlete Advisory Committee News
 - a. Ypsi Award Show – April 11th at the Convocation Center
 - b. MAC Community Service Week and Summary
 - c. SAAC President for 2016-17 – Chris Cutter (Men’s Swimming)
5. Building Relationships
 - a. Everything Eastern – New partnership with MSW Print (Ypsilanti) and IMG College for all merchandise needs
 - b. Newly formed Washtenaw County Sports Commission
 - c. Men’s Basketball – Celebration of the Michigan High School Championship Game – 100 years
6. Football News
 - a. Season tickets on sale
 - b. Fall 2016 Schedule
 - c. Spring game
 - d. New premium seating area – new revenue projection
7. Special Events
 - a. Baseball – World Series Team reunion from 1975 & 1976 teams – May 13th
8. Revenue Report (will be distributed at the meeting)
9. Development Updates – Dan McLean

10. Winter Sport Reports – Wrap Up

- a. Men's Basketball – lost in 2nd round of MAC tournament
- b. Women's Basketball – lost in 3rd round of MAC tournament
- c. Men's Swimming – MAC Champions
- d. Women's Gymnastics – MAC Champions
- e. Women's Swimming – Finished in 2nd place
- f. Men's Indoor Track – Finished in 2nd place
- g. Women's Indoor Track – MAC Champions
- h. Wrestling – Finished in 8th place

11. MAC Championship Summary – Since EMU Joined in 1973

12. Highlight Sport – Football – Coach Creighton

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of February 5, 2016**

Members:

Regents: Mike Hawks, Mike Morris and Jim Webb
Athletics: Heather Lyke, Athletics Director/Vice President

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 9:30am

Updated Staff News:

Neal Neathery was hired as an Assistant Football Coach. He will serve as the team's Defensive Coordinator and Linebackers coach. Coach Neathery came to Ypsilanti after coaching the past six years at the University of Texas at San Antonio. Both Coach Creighton and Coach Neathery have previously worked together at Drake University. Coach Neathery was named the 2007 American Football Coaches Association NCAA Division III Assistant Coach of the Year.

In other news the Athletics staff is representing the NCAA in various committees. Erin Kido is a member of the Student Athlete Experience Committee. Chris Hoppe joined the NCAA Division I Rowing Championship committee. Matt Jakobsze is a member of the Division I Working Group on Financial Aid. Heather Lyke is a part of the Division I Working Group on Amateurism & Benefits. Christian Spears was selected to join the NCAA Pathway Program. Only 15 members, whose main goal is aspiring to be an Athletic Director, are selected out of hundreds.

Facility Updates:

We have many exciting new additions throughout the Athletics facilities. Out of the Game Guarantee budget were able to begin construction on a Nutrition Room in the Convocation Center and renovate the Men's Basketball locker room. In other news, due to structural issues at the Indoor Practice Facility our sports teams have been practicing at Legacy in Brighton. Trinity Transportation has assisted with transportation back and forth.

Academic News:

The overall cumulative GPA for the fall semester was a 3.235, 2nd highest in history. The overall GPA for Fall 2014 was 3.186. The Men's Cumulative GPA after Fall 2015 was 3.102, while the Women's Cumulative GPA after Fall was 3.399. 383 student-athletes had a 3.0 and 16 teams had a 3.0. Men's Golf had the highest GPA with a 3.484 and Women's Soccer was the highest female team with a 3.609. 39 student-athletes had a perfect 4.0.

SAAC-Student-Athlete Advisory Committee News:

Jock Jamz was held on January 21. \$1,551 was raised and given as a donation to Ypsilanti Schools. The Ypsi's will be held on April 11 @ 7:00pm. The Ypsi's is an end of the year award show celebrating academics, athletics and community service.

Building Relationships:

Athletics is continuing to build relationships on campus with the E Pride Initiative. During this initiative students were allowed to switch out sweatshirts from other colleges with EMU logo gear from Adidas promotional funds. For \$35 we received 2,000 E stickers that are to be placed on the E of your keyboard. In addition, with a number of campus and community agencies the EMU Department of Athletics delivered hundreds of cases of water to Flint on Friday, January 29, 2016.

Football News:

Football Signing Day event is on February 3, 2016. This is also the first day that Football season tickets go on sale for the 2016 season. There will be 6 home games (Mississippi Valley State University, Wyoming, Central Michigan, Northern Illinois, Toledo and Miami) and 6 away games (Missouri, UNC Charlotte, Ball State, Western Michigan, Bowling Green and Ohio University).

Special Events:

In the past, Student-Athletes received a certificate for their letter awards; this year Athletics revamped the awards. Along with a ring and letter jacket that freshman and seniors receive; we are now giving coins for every year. There will be 4 coins given to each athlete every year along with a collector's box during their sophomore year to hold each coin. Both Softball and Baseball will be hosting dinners to begin their seasons. Vince Thomas owner of Bill Highway and a member of the Champions Advisory Board will be the guest speaker for the Baseball Lead Off Dinner on February 13, 2016. There will also be a reunion for the 1975/76 World Series Baseball teams on May 13, 2016.

Revenue Report:

Dan McLean has been working with Learfield Licensing Partners on redeveloping EMU's licensing program. We now have three primary E's: Block E, Diamond plated E and Script E. The Script E was brought back by Head Baseball Coach Mark VanAmeyde to honor the 1975/76 World Series Baseball teams. In other news, through our partnership with IMG, Heidi Wegmueller has secured us 45 partners to date.

Development Updates:

A few fundraising initiatives are underway. Eagles Pride annual fund renewal process is underway. This begins with a thank you letter from the athlete being mailed, followed by a letter explaining the annual fund and ending with a form for an option to renew. The Development team has also produced a Student-Athlete Thank-a-thon video. Since the staff All-In campaign was a success the student-athletes also wanted to participate in their own All-In Campaign. All 21 teams gave gifts and the money received will go to a Block E setting for pictures.

Winter Sport Reports – Wrap Up

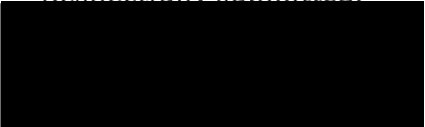
The Eastern Michigan University Men's Basketball team is 11-11 and 3 and 6 in the Mid American Conference. Women's Basketball is a very talented team being 13-8 and 4 and 6 in the MAC. Gymnastics has been in the top 25 all season. Men's Swimming is 4 and 2 and heading into the MAC Championship next month. Our Men's Track program has the #3 runner in the country, Willy Fink and the #10 Throws, Anthony Jones. Women's Track is #11 in the country for distance running. Wrestling beat MSU and are hosting the MAC Championships at the Convocation Center next month.

Highlight Sport – Head Women’s Gymnastics Coach – Jay Santos:

In his first season leading the Eagles, Coach Santos was named the Mid-American Conference Coach of the Year. He guided the team to a 13-5 record and tied the team record for most regular seasons. In addition, the team had their highest score ever at Western Michigan, Feb. 20 scoring a 195.575. The team finished 4th at the MAC Championships while placing three gymnasts on the All-MAC team. Out of the gym the team had 8 All Academic gymnasts, a 3.6 GPA and 5 of the gymnasts had 4.0s; showing Coach Santos dedication both in and out of the gym. Coach Santos graduated from the University of Massachusetts at Amherst, Massachusetts. He competed for the men’s gymnastics team for four seasons and has 15 years coaching experience from such colleges as Illinois, Iowa State University and Ohio State University.

Meeting was adjourned at 10:15am

Respectfully submitted,



Lori Barron
Administrative Secretary

Board of Regents Meeting
Athletic Affairs
April 22, 2016



Department of Athletics – Staff news

- New Eagles:
Defensive Line Coach – Chuck Bullough
Video Coordinator – Brian Overholt
New Head Women's Basketball Coach - TBD



Facility Updates

- **Convocation Center**
 - Nutrition room (game guarantee)
 - Men's Basketball locker room renovation (game guarantee)
 - Equipment room
- **Baseball**
 - Infield turf replacement (anonymous/matching gift)
- **Gymnastics practice gym**
 - New equipment and mats for safety purposes



Academic News

Presidential Award – 24 Student-Athletes

- 3.5 minimum accumulative GPA
- Current and exhausted eligibility students
- Awarded once in the career of a student-Athlete

Commissioner's Award – 81 Student-Athletes

- 3.5 minimum accumulative GPA after two semesters
- First-Year and Graduating seniors are not eligible
- Transfer students must complete one full academic year to be eligible

Mid-American Conference Honor Roll – 221 Student-Athletes

- 3.0 minimum accumulative GPA
- Freshmen and Junior College Transfers in their first year of residence are not eligible



Student-Athlete Advisory Council

- The Ypsi's – April 11 at 7:00pm – End of the Year Award Show celebrating academics, athletics and community service
- MAC Community Service Week – April 4th
- New SAAC President – Chris Cutter (men's swimming)
- Last meeting of the year – Dr. Steinbrecher attended



Community Service

- **Total Hours:** 3,028 Hours (and counting)
- Top Teams
 1. Women's Rowing (805 hours)
 2. Baseball (537 hours)
 3. Men's Basketball (322 hours)
 4. Softball (245 hours)
 5. Women's Track & Field (244 hours)
- Key Initiatives/Programs
 - Building Bright Futures
 - 2nd & 7 Reading Program
 - Kleats for Kids



Building Relationships on Campus

- **Everything Eastern** – New partnership with MSW Print (Ypsilanti) and IMG College to manage all merchandise needs
- Newly formed Washtenaw County Sports Commission
- Basketball – Celebrated the 100th anniversary of the Michigan High School Championship game



Football News

- 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
- 4 Nationally televised games (2 home, 2 away)
- Spring Game – April 2nd



Football News

- New Premium Seating area:
 - 8 outdoor suites with 32 seats
- Revenue projections:
 - Combination of donation and cost of tickets
 - Donation = \$1,000 (per table)
 - Seat purchase = \$150 (per seat)
 - One table and 4 chairs = $\$1600 \times 8 = \$12,800$



New Premium Seating Area

- Insert image



Special Events

- Baseball – World Series Team reunion from the 1975 & 1976 teams – May 13th



Special Events

- Revenue Report
- Fundraising Report – Dan McLean



Pro Forma	2012-2013	# of games	2013-2014	# of games	2014-2015	# of games	2015-2016	VARIANCE
REVENUE								
Gate Receipts		6	\$75,967	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	\$5,127	
Wedding	\$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	\$899,410		\$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		\$75,739		\$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		\$9,180	
Parking - Basketball	\$-		\$-		\$-			
Total Parking	\$-		\$-		\$10,000		\$9,180	
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)

Winter Sports – Update

- Men's Basketball – lost in 2nd round of the MAC Tournament
- Women's Basketball – lost in 3rd round of the MAC tournament, 2nd round of the WNIT
- Women's Gymnastics – **MAC Champions**
- Men's Swimming – **MAC Champions**
- Women's Swimming – finished in 2nd place
- Men's Indoor Track – finished in 2nd place
- Women's Indoor Track – **MAC Champions**
- Wrestling – finished in 8th place



MAC Championships since 1973

- #1 – Eastern Michigan = 134
- #2 – Kent State = 128
- #3 – Miami = 124
- #4 – Central Michigan = 96
- #5 - Ohio University = 89
- #6 – Ball State = 86
- #7 – Western Michigan = 63
- #8 – Bowling Green = 58
- #9 – Akron
- #10 – Toledo
- #11 – Northern Illinois = 23
- #12 – Buffalo = 7



Highlight Department

- Football
 - Head Coach Chris Creighton
 - 3rd season at EMU



Questions?

