

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 12
DATE: June 21, 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 June 21, 2016 meeting and April 22, 2016 minutes.

STAFF SUMMARY

- Approval of Friday, February 5, 2016 Minutes
- Updated Staff News
- ESPN/CBS Sports Network Review
- MAC/ESPN Football Overview
- College Football Playoff TV Ratings
- Bowl Game Valuations
- Facility Updates
- Student Athlete Advisory Council
- Community Service News
- Football News
- Budget News
- Special Events
- Spring Sports Reports – Wrap Up – MAC Reese and Jacoby Final Standings
- 2015-16 Annual Review
- Highlight Department – Student-Athlete Support Services – 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

Date

BOARD OF REGENTS

ATHLETIC AFFAIRS COMMITTEE

June 21, 2016
201 Welch Hall
9:00 a.m.

A G E N D A

- A. Updated Staff News – New Eagles
 - a. Head Women’s Basketball Coach – Fred Castro
 - b. Assistant Women’s Basketball Coach – Adam Call (coming from Stony Brook)
 - c. Assistant Women’s Basketball Coach – Abi Olajuwon
 - d. Assistant Rowing Coach - TBD
 - e. Assistant Compliance Director – TBD
 - f.
- B. ESPN/CBS Sports Network Review
 - a. MAC/ESPN Football Review
 - b. College Football Playoff TV Ratings
 - c. Bowl Game Valuations
- C. Facility Updates
 - a. Convocation Center
 - i. Men’s Basketball Locker Room renovation
 - b. Gymnastics practice room
 - c. Rynearson Stadium – new premium seating area
- D. Student-Athlete Advisory Council
- E. Community Service News
 - a. Athletic Department Community service day – YPSI Pride Day – May 21
- F. Football News
 - a. Season tickets on sale
 - b. Fall 2016 schedule – donor trips
 - c. Touchdown Terrace/The Quad
 - d. Future Football schedules through 2020
- G. Budget News
 - a. FY17 Budget plan
 - b. FY16 Revenue report (attached)
 - c. IMG update
- H. Special Events
 - a. Maurice Clarett visited with our Football and Men’s Basketball teams on May 25th to share his story and lessons learned.
- I. Spring Sport Reports – Wrap Up
 - a. MAC Reese and Jacoby Final Standings
- J. 2015-16 Annual Review
- K. Highlight Department – Student-Athlete Support Services – Dr. Talea Drummer

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of April 22, 2016**

Members:

Regents: Mike Hawks, Jim Webb, Mary Treder Lang
Athletics: Heather Lyke, Athletics Director/Vice President

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 900am

Updated Staff News:

Chuck Bullough was recently hired as the new Defensive Line Coach for Football. His last coaching position was at Syracuse University. We also have a new Video Coordinator named Brian Overholt. Lastly, we are in the process of searching for a new Head Women's Basketball Coach and hope to have that position filled in early May.

Facility Updates:

There are a few facility updates to note. With an anonymous gift we will be replacing the 9 year old infield baseball turf. We will be renovating an old room into a new nutrition room for all of the student-athletes who work out in the Convocation Center. With the health, nutrition and well being of our Student-Athletes being a priority, this new room will be an ideal place for our Student-Athletes and a recruiting asset for our Coaches. The funds for this project are provided by fundraised money. We are also beginning plans for the renovation of the Men's Basketball locker room, which will be another fundraised project. From a safety standpoint, the Women's Gymnastics practice gym in Warner is having many of the old mats replaced and the equipment reconfigured to provide a safer training environment. With funds from the capital budget and again for safety issues due to falling concrete the tunnel at Rynearson Stadium will be renovated, as well as the Eagles Pride loge area.

Academic News:

The MAC Conference recently honored 326 of our Student-Athletes with significant academic honors for their overall GPAs of either a 3.0 or 3.5. The Presidential Award was awarded to 24 Student-Athletes for a 3.5 minimum accumulative GPA. This award is awarded once in the career of a Student-Athlete. 81 Student-Athletes were awarded the Commissioner's Award for 3.5 minimum accumulative GPA after two semesters. The Mid-American Conference Honor Roll was awarded to 221 Student-Athletes with 3.0 minimum accumulative GPA.

SAAC-Student-Athlete Advisory Committee News:

The Student-Athletes recently hosted the Ypsi Award Show on April 11th, which is their end of the year award show celebrating our Student-Athletes' academic, athletics and community service accomplishments. Dr. Jon Steinbrecher came to EMU to take part in our final SAAC meeting of the year and shared the vision for the MAC with our Student-Athletes. Chris Cutter from the Men's Swimming and Diving Team was named the new SAAC President. Our Student-Athletes have participated in over 3,000 community service hours so far this year with the goal of reaching 5,000 by the end of the summer. Women's Rowing is the top team in terms of community service hours so far.

Building Relationships:

Everything Eastern is the name of the new merchandise store in the Convocation Center. Our Athletic Department has partnered with MSW Print, which is an Ypsilanti based company to provide all of our merchandise needs for our fans and campus community. Washtenaw County Sports Commission is a newly formed organization where they combined the efforts of Ypsilanti and Ann Arbor into one collaborative organization designed to help attract athletic events and impact the economy of Washtenaw County. The Athletic Department has played an active and helpful role in the formation of this organization and will continue to be engaged to help attract events to Eastern Michigan.

Football News:

Football season tickets went on sale February 3. We will have 6 home games at The Factory this year, each with a particular theme. The first home game of the year is set for Friday, September 2 at 6:00pm vs. Mississippi Valley State University, which is also our new student and parents welcome day and they will all be invited to the game. Four of our football games this year will be nationally televised (2 home games and 2 away games). There will be a new premium seating area at the football game called the Eagles Pride Loge. It is designed for 8 outdoor suites with 32 seats. This is an opportunity to create new revenue at our football games.

Special Events:

Baseball will be hosting a reunion of the Word Series Team from 1975 & 1976 on May 13th in conjunction with our Friday night game vs. Northern Illinois.

Revenue Report:

Athletics provided an update on their ongoing revenue increases in the area of ticket sales, multi-media rights and merchandise sales. As of April 21 we were short \$8,000 on our revenue for tickets for football. We were short this amount due to Aspire starting only a couple weeks before our first game last year. Our gifts-in-kind doubled what the projected goal of 10,000 was. Our parking revenue increased to \$25,934 due to the \$5.00 charge for football games. Mary Treder Lang wondered if we would be charging parking during the basketball season. The Adidas Sponsorship went up \$40,000 above our original estimate. Athletics is looking to create new revenue with the Eagle Pride Loge area at Football games.

Development Updates:

There is not only an increase in overall fundraising to the Athletic Department, but also an increase in the number of donors to athletics. Fundraising as increased from FY15 (\$297, 769) to FY16 (\$735,696) to date. This is an increase of 168%. The number of donors to Athletics has increased from FY15 (832) to FY16 (1,098), which is an increase of 32%. The Student Athletes have joined together and raised over \$1,000 for the department and we have 3 matching

donors to match that \$1,000. Baseball has received a \$100,00 anonymous gift towards a new turf infield and the Development Office is in the process of creating a challenge gift campaign for this project.

Winter Sport Reports – Wrap Up

We had three teams win MAC Championships during the winter semester and they were: Men's Swimming and Diving, Women's Indoor Track and Field and Women's Gymnastics. In a recent MAC report Eastern Michigan is ranked #1 in overall MAC Championships won since the formation of the MAC. We have won 134 championships. In second place is Kent State with 128.

Highlight Sport – Head Football Coach – Chris Creighton:

Coach Creighton is in his 3rd season as Head Football Coach. Coach Creighton used an analogy to describe his three years here. The first they were digging out the boulder to see what we have. The second year they were behind the boulder and needed to find a way to move it. Third year they to get the boulder rolling with the 2nd recruiting class coming in. It's a new year with Coach Neal Neathery leading the defense. The freshman that red shirted last year will be difference makers this year. Defense came out strong during spring ball. They have a new sense of confidence. Tough times don't last but tough people do. Camp opens August 6, 2016.

Meeting was adjourned at 10:15am

Respectfully submitted,

Lori Barron
Administrative Secretary

Board of Regents Meeting

Athletic Affairs

June 21, 2016



Department of Athletics – Staff news

- New Eagles:

Head Women's Basketball Coach – Fred Castro

Assistant Women's Basketball Coach – Adam Call

Assistant Women's Basketball Coach – Abi Olojuwan

Assistant Women's Basketball Coach – TBD

Head Women's Gymnastics Coach – TBD

Assistant Women's Gymnastics Coach - TBD

Assistant Rowing Coach – TBD

Assistant Compliance Director – TBD

Director of Women's Basketball Operations - TBD



ESPN/CBS Sports Network Overview

- National television exposure for EMU
 - ESPN platform – 99 million homes (66 events last year)
 - CBS Sports Network – 57 million homes (1 event last year)



MAC/ESPN Football Overview

College Football Playoff Television Ratings



2016 Spring Meeting
Phoenix, AZ



Overall Ratings for 2015 Season

	<u>2015</u>	<u>2014</u>	<u>+/-</u>
ABC	3.1 (42 windows)	3.2 (36 windows)	-3%
ESPN	1.7 (74 games)	1.6 (76 games)	+6%
ESPN2	0.5 (69 games)	0.6 (66 games)	-17%
ESPNU	0.2 (60 games)	0.2 (67 games)	FLAT
All Networks	1.3 (245 games)	1.2 (245 games)	+8%

MAC Ratings

ESPN2

Conference	# of games	US HH rtg	HH Imps
SEC	7	0.8	946,015
Big Ten	8	0.7	864,574
Pac-12	5	0.7	775,204
Big 12	2	0.6	704,019
ACC	8	0.6	685,184
MAC	7	0.5	579,752
American	8	0.5	522,530
MW	10	0.3	361,985
Sun Belt	2	0.3	285,932



2015 vs. 2014

Network	2015	2014	% Change
ESPN2	0.5	0.4	+35%
ESPNU	0.2	0.1	+38%
Champ	0.7	0.5	+43%

MAC Bowl Ratings

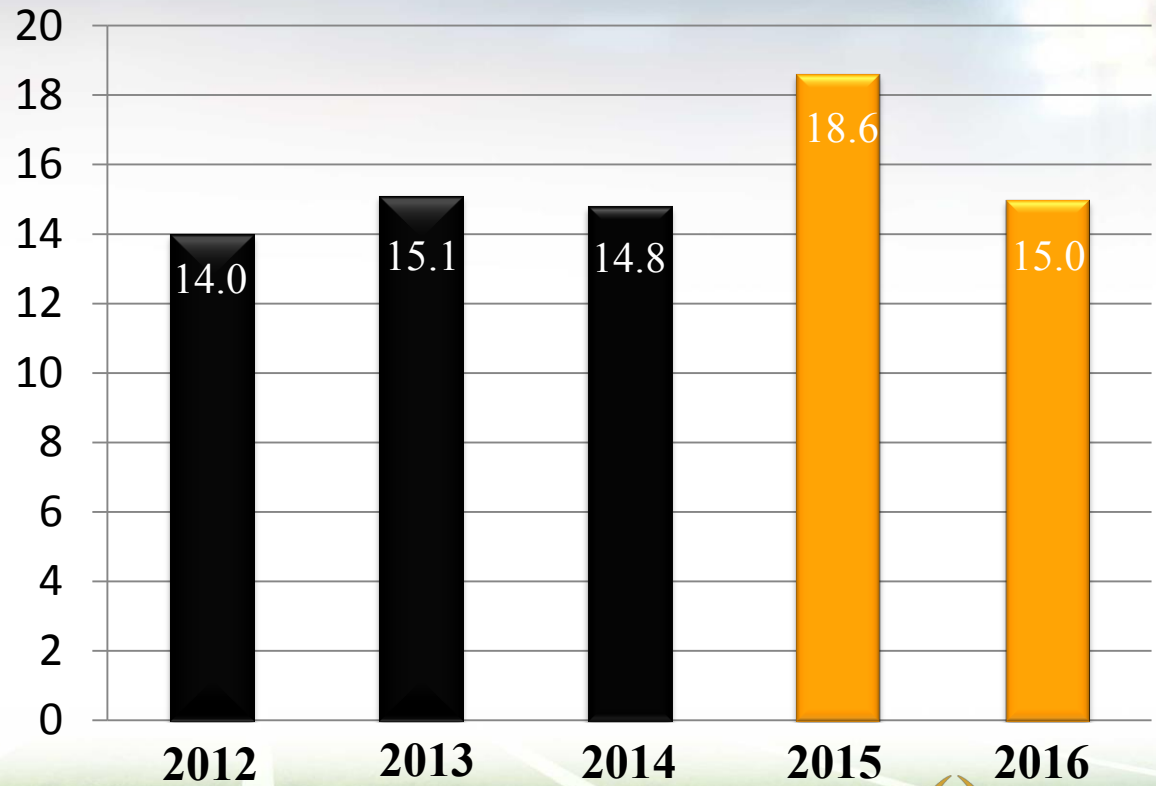
19-Dec	ESPN	Raycom Media Camellia Bowl	Ohio	Appalachian State	1.2	1,378,544
22-Dec	ESPN	Famous Idaho Potato Bowl	Akron	Utah State	0.8	913,382
22-Dec	ESPN	Marmot Boca Raton Bowl	Temple	Toledo	1.3	1,561,517
23-Dec	ESPN	San Diego County Credit Union Poinsettia Bowl	Boise State	Northern Illinois	0.9	1,070,509
23-Dec	ESPN	GoDaddy Bowl	Georgia Southern	Bowling Green	1.5	1,721,785
24-Dec	ESPN	Popeyes Bahamas Bowl	Middle Tennessee	Western Michigan	1.4	1,609,813
28-Dec	ESPN	Quick Lane Bowl	Central Michigan	Minnesota	0.9	1,089,085



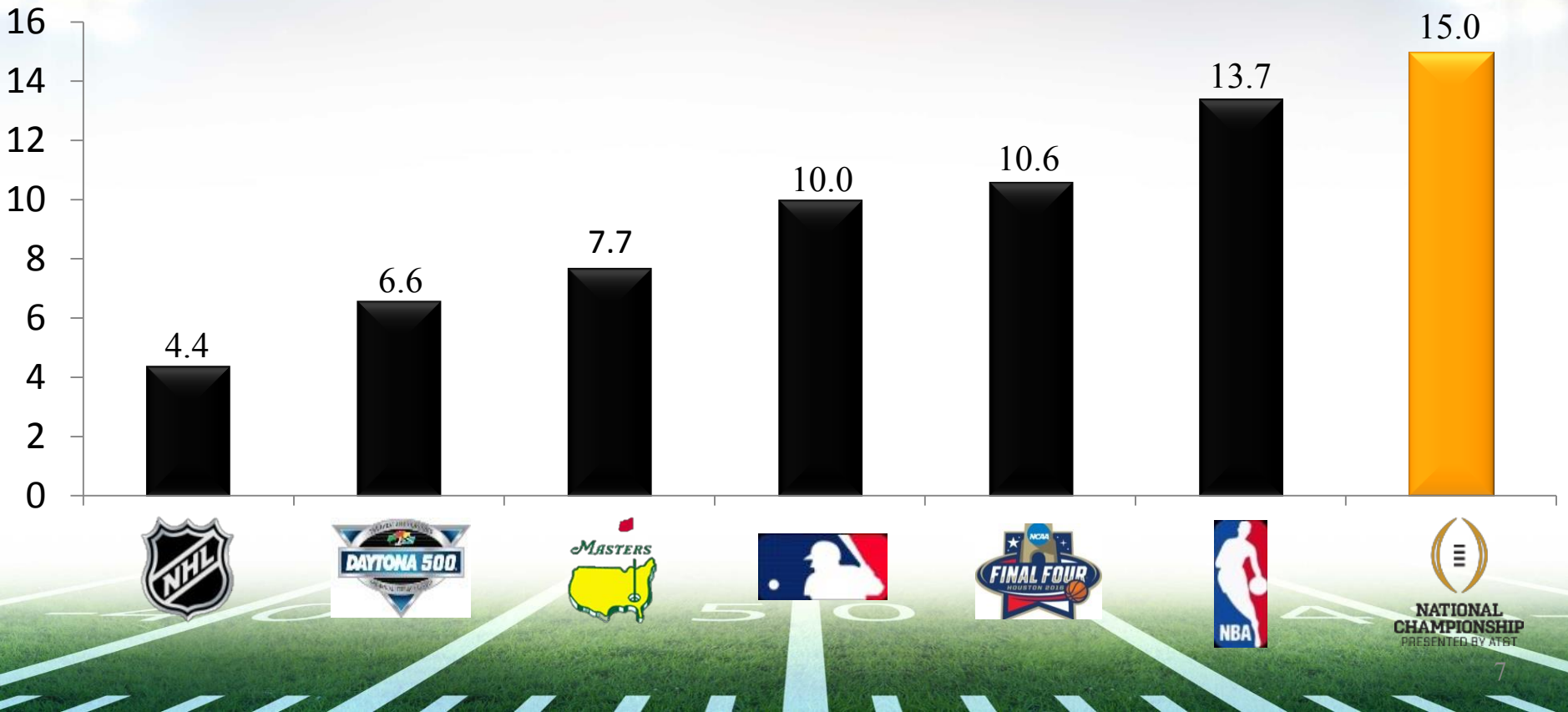
Semifinals



Championship



2015-16 Championship Events



Bowl Game Valuations

- Western Michigan University Media Exposure Analysis
- Research conducted by Joyce Julius & Associates, Inc.

Executive Summary

- 1) National Television
- 2) Internet Streaming
- 3) Television News
- 4) Print Media
- 5) Internet



Bowl Game Valuations

- Executive Summary

Exposure Source	Exposure Time	Mentions/Articles	Impressions	Exposure Value
National Television	5:30:58	313	7,971,667	\$6,758,875.00
Television News	N/A	156	2,834,639	\$72,793.53
Print Media	N/A	899	69,373,624	\$1,781,514.47
Internet News	N/A	2,198	199,267,662	\$5,117,193.55
Total	5:30:58	3,566	279,447,592	\$13,730,376.55



Facility Updates

- **Baseball**
 - Infield turf replacement (anonymous/matching gift)
- **Convocation Center**
 - Men's Basketball locker room renovation (game guarantee)
- **Gymnastics practice gym**
 - New equipment and mats for safety purposes
- **Rynearson stadium**
 - Tunnel (capital budget)
 - Eagles Pride loge area (capital budget)



Student-Athlete Advisory Council

- New President – Chris Cutter (men's swimming)
- MAC Leadership training program



Community Service

- Athletic Department Community Service Day – May 21st
- Ypsi Pride Day – Cleaned up Frog Island



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)



Themed Home Football Games

- 1. Friday, September 2, 6:00pm – Mississippi Valley State**
Welcome New Students and Parents
- 2. Friday, September 23, 7:00pm – Wyoming**
Friday Night Lights/Extra Yard for Teachers (CBS Sports)
- 3. Saturday, October 3, 3:00pm – Toledo**
The 96th Homecoming Game/Throwback Jersey/Extra Yard 2
- 4. Saturday, October 29, 3:00pm – Miami**
Band Day/Hall of Fame Game
- 5. Wednesday, November 16, TBD – NIU**
Wednesday Night Lights – Chili Contest (ESPN2/ESPNU)
- 6. Tuesday, November 22, TBD – CMU**
Fan Appreciation – Adidas Sale (ESPNU/ESPN3)



Football News

- Eagles Pride Loge (new Premium Seating area):
 - 8 outdoor suites with 32 seats
- Touchdown Terrace (patio area)
 - Partner with Alumni association
- The Quad
- Future football schedules through 2020



Budget News

- FY17 Budget Plan
 - Reduction by \$1,021,000 of operations
 - Reduction of one FTE
- FY16 Revenue Report
- IMG Update



Pro Forma		Actual	Actual	Projected		Actual		VARIANCE
		# of games	2013-2014	# of games	2014-2015	# of games	2014-2015	%
REVENUE		2012-2013						
	Gate Receipts	6	\$75,962	5	\$100,000	5	\$129,210	
	Football	18	\$48,269	19	\$50,000	18	\$41,853	
	Basketball - Men	16	\$11,161	17	\$12,000	14	\$5,122	
	Wrestling	6	\$1,872	9	\$2,500	6	\$4,801	
	Gymnastics		\$-		\$1,500	5	\$1,554	
	Volleyball	9	\$3,446	9	\$3,500	10	\$2,917	
	Total Ticket Sales		\$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	



Special Events

- Football Golf Outing – June 3, 2016 at Eagle Crest
- Maurice Clarett visited with our football team on April 25th to share his story and lessons learned



Special Events

- Baseball Golf Outing on May 13th and 40th anniversary of the 1975 and 1976 College World Series Team



Spring Sports – Update

- Baseball – finished in 8th place
- Men's Golf – finished in 2nd place
- Women's Golf – finished in 4th place
- Rowing – finished in 3rd place (best ever)
- Softball – finished in 9th place
- Tennis – finished in 7th place
- Men's Outdoor Track – finished in 2nd place
- Women's Outdoor Track – **MAC Champions**



MAC Reese and Jacoby Final Standings

Reese Trophy (men)

1. Akron
2. Western Michigan
3. Kent State
4. **Eastern Michigan**
5. Central Michigan
6. Ball State
7. Ohio
8. Northern Illinois
9. Buffalo
10. Miami
11. Toledo
12. Bowling Green

Jacoby Trophy (women)

1. Kent State
2. **Eastern Michigan**
3. Western Michigan
4. Miami
5. Akron
6. Ohio
7. Northern Illinois
8. Central Michigan
9. Buffalo
10. Toledo
11. Bowling Green
12. Ball State



2015-16 Annual Review

- 6 MAC Championships
- 25 MAC Individual Championships
- 6 MAC Coaches of the Year
- 6 MAC Championships MVPs
- 1 Triple Crown
- 12 NCAA Qualifiers in 6 different sports
- 3 All Americans
- 4 Academic All Americans
- 51 MAC Players of the Week
- 69 All MAC Team student-athletes
- 119 Academic All MAC student-athletes
- 1 National Strength Coach of the Year
- 1 NFL drafted football player to the Cowboys in the 6th round



2015-16 Annual Review- cont'd

- ESPN Television Exposure
 - 66 ESPN productions show in 99 million homes – we produced 35 of them and 31 other appearances at other MAC schools
- Website – emueagles.com
 - 974,781 visits to emueagles.com
 - 3,080,019 page views of emueagles.com
- Facebook – 111,000 likes to our posts
- Twitter
 - 7,192 followers (1,329 new ones)
 - Tweets – 2,136 last year (averages 5 tweets/day)
 - 190,998 profile visits
 - 3,613,000 tweet impressions



2015-16 Annual Review- cont'd

- **Revenue Generation**– over the past three years has grown by 42% (includes football game day parking, licensing, IMG, Pepsi, Adidas, etc..)
- **Fundraising** – over the past three years has grown by 51% (includes Eagles Pride annual fund, football suites (sold out) and basketball floor seats



2015-16 Cornerstones

Summary of our goals and accomplishments tied to our Strategic Plan.



Highlight Department

- Student-Athlete Support Services
 - Dr. Talea Drummer
 - 1st year



Academic News – Winter 2016

- We have achieved our 2nd highest term (3.194) and cumulative (3.252) GPAs in the Department's history
- The highest Winter 2016 GPA of the Men's Teams is Men's Golf with a 3.650
- The highest Winter 2016 GPA of the Women's Teams is Gymnastics with a 3.620



Academic News – Winter 2016

- 42 student-athletes with a term GPA of 4.0
- 343 (67%) of our student-athletes earned a semester GPA of 3.0 or higher
- 355 (69%) of our student-athletes earned a cumulative GPA of 3.0 or higher
- 17 of our teams (89%) have a term GPA of 3.0 or higher and 16 (84%) have cumulative GPA of 3.0 or higher



Team Records

A few teams achieved record highs in team history academically:

- Women's Gymnastics - Highest semester GPA (3.650)
- Men's Golf - Highest semester GPA (3.620) and cumulative GPA (3.533)
- Men's Track & Field - Highest semester GPA (3.130) and cumulative GPA (3.187)



Questions?

