

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 9
DATE: November 1, 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 November 1, 2016 meeting and June 21, 2016 minutes.

STAFF SUMMARY

- Approval of Tuesday, June 21, 2016 Minutes
- 2015-16 Executive Summaries
- 2016-17 Staff Summaries
- 2016-17 Cornerstones
- 2016-17 Student-Athlete Calendar of Events
- Facility Updates
- Academic News
- Development Updates-Dan McLean
- Football News
- Budget News
- Fall Sport Reports-Wrap Up
- Highlight Team-Baseball-Head Coach Mark VanAmejde

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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



University Executive Officer

10/19/16

Date

BOARD OF REGENTS

ATHLETIC AFFAIRS COMMITTEE

November 1, 2016

201 Welch Hall

9:00 a.m.

A G E N D A

- A. 2015-16 Executive Summaries (booklet)
- B. 2016-17 Staff Summaries (booklet)
- C. 2016-17 Cornerstones (attached)
- D. 2016-17 Student-Athlete Calendar of Events (attached)
- E. Facility Updates
 - a. Convocation Center
 - i. Men's Basketball locker room renovation
 - ii. Women's Basketball locker room updates
 - b. Gymnastics practice room-completed
 - c. Rynearson Stadium-new premium seating area-completed
 - d. Oestrike Stadium-new turf-completed
- F. Academic News
 - a. Winter semester review
 - b. 4.0 Luncheon
- G. Development Updates-Dan McLean
 - a. Year to date review
- H. Football News
 - a. Season tickets updated (attached)
 - b. Bowl game options and preparation
 - c. Future football schedules through 2020
 - d. Building Bright Futures event
- I. Development Updates-Dan McLean
 - a. FY16 Review
 - b. FY17 Update
 - c. Staff All In Campaign
- J. Budget News
 - e. FY16 Revenue report (attached)
- 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 Team-Baseball-Head Coach Mark VanAmeyde-2nd season

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of June 21, 2016**

Members:

Regents: Michael Hawks, James Webb, Mary Treder Lang
Athletics: Heather Lyke, Athletics Director/Vice President

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 9:35am

Updated Staff News:

We have hired a new Head Women's Basketball Coach and Staff-Fred Castro comes to us most recently from the University of Washington where their team went to the Final Four last year. He hired 2 of his 3 Assistant Coaches thus far; Adam Call and Abi Olojuwan.

ESPN/CBS Sports Network Review:

Last year, EMU Athletics was a part of 66 ESPN television productions. We produced 35 events and our MAC schools produced the others. We have 30 students from the Communication, Media, Theater and Arts program who work in the Athletic Department and get real-life hands-on experience with ESPN productions. These 66 events allow for national television exposure for Eastern Michigan University in 99 million homes. When our teams are televised on CBS Sport Network, the exposure for EMU is in 57 million homes. MAC/ESPN Football Review said the overall television ratings for all football games last season was up 8% and MAC games overall went up steadily. College Football Playoff television ratings were down compared to the inaugural year, however the CFP is the #2 sports event in the country after the Super Bowl. It gets higher television ratings than the NBA Playoffs, Final Four and World Series. ESPN completed a bowl game valuation study for the MAC and provided a media exposure analysis for all MAC bowl games. The research was by Joyce Julius & Associates. For example, the exposure value for Western Michigan playing in a bowl game last year was over \$13 million. This includes the national television, internet streaming, news and print news value.

Facility Updates:

There are several facility improvements that happened over the course of the summer from either fundraised money, game guarantee funds or capital funds. These include the baseball infield turf replacement, the men's basketball locker room renovation, the gymnastics practice room reconfiguration and new premium seating area in Rynearson stadium. The new premium area is called the Eagles Pride Loge and 7 of the 8 loges are sold already.

Student-Athlete Advisory Council:

A new President has been elected and his name is Chris Cutter and he is a men's swimming student-athlete. Julia Lombardi the previous President has graduated and is starting medical school.

Community Service News:

On May 21st, the Department of Athletics participated in a department wide community service day working at Frog Island as part of the YPSI Pride Day.

Football News:

Football season tickets are on sale now and sales are projecting ahead of last year. We have 6 home games for the second year in a row. Two are on Saturday, two on Friday nights and we are on the November mid-week vehicle for the first time and will play on a Tuesday and Wednesday night in November. Five games (three home and 2 away) will be nationally televised this fall. There are two donor trips scheduled for the fall football season. Our "Come Fly with the Eagles Trip" are to Missouri or UNC Charlotte. The package includes the opportunity to fly on the team plane, stay at the team hotel and two tickets and sideline passes to the game. The patio area between the Convocation Center and football field has been named the "Touchdown Terrace" and beer will be available for sale in this area during all home football games. The Department of Athletics presented the confirmed future football schedules through 2020.

Budget News:

The Department of Athletics presented their FY17 Budget plant, which includes over \$1 million reduction as well as the elimination of 1 FTE. We reviewed the FY16 Revenue report which is not complete yet because there are several NCAA payments that are still forthcoming. As a reminder, the Department of Athletics is transitioning to an auxiliary department in the new fiscal year.

Special Events:

Maurice Clarett visited with our football team on May 25th and shared his unbelievable life story and the lessons he has learned. We hosted the 13th annual football golf outing on June 3 and it was the highest attended in the Chris Creighton era. On May 13th we hosted the 40th Anniversary of the 1975 and 1976 College World Series team and had a good turnout of Alumni.

Spring Sport Reports – Wrap Up

Spring Sports have wrapped up their seasons and the highlight was our Women's Track & Field team winning the triple crown this year for the first time in school history. They won the MAC Championship in Cross Country, Indoor Track and Outdoor Track. Sue Parks was named MAC Coach of the year. Baseball was 8th in conference after good run in tournament. Rowing ended in 3rd place and both Tennis and Softball need to improve next season.

2015-16 Cornerstones:

The Department of Athletics reviewed their cornerstones for the year, which are all of their quantifiable goals and objectives to summarize what they had accomplished this year. This summer they will set new cornerstones for next year.

Highlight Sport – Student-Athlete Support Services-Dr. Talea Drummer:

Talea shared the responsibilities of our academic support services department and the impact they have on our student-athletes' academic and personal development. Along with Dr. Drummer, there is a student staff and 4 counselors divided by sport that assist within the department. We achieved our 2nd highest term (3.194) and cumulative (3.252) GPAs in the Department history for the winter semester. 42 student-athletes had a perfect 4.0. 355 (69%) of our student-athletes earned a cumulative 3.0 GPA or higher after this semester. 17 of our teams (89%) had a term GPA of 3.0 or higher and 16 (84%) had a cumulative GPA of 3.0 or higher. Women's Gymnastics had their highest GPA in history (3.650). Men's Golf had their highest semester GPA (3.620) and cumulative GPA (3.533) in history. Men's Track and Field had the highest semester GPA (3.130) and cumulative GPA 93.187) in history.

Meeting was adjourned at 9:35am

Respectfully submitted,



Lori Barron
Administrative Secretary



2016-17 Calendar of Events

September

6	Pre-Participation Physical Exams (Times assigned to teams)	Student Center
12	Student-Athlete Welcome Back Event (7:00pm)	Convocation Center
18	SAAC Meeting (7:00pm)	Eagles Nest
23	Second and Seven (9:00am)	Erickson Elementary
30	Second and Seven (9:00am)	Erickson Elementary

October

2	Eagles Unite – Women’s Soccer v. Miami (1:00pm)	Scicluna Field
7	Second and Seven (9:00am)	Erickson Elementary
7	Winter 2016 4.0 Luncheon (12pm)	Convocation Center Atrium
14	Second and Seven (9:00am)	Bishop Elementary
16	SAAC Meeting (7:00pm)	Eagles Nest
21	Second and Seven (9:00am)	Bishop Elementary
24	Eagles Unite – Men’s and Women’s Cross Country (4:30pm)	Hudson Mills - Dexter
29	Building Bright Futures	Rynearson/St. Joe’s Farm

November

10	Eagles Unite – Women’s Volleyball v. Central Michigan (7:00pm)	Convocation Center
13	SAAC Meeting (6:00pm)	Heather’s House
16	Winter/Spring 2016 Letter Jacket Ceremony (5:30pm)	Eagles Nest
16	Eagles Unite – Football v. Northern Illinois (7:00pm) Tailgate!	Rynearson Stadium

December

4	Student-Athlete Thank-a-Thon (12pm)	Football Suite
11	SAAC Meeting (7:00pm)	Eagles Nest
16	Fall 2016 Student-Athlete Graduation Reception (3:00pm)	Convocation Center Atrium

January

17	Fall 2016 Letter Jacket Ceremony (6:00pm)	Eagles Nest
17	Eagles Unite – Men’s Basketball v. Western Michigan (7:00pm)	Convocation Center
22	SAAC Meeting (7:00pm)	Eagles Nest
26	Jock Jamz	Pease
28	Eagles Unite – M/W Track and Field (All Day)	Bowen Fieldhouse
30	Fall 2016 4.0 Luncheon (12pm)	Aubree’s

February

4	Eagles Unite – Men’s and Women’s Swimming v. Miami (1:00pm)	Jones Natatorium
6	Eagles Unite – Wrestling v. Michigan State (2:00pm)	Convocation Center
12	SAAC Meeting (7:00pm)	Eagles Nest
24	Eagles Unite – Gymnastics vs. Ball State (7:00)	Convocation Center

March

1	Eagles Unite – Women’s Basketball v. Ball State (7:00pm)	Convocation Center
12	SAAC Meeting (6:00pm)	Heather’s House

April

2	Eagles Unite – Tennis vs. Western Michigan (1:00pm)	Chippewa Racquet Club
9	SAAC Meeting (7:00pm)	Eagles Nest
14	Eagles Unite – Baseball vs. Ohio (TBD)	Oestrike Stadium
22	Eagles Unite – Softball vs. Western Michigan (1:00pm)	Varsity Field
17	Ypsi Awards (6:30pm)	Convocation Center
17	Winter 2016 Student-Athlete Graduation Reception (TBD)	Convocation Center Atrium

Board of Regents Meeting
Athletic Affairs
November 1, 2016



2016-17

- Executive Summaries
- Staff Summaries
- Cornerstones – Summary of our goals tied to our Strategic Plan
- Student-Athlete Calendar of Events



Department of Athletics – Staff news

New Eagles:

1. Sarah Brown - Head Coach, Womens's Gymnastics
2. Dallas Becerra - Assistant Coach, Women's Gymnastics
3. Dylan Saccone - Director of Football Operations
4. LaKita Gantz - Director of Men's Basketball Operations
5. Amanda Randall Sorrier - Director of Women's Basketball Operations
6. Julie Quoss - Assistant Coach, Rowing
7. Andrea Vangoss - Assistant Coach, Softball
8. Derick Roe - Assistant Coach, Swimming
9. Christian Hanselmann - Assistant Coach, Swimming
10. Solomon Simmons - Assistant Coach, Men's Track & Field
11. Mari Rakijas - Assistant Director, Compliance
12. Sean Conaty - Assistant Coach, Sports Performance



Facility Updates

- **Baseball**
 - Infield turf replacement - completed
- **Gymnastics practice gym**
 - New equipment and mats for safety purposes - completed
- **Rynearson stadium**
 - Eagles Pride loge area – completed – 14 of 15 sold
- **Convocation Center**
 - Men's Basketball locker room renovation – in progress
 - Women's Basketball locker room updates – in progress



Academic News

- After winter semester 2016, we achieved our 2nd highest term (3.194) and cumulative (3.252) GPAs in the department's history.
- 4.0 Luncheon/Staff Tailgate – 42 student-athletes with a 4.0
- In search of a new Associate Athletic Director for Student-Athlete Support Services



Student-Athlete Advisory Council

- New President – Chris Cutter (men's swimming)
- 2nd and 7 Reading program
- Student-Athlete All-In Campaign
- Eagles Unite games – Student-Athlete tailgate on November 16th



Football News

- Football Season Tickets sold

2014:	280	
2015:	390	(39% increase)
2016:	560	(44% increase)



Projected 2016 MAC Bowl Line Up

Saturday, Dec. 17 – Raycom Media Camellia Bowl - 5:30pm (ESPN) – vs. Sun Belt

Monday, Dec. 19 – Miami Beach Bowl - 2:30pm (ESPN) – vs. American

Tuesday, Dec. 20 – Boca Raton Bowl - 7:00pm (ESPN) – Back up

Wednesday, Dec. 21 – San Diego Poinsetta Bowl – 9:00pm (ESPN) – Back up

Thursday, Dec. 22 – Famous Idaho Potato Bowl - 7:00pm (ESPN) – vs. Mountain West

Friday, Dec. 23 – Popeyes Bahama Bowl - 1:00pm (ESPN) vs. CUSA or American

Friday, Dec. 23 – Dollar General Bowl – 8:00pm (ESPN) vs. Sun Belt

Monday, Dec. 26 – St. Petersburg Bowl – 11:00am (ESPN) – Back up

Monday, Dec. 26 – Quick Lane Bowl – 2:30pm (ESPN) - Back up




FUTURE FOOTBALL SCHEDULE NON-CONFERENCE



Football Non-Conference Games through 2020

E FOOTBALL SCHEDULES

2017	2018	2019	2020
1-Sep CHARLOTTE \$ (150,000)	31-Aug MONMOUTH \$ (325,000)	31-Aug At CCU \$ (325,000)	5-Sep At Kentucky \$ 200,000
9-Sep At Rutgers \$ 860,000	8-Sep At Purdue \$ 550,000	7-Sep KENTUCKY \$ (200,000)	12-Sep CCU \$ (325,000)
16-Sep	15-Sep	14-Sep At Illinois \$ 1,000,000	19-Sep
23-Sep	22-Sep At SDSU \$ 350,000	21-Sep	26-Sep At Missouri \$ 1,100,000
30-Sep At Kentucky \$ 1,200,000	29-Sep	28-Sep SDSU \$ (350,000)	3-Oct
7-Oct	6-Oct	5-Oct	10-Oct
14-Oct At Army \$150,000	13-Oct	12-Oct	17-Oct At Army \$150,000
21-Oct	20-Oct ARMY \$150,000	19-Oct	24-Oct
28-Oct	27-Oct	26-Oct	31-Oct
4-Nov	3-Nov	2-Nov	7-Nov
11-Nov	10-Nov	9-Nov	14-Nov
18-Nov	17-Nov	16-Nov	
25-Nov	24-Nov	23-Nov	



Football News

Building Bright Futures Event – October 29th

- Through a generous gift from an athletics donor, we partner with the Detroit chapter of buildOn and EMU Bright Futures for a one of a kind annual event, “Building Bright Futures at the Factory” that combines service learning with our EMU football game experience for the unique populations served by these groups.
- We host students from 6 member high schools within the Detroit buildOn chapter and their families (50 - 60 participants), along with the students of the EMU Bright Futures network of Wayne and Washtenaw County and their families (200 – 300 students) to our football game.

What we provide:

- Transportation to and from campus and the game
- Tour of campus
- Service project before the game
- T-Shirt, food and ticket to the game



Fundraising Update

Dan McLean – Associate AD for Development

- FY16 Year in Review
- FY17 Updates
- Staff All-In Campaign



Fundraising Update

FY 16 Highlights

- \$795,820.44 Cash received. Most in EMU Athletics history dating back to when the Foundation recording keeping began in 1981. 45% increase over FY 15.
- Most donors (1,316) since FY 89 (A 27 year high!). 21% increase over FY 15.
- Number of \$5,000+ cumulative giving athletics donors increased more than double FY 15 to 29 unique individuals
- Total Cash/GIK/Pledges - \$886,638. 45% Increase over FY 15.



Fundraising Update

FY 17 Highlights to date


- \$244,280 Cash received
- \$1,449,558 in new pledges (Breakdown on following slide)
- 333 Donors
- EMU Athletics Staff All-In effort underway. Going for third consecutive year of 100% participation. 32 of 78 FTE participated thus far, more than \$10,000 in cash + pledges back to Eastern Michigan.
- Total Cash/GIK/Pledges - \$1,696,341. Already 52% ahead of FY 16 total.



Fundraising Update


FY 17 New Pledges > \$10,000 Breakdown

ID	FIRST_NAME	MI	LAST_NAME	Outstanding_Amt
Hidden	Hidden	Hidden	Hidden	\$500,000
Hidden	Hidden	Hidden	Hidden	\$500,000
Hidden	Hidden	Hidden	Hidden	\$174,897.82
Hidden	Hidden	Hidden	Hidden	\$100,000
Hidden	Hidden	Hidden	Hidden	\$25,000
Hidden	Hidden	Hidden	Hidden	\$25,000
Hidden	Hidden	Hidden	Hidden	\$25,000
Hidden	Hidden	Hidden	Hidden	\$25,000
Hidden	Hidden	Hidden	Hidden	\$25,000
Hidden	Hidden	Hidden	Hidden	\$25,000
Hidden	Hidden	Hidden	Hidden	\$10,000
Hidden	Hidden	Hidden	Hidden	\$10,000
				\$1,449,557.57
				<i>*Excludes pledges under \$10,000</i>



Budget News

- FY16 Revenue Report



FY17 Intercollegiate Athletics Revenues					
<u>Org#</u>	<u>Acct Code</u>	<u>Organization Description</u>	<u>Approved FY17 Budget</u>	<u>YTD Actual Rev</u>	<u>Variance</u>
103700	232	Rentals	80,000	14,880	(65,120)
103700	308	IMG Royalties	60,000	-	(60,000)
103700	366	Pouring Rights	200,000		
103700	256	Parking	25,000	3,957	(21,043)
103700	306	Licensing	75,000	18,008	(56,992)
103700	624	Concessions/ABC	-	-	-
104325	376	MBB ticket sales	65,000	1,655	(63,345)
104325	392	MBB Game Guarantees	250,000	-	(250,000)
104425	376	FB ticket sales	450,000	48,438	(401,562)
103700	382	FB Program Sales	5,000	825	(4,175)
104425	392	FB Game Guarantees	2,750,000	-	(2,750,000)
104800	376	WBB ticket sales	5,000	562	(4,438)
103700	384	Other sport receipts (GYM/MWR)	7,500	-	(7,500)
105250	376	VB ticket sales	-	433	433
103700	390	NCAA Grant-in-aid	900,000	852,086	(47,914)
103700	390	NCAA Sports Sponsorship	268,443	283,061	14,618
103700	390	NCAA Academic Enhancement	75,000		(75,000)
103700	390	NCAA Supplement revenue dist.	75,000		(75,000)
103700	392	NCAA BB Tournament	150,000	129,408	(20,592)
103700	142	Merchandise	-	-	-
		REVENUE TOTALS	5,440,943	1,353,313	(3,887,630)

as of 10/1/16

Fall Sports – Update

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



Highlight Department

- Baseball – Head Coach Mark VanAmayde
(2nd season)



Questions?

GO EAGLES!
Thanks for all your support!

