

**BOARD OF REGENTS**  
EASTERN MICHIGAN UNIVERSITY

SECTION: 13

DATE:

2-7-17

**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 7, 2017 meeting and November 1, 2016 minutes.

**STAFF SUMMARY**

- Approval of Tuesday, November 1, 2016 Minutes
- New Eagles
- Facility Updates
- Academic News
- Student-Athlete Advisory Committee
- Football-Year in Review
- 2016 Popeyes Bahamas Bowl
- Aspire Survey Findings
- Basketball Updates
- Development Updates-Dan McLean
- Budget News
- Highlight Team-Media Relations-Greg Steiner-Associate Athletics Director

**FISCAL IMPLICATIONS**

To be determined

**ADMINISTRATIVE RECOMMENDATION**

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

  
\_\_\_\_\_  
University Executive Officer

1/20/17  
\_\_\_\_\_  
Date

# **BOARD OF REGENTS**

## **ATHLETIC AFFAIRS COMMITTEE**

**February 7, 2017**

**201 Welch Hall**

**9:30 a.m.**

### **A G E N D A**

- A. New Eagles
  - a. Associate Athletic Director for Student-Athlete Support Services-Karen Schiferl
  - b. Football Offensive Coordinator-Aaron Keen
  - c. Football Offensive Line Assistant Coach-Luke Meadows
  - d. Football Tight Ends/Special Teams Coordinator-TBD
- B. Facility Updates
  - a. Bowen Indoor Track-repaired sections of torn track
  - b. Hosting MAC Men's and Women's Indoor Track Championships-February 24 and 25
- C. Academic News
  - a. Fall semester review
  - b. 4.0 Luncheon-January 30
- D. Student-Athlete Advisory Committee
  - a. Letter Jacket and Coin Ceremony-January 17
  - b. Jock Jams-January 26
  - c. Ypsi Awards-April 17
- E. Football-Year in Review
  - a. Season ticket update
  - b. Attendance
  - c. Revenues (e.g., Concessions, Parking, Beer Sales, Merchandise) (attached)
  - d. *USA Today* article-FBS schools cost per win (attached)
  - e. Bahamas Bowl Game
    - i. Financial analysis
    - ii. ESPN analysis
    - iii. Merchandise sales
    - iv. Pep Rally
    - v. Our ticket sales
    - vi. Game attendance
- F. 2016 Popeyes Bahamas Bowl
  - a. The Popeyes Bahamas Bowl delivered 3,691,667,408 impressions, driving brand awareness
  - b. Print/Online: 3,635,260,918
  - c. Broadcast: 56,406,490
  - d. More than 1,800 print and online pieces and 355 broadcast mentions, the Popeyes Bahamas Bowl brought the Popeyes brand to people all over the country and beyond creating a total publicity value of approximately \$28,926,821 for the bowl.
  - e. CEO of Popeyes-Cheryl Bachelder
- G. Aspire Survey Findings
  - f. Season tickets updated (attached)
  - g. Bowl game options and preparation
  - h. Future football schedules through 2020
  - i. Building Bright Futures event

- H. Basketball Updates
  - a. Men's Basketball
    - i. Season tickets sold
    - ii. Floor seats
    - ii. Champions Club
  - b. Women's Basketball
    - i. Season tickets sold
- I. Development Updates-Dan McLean
  - a. FY17-Update
  - b. Staff All-In Campaign-100% participation for 3<sup>rd</sup> consecutive year
- J. Budget news
  - a. FY16 Revenue report (attached)
- K. Winter Sports are underway
- L. Highlight Department-Media Relations-Greg Steiner-Associate Athletics Director

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of November 1, 2016**

**Members:**

Regents: Michael Hawks, Jim Stapleton  
Athletics: Heather Lyke, Athletics Director/Vice President

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 9:00a.m.

Heather Lyke began the meeting with showing off the the Excellence in Management Cup. Texas A & M awards this award to the Athletic Department that maximizes fiscal resources through championship victories. This was the first time Eastern Michigan University has received this award. Heather Lyke provided each Regent with an updated Executive Summary and Staff Summary. She also provided a copy of the Athletics Department Cornerstones. The Cornerstones are a summary of our goals tied to the Athletics Strategic Plan. Each Regent also received a Student-Athlete calendar of events.

**Updated Staff News:**

As the new year began we started with a handful of new Athletics staff. Sarah Brown-Head Coach, Women's Gymnastics, Dallas Becerra-Assistant Coach, Women's Gymnastics, Dylan Saccone-Director of Football Operation, LaKita Gantz-Director of Men's Basketball Operations, Amanda Randall Sorrier-Director of Women's Basketball Operations, Julie Quoss-Assistant Coach, Rowing, Andrea Vangoss-Assistant Coach, Softball, Derick Roe-Assistant Coach, Swimming, Christian Hanselmann-Assistant Coach, Swimming, Solomon Simmons-Assistant Coach, Men's Track & Field, Mari Rakijas-Assistant Director, Compliance, Sean Conaty-Assistant Coach, Sports Performance.

**Facility Updates:**

We started the new year with several facility updates. The infield turf was replaced at Oestrike Stadium. For safety purposes Gymnastics received new equipment and mats. The Eagle Pride Loge area was completed at Rynearson Stadium and 14 spots out of 15 were sold. The Men's Basketball locker room renovation and updates to the Women's Basketball locker room are in progress.

**Academic News:**

After winter semester 2016, we achieved our 2<sup>nd</sup> highest term (3.194) and cumulative (3.252) GPAs in the department's history. In October, Athletics had a 4.0 Luncheon/Staff Tailgate for the 42 student-athletes with a 4.0. We are in search of a new Associate Athletic Director for Student-Athlete Support Services. The NCAA Graduation Success Rate takes into account incoming transfers who graduate from EMU and student-athletes who transfer from EMU, but leave in good academic standing. Currently, 81% NCAA Graduation Success Rate is the highest in school history.

**Student-Athlete Advisory Council:**

Chris Cutter from Men's Swimming is the new SAAC President. Once again, the student-athletes are participating in the 2<sup>nd</sup> and 7 reading program. EMU student-athletes will be visiting local elementary schools, reading to kids and reminding them why reading is important. The student-athletes are participating in a student-athlete All-In Campaign. They are looking to raise money for a statue, where they can go to take pictures once they graduate. There is a student-athlete tailgate on November 16.

**Football News:**

The Athletics Department partners with The Aspire Group to sell tickets. In 2014 we sold 280 season tickets and have increased 44% to 560 season ticket sales in 2016. In other news, football will honor the election with a white helmet that will be adorned with a patriotic inspired Block E design for Tuesday's November 8 game against Ball State. The Athletics Department along with Dr. Edward Sidlow, Faculty Athletic Representative, has created an entire "Presidential Leadership Week" leading up to the game. We are sharing with our football team lessons that can be learned from President John F. Kennedy, President Barak Obama, President Ronald Reagan and President Lyndon B. Johnson. When planning upcoming schedules, you always try to play 6 away games and a destination game. In 2019 we play Kentucky, the first power 5 school that we play.

Through a generous gift from an athletics donor, we partnered 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, about 50-60 participants, along with the students of the EMU Bright Futures network of Wayne and Washtenaw County and their families, about 200-300 students) to our football game.

**Development Updates:**

As FY16 comes to a close EMU Athletics has had some incredible highlights. We have received \$795,9820.44 in cash. Most in EMU Athletics history dating back to when the Foundation recording keeping began in 1981 and 45% increase over FY15. 1,316 donors most since FY89 (A 27 year high) and 21% increase over FY 15. Number of \$5,000+ cumulative giving athletics donors increased more than double FY15 to 29 unique individuals. Total cash/gifts/pledges was \$886,638 a 45 % increase over FY15. Today, we have received \$244,280 in cash \$1,449,558 in new pledges and 333 Donors. EMU Athletics Staff All-In effort underway. Going for third consecutive year of 100% participation. 32 of 78 full time employees participated thus far, more than \$10,000 in cash and pledges back to Eastern Michigan. \$1,696,341 total cash/gifts/pledges received; already 52% ahead of FY16 total.

**Budget News:**

Christian Spears began by reviewing the FY16 Budget and then discussed some key highlights of the FY17 Athletics Revenues. For Rentals we budgeted \$80,000 and already have received 25% of that. IMG is above the royalties'. We have a good goal set for Parking @ \$25,000, especially since we sold every single parking spot at Homecoming. We are still waiting to get the numbers from Arbor Brewing Company, Men's Basketball Ticket Sales and NCAA Sponsorships. We have a new merchandising partnership with MSW Print.

**Fall Sports-Update:**

Both Men's and Women's Cross Country were MAC Champions, both Head Coaches were named Coaches of the Year and both programs were nationally ranked. Football has three remaining big games that could lead them to being a bowl contender this year. Soccer made it to the MAC Tournament and finished in 7<sup>th</sup> place. Volleyball is struggling with 12 losses, but they are a young team and will hopefully bounce back next year.

**Highlight Sport – Baseball-Mark VanAmeyde:**

Coach VanAmeyde is entering his third year as Head Coach of EMU Baseball. He came from Michigan State University. He worked at Eastern as an Assistant Coach in 2008. During that year they won the MAC Championship. When he came back the baseball program it was in a disarray. He looks at his job in phases. The 1<sup>st</sup> year they won 20 games and did not make the conference tournament. The 2<sup>nd</sup> year they made the conference tournament, were the 8<sup>th</sup> seed and went 3 and 2 in the tournament. This year they need to Rise Up to the occasion and compete for the MAC West Championship. He needs the support of the University. His Assistant Coach needs to be full time as of right now he gets paid through fundraising. An indoor hitting facility is at the top of his list. Availability is not good currently in the Indoor Practice Facility. A new locker room, recruiting area is also needed. You take pride in something when someone cares.

Meeting was adjourned at 9:54am

Respectfully submitted,



Lori Barron  
Administrative Secretary

Board of Regents Meeting  
*Athletic Affairs*  
February 7, 2017



Department of Athletics – Staff news

**New Eagles:**

1. Associate Athletic Director for Student-Athlete Support Services – Karen Schiferl
2. Football Offensive Coordinator – Aaron Keen
3. Football Offensive Line - Luke Meadows
4. Football Tight Ends/Special Teams Coordinator - TBD



## Facility Updates

- Bowen Indoor Track – repaired sections of torn track
- Hosting MAC men's and women's indoor track championships – February 24 and 25



## Academic News

- After fall semester 2017, we achieved our 2<sup>nd</sup> highest term (3.28 GPA) and cumulative (3.266 GPA) GPAs in the department's history.
- 4.0 Luncheon – January 27<sup>th</sup> – Celebrating 46 student-athletes with a 4.0
- 3.0 GPAs – 387 out of 534 student-athletes (73%)
- 17 of 21 teams have a 3.0 fall 2016 and Cumulative GPA (Football just missed because they have a 2.965 GPA)





## Academic News

- Male team leader is Men's golf with a 3.643 GPA
- Women's team leader is Women's Cross Country with a 3.735. Women's Soccer was a close second with a 3.716 fall term GPA



- We achieved our highest term (3.238) and cumulative (3.266) GPA's in the Department's History!
- Men's Golf achieved the highest term GPA of the Men's teams with a 3.643
- Women's Cross Country achieved the highest term GPA of the Women's teams with a 3.735
- We had 46 4.0 GPA's this term.
- Women's Rowing had the most number of 4.0 GPA's in the fall term (10)
- 534 student-athletes attempted 7,682 credits this fall and passed 7,423- a 96% completion rate.
- There were also some teams who achieved record highs academically:
- Baseball-highest term GPA (3.421) and cumulative GPA (3.379) in team's history
- Football-highest term GPA (2.908) and cumulative GPA (2.965) in team's history
- Men's Golf-highest term GPA (3.643) and cumulative GPA (3.576) in team's history
- Women's Rowing-highest cumulative GPA (3.458) in team's history
- Women's Soccer-highest term GPA (3.716) and highest cumulative GPA (3.626) in team's history



## Student-Athlete Advisory Council

- Letter Jacket and Coin Ceremony – January 17
- Jock Jamz – student-athlete talent show – January 26
- Ypsi Awards – April 17



## Football Year in Review

- Football Season Tickets sold
 

2014:	<b>280</b>	
2015:	<b>390</b>	<b>(39% increase)</b>
2016:	<b>560</b>	<b>(44% increase)</b>
- Attendance
 

2014:	3,957 average actual attendance per game
2015:	3,532 average actual attendance per game
2016:	4,398 average actual attendance per game
	(26% increase - highest actual attendance since 2010)

  - Most season tickets sold since records began being kept in 2003
  - 308 more students attended per game in 2016 vs 2015
  - Home game vs Toledo had largest actual attendance (7,055) that was a non-home opener since 2008



## Football – Year in Review

- *USA Today* Article – FBS schools cost per win (attached)



## Football – Year in Review

### **Bahamas Bowl Game – December 23, 2016**

1. Financial Analysis
2. ESPN Analysis – 1.3 million viewers
3. Exposure value per Joyce Julius & Associates, Inc. = \$6,215,000
4. Merchandise sales – \$2,250 (we sold everything we brought)
5. Pep Rally – Main lobby of the Atlantis Resort – over 400 people in attendance, which included coaches, student-athletes, cheerleaders, dance team, mascot, alumni, donors, family and friends
6. Ticket sales – 194 tickets sold = \$9,700 revenue
7. Game attendance – 13,422 announced
8. Community service events – 34 events – emergency hostel, RanFurly house and children's football clinic



## Football – Year in Review

Popeyes Bahamas Bowl sponsor

- CEO – Cheryl Bachelder

Advertising Value from 2015

- The bowl game delivered **3,691,667,408** impressions, driving brand awareness
- Print / Online: 3,635,260,918
- Broadcast: 56,406,490
- More than **1,800** print and online pieces and **355** broadcast mentions, the Popeyes Bahamas Bowl brought the Popeyes brand to people all over the country and beyond creating a **total publicity value of approximately \$28,926,821.**



## The Aspire Group Survey Findings

- Day and time of games, and weather are some of the most important factors in fans attending games since fans seem to fit EMU football games into their schedule rather than adjusting their schedule.
- Fans have expressed that they want flexibility in their purchasing experience - more flex packages and food and beverage included with their ticket.
- It will be beneficial to drive fans to purchase tickets in advance of the game so it helps improve their experience with both cost savings and wait time on the day of the game.
- Enhancements to the EMU Athletics ticketing website would make it easier to navigate and improve the purchasing experience for fans.
- Fans had a much higher purchase satisfaction when they bought tickets through the ticket office over the phone or online, rather than on game day.
- Season ticket holders felt valued by EMU Athletics because of positive customer service experiences and communication from EMU Athletics. While season ticket holders feel that football tickets are fairly priced, additional benefits and further loyalty appreciation can increase feelings of value and improve their overall experience.
- 79% of fans who attended games are satisfied with the game day experience.



## Basketball Updates

### Men's Basketball

- Season tickets sold
  - 2014: 88
  - 2015: 112
  - 2016: 118
- Floor Seats
  - 2014: 0
  - 2015: 22
  - 2016: 19
- Champions Club – NEW for 2016-17
  - Total members: 102
  - New season tickets: 13

### Women's Basketball

- \* Season tickets sold
  - \* 2014: 33
  - \* 2015: 59
  - \* 2016: 38
- \* Floor Seats
  - \* 2014: 0
  - \* 2015: 8
  - \* 2016: 7



## Fundraising Update

Dan McLean – Associate AD for Development

- FY17 Updates
- Staff All-In Campaign – 100% participation for 3<sup>rd</sup> consecutive year
- Student-Athlete Thank-a-Thon (video)
- Coming Events:
  - Baseball Lead Off Dinner – February 11<sup>th</sup>
  - Track & Field Alumni Gathering – February 25<sup>th</sup>



## Budget News

Christian Spears - Deputy AD

- FY16 Revenue Report



FY17 Intercollegiate Athletics Revenues						
Org#	Acct Code	Organization Description	Approved FY17 Budget	YTD Actual Rev	YTD Projections	YTD Totals
103700	232	Rentals	80,000	36,708	43,292	80,000
103700	308	IMG Royalties	60,000	3,667	65,000	68,667
103700	366	Pouring Rights	200,000	-	280,000	280,000
103700	306	Licensing	75,000	36,249	38,751	75,000
104425	376	FB ticket sales	450,000	140,723	309,277	450,000
103700	382	FB Program Sales	5,000	3,742	-	3,742
104425	392	FB Game Guarantees	1,450,000	150,000	1,300,000	1,450,000
104425	418	Non Gift fundraiser	-	9,037	-	9,037
		ESPN/FB Playoff	1,300,000	-	1,300,000	1,300,000
103700	256	Parking	25,000	17,620	-	17,620
104325	376	MBB ticket sales	65,000	17,962	47,038	65,000
104325	392	MBB Game Guarantees	250,000	-	250,000	250,000
104800	376	WBB ticket sales	5,000	3,901	1,099	5,000
103700	384	Other sport receipts (GYM/MWR)	7,500	-	4,500	4,500
105250	376	VB ticket sales	-	4,646	1,000	5,646
103700	624	Concessions/ABC	-	-	14,053	14,053
103700	142	Merchandise	-	-	-	-
103700	624	Misc. revenue	-	6,690	-	6,690
103700	390	NCAA Grant-in-aid	900,000	852,086	-	852,086
103700	390	NCAA Sports Sponsorship	268,443	283,061	-	283,061
103700	390	NCAA Academic Enhancement	75,000	-	75,000	75,000
103700	390	NCAA Supplement revenue dist.	75,000	-	75,000	75,000
103700	392	NCAA BB Tournament	150,000	129,408	135,000	264,408
REVENUE TOTALS			5,440,943	1,695,500	3,939,010	5,634,510
as of 1/12/17						

## Winter Sports – Underway

- Men's Basketball
- Women's Basketball
- Gymnastics
- Men's Swimming & Diving
- Women's Swimming & Diving
- Men's Indoor Track & Field
- Women's Indoor Track & Field
- Women's Tennis
- Wrestling



## Highlight Department

- Media Relations – Greg Steiner – Associate Athletic Director (15 years)



## Our Office



**Greg Steiner**  
**Associate A.D.**  
Football, Golf, &  
Women's Basketball



**Sean Hostetter**  
**Assistant Director**  
Men's Basketball,  
Volleyball, & Tennis





## Our Office



**Katie Gonzales**  
**Graduate Assistant**  
Soccer, Softball, &  
Swimming & Diving

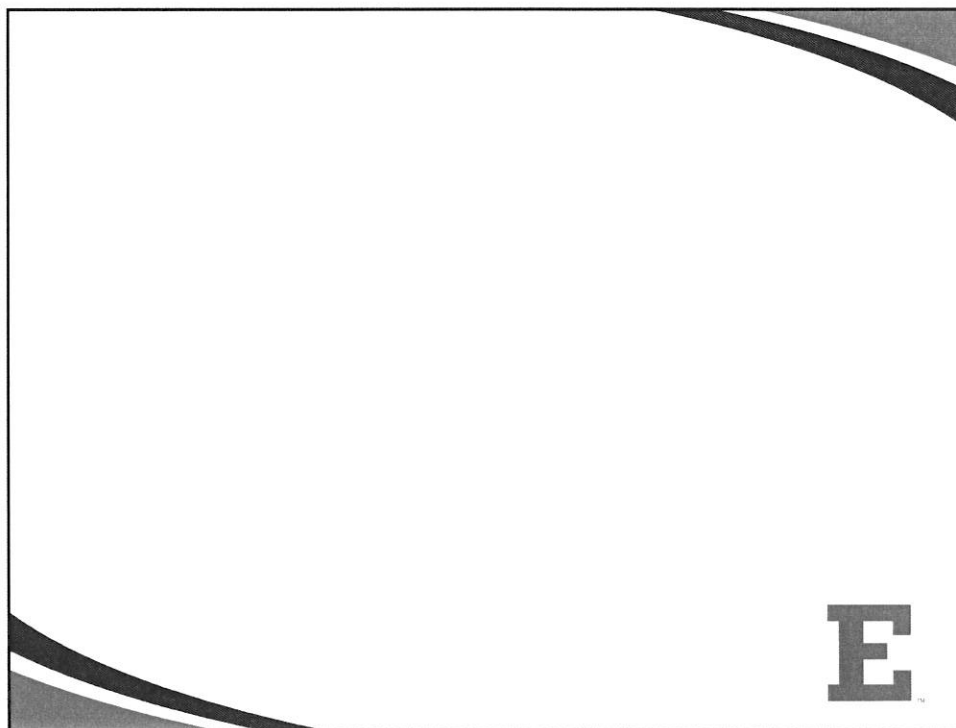
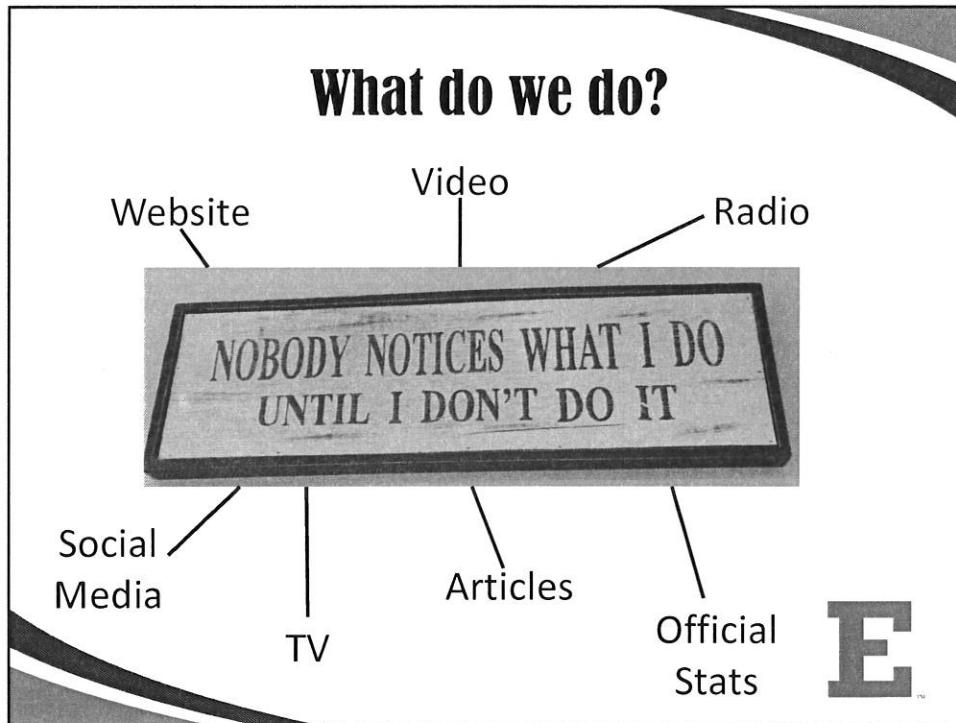


**Mark Panhorst**  
**Graduate Assistant**  
Cross Country,  
Gymnastics, &  
Track & Field



**Dan Whitaker**  
**Graduate Assistant**  
Baseball, Rowing,  
& Wrestling





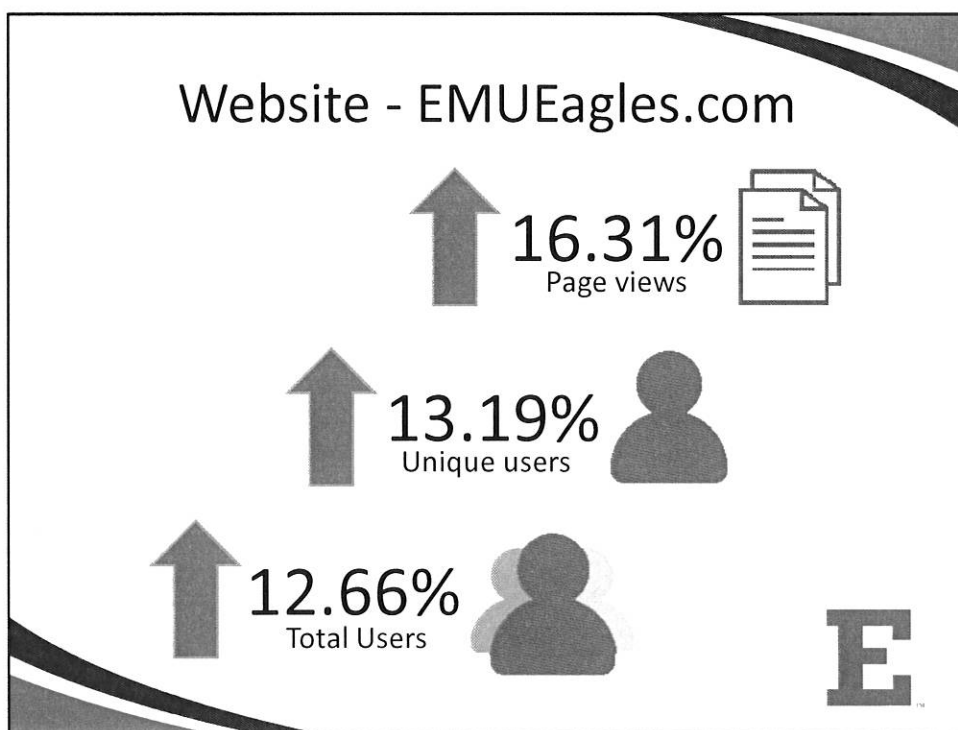
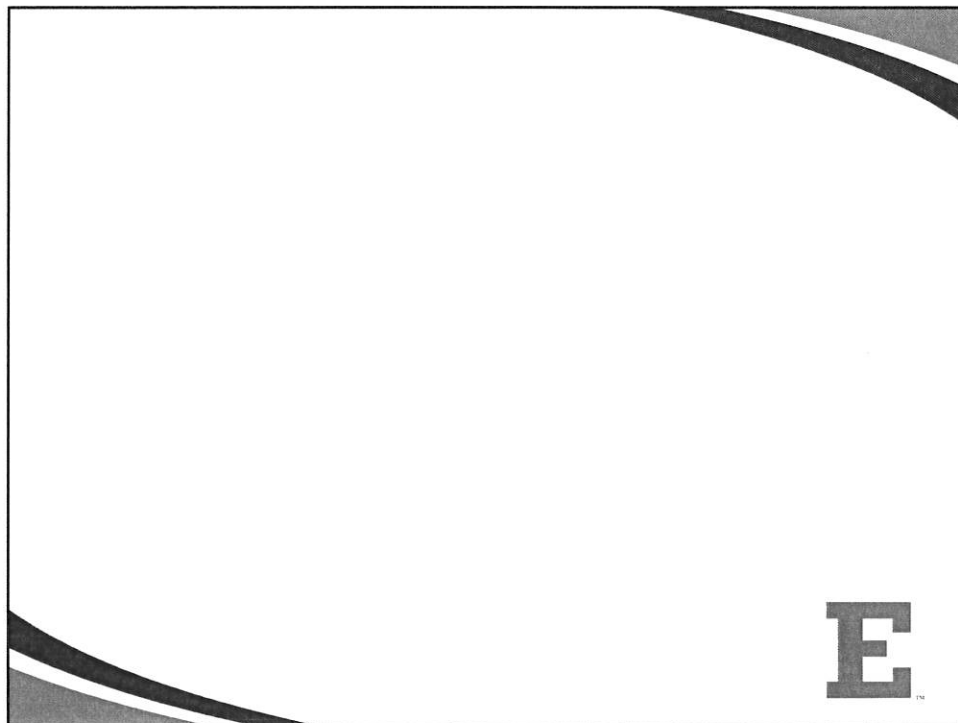
## Website - EMUEagles.com



## Website - EMUEagles.com

- Traffic
  - All-time highest days of page views since 2005
  - Two of the top eight stories were from football
    - No. 3 Bahamas Bowl = 36,278
    - No. 6 Bowl Announcement = 28,994
  - Since Aug. 1, 2016
    - 1,930,747 page views
    - 341,433 unique users
    - 596,566 total users



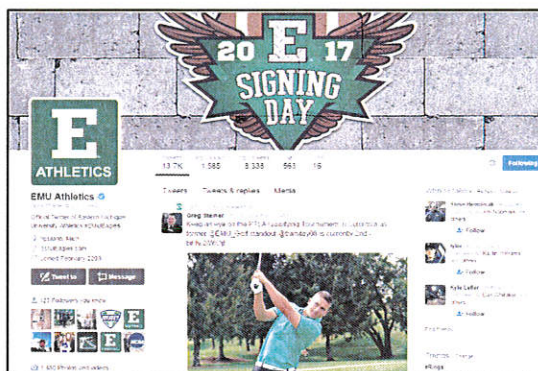


## Social Media

 @EMU Athletics

 /EMU Athletics

 @EMU Athletics



## Social Media

Account	% Increase
@EMU Athletics	30.04
@EMUHoops	29.00
@EMUFB	39.60
@EMUGYM	33.00
@EMUSoccer	36.5
@EMUVolleyball	44.20

\*Increases in Twitter accounts since July 20, 2016



# ESPN 3

- 35 Broadcasts Per Year
  - Second Year of Agreement
  - Basketball, Volleyball, Gymnastics, & Wrestling
  - Campus Connection Initiative





## Radio



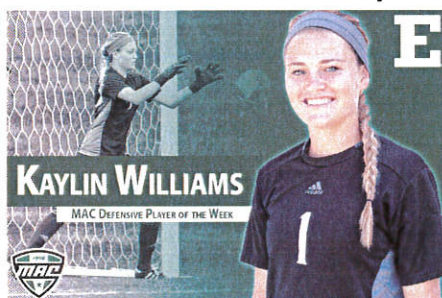
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SHOW



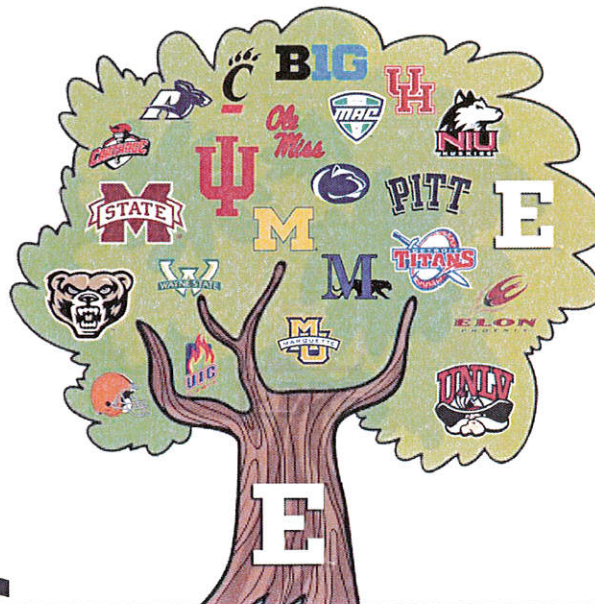
**WEMU 89.1**



## Graphic Design



## Graduate Student Success



Questions?

**GO EAGLES!**

Here's to an exceptional 2017!

