

**BOARD OF REGENTS**  
EASTERN MICHIGAN UNIVERSITY

SECTION: 8
DATE: April 21, 2017

**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 20, 2017 meeting and February 7, 2017 minutes.

**STAFF SUMMARY**

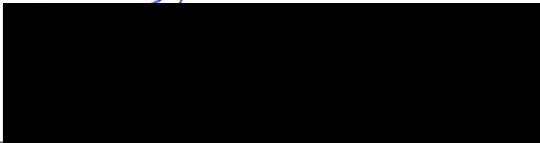
- Approval of Tuesday, February 7, 2017 Minutes
- New Eagles
- Facility Updates
- Community Service-Connection to our Community
- Student-Athlete Advisory Committee
- Football
- Basketball Updates-Associate Head Coach, Assistant Coach-TBD
- Development Updates-Dan McLean
- Budget News
- Spring Sports Update
- Vice President and Director of Athletics Search Update
- Highlight Team-Women's Gymnastics-Sarah Brown-Head Coach

**FISCAL IMPLICATIONS**

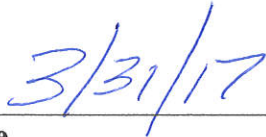
To be determined

**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

April 20, 2017  
201 Welch Hall  
4:00 p.m.

### AGENDA

- A. New Eagles
  - a. Football Tight Ends/Special Teams Coordinator-Jay Nunez
  - b. Assistant Director of Student-Athlete Support Services-TBD
- B. Facility Updates
  - a. Bowl Logos in Stadium
  - b. Lighting project in Rynearson Stadium
  - c. Visiting Locker Room
  - d. Westside Stadium Bathrooms
  - e. Tunnel Project
- C. Community Service-Connection to our Community
  - a. EMU Autism Collaborative Center partnership
  - b. Ypsilanti Rotary-Coach Creighton presentation
  - c. YPSI Proud Service event-May 20<sup>th</sup>
- D. Student-Athlete Advisory Committee
  - a. Ypsi Awards-April 17
- E. Football Updates
  - a. Season ticket seasons/premium seats sales to date
  - b. Fall 2017 schedule-Fly with the Eagles trips/Army (October 14, 2017)
- F. Basketball Updates
  - a. Associate Head Coach, Assistant Coach-TBD
- G. Development Updates-Dan McLean
  - a. FY17-Update
  - b. The Oak Society-major gift society-35 members so far
  - c. E Club Hall of Fame project
- H. Budget Review-Mike Malach
  - a. Popeyes Bahamas Bowl financial report
  - b. FY17 Revenue report
- I. Spring Sports Update
- J. Department Updates
  - a. Vice President and Director of Athletics Search update
- K. Highlight Department-Sarah Brown-Head Coach-Women's Gymnastics

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of February 7, 2017**

**Members:**

Regents: Michael Hawks, Mike Morris, Alex Simpson, James Webb, Mary Treder Lang, Michelle Crumm  
Athletics: Heather Lyke, Athletics Director/Vice President

Regent Mike Hawks called the Athletic Affairs Committee meeting to order at 9:30a.m.

**Updated Staff News:**

Athletics had two Assistant Football Coaches, Ryan Grubb and Kalen DeBoer, depart for other positions. Aaron Keen was promoted to Offensive Coordinator. We hired Luke Meadows from Garden City, Kansas to coach the Offensive Line. We also hired Karen Schiferl as the Associate Athletics Director for Student-Athletes Support Services. Before coming to Eastern Michigan University, Karen worked as the Associate Athletic Director for Academic Services/SWA at Chicago State University and spent nine years at the University of Mississippi as the Senior Associate Athletic Director for Academic Support.

**Facility Updates:**

Parts of the torn Bowen Track were repaired this past month to get ready for the MAC Men's and Women's Indoor Track Championships that Eastern is hosting on February 24 and 25.

**Academic News:**

Fall semester was a record breaking one from an academic standpoint. The student-athletes achieved the highest term and cumulative GPA in the department history. They earned a 3.28 GPA after fall semester and had a 3.26 cumulative GPA. 46 student-athletes earned a perfect 4.0 this semester. There will be a 4.0 Luncheon on January 27 celebrating those 46 students. 73% of our student-athletes have earned over a 3.0 GPA. 17 of our 21 teams have over a 3.0 cumulative GPA (football just missed with a 2.965 cumulative GPA). Baseball, football, men's golf, women's rowing and women's soccer set team records for the highest term of cumulative GPA.

**Student-Athlete Advisory Council:**

The student-athletes hosted their annual Jock Jamz (student-athlete talent show) and raised \$1,100 and donated those proceeds to Ypsilanti City Schools. The Letter Jacket and Coin Ceremony was held on January 17 at the Men's Basketball Game. The Ypsi Awards will be on April 17.

**Football Year in Review:**

Ticket sales are up 44% compared to last year thanks to our partnership with The Aspire Group who manages our ticket sales department. The Athletics Department has also sold 15 of the 16 new Eagles Pride Loge Suites, which are the 4-person outdoor suites on the 50-yard line. The average actual attendance was up 26%, which was the highest since 2010. 308 more students attended per game compared to last year.

### **2016 Popeyes Bahamas Bowl:**

There were 1.3 million viewers and the exposure value to the University based on television, news, print, online and social media was determined to be over \$6 million dollars. We totaled \$2,250 in merchandise sales (we sold everything we brought). There was a solid group of alumni, fans and supporters who traveled to the Bahamas. The Pep Rally was held in the main lobby of the Atlantis Resort and over 400 people were in attendance. We sold 194 tickets totaling \$9,700 revenue. The announced game attendance was 13,422. The football team participated in three community service projects: emergency hostel, RanFurly House and a children's football clinic.

### **Aspire Survey Findings:**

The Aspire Group is a third party that the Department of Athletics uses to manage all of its ticket and event operations. Aspire conducted a survey of our football fans to evaluate the game day experience and identify ways to improve. 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 in their ticket. It will be beneficial to drive fans to purchase tickets in advance of the game so it helps improved 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. 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 appreciate can increase feelings of value and improve their overall experience. 79% of fans who attended games are satisfied with the game day experience. Areas that were highly rated were: customer service, marching band and branding. The areas that were rated poorly were: merchandise, video board, comfort of seats, concessions and restrooms. We will work to identify ways to improve these areas for next season.

### **Basketball Updates:**

118 season tickets were sold for Men's Basketball this season. An increase from the 88 season tickets in 2014. In 2014, we sold no floor seats and in 2016 we sold 19. 38 season tickets and 7 floor seats were sold for Women's Basketball. The Champions Club is a new area for members to enjoy pregame and halftime appetizers and drinks. Currently, there are 102 members.

### **Development Updates:**

In regards, to fundraising, for this fiscal year, the Athletics Department is in the midst of the highest fundraising year to date. The Athletics Department also just concluded their 3<sup>rd</sup> annual staff All-In Campaign where everyone makes a contribution to the Athletics Department. For the third consecutive year we have had 100% participation. The student-athletes participated recently in a "thank-a-thon" where they made phone calls to their donors acknowledging their gifts and thanking them for their donations. Upcoming events for February are the Baseball Lead Off Dinner of February 11 and the Track & Field Alumni Gathering on February 25.

### **Budget News:**

Christian Spears began by reviewing FY17 Revenues and highlighted some key points. These figures were collected as of January 12, 2017. Our Grant in aid is \$852,086 almost to the approved budget of \$900,000. Licensing was at \$36,249. Pepsi is at \$280,000. The Bowl game revenue was not added to this report, but will be a substantial amount of revenue for the Athletics Department.

**Winter Sports-Update:**

We are in the midst of all the winter sport season and have some teams competing extremely well. Men's Basketball currently is in 7<sup>th</sup> place. Women's Basketball has the #1 recruiting class in the MAC. Gymnastics is currently in 29<sup>th</sup> place in the country and 7<sup>th</sup> in the country on the bars. Swimming lost their 1<sup>st</sup> conference dual since 1997 and MAC Championships are on March 1-3. Wrestling beat Kent State on February 5. It was EMU's first win over KSU since 1974. We will be hosting the MAC Men's and Women's Indoor Track and Field Championships on February 24 and 25 where both teams will be in strong contention for a MAC Championship.

**Highlight Department-Media Relations-Greg Steiner-Associate Athletics Director:**

Lastly, Greg Steiner, our Associate Athletics Director of Media Relations presented an overview of the Media Relations department, staff, scope of responsibilities (including website, video, television, radio, social media, official stats and written articles). In the past year, the website users were up 12%, unique users were up 13% and page views increased by 16%. Regarding social media and our EMU Athletics twitter account, there has been a 30% increase since July 2016. Finally, our Media Relations department manages our ESPN3 productions and uses 20-30 students from Communications, Media, Theatre and Arts to help produce these shows. This year we will produce 35 live broadcasts of basketball, volleyball, gymnastics and wrestling and they are seen in over 99 million homes.

Meeting was adjourned at 10:17am

Respectfully submitted,

A solid black rectangular box redacting the signature of Lori Barron.

Lori Barron  
Administrative Secretary



Board of Regents Meeting

*Athletic Affairs*

April 20, 2017

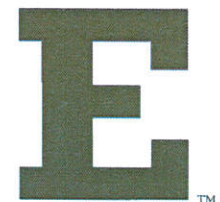




# Department of Athletics – Staff news

## **New Eagles:**

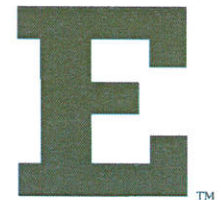
- Football Tight Ends/Special Teams Coordinator – Jay Nunez
- Assistant Director for Student-Athlete Support Services - TBD



# Facility Updates

## **Projects:**

- Bowl Logos in Stadium
- Lighting project in Rynearson stadium
- Visiting Locker Room
- Westside Stadium Bathrooms
- Tunnel Project

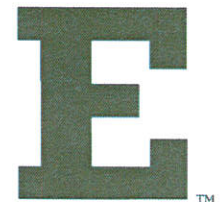




# Community News

## **Community Service – Connection to our Community:**

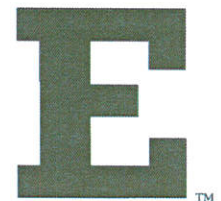
- EMU Autism Collaborative Center partnership
- Ypsilanti Rotary – Coach Creighton presentation
- YPSI Proud Service event – May 20<sup>th</sup>



# Student-Athlete Advisory Council

## **Student-Athlete Updates:**

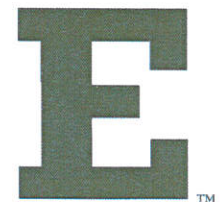
- Ypsi Awards – April 17
- Student Government Collaboration (Delegate Seat)



# Football Updates

## Football:

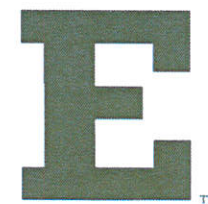
- Season ticket sales/Premium Seats sales to date
- Fall 2017 schedule – Fly with the Eagles trips/Army (October 14, 2017)



# Basketball Updates

## **Basketball Search:**

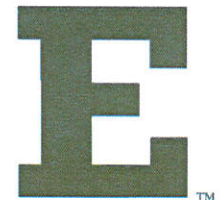
- Associate Head Coach
- Assistant Coach



# Development Updates

## Development Updates – Dan McLean

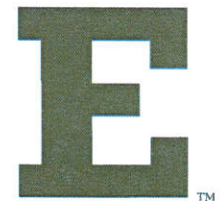
- FY17 – Update
- The Oak Society – major gift society – 35 members to date
- E Club Hall of Fame project



# Budget Review

## **Budget news – Mike Malach**

- Popeyes Bahamas Bowl Financial report
- FY17 Revenue report





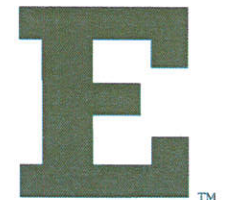
**FY17 Intercollegiate Athletics Revenues**

<u>Org#</u>	<u>Acct Code</u>	<u>Organization Description</u>	<u>Approved FY17 Budget</u>	<u>YTD Actual Rev</u>	<u>YTD Projections</u>	<u>YTD Totals</u>	<u>Variance</u>
103700	232	Rentals	80,000	54,658	25,342	80,000	-
103700	308	IMG Royalties	60,000	4,828	60,172	65,000	5,000
103700	366	Pouring Rights	200,000	-	280,000	280,000	80,000
103700	306	Licensing	75,000	55,795	19,205	75,000	-
103700	624	Misc. revenue	-	12,957	-	12,957	12,957
104425	376	FB ticket sales	450,000	143,599	306,401	450,000	-
103700	382	FB Program Sales	5,000	3,742	-	3,742	(1,258)
104425	392	FB Game Guarantees	1,450,000	1,450,000	-	1,450,000	-
104425	418	Non Gift fundraiser	-	15,071	-	15,071	15,071
		ESPN/FB Playoff	1,300,000		1,775,000	1,775,000	475,000
103700	256	Parking	25,000	21,835	-	21,835	(3,165)
104325	376	MBB ticket sales	65,000	38,708	5,000	43,708	(21,292)
104325	392	MBB Game Guarantees	250,000	100,000	150,000	250,000	-
104800	376	WBB ticket sales	5,000	10,301	-	10,301	5,301
103700	384	Other sport receipts (GYM/MWR)	7,500	2,353	1,000	3,353	(4,147)
105250	376	VB ticket sales	-	5,201	-	5,201	5,201
103700	624	Concessions/ABC	-	-	-	-	-
103700	142	Merchandise	-	-	-	-	-
103700	624	Misc. revenue	-	12,558	-	12,558	12,558
103700	390	NCAA Grant-in-aid	900,000	852,086	-	852,086	(47,914)
103700	390	NCAA Sports Sponsorship	268,443	353,894	-	353,894	85,451
103700	390	NCAA Academic Enhancement	75,000		75,000	75,000	-
103700	390	NCAA Supplement revenue dist.	75,000		-	-	(75,000)
103700	392	NCAA BB Tournament	150,000	129,408	135,000	264,408	114,408
		<b>REVENUE TOTALS</b>	<b>5,440,943</b>	<b>3,266,994</b>	<b>2,832,120</b>	<b>6,099,114</b>	<b>658,171</b>

*as of 2/28/17*

# Spring Sports – Underway

- Baseball
- Softball
- Gymnastics
- Track and Field
- Men's Golf
- Women's Golf
- Women's Tennis
- Rowing



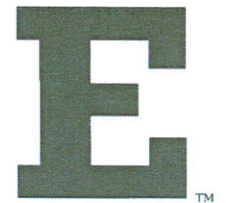
# Department Updates

- Vice President and Director of Athletics Search



# Highlight Team

- Highlight Team – Sarah Brown – Head Coach, Women's Gymnastics



**GO EAGLES!**  
**#ChampionsBuiltHere**

