

**BOARD OF REGENTS**  
EASTERN MICHIGAN UNIVERSITY

SECTION: 7
DATE: December 15, 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 December 15, 2017 meeting and October 20, 2017 minutes.

**STAFF SUMMARY**

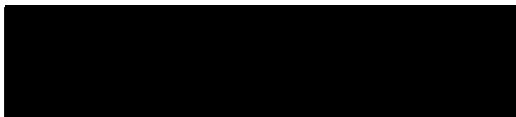
- Approval of Friday, October 20, 2017 Minutes
- Men's & Women's Cross Country Championship and NCAA Finish
- Academic News
- External Relations
- Fall Sports Recap-Volleyball, Football, Men's & Women's Cross Country
- Highlight Department-David Bolyard-Head Coach-Wrestling

**FISCAL IMPLICATIONS**

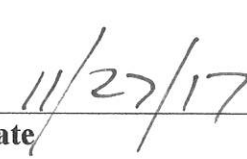
To be determined

**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  
December 15, 2017  
201 Welch Hall  
8:45 a.m.**

**A G E N D A**

- A. New Eagles
- B. Men's & Women's Cross Country Championship and NCAA Finish
- C. Academic News
  - a. 35 4.0 from spring
  - b. 83% graduation rate-highest ever
- D. External Relations
  - a. Championship Building Plan Brick Campaign
  - b. Crowdfunding Initiative
  - c. FY 18 To Date
- E. Fall Sports Recap-Volleyball, Football, Men's & Women's Cross Country
- F. Highlight Department-David Bolyard-Head Coach-Wrestling

SW/lb  
Agenda November 27, 2017

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of October 20, 2017**

**Members:**

Regents: Michelle Crumm, Mike Morris, Alexander Simpson, Mary Treder Lang, Jim Webb  
Athletics: Scott Wetherbee, Athletics Director/Vice President

Regent Mike Morris called the Athletic Affairs Committee meeting to order at 8:50a.m.

**Updated Staff News:**

Scott Wetherbee, who has been here three months provided a brief introduction to the 14 new coaches and staff members who joined the Athletics Department and an update on the one promotion awarded. Andy Rowdon from Texas Tech was hired as the new Senior Associate AD for External Affairs and Dan McLean was promoted to Senior Associate AD for Development. A handful of Assistants have been hired as well. Both Eric Gerbens and Sean Pryor in Student Athlete Support Services, Sean McCarthy in Compliance, Dominci Velotta in Equipment and Katie Gonzales and Kyler Ludow in Media Relations. We have two new head coaches. Katie Minasola was hired as the Women's Gymnastics Head Coach and Jayson Williams as the Women's Tennis Head Coach. We had Assistants hired in Gymnastics, Track and Field, Volleyball and Swimming.

**Facility Updates:**

Rynearson Stadium underwent a number of facility improvements over the summer, most notably the installation of the new stadium LED lights which will enhance the fan and viewer experience at our home football games. The visiting team locker room had new flooring installed and received a fresh coat of paint, while the concourse, restrooms and press box received some aesthetic upgrades. In addition to the Stadium projects, the javelin runway was re-surfaced to address safety concerns.

**Academic News:**

Eastern Michigan has won the Cartwright Award for the second time in school history for the 2016-17 academic year. This is the Mid-American Conference's most prestigious award voted on by your peers, presented annually to the institution which achieves overall program excellence based upon academics, athletics and citizenship.

**External Relations:**

The University's contract with The Aspire Group, who handles ticket operations and outbound sales for our athletics events, was extended through 2023. With the contract, a third full-time staff member has been added to the team, which will further enhance the ticket sale efforts. We are currently at 826 football season tickets sold to date, which is nearly 300 more season tickets sold than last year. We are in the midst of Homecoming Week and look forward to welcoming all at the TruEMU Block Party and Pep Rally this evening, as well at the football game versus Western Michigan on Saturday afternoon. In an effort to continue to build the Block E brand, we have started BlockEFriday, encouraging fans to post photos of themselves wearing a Block E to social media in the most creative ways possible. The response has been strong and we look to continue growing this initiative with our fans. Basketball is about to start and on November 10 we will be hosting the 10<sup>th</sup> Annual Education First Kids Day. This game brings in about 3100 students from the surrounding Ypsilanti schools.

**Development:**

For the fourth year in a row, we have sold out the Eagles Pride Suite and for the first time, we have sold out the Eagles Pride Loge. Scott Wetherbee's father purchased one on the 50 yard line and Mike Morris purchased one for student organizations. The brick campaign for the Championship Building Plan went public at the end of August and over a hundred bricks have been sold to date. Cortland Selmon, College of Business alumnus and former football student-athlete, has joined the Champions Advisory Board, bringing the total number of members to 17. Athletics and the Foundation are launching a new crowdfunding fundraising initiative. It offers donors alumni and fans a modern avenue to directly support EMU student-athletes and the teams most meaningful to them. This is sport specific fundraising and will allow better communication of how donors support positively impacts the athletes. It will also allow teams to visually show their specific fundraising goals to donors and display how they are achieving them. We've also hosted a number of donor and alumni events this fall semester, which have been well attended and received. The Football Season Premier Dinner was at full capacity, 90 guests attended the Track & Field Reunion, 119 RSVP'd for the Football Alumni Reunion and 91 golfers signed up for the upcoming Wrestling Golf Outing.

**Fall Sports-Update:**

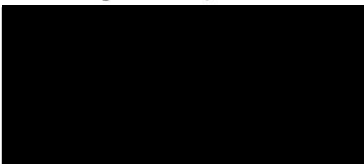
The Men's Cross Country team claimed their eighth straight Mid-American Conference title on Saturday, October 28, while the women captured its third Mid-American Conference Championship. Football we are currently 2 and 4 and Volleyball 10 and 14 and 2 and 6 in the MAC. The Volleyball team is more competitive and continuing to improve. Women's Soccer won last night, beating WMU; the first time since 2014. If Soccer wins their last two games, they will be in postseason play. They are a young team that includes 8 freshmen.

**Highlight Program-Lauren Pottschmidt-Student-Athlete Advisory Council President for 2017-18:**

Lauren is a Women's Cross Country/Track and Field Student-Athlete and a General Business Major. Her parents both attended EMU; her Dad ran for Bob Parks. During her sophomore year she joined SAAC as the Social Media Chair and decided in her junior year she would run for President. Lauren hopes to communicate more with Coaches and Administrators while she is President. Currently, she is planning Jock Jamz and has discussed not hosting an end of year banquet and have more of a group activity. She hopes to see more school spirit while she is President. One of the best things she hopes to gain from her time as President is Time Management skills. She is learning how to budget her time between Cross Country/Track, Student and President.

Meeting was adjourned at 9:35a.m.

Respectfully submitted,



Lori Barron  
Administrative Secretary

Board of Regents Meeting  
*Athletic Affairs*  
December 15, 2017



Department of Athletics – Staff News

**New Eagles:**

1. Women's Gymnastics Assistant Coach – Danielle Guider



## Men's Cross Country

- Eighth straight MAC championship, tying the record for most consecutive titles
- Hlynur Andresson won his first individual championship and represented EMU in the NCAA National Championship
- John Goodridge earned his 12<sup>th</sup> MAC Coach of the Year award
- Team finished fourth in the NCAA Great Lakes Regional



## Women's Cross Country

- Third straight MAC championship
- Four Eagles earned All-MAC honors
- Sue Parks was named MAC Coach of the Year for the fourth time in her career, third time while at EMU
- Team finished fourth in the NCAA Great Lakes Regional, earning an at-large bid to the NCAA Championships for the third time in program history
- Team ran to a 27<sup>th</sup>-place finish at the NCAA Championships



## Academic News

- 4.0 Luncheon – 35 student-athletes with a 4.0 GPA in Winter 2017
- NCAA Graduation Success Rate
  - 2016-17 = 83%
  - 2015-16 = 81%
  - 2014-15 = 81%
- 4 Scholar Athletes of the week
- 21 Academic All-MAC



## External Relations

### Athletics Development Update

- Championship Building Plan – Brick Campaign
- Crowdfunding Initiative
- FY18 Year-to-Date



## External Relations

### The Aspire Group – Athletic Ticket Office

- Football attendance increased by 6%
  - Highest since 2010 football season
- Basketball season ticket update
  - Highest since 2005-06 season
- Women's Basketball attendance update
- Men's Basketball attendance update



## Fall Sports Recap

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





## Highlight Program Wrestling



- David Bolyard – Head Coach
  - Fourth season at EMU
  - Has coached nine wrestlers to the NCAA championships in his first three seasons
  - Team has earned three-straight top-ten finishes in the NWCA All-Academic standings, including first-place in 2015

