

**BOARD OF REGENTS**  
EASTERN MICHIGAN UNIVERSITY

SECTION: 10

DATE:

October 25, 2018

**RECOMMENDATION**

**ATHLETIC AFFAIRS COMMITTEE**

**ACTION REQUESTED**

It is requested that the Board of Regents receive and place on file the working agenda for the October 25, 2018 meeting and April 20, 2018 minutes.

**STAFF SUMMARY**

- New Eagles
- Reese Trophy
- Academic News
- Community Service Hours Update
- Facilities Update
- Development Updates-Dan McLean
- External Relations-Andy Rowdon
- Fall Sports Recap
- Five Hall of Fame Inductees
- Highlight Department-To Be Determined

**FISCAL IMPLICATIONS**

To be determined

**ADMINISTRATIVE RECOMMENDATION**

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

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

*10/5/18*  
\_\_\_\_\_  
Date

**BOARD OF REGENTS  
ATHLETIC AFFAIRS COMMITTEE**

**October 25, 2018**

**201 Welch Hall**

**10:15 a.m.**

**AGENDA**

- A. New Eagles
- B. Reese Trophy
- C. Academic News
- D. Community Service Hours Update
  - a. Final numbers for 17-18
  - b. Current hours for 18-19
- E. Facilities Update
- F. Development Updates-Dan McLean
- G. External Relations-Andy Rowdon
  - a. Football Season Ticket Sales
  - b. Basketball Season Ticket Sales
  - c. Attendance Update
  - d. Homecoming
  - e. Education First Kids Day
- H. Fall Sports Recap
  - a. Football
  - b. Soccer
  - c. Volleyball
  - d. Men's Cross Country
  - e. Women's Cross Country
  - f. Rowing
- I. Five Hall of Fame Inductees
  - a. Virgie Bullie
  - b. Jordan Desilets
  - c. Catherine Fortin
  - d. Korey Mahoney
  - e. Andrew Wellock
- J. Highlight Department-To Be Determined

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of April 20, 2018**

**Members:**

**Regents:** Michael Hawks, Mike Morris, Alexander Simpson, Michelle Crumm, Mary Treder Lang, Jim Webb

**Athletics:** Scott Wetherbee, Vice President/Director of Athletics

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

Regent Hawks opened the meeting by saying that in his seven years at Eastern Michigan University, the elimination of the Wrestling, Men's Swimming and Diving, Softball and Women's Tennis programs is the worst pain that he has felt. The cuts were necessary. Scott Wetherbee stated how painful this decision is for Eastern Michigan University and the affected student-athletes, families and sport communities. He explained that the same thing happened to him at Ferris State University when they dropped baseball, while he was a student-athlete there. It hurt, he was personally insulted, frustrated and angry. This is the saddest moment of his career in athletics administration. He emphasized that the affected student-athletes are our first consideration. We will continue to honor their scholarships should they choose to remain at EMU, or help them take the next step in their athletic and academic careers should they decide to transfer. The decision was necessary, given the stark budget challenge the University is in. All areas across the University were forced to make profound sacrifices, not just Athletics. We reviewed future facility needs, participation considerations, travel and competitive considerations, who our teams compete against in the MAC and elsewhere. Scott concluded by saying his door is always open, if anyone would like to discuss the matter further.

**Budget Update:**

The Athletic Department has taken a number of budget cuts since last July. In the fall, two full-time staff positions were eliminated; saving over \$280,000. In January, we reduced the operating budgets for all areas of the Athletics Department by 5%, for an additional savings of over \$325,000. These two reductions in less than six months were significant to all our programs and hurt all sports and areas of the Athletic Department. Last month, we were told by the University that the Athletics budget would decrease even more than the \$600,000+ we had given back, presenting us with an additional \$2million reduction in our expense budget for fiscal year 2019 and beyond. This fiscal year we did generated the most revenue in the history of our program and yet these revenues were still not enough to counter the budget reductions. The overall approved budget for Athletics in 2017-18 was approximately \$28.5 million dollars, which includes all expenses. We are in the planning stages for the 2018-19 budget and beyond. We anticipate that the 2018-19 budget will be around \$26.5 million. This number will vary until we know the exact number of scholarship student-athletes that will remain at EMU from the four discontinued sports. EMU had the largest number of sports and student-athletes in the MAC, and we are one of the smallest staffs in all areas of our department. Moving from 21 to 17 sports our sports medicine, SASS, compliance and other support areas will not be stretched as thin and this will allow us to not have to expand those areas. In addition, there are new sports medicine guidelines, changing the minimum entry degree level to a Master's Degree (national standard). This means that we can no longer depend on GAs to serve as primary athletic trainers for our teams, so we will need to phase out our GA positions.

**Fall 2017 Academic News:**

Of the 550+ student athletes, our overall cumulative GPA after the fall term is 3.245 and the overall semester GPA was 3.150. We had 42 student-athletes earn a 4.0 semester GPA. Regent Webb hosted those student-athletes at the Detroit Athletic Club for dinner to recognize their significant accomplishment. 70% of our student-athletes had a cumulative GPA of 3.0 or above. The top male team GPA this fall was Men's Golf and the top female team GPA was Women's Soccer. 16 of the 21 teams had a 3.0 term and cumulative GPA.

**Community Service Hours Update:**

The department goal for community service hours is 6,000 hours. Last year we finished with 3,600 hours. As of April 1<sup>st</sup>, we were at 6,900 hours and hopefully going to have 7,500 hours by the end of June. One of the community service projects that the Student Athlete Advisory Committee does every year is Kleats for Kids. This year, the project was nominated for the NACDA Community Service award. This the third year working with Kleats for Kids and SAAC collected over 200 pairs of shoes this year and over 1,000 since the start of this program. This is all run by the student-athletes and the Athletics staff gives them support in this project. We are building champions in life, in competition, in the classroom and in the community.

**Basketball Attendance and Revenue Update:**

The Women's Basketball team averaged 1,016 actual fans per game this season. This was the highest ever for a single season average and was more than double the average from the previous year. The Men's Basketball team averaged 1,090 fans per game, which was the highest mark since the 2011-12 season and a 41% increase from the previous year. A glow night event was held at the Western Michigan University game and we had over 1,000 students show up for the largest student attendance since 2004. Athletics is going to continue to focus on students and getting them engaged with Athletic events. Men's revenue increased by 13% per game than last year, season ticket sales increased by 28% and our donor revenue increased by 72% across all three ticketed sports.

**Development Updates-Dan McLean:**

There have been 249 bricks sold. Crowdfunding is underway. To date, Volleyball has raised \$17,835 from 43 donors for their foreign trip, which is three times the amount raised over last year. Other programs participating in the crowdfunding program are Gymnastics, Men's Golf, Rowing and Men's and Women's Track. The Cheer Team also participated and with their donations they were able to attend Nationals. In fiscal year 2018, Gifts-In-Kind was at \$400,000 and Cash Pledges at \$800,000.

**Winter Sports-Wrap Up:**

Men's Basketball finished the year 22-13, advanced to the semifinals of the Mid-American Conference Tournament and won a game in the CollegelInsider.com Tournament. EMU's 22 wins were tied for the fourth-most in program history for a single season. Tim Bond was also named MAC's Defensive Player of the Year. Women's Basketball had a five-win improvement over last season. They overcame a 10-point deficit to upset 8<sup>th</sup>-seeded Northern Illinois in the opening round of the MAC Tournament and almost knocked off top-seed Central Michigan in the quarterfinals. Women's Gymnastics finished the season tied for 2<sup>nd</sup> place in the regular season and finished 4<sup>th</sup> at the MAC Championships. EMU Gymnastics had three individuals qualify for the NCAA Regional Championship. Men's Swimming and Diving finished 7-1 in dual meets and the team finished as the runner-up at the MAC Championships, behind Missouri State. Freshman Carter Swift was honored as both the league's Co-Swimmer of the Year, as well as the MAC's Freshman of the Year. Freshman Al'x Pierre added two awards of his own, the MAC Diver of the Year and the MAC Freshman Diver of the Year. Diving Coach Buck Smith was once again awarded the MAC Diving Coach of the Year. Women's Swimming and Diving finished 8-1 in dual meets and the team finished runner-up at the MAC Championships, behind Akron. Delaney Duncan became the only Eagle in the program history to be a three-time national qualifier. She concluded her season as a two-time All-American for her dominating performances in the 100 and 200 breaststroke. Her performance, earning her All-American accolades, was the highest finish by a swimmer in program history.

Men's Indoor Track & Field won its 15<sup>th</sup> MAC Indoor Championship. Head Coach John Goodridge and Assistant Coach Sterling Roberts won Coach of the Year and Assistant Coach of the Year. Overall, EMU had 12 All-MAC honorees (10 First Team), while Owen Day was named the Most Valuable Performer/Freshman Track Performer of the Year and Nick Raymond was the Most Valuable Performer. Women's Indoor Track had four student-athletes earn First Team All-American honors. EMU won its fifth MAC Indoor Championship. Alsu Bogdanova earned Most Valuable Performer and Jasmine Jones earned Most Outstanding Track Performer. Nine student-athletes were named to All-MAC teams. Additionally, Head Coach Sue Parks won NCAA Great Lakes Region Women's Coach of the Year and MAC Coach of the Year. Wrestling finished 8-8 on the season and fourth place in the regular season. They finished third at the MAC Championships. The Eagles qualified five for the 2018 NCAA Championships. Sa'Derian Perry took eighth place in the 141 weight class to earn All-American status. Head Coach David Bolyard was named the Mid-American Conference Coach of the Year.

**MAC Reese and Jacoby Update:**

EMU continues to be in a great spot in both Reese (Men's) and Jacoby (Women's) standings. Currently, the men are in first, while the women are in second, just percentage points behind Buffalo. The last school to win both trophies in the same year was Kent State in 2009-10. Last year, EMU finished fourth in both standings.

**MAC Hall of Fame Induction-Charlie Batch:**

Former Eastern Michigan University Quarterback and 15-year NFL veteran Charlie Batch will be inducted into the Mid-American Conference Hall of Fame on Wednesday, May 30, in Cleveland, Ohio. Batch becomes the ninth Eastern Michigan honoree in the MAC Hall of Fame. Batch, who played football for EMU from 1994-97, enjoyed an outstanding career as Quarterback and completed 15 seasons in the NFL with the Detroit Lions and the Pittsburgh Steelers. Batch is a member of our Champions Advisory Board; we look forward to his induction next month.

**Highlight Department-Kimi Olson-Head Coach-Women's Volleyball:**

Kimi Olson just finished her third season as our Head Volleyball Coach. Her team finished the season strong last year winning 5 of their last 6, captured EMU's first MAC tournament victory since 2010 when it upset Buffalo in the first round and had their highest win total since 2014. Kimi came to EMU from the College of Charleston. She is originally from New Castle, Indiana, but was a 4-year star at the University of Southern California. Kimi follows the motto LINE IT UP. (Love/Loyalty, Intention, Nonstop joy, Empowering Women, Integrity, Trust, Unity, Pursuit of Success). Volleyball will be taking its first international tour to Costa Rica later this summer. They will not only compete, but also participate in a few community service projects and cultural experiences while they are traveling. Their goals this year are to finish in the top 3 and to compete in the MAC championship match. Their first home match is over Labor Day weekend.

Meeting was adjourned at 9:32a.m.

After Athletic Affairs was adjourned former EMU Regent and retired county judge Donald Shelton was able to speak to the Board about eliminating Wrestling, Men's Swimming, Softball and Tennis. Judge Shelton received his B.A. from Western Michigan University and received his Master's Degree from EMU. He stated that he owed everything to collegiate sports. He was the first person in his family to graduate high school and was able to attend college because of a sports scholarship. He fell in love with EMU because it was dedicated to helping people, so he decided to give back. He personally has given over \$100,000 in endowed scholarship for the wrestling program. He hopes the Board of Regents reconsiders their decision to deprive 90 student-athletes of an opportunity. He believes EMU has an enrollment problem not an athletics problem and it is not fair to throw out 90 students that are already here. He believes that it is impossible that the cost of the four eliminated sports exceeds the tuition and other revenue they generate by \$2.4 million. Despite the misleading data, these sports are inexpensive to operate. They have minimal coaching staffs and minimal scholarships. Scholarships in these 4 sports are partial at best and some student-athletes get nothing at all. Wrestling, for example gets 9 scholarships for 30 athletes. Wrestling also has \$600,000 in endowed scholarships. These athletes pay tuition and take a full load of credits. He continued that this decision was made in secret. There was never a public meeting, where this issue was discussed with the students, faculty, alumni or public. He also said false data was submitted to the NCAA claiming the costs of these sports was higher than it is. Was there a coincidence that in December, the University said per the Athletics Director contract that it had no intention of eliminating sports, but then the contract was renegotiated saying that if sports were eliminated, the AD can get of liquidated damages clause and save himself \$135,000? Judge Shelton suggested some alternatives. First, the Board could spread these reductions across the whole Athletic Department and all sports. Second, have the Board appoint a committee to gather real facts in a public way. He finished by stating there would be consequences if the Board does not reconsider their decision. There would be legal consequences, including formal complaints to the NCAA and Department of Education and a lawsuit for violation of the Open Meetings Act. A Title IX complaint by female athletes will be filed. All of this will cost the University a lot more than what you are trying to save. But, the number one damage would be to the image and brand of Eastern Michigan University.

Meeting concluded at 9:49 a.m.

Respectfully submitted,



Lori Barron  
Administrative Secretary



Board of Regents Meeting  
*Athletic Affairs*  
October 25, 2018



# Department of Athletics – Staff News

## **New Eagles:**

1. Baseball Head Coach – Eric Roof
2. Baseball Assistant Coach – Jonathan Roof
3. Women’s Basketball Assistant Coach – Carlos Adamson
4. Women’s Basketball Director of Operations – Karen Del Carpio
5. Women’s Golf Head Coach – Stephanie Jennings
6. Gymnastics Assistant Coach – Christian Minnicks
7. Rowing Assistant Coach – Emily Wasz
8. Associate AD for Sports Medicine – Gretchen Buskirk
9. Associate AD for Business Operations – Stacie McMullen
10. Assistant AD for Marketing – Ricky Zum Mallen
11. Marketing Coordinator – Matt Amos
12. Assistant Athletic Trainers – Danielle Darroch and Julia Kolder





# Reese Trophy

- EMU won the Reese Trophy, honoring the top men's athletic program in the Mid-American Conference, for the 2017-18 academic year.
- This was the fifth time that EMU earned this honor, previously winning the award in 1987-88, 1990-91, 1995-96 and 2007-08.
- This award is named after David E. Reese, the first-ever MAC Commissioner.



# Academic News

- Overall Winter 2018 Cumulative GPA – 3.259
- Overall Winter 2018 Term GPA – 3.174
- 47 student-athletes earned a 4.0 semester GPA
- 71% of our student-athletes have a 3.0 cumulative GPA
- Top Male Winter 2018 Team GPA – Men's XC (3.288)
- Top Female Winter 2018 Team GPA – Women's Golf (3.664)



# Community Service Update

- 2017-18 Total Community Service Hours = 7,304 hours
- 2018-19 Department Goal = 8,000 hours
- As of the end of September, we logged 1,470 hours of service
- Some of the service events:
  - 2<sup>nd</sup> and Seven Reading Program
  - SAFE Now Walk for Suicide Prevention and Mental Health Awareness
  - Alzheimer Walk
  - Elementary School/Disadvantage Youth Visits/Programs



# Facilities Update

- Championship Building Plan Update
  - Floor Plans have been approved
  - Footings are in, with S&C wall
  - Steel will be going up in November
  - Final completion is July 2019



# Development Update

- Fundraising Update



# External Relations

## Football Ticket Sales

- Season Ticket Increase
  - 31% increase since 2017 season
  - 95% increase since 2016 season
- Single Game Sales
  - Largest opening game crowd since the 2014 season

## Basketball Season Ticket Sales

- Highest season ticket sales mark since 2003/04 season



# External Relations

## In Game Presentation

- Reimagined game presentation creating lasting memories for fans
- Highlights include a redesigned concourse area (Kids Zone, picture with Eagle, Follett trailer and numerous other fan engagement areas)
- Video Board features that interact and tell stories.
  - Unveiling of the new VR lab on campus
  - Scholar Ballers (Amanda Flora and Zach Owings)
  - Notable alumni & hometown heroes (Craig Petersmark and Charlie Batch)

## Extending Stories Beyond

- Providing these stories (pictures, videos & bullet points) to ESPN for coverage on air when possible.



# Fall Sports Recap

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





# Hall of Fame Inductees

- Virgie Bullie – Women's Track & Field
- Jordan Desilets - Men's Track & Field/Cross Country
- Catherine Fortin – Women's Golf
- Korey Mahoney – Men's Golf
- Andrew Wellock - Football



# Highlight Program

## Rowing

- Kemp Savage – Head Coach
  - 11<sup>th</sup> season at EMU, 5<sup>th</sup> as head coach
  - Kemp was selected as the head coach of the United States team that competed in the World University Championships in Shanghai, China in August 2018.
  - He was a four-year letterman in rowing at the University of Mary Washington, serving as team captain from 2004-06.

