

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 21
DATE:
June 13, 2019

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

It is requested that the Board of Regents receive and place on file the working agenda for the June 13, 2019 meeting and February 7, 2019 minutes.

STAFF SUMMARY

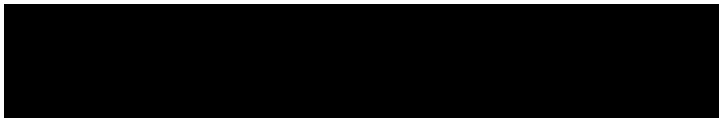
- Spring 2019 Academic Update
- 2018-19 Community Service Hours Update
- Spring Sports Update
- Development Updates-Dan McLean
- Championship Building Plan Update
- External Relations-Andy Rowdon
- Highlight Department-To Be Determined

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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



University Executive Officer

Date 5/23/19

**BOARD OF REGENTS
ATHLETIC AFFAIRS COMMITTEE
June 13, 2019
201 Welch Hall**

A G E N D A

- A. Spring 2019 Academic Update**
- B. 2018-19 Community Service Hours Update**
- C. Spring Sports Update**
 - a. Baseball
 - b. Women's Golf
 - c. Men's Golf
 - d. Rowing
 - e. Women's Outdoor Track and Field
 - f. Men's Outdoor track & Field
 - g. Reese/Jacoby Standings
- D. Development Updates-Dan McLean**
- E. Facilities Update**
 - a. Student Athlete Performance Center
 - b. Convocation Center
- F. External Relations- Andy Rowdon**
- G. Highlight Department- External Relations Team**

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of February 7, 2019**

Members:

Regents: Mary Treder Lang, Michelle Crumm, Eunice Jeffries
Athletics: Scott Wetherbee, Athletics Director/Vice President

Regent Mary Treder Lang called the Athletic Affairs Committee meeting to order at 10:47a.m.

Fall Sports Recap:

Scott Wetherbee provided a recap of the three sports that made a post-season appearance this fall. The Women's Cross Country team won the Mid-American Conference Championship; this is the fourth consecutive year claiming this top spot. The Women's Volleyball Team won the Mid-American Conference Tournament Championship and earned their first ever bid to the NCAA Tournament. The Football Team accepted a bowl invitation to the Camellia Bowl in Montgomery, Alabama; this was the second bowl invite in the past three years. Scott Wetherbee provided a small glimpse into the football team's itinerary while they were in Alabama. The team was gone for 5 days. Tuesday was a travel and sightseeing day. Wednesday the team participated in service projects; some team members went to an elementary school, others packaged meals for the elderly community. Thursday, players were provided with the history of Montgomery, Alabama by visiting the Rosa Parks Museum. Friday, was bowl prep day with a pep rally and a graduation for the graduating seniors who could not attend graduation back in Ypsilanti. Saturday was game day, which ended with a heartbreaking loss to Georgia Southern 21-23.

Fall 2018 Academic Update:

Eastern Michigan's student-athletes had another strong academic semester in Fall 2018. At the end of the term, the overall cumulative GPA for all student-athletes was 3.26 and the overall fall term GPA was 3.23. Women's Soccer led all sports with a team GPA of 3.607. Baseball, Men's Cross Country and Football each set program records for cumulative GPAs. Furthermore, a total of 15 of our EMU athletics programs finished the semester with cumulative GPAs better than 3.0. In total, 46 student-athletes earned a 4.0 GPA and 71% of the student-athletes have a 3.0 cumulative GPA or better.

Community Service Hours Update:

Last year, the student-athletes had a record total of 7,304 community service hours. This year, the Athletic Department's goal is 8,000 hours and we've logged just under 4,100 hours, as of the end of January. One event the student-athletes recently participated in was the MLK Commemorative March and Day of Service on campus, of the 120 total participants, 73 were student-athletes.

Winter Sports Update:

Women's Swimming ended with a perfect record for the third time. Women's Basketball is 10 and 10. They are a young team, only two are seniors. They have a top ranked recruiting class and will continue to grow. Men's Basketball has the toughest non-conference schedule; playing against such teams as Kansas, Duke, TCU, Rutgers. As of right now, Gymnastics is three and five and two and one in the MAC. They have three more conference meets until they finish the season. Women's Indoor Track & Field has 8 student-athletes in the top 3 in their specific areas. Men's Indoor Track & Field has had five strong competitions and will be attending the Championships on February 22.

Facilities Update:

The steel work for the new Student-Athlete Performance Center is complete. Framing has started on the interior building and video board production will start to take place this spring. Currently, we are processing RFP's for equipment, furniture and audio visual items. The project is on schedule for completion in July of 2019.

Development Updates-Dan McLean:

Crowdfunding efforts are under way for Women's Golf, Men's Golf and Gymnastics. Women's Golf was able to pay for their Arizona trip, Men's Golf was working towards a Spring Break Florida trip and Women's Gymnastics had a \$5,000 goal for practice equipment, which they were able to receive. In the next couple of months Women's Soccer, Women's Basketball, Men's Basketball, Women's Swimming & Diving, Rowing and Cheerleading will launch their crowdfunding initiatives.

The Brick Campaign is under way, to date we have sold 232 bricks. Regent Crumm recently purchased one. The deadline for purchasing a brick is Saturday, April 13, 2019.

The Champions Advisory Board will meet on Friday, March 9 to confirm a 17th member, discuss donor prospect recruitment and walk through the construction site.

On Sunday, January 20 we completed the 5th Annual Student-Athlete Thank-A-Thon. Student-athletes made 50+ calls to 192 supporters and left 369 voicemails.

This upcoming Friday marks the start of Men' Basketball Alumni Weekend. A group of 26 past players will take in the Detroit Pistons game together. The festivities will continue on Saturday with 100 guests attending the EMU versus NIU game. Alumni returning are from the 1960s, 70s, 80s, 90s and 2000s. Some marquee names include Earl Boykins, Grant Long, Brian Tolbert and the ESPN analysts for this game will be Coaches Ben Braun and Charles Ramsey. In addition, the Baseball Lead Off Dinner will also be this upcoming weekend with guest speaker Willie Horton.

To end the Development Update, Dan McLean wanted to give a special thank you to the Athletics full time staff in participating in the All In Staff Campaign; once again the Athletics Department had 100% participation.

External Relations-Andy Rowdon:

We received an update from our external staff that showed a 52% increase in football ticket revenue from 2017 to 2018 season. The Camellia Bowl saw a 258% increase in ticket sales versus the 2016 Bahama Bowl sales. We also received preliminary numbers of more than \$8 million dollars in media exposure for the Camellia Bowl. This includes print, internet, social media and television. The 2019 Homecoming date is set for October 12, 2019 with a time and opponent to be named later.

Highlight Department-Karen Schiferl-Student-Athlete Support Services (SASS:

Karen Schiferl is in her third year as Associate Athletics Director for Student-Athlete Support Services. She previously worked at Chicago State, Ole Miss, Maryland, Northern Illinois and Florida. Karen works alongside four full-time employees, two Graduate Assistants and two part-time Specialists. They work with student-athletes from freshmen to graduation and beyond. They track progress in class, developing better time management skills and improving study skills.

Meeting was adjourned at 11:44 a.m.

Respectfully submitted,



Lori Barron
Administrative Secretary



EASTERN MICHIGAN UNIVERSITY

Board of Regents Meeting

Athletic Affairs

June 13, 2019

Academic News

- Overall Spring 2019 Cumulative GPA – 3.27
- Overall Spring 2019 Term GPA – 3.27
- 31 student-athletes earned a 4.0 semester GPA
- 71% of our student-athletes have a 3.0 cumulative GPA
- Team with the Most # of 4.0 Semester GPAs: Gymnastics (5)
- Top Male Spring 2019 Team GPA – Baseball (3.487)
- Top Female Spring 2019 Team GPA – Women's Golf (3.77)

Community Service Update

- 2018-19 Department Goal = 8,000 hours
- As of May 31st, we have logged over 6,500 hours of service
- Some of the recent service events:
 - All student-athletes collect Kleets for Kids
 - Football hosted Victory Day at The Factory

Spring Sports Update

- Baseball
- Women's Golf
- Men's Golf
- Rowing
- Women's Track & Field
- Men's Track & Field
- Reese & Jacoby Standings

Development Update

- Fundraising Report - FY 19 - Commitments
- Fundraising Report - FY 19 - Cash + GIK
- FY 19 - Ongoing Major Gift Efforts
- FY 19 - Crowdfunding Results
- Brick Campaign Summary
- Champions Advisory Board Update
- Events Recap
- FY 20 Preview

Facilities Update

- Student Athlete Performance Center
- Convocation Center
 - Transition
 - Future Planning

External Relations

- Recap 2018-19 Year
- 2019 Home Football Schedule
 - Sept. 21 Central Conn. State 3:00 PM (Family Weekend)
 - Oct. 12 Ball State 2:00 PM (Homecoming)
 - Oct. 19 Western Michigan TBA (HOF & Made in the Mitten)
 - Nov. 2 Buffalo TBA (Celebrate America)
 - Nov. 29 Kent State TBA (Friday after Thanksgiving)

Department Highlight

- External Relations Team
 - Athletic Ticket Office
 - Learfield IMG College
 - Marketing
 - Media Relations