

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 13
DATE: December 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 December 13, 2019 meeting and June 13, 2019 minutes.

STAFF SUMMARY

- 2019-20 Community Service Hours Update
- Fall Sports Wrap Up
- Development Updates-Dan McLean
- Winter Sports Update
- 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

11/22/19

Date

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

AGENDA

- A. 2019-20 Community Service Hours Update

- B. Fall Sports Wrap Up
 - a. Men's Cross Country
 - b. Women's Cross Country
 - c. Football
 - d. Rowing
 - e. Women's Soccer
 - f. Women's Volleyball

- C. Development Updates-Dan McLean

- D. Winter Sports Update
 - a. Men's Basketball
 - b. Women's Basketball
 - c. Gymnastics
 - d. Men's Indoor Track & Field
 - e. Women's Indoor Track & Field
 - f. Women's Swimming & Diving

- E. Highlight Department-To Be Determined

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of June 13, 2019**

Members:

Regents: Michael Hawks, Michelle Crumm, Mary Treder Lang
Athletics: Scott Wetherbee, Athletics Director/Vice President

The Athletic Affairs Committee meeting was called to order at 10:03a.m.

Spring 2019 Academic Update:

Student-Athletes continued to excel in the classroom in the Winter 2019 semester. At the end of the term, the overall cumulative GPA for all Student-Athletes was 3.27 and the overall Winter Term GPA was 3.225. Baseball and Women's Golf posted the top Men's and Women's team GPA, with a 3.487 and 3.77. Our Football Team earned a term GPA above a 3.0 for the first time in program history. In total, 31 Student-Athletes earned a 4.0 GPA and 71% of our Student-Athletes hold a 3.0 cumulative GPA.

2018-19 Community Service Hours Update:

The Athletics Department goal for the 2018-19 school year was to complete 8,000 hours of service. As of May 31st we have logged just over 65,000 community service hours, with a few initiatives still to come. On May 23rd, the Football Team hosted its sixth annual EMU Victory Day, with more than 200 cognitively and physically impaired children engaging in football related activities in Rynearson Stadium.

Spring Sports Update:

The MAC Honors dinner was held May 30 in Cleveland, Ohio. Graduating seniors, Beau Breault (Men's Golf) and Delaney Duncan (Women's Swimming) were presented with the MAC Medal of Excellence for exhibiting academic success, athletic excellence, leadership and service.

This past year, Eastern Michigan finished in fifth place for the MAC Reese Trophy and in second place for the MAC Jacoby Trophy, which are the top MAC Men's and Women's Athletic program awards for performance and championships.

Development Updates-Dan McLean:

To date, Athletics has had eight major gift commitments, five additional verbal commitments and six major gift asks. Currently, Athletics has 16 Crowdfunding projects underway. We have sold all 450 brick spaces at the Student Athlete Performance Center. Former Football Student-Athlete Corey Welch and former Women's Basketball Student-Athletes Sharon Schwartz and Janice Marshall are the newest members of the Champions Advisory Board. Events that we are looking forward to are the Women's Golf, Baseball and Football Golf Outings. One big event we are planning is the All Sports Reunion on October 12, which is also the 99th EMU Homecoming. In addition, the Student-Athlete Performance Center is nearing completion and we are planning for a grand opening event in late August.

External Relations-Andy Rowdon:

We received an update from our External Staff that showed a 52% increase in football ticket revenue, surpassing sales 106% from 2015. For Basketball we doubled ticket sales from last year and had a 65% increase in season ticket sales. Single game sales revenue is at \$56,000. Ways we are looking at expanding our fan base are high five fan tunnels, national anthem performances, halftime performances, chalk talk, a Q&A with the Coaches, and private suite space for various groups.

Highlight Department-External Relations Team:

Senior Associate Athletics Director for External Affairs, Andy Rowdon presented on the work he and his staff do to promote and market our teams and department. The External Team consists of Marketing, Media Relations, Athletic Ticket Office and Learfield IMG College. The areas they focus on are community engagement, ticket sales and grow our reach. Marketing is continuously reaching out to the Ypsilanti community to reach fans. They attend local festivals and various community gatherings throughout the year, showing their dedication to the community. To continue to increase ticket revenue Marketing builds experiences for groups to make their day special. Scout Days, Student Voucher Programs and Youth Sports Days are some examples. To date, there are 36 athletics produced ESPN broadcasts and we need to continue to tell great stories of our Student-Athletes, as well as campus and community members.

Meeting was adjourned at 10:36 a.m.

Respectfully submitted,



Lori Barron
Administrative Secretary



EASTERN MICHIGAN UNIVERSITY

Board of Regents Meeting

Athletic Affairs

December 13, 2019

Community Service Update

- 2019-20 Department Goal = 8,000 hours
- As of Dec. 1 we have logged almost 2,000 hours of service
- Some of the upcoming service events:
 - MLK Celebration 2020 (Jan. 16-20)
 - Mental Health Awareness Week (Feb. 10-15)
 - EMU Relay for Life (March 27-28)

Fall Sports Wrap Up

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

Development Update

- Fundraising Report
- FY 20 - Ongoing Major Gift Efforts
- All Sport Reunion Recap

Winter Sports Update

- Men's Basketball
- Women's Basketball
- Gymnastics
- Rowing
- Women's Indoor Track & Field
- Men's Indoor Track & Field
- Women's Swimming and Diving

Department Highlight

- **Women's Swimming & Diving**
 - Head Swimming Coach- Derek Perkins
 - Named Head Coach on August 30, 2019
 - Associate Head Coach at University of Kentucky