

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 9
DATE: December 10, 2020

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 10, 2020 meeting and June 18, 2020 minutes.

STAFF SUMMARY

- Fall-Winter Sports Update
- Development Updates
- Facility Update
- Academic Update
- Department Highlight-Sports Medicine “COVID Testing”

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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



University Executive Officer

11-15-2020

Date

**BOARD OF REGENTS
ATHLETIC AFFAIRS COMMITTEE
December 10, 2020
201 Welch Hall**

A G E N D A

- A. Fall-Winter Sports Update**
 - a. Fall Sports moved to Spring
 - b. Shorten seasons
 - c. Football/Cross Country

- B. Development Updates**
 - a. COVID Challenges
 - b. Eagles Will Fly Campaign
 - c. Giving Tuesday

- C. Facility Update**
 - a. Swimming Locker Room
 - b. GameAbove Golf Performance Center
 - c. Ring of Honor & Bowl Logo Updates
 - d. Soccer/Lacrosse Turf Project

- D. Academic Update**

- E. Department Highlight-Sports Medicine "COVID Testing"**

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of June 18, 2020**

Members:

Regents: Michael Hawks, Dennis Beagen, Mary Treder Lang, Michelle Crum, James Webb, Eunice Jeffries
Athletics: Scott Wetherbee, Athletics Director/Vice President

The Athletic Affairs Committee meeting was called to order at 11:00a.m.

Community Service Update:

Eastern Michigan University Athletics completed 5,000 community service hours so far this academic year. The 2019-2020 Department Goal is 8,000 hours. During the COVID-19 pandemic, Athletics partnered with St. Joseph Mercy Ann Arbor Hospital to provide access to the laundry facilities in the Student-Athlete Performance Center Equipment Room for hospital gowns and bedding. Athletics has also donated masks, gloves and sanitizing equipment to University Police.

Development Updates:

EMU's Golf Programs will benefit from the largest donation in school's history with the donation of eight million dollars from the GameAbove alumni group. This money will go towards a new golf facility for our golf programs. The Championship Building Plan is well over three million dollars with 684 individuals contributing gifts. Development has many upcoming fall events, highlighted by the 100th Homecoming and 2nd Annual All-Sports Reunion and the E-Club Athletic Hall of Fame event.

Sports Update:

Like most other industries, the impact of the COVID-19 pandemic on the athletics operations has been significant. The college sports season came to an abrupt end in March, as most of our winter sports and all of our spring sports were unable to complete a full season. Men's Basketball finished the season with 16-16 overall record with a 6-12 Mid-American Conference mark. The Eagles started the season with its best 10-game opening; 9-1. EMU clinched the Michigan MAC Trophy for the third time in the last four years with a 67-63 win over Central Michigan. The Eastern Michigan Women's Basketball team provided its best season in the four-year tenure of Head Coach Fred Castro with its 16-win season during the 2019-2020 season. Women's Basketball did make it through the quarterfinal round of the annual Mid-American Conference tournament in Cleveland, Ohio. Women's Gymnastics finished the season ranked 28th in the country on the beam, as well as first in the Mid-American Conference. Overall, the team finished the season 3-7. Men's Track & Field finished a strong second at the 2020 MAC Indoor Track & Field Championships. Four Eagles combined to earn six individual titles at the conference meet. Women's Track & Field claimed first prize at the 2020 MAC Indoor Track & Field Championships. The Eagles set a MAC record with their seventh indoor title. The program has also won four of the last six indoor Track & Field crowns and five overall under Head Coach, Sue Parks. Swimming and Diving had an undefeated season at home to extend the home win streak to 19 meets, the fourth-longest home win streak in the nation. Swimming & Diving finished in third place at the Mid-American Conference Championships in Head Coach Derek Perkins' first year at the helm of the program. Most Spring Sports and Summer Camps have been cancelled. Athletics is starting to move ahead for the upcoming fall season. Training for football begins June 18 with medical testing and COVID-19 testing on Tuesdays and Wednesdays. Only outdoor training will be allowed. After July 4, more Athletes will be returning to campus and we will be moving forward with Football and Volleyball.

External Relations-Andy Rowdon:

Both Athletics and the Convocation Center Ticket Office transitioned to a new ticketing platform, Paciolan Ticketing. Paciolan is a global leader in ticketing, marketing and data analytics solutions. It has 40 years of industry experience, serves over 500 organizations, and sells over 120 million tickets a year. Football season ticket renewals have been delayed due to COVID-19.

The Athletics website EMUEagles.com surpassed 2 million page views for the seventh consecutive year. It produced an average 10.3 stories per day. There was a 10.5% increase in mobile users from 2019. EMUAthletics Twitter engagement rate ranked third in the MAC. Twitter usage was up 6.85% and Facebook up 8.27%. The Quick Lane Bowl Social Media value was \$1.2 million and 42 million impressions were reached.

Athletics has a new partnership with INFLCR. INFLCR is a software platform for sports teams to store, upload, deliver and share photos and videos to Student-Athletes, Coaches, former athletes and others. There have been 3,000 downloads and has expanded our audience by 100,000.

Due to COVID-10 Athletics Marketing had to develop a new social media strategy to reach its fans. Some new content that has been implemented were the greatest football, men's and women's basketball victories, old games or moments from the vault, senior spotlight and house calls with Scott Wetherbee and Super Bowl champions.

Spring 2020 Academic Update:

Student-Athletes continued to excel in the classroom in the Winter 2020 semester. At the end of the term, the overall cumulative GPA for all Student-Athletes was 3.332 and the overall Winter Term GPA was 3.516. Men's Golf and Women's Gymnastics posted the top men's and women's team GPAs, with a 3.754 and 3.869. In total, 62 Student-Athletes earned a 4.0 GPA. Finally, the Athletics Department had another strong year in terms of the NCAA Academic Performance Rate (APR). All 18 teams had a multi-year APR rate of 955 or greater and six teams had perfect 1000 single-year APR scores-Baseball, Men's Golf, Women's Cross Country, Women's Golf, Women's Gymnastics and Volleyball.

Meeting was adjourned at 11:37 a.m.

Respectfully submitted,

Lori Barron
Administrative Secretary



EASTERN MICHIGAN UNIVERSITY

Board of Regents Meeting *Athletic Affairs*

December 10, 2020

Fall & Winter Sports Update

- Football
- Cross Country
- Soccer/Volleyball
- Men's & Women's Basketball
- Gymnastics
- Men's & Women's Indoor Track & Field
- Women's Swimming and Diving

Development Update

- COVID Challenges
- Eagles Will Fly Campaign
- Giving Tuesday
- Champions Advisory Board Challenge

Facilities Update

- Swimming Locker Room
- GameAbove Golf Performance Center @Eagle Crest
- Ring of Honor and Bowl Logo Update
- Soccer/Lacrosse Turf Project

Academic Update

- EMU's Graduation Success Rate Hits an All-Time High
- 87 percent graduation rate among student-athletes
- Previous record set in 2017-18 of 85 percent
- 2010-11 we were at 72%

Department Highlight

- Sports Medicine
- Gretchen Buskirk- Associate AD for Sports Medicine
- COVID19 Testing

COVID Response

- Return to Campus & Sport Procedures
 - Baseline COVID test for student-athletes and staff
- Enhanced protocols
 - Disinfecting and maintaining physical distance during activity
 - Pods/small groups
 - Daily symptom monitoring
- Contact Tracing Training
- Safe Team Travel Guidelines
- Ongoing COVID testing per NCAA and MAC standards

MAC & NCAA Testing Standards

Risk Classification	Sports (Per NCAA classification)	Baseline	MAC Testing Minimum	NCAA In Season Minimum	NCAA Out of Season Minimum
High Risk	Football, Basketball, Volleyball	Upon Arrival to campus.	3x/week; either antigen or PCR. Start 10 days before competition. FB: 4x/wk POC test with confirmatory PCR test	WEEKLY TESTING of all athletes, plus "inner bubble"; additional for symptomatic and high contact risks. ^^	Surveillance Testing, 25%-50% of athlete and "inner bubble" personnel EVERY TWO WEEKS; plus additional testing for symptomatic and high contact risks.
Medium Risk	Soccer, Indoor T&F, Baseball	Upon Arrival to campus	Antigen test 3x/week minimum on non-consecutive days; must be on day of competition OR 1 PCR test 72 hours before competition	25%-50% of Athletes and "inner bubble" personnel, plus testing for symptomatic and high contact risk, EVERY 2 WEEKS	25%-50% of Athletes and "inner bubble" personnel, plus testing for symptomatic and high contact risk, EVERY 2 WEEKS
Low Risk	Cross Country, Swim & Dive, Gymnastics, Golf, Tennis, Outdoor T&F	Upon Arrival to campus	Test minimum 25% of roster week of competition	Symptomatic Testing and high contact risk testing	Surveillance testing in conjunction with the university's plan for all students, plus symptomatic testing and high contact risk testing

COVID Testing Providers

- QUEST Diagnostics
 - Football In-season testing
 - 4x/week antigen testing for student-athletes and staff
 - Confirmatory PCR test if antigen test positive
- Helix Diagnostics
 - All other sports surveillance and in-season testing
 - Football surveillance testing
 - PCR test
 - Local company
- IHA@EMU

Silver Linings

- Campus Collaborations
 - Dean of Students
 - Housing Office
 - Telehealth
 - EMU Testing Coordinator
 - Washtenaw County Health Department
- New skills

