

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 14

DATE:
June 18, 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 June 18, 2020 meeting and December 13, 2019 minutes.

STAFF SUMMARY

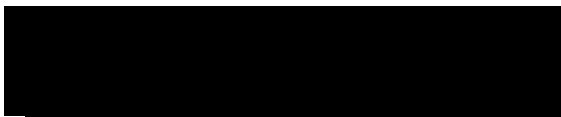
- 2019-20 Community Service Hours Update
- Development Updates-Dan McLean
- Sports Update
- External Relations-Andy Rowdon
- Spring 2020 Academic Update

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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



University Executive Officer

6-1-2020

Date

**BOARD OF REGENTS
ATHLETIC AFFAIRS COMMITTEE
June 18, 2020
201 Welch Hall**

A G E N D A

- A. **2019-20 Community Service Hours Update**
 - a. Service Hours up until March 1
 - b. St. Joe help with laundry
 - c. Helping DPS with supplies

- B. **Development Updates-Dan McLean**

- C. **Sports Update**
 - a. Winter Sports
 - b. Spring Sports
 - c. Fall Plan

- D. **External Relations-Andy Rowdon**
 - a. New Ticketing Platform
 - b. Football Season Ticket Renewals
 - c. Social Media Number

- E. **Spring 2020 Academic Update**
 - a. APR
 - b. GPA

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

Members:

Regents: Michael Hawks, Mary Treder Lang

Athletics: Scott Wetherbee, Athletics Director/Vice President

The Athletic Affairs Committee meeting was called to order at 10:30a.m.

Community Service Update:

Student-Athletes continued to be active in the campus and local communities, finding meaningful ways to positively impact others. The Athletics Department goal for this year is to complete 8,000 hours of service and we have logged around 2,000 hours to date. There are many more initiative scheduled for our teams, including the MLK Celebration, Mental Health Awareness Week and EMU Relay for Life.

Fall Sports Wrap Up:

The fall sports season ended on a high note with MAC Championship wins for both Men's and Women's Cross Country teams. This was the fifth straight MAC Championship for our Women's Cross Country team. Senior Natalie Cizmas represented EMU at the NCAA National Championship. The women's soccer team finished the season strong, winning four straight games before falling to Bowling Green on penalty kicks in the MAC Championship game.

Development Update:

On October 12, 2019, Eastern Michigan Athletics hosted the inaugural All-Sports Reunion in conjunction with the homecoming game versus Ball State. In total, we hosted 450 guests, including more than 250 Student-Athlete Alumni, at this great event and look forward to making this an annual homecoming tradition.

Highlight Department-Women's Swimming & Diving-Head Swimming Coach-Derek Perkins:

Derek Perkins was named Head Coach on August 30, 2019 after having spent the last eight seasons as the Associate Head Coach at the University of Kentucky.

Meeting was adjourned at 11:15 a.m.

Respectfully submitted,

Lori Barron
Administrative Secretary



EASTERN MICHIGAN UNIVERSITY

Board of Regents Meeting *Athletic Affairs*

June 18, 2020

Community Service Update

- 2019-20 Department Goal = 8,000 hours
- EMU Athletics has logged almost 5,000 hours of service
- Some of the services we have provided during COVID-19:
 - Partnered with St. Joe Health to provide laundry service for gowns and bedding (April 15 - Current)
 - Donated mask, gloves, and sanitizing equipment to University Police

Development Update

- Fundraising Report - FY 20 to Date
- Championship Building Plan Fund Report
- Fall Events
 - Football Season Premiere Dinner (Virtual Format)
 - 100th Homecoming / All-Sports Reunion
 - MAC XC Championship / XC Alumni Weekend
 - E-Club Athletic Hall of Fame
 - Men's Basketball Sweet 16 30th Anniversary

Winter Sports Update

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

Sports Update

- Spring Sport Cancellations
- Summer Camps Cancelled
- Fall Sport Planning

External Relations

- New Ticketing Platform
 - Athletics & Convocation Center Ticket Office transitioned to Paciolan Ticketing
 - Paciolan is a global leader in ticketing, marketing, data analytics solutions
 - Over 40 years of industry experience
 - Serves over 500 organizations & sells over 120 million tickets per year
 - Comprehensive ticketing solution
 - Reinvented e-commerce site
 - Marketing Automation
 - Industry leading CRM
 - Social & Digital Marketing solutions
- Football Season Ticket Renewal Update
 - Delayed due to COVID-19
 - Launched May 3rd
 - Positive early results

External Relations

- EMUEagles.com & Social Media Highlights
 - Website Year In Review
 - Surpassed 2M page views - 7th Consecutive Year
 - Produced and average of 10.3 stories per day
 - 10.5% increase in mobile users over 2019
 - Social Year In Review
 - EMUAthletics Twitter engagement rate ranked 3rd in the MAC
 - Growth across all social media accounts
 - Twitter: 6.85% avg growth
 - Facebook: 8.27% avg growth
 - Quick Lane Bowl Social Media value \$1.2M and 42M impressions reached
 - INFLCR partnership
 - Upload / Deliver / Share strategy
 - Nealy 3,000 downloads & expanded our audience reach by ~100k

External Relations



External Relations

- COVID-19 Social Media Strategy
 - Direct pivot in strategy due to pandemic outbreak
 - New content strategy examples:
 - Greatest victories (football, men's and women's basketball)
 - From The Vault
 - House Calls with Scott Wetherbee
 - Super Bowl champions
 - Senior Spotlight
 - Leveraged national trends
 - Pick your quarantine house
 - Thankful Thursdays
 - Takeout Tuesday

Winter 2020 Academic Update

- 3.332 - Overall Athletic Department Winter 2020 Cumulative GPA
- 3.516 - Overall Athletic Department Winter 2020 Term GPA
- Highest Male Winter 2020 Team GPA - Men's Golf (3.754)
- Highest Female Winter 2020 Team GPA - Women's Gymnastics (3.869)
- 62 Student-Athletes earned a 4.0 GPA in Winter 2020 (only SAs without P/F option)
- 86% of Student-Athletes earned a 3.0+ GPA in Winter 2020
- All teams earned a 3.0+ GPA in Winter 2020

NCAA APR Update

- All 18 teams had multi-year APR rates of 955 or greater.
- 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.
- Men's golf, women's golf and volleyball posted the highest APR scores in the MAC, while football ranked second in the league.