

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 8
DATE: December 7, 2023

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 7, 2023 meeting and December 8, 2022 minutes.

STAFF SUMMARY

- Fall/Winter Sports Update
- Development Update-Dan McLean
- Academic Update
- External Relations-Andy Rowdon
- Championship Building Plan Phase 2

FISCAL IMPLICATIONS

To be determined

ADMINISTRATIVE RECOMMENDATION

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



University Executive Officer

11/13/23

Date

BOARD OF REGENTS
ATHLETIC AFFAIRS COMMITTEE
December 7, 2023
201 Welch Hall

AGENDA

1. Fall/Winter Sports Recap
 - a. Cross Country
 - b. Football
 - c. Soccer
 - d. Volleyball
 - e. Men's Basketball
 - f. Women's Basketball
 - g. Women's Swim & Dive

2. Development Update-Dan McLean
 - a. FY2023 Fundraising Recap
 - b. FY2024 Fundraising Update
 - c. Giving True Day

3. Academic Update

4. External Relations-Andy Rowdon
 - a. Football Ticket Sales Recap
 - b. Football Game Experience
 - c. Basketball Season Ticket & Marketing Update
 - d. Facility Project Updates

5. Championship Building Plan Phase 2

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of December 8, 2022**

Members:

Regents: Michelle Crum, Chad Newton

Athletics: Scott Wetherbee, Athletics Director/Vice President

The Athletic Affairs Committee meeting was called to order at 9:00 a.m.

Fall Sports Recap:

We received a recap of the fall sports season, highlighted by the football team finishing the year with a winning record and qualifying for its fifth bowl game under Coach Creighton's leadership. This year we also tied Toledo and won our first Pac 12 game beating Arizona State University. Both Cross Country teams finished in third place at the MAC Championships, with Toby Gualter and Baldvin Magnusson earning First Team All-MAC honors for the men and Faith Rono being named to the Second Team All-MAC for the women. Soccer finished nine out of twelve in the MAC and had 10 more goals than last year. Volleyball beat Bowling Green. It was their biggest upset this season.

Development Updates:

It was a record breaking FY22 with more than \$3,900,000 in cash received. We crossed the \$5 million mark in commitments for the second time in three fiscal years. We crossed the \$20 million mark in cash/pledges since FY18 as part of the "GIVE RISE" campaign. Significant gifts included the naming of the George Gervin GameAbove Center and challenge gift from Regent Emeritus Phil Incarnati. As of October 31, 2023, there has been \$824,937 commitments, including the second largest corporate gift in Eastern Athletics history from Trinity Health. Completion of fundraising for the E-Club Athletic Hall of Fame renovation included 300 new plaques and a new digital touchscreen. The following crowdfunding efforts are still ongoing; the Diamond Club (Baseball) is raising funds to update the batting cages and the Football Locker campaign is continuing for former Football Student-Athletes to sponsor a locker and the Dance Team is fundraising for their trip to Nationals in Orlando, Florida. The Championship Building Plan crossed the \$10,000,000 mark quickly heading to the \$12 million goal. Efforts were made along with the University in the giving day campaign and \$600,000 was raised. Construction is underway at the GameAbove Golf Performance Center.

The 46th Annual E-Club Athletic Hall of Fame is being held Friday, October 28. There will be four new inductees, highlighted by Super Bowl Winning Football Alumni, TJ Lang, who also serves on the GiveRise Campaign, Championship Advisory Board and GameAbove Advisory Board. Dan McLean thanked Jessica Nietrzeba for organizing the Hall Fame Ceremony and officially welcomed her to the Athletic Department as of December 1. She will be the Assistant Athletic Director for Development. The Famous Idaho Potato Bowl will be held in Boise, ID vs. San Jose State on December 20, 2022.

Winter Sports Update:

Both Men's and Women's Basketball are in the middle of nonconference play. Men's Basketball had the best recruiting class, number four in transfer recruiting class and 12 out of 16 players are from Michigan. Women's Basketball overall schedule as of today is 5 and 1. They lead the MAC with blocks and rebounds. They have had over seventy points a game in all six games. There is an Exhibition Game in Gymnastics tomorrow and the team's new locker room will be unveiled sometime this spring. Swim and Dive have one of the best recruiting classes, even though Jones Natatorium is going to be off line for eighteen months for maintenance work. Lacrosse will play for the first time this upcoming spring. The Rowing ERG Room has been updated and is now where the Football Team Room used to be in the George Gervin GameAbove Center. We have broken ground on the GameAbove Golf Performance Center at Eagle Crest.

External Relations:

On the external side, as football season winds down, we are turning our focus to basketball. We are currently, showing a 158% increase, year-over-year, for men's basketball season tickets, and 398% increase over where we were five years ago. We have surpassed last season's total revenue mark (season ticket revenue plus single game revenue) by 42% with 10 home games still to play. Fans will notice some aesthetic and technology improvements to the George Gervin GameAbove Center. The Rowing Suite was updated with 70 ERGS and cardio bikes, coach's offices and a Student-Athlete lounge. A Lacrosse Locker Room was created with 40 lockers, a game review area and showers/restrooms. The outside of the George Gervin GameAbove Center was repainted with new signage and the parking lot was repaved. We have a new basketball court in the Main Gym (University of Michigan is 0-1 on our new court) and new baskets in the Auxiliary Gym. We added a new video board and relocated the Hall of Fame with a new interactive board in the Atrium. We also replaced all video boards in the main bowl of the arena, repainted the concourse with EMU colors, recarpeted the second floor of the building and new flooring in the sports medicine area. We are continuing to work on the Student-Athlete lounge, video room for Basketball and Volleyball, renovating the production room studio space for live ESPN Broadcasts and adding a Ring of Honor with 15 names to be added to the fascia.

In addition, to all the updates in the George Gervin GameAbove Center there are other updates within other Athletic areas. The Gymnastics practice gym will be updated with new equipment, new graphics and repainted walls. The Gymnastics offices will be fully renovated to include two coach's offices and a recruiting lounge. We broke ground on the GameAbove Golf Performance Center at Eagle Crest. The Swimming & Diving Offices have been relocated within Bowen. The roof was replaced, the dive towers were fixed and the walls were repainted at Jones Natatorium. The Press Box exterior was painted and lettered and the Press Box shades were added at Rynearson Stadium. There is new turf field, expanded seating and team shelters added at the Soccer/Lacrosse Fields. Trees were added in the centerfield to form a batter's eye and the outside fence was repainted. All of these projects could not have been completed without the assistance of the EMU Physical Plant and their great team.

On Sunday, EMU accepted an invitation to the Famous Idaho Potato Bowl against San Jose State. The action kicks off on Tuesday, December 20 at 3:30pm EST. This is our fifth bowl game in the past seven seasons. This game will be a rematch of the 1987 California Bowl, where EMU defeat SJSU 30-27. Bowl plans are currently on-going, but we look forward to having a strong contingent of EMU faithful in the stands.

Academic Update:

As the fall semester winds down, our Student-Athletes are continuing to work hard in the classroom. The NCAA recently announced that our Graduation Success Rate (GSR) is 87%, which means that 87% of EMU Student-Athletes who enrolled as freshmen in 2015 have graduated within a six-year window. This mark ties the department's previous best set during the 2019-20 academic year. The current cumulative GPA is 3.333%. The number of Student-Athletes above a 3.0 cumulative GPA is 342 or 76%. The total number of teams with 3.0 cumulative GPA is 16 or 94%. We have five Scholar-Athletes; more than any other MAC school. We have 60 Student-Athletes with 4.0 GPA.

Highlight Department-Athletics Fundraising History (1982-2022)-Dan McLean:

Senior Associate Athletic Director Dan McLean provided an overview of the Athletic Department's fundraising history over the last 40 years. Our recorded giving history for the EMU Foundation started in 1983 and for Athletics that year, we totaled near \$15,000.00. The first gift on record was from Ms. Pauline Masak for \$10 to the Campaign for Champions, which is very cool as one of our mottos 40 years later is Champions Built Here and Scott Wetherbee talks about Building Champions in the Classroom, Community and Competition. In the 80s the cash received totaled \$600,000. Since then there has been a steady growth from the 90s to 2017 in cash received from \$3,500,000 in the 90s to \$4,300,000 in 2010-2017. Presently, it's \$11,000,000 and counting. I anticipate \$6 million-\$7 million cash received in the next 12 months. By 12/31/2023 cash from 2018 to present (5 year window) will have exceeded the previous 30+. In FY19 we crossed \$1 million for the third consecutive fiscal year and third time. In FY20 we crossed \$5 million for the first time, largest pledge in University history to the GameAbove Golf Performance Center (\$8.2 million pledge). During FY21, the Covid year, efforts were still ongoing in relationship maintain and cultivation, but small opportunity for new Major Gift fundraising totaling \$270,000. In FY22 we nearly received \$4 million and the fourth time in five fiscal years with the \$1 million barrier crossed. We have had more than \$15 million in pledges since FY18 marking the most successful period in Eastern Athletics fundraising history and paired with Cash Received, crosses the \$20 million mark. Thank you to all the donors for contributing to the betterment of our students.

We wanted to take this time to thank an impactful and important member of our community, Regent Emeritus Phil Incarnati. Mr. Incarnati, the first in his family to attend college, earned a scholarship to play strong safety for EMU Football and went on to become a two-time graduate with a Bachelor's in 1976 and a Master's in 1982. He is the President and CEO of McLaren Health. McLaren Health has grown to a \$6 billion, fully integrated healthcare delivery system with 14 hospitals, nearly 500 member primary care and

specialty networks caring for 700,000+ people, while also operating the state's largest network of cancer centers. His legacy with EMU runs deep as he served on the Board of Regents from 1992-2010, including serving as Chair for 10 years-1995-2005. He has led by example with outstanding philanthropic support across the University, including a very meaningful gift to EMU Football for which we are proud to call the locker room in the Student-Athlete Performance Center, the Phil Incarnati Football Locker Room. It is for these reason and many more, we in Eastern Athletics are humbled to congratulate Phil Incarnati on his upcoming Commencement speech where he will receive a much deserved Honorary Doctor of Science degree. Thank you Regent Emeritus Phil Incarnati.

Scott Wetherbee finished the meeting by thanking Michelle Crumm for her eight years on the Board of Regents and two years with Athletic Affairs, presenting her with her very own football jersey.

Meeting was adjourned at 9:41 a.m.

Respectfully submitted,

Lori Barron
Administrative Secretary



EASTERN MICHIGAN UNIVERSITY

Board of Regents Meeting *Athletic Affairs*

December 7, 2023

Fall/Winter Sports Recap

- Cross Country
- Football
- Soccer
- Volleyball
- Men's Basketball
- Women's Basketball
- Women's Swimming and Diving

Development Update

- FY 2023 Fundraising Report
 - Cash & GIK
 - Recap of 2023
- FY 2024 Fundraising Update
 - Commitments
 - Cash & GIK
 - Crowdfunding/On Going Annual Efforts
 - #GivingTrueDay

Academic Update

- Graduation Success Rate: 87%
- Current Cumulative GPA: 3.382
- Number of student-athletes above a 3.0 Cumulative GPA: 354 (78%)
- Every team had over a 3.00 GPA

External Affairs Update

- Football Ticket Sales Recap
- Football Game Experience
- Basketball Season Ticket & Marketing Update
- Facility Project Updates

Championship Building Plan

Phase 2 Proposal

- Rynearson Field Resurface
- Brand New Track Complex Behind Westview
- Oestrike Stadium Improvements