

**BOARD OF REGENTS**  
**EASTERN MICHIGAN UNIVERSITY**

SECTION: 20
DATE: November 14, 2006

**RECOMMENDATION**

**ATHLETIC AFFAIRS COMMITTEE**

**ACTION REQUESTED**

Working agenda for November 14, 2006 and the Minutes of September 19, 2006 be received and placed on file.

**STAFF SUMMARY**

The minutes from the September 19, 2006 meeting included the 2006-2007 goals and objectives for the athletics department; the FY 07 net impact of athletics to the University; fundraising strategies; Mid-American Conference sport program counts; contracts for Head Women's Basketball Coach and Head Football Coach; and the strategic plan process.

The agenda for September 19, 2006 includes a presentation on Academic Progress Report Standards, a fall sport review, fundraising initiatives update, and good news from athletics.

**FISCAL IMPLICATIONS**

None

**ADMINISTRATIVE RECOMMENDATION**

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

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Derrick L. Gragg, Ed.D.

November 1, 2006  
Date

**BOARD OF REGENTS  
ATHLETIC AFFAIRS COMMITTEE  
Tuesday, November 14, 2006  
Welch Hall**

**A G E N D A**

- A. Approval of September 19, 2006 meeting minutes
- B. Presentation on Academic Progress Report Standards
- C. Fall Sport Review
- D. Fundraising Initiatives Update
- E. Good News from Athletics
- F. Other Business

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of September 19, 2006**

**MEMBERS**

Regents: Regent Roy Wilbanks (Chair) and Regent Floyd Clack

Athletics: Derrick Gragg

Absent: Regent Philip Incarnati

Regent Wilbanks convened the meeting of the Athletic Affairs Committee at 12:45 p.m.

Regent Wilbanks stated that the formation of this committee is to see where Eastern Michigan University Intercollegiate Athletics is at and where we want it to be. We will be introduced to and learn about being a Division I school and find solutions for EMU to be competitive.

- Need an in depth plan to move us forward. A strategic plan in place for first year (June 2006-July 2007),

Regent Wilbanks introduced Derrick Gragg. Dr. Gragg presented the Department of Intercollegiate Athletics Goals and Objectives for 2006-07 (Attachment A).

**A. Goal I – Integrity**

- Very important - "I would rather lose and be unsuccessful losing the right way rather than winning the wrong way."
- Must adhere to rules and regulations, if not these kind of things can linger.
- We will comply - I do not want to sit in front of a NCAA Infractions Committee
- Every Division I school will have an average of 8-10 secondary infractions which are generally unintentional.

**Goal II – Academic Success**

- Melody Reifel Werner, Mike Paciorek and the SASS office have done a very good job with our student-athletes.
- The objective to maintain a six-year graduation equal to or higher than that of the general EMU student body was met for the first time in the last graduation report – EMU student-athletes graduated 63 percent compared to 41 percent for the entire university. We are moving forward.
- Student-athletes should graduate at a higher rate because athletics provide facilities and resources available only to them.

**Goal III – Competitiveness**

- The goal is for all athletic teams to rank at least in the top half of MAC schools.
- This past season (2005-06) EMU's women sports (Jacoby Cup) ranked 3<sup>rd</sup> out of 12 schools and the men sports (Reese Cup) ranked 8<sup>th</sup> out of 12.
  - Our programs aren't all in the top half and we will look for improvements.
  - We are competing with schools who have better facilities, which results in negative recruiting.

**Goal IV – Fiscal Integrity and Fundraising**

- We will increase fundraising from prior year and build from there.
  - Fundraising seminars will be held for coaches.
  - Focus on increasing principal in endowments.
  - Increase sponsorships.

- The athletic budget, \$14.9 Million, is not funded fully from the General Fund. Athletics receives approximately \$2.5 million.
- Increase donor fundraising and get back donors we have lost.
  - Losing donors sometimes happens when leadership positions are vacant or left unfilled.

Goal V – Student Athlete Development and Integration

- The Student-Athlete Advisory Committee (SAAC), recognized by the NCAA, is a direct voice to the director of athletics. SAAC meet monthly with two representatives from each sport team.
- Student-athletes and departmental staff will participate in university and community events.
- Educational programs on health, the use of alcohol and other drugs, and other topics, (such as gambling, sports agents) for the student-athletes will be used.

Goal VI – Opportunity and Diversity

- A strategy will be put in place to meet the federal guidelines for TitleIX/gender equity. This will include policies and procedures for student-athletes, coaches and staff.
- A Title IX consultant will be hired to provide a written assessment of the athletic program.
- A permanent senior woman administrator will be appointed/hired.

Goal VII – Reorganization

- April, 2007 is the target date for a long-term strategic plan and will include plans for restructuring/reorganizing the athletics department.
  - Includes a review of organizational structure and job descriptions.

B. FY 07 Net Impact of Athletics to the University (Attachment B)

- The goal for the athletics department is to be self-supporting, but that doesn't always happen, even at larger Division I schools (i.e., Big Ten)
- One way to reduce dependence on the general fund is to increase donor fundraising which has decreased in the past few years.
- Athletic Administration took the biggest hit with University-wide budget cuts.
- Regent Wilbanks remarked that running an athletics programs is costly and it is a challenge. He thanked Interim Vice President Steve Holda for preparing reports.

C. Fundraising Strategies (Attachments C & D)

- With the turnover of personnel, in leadership and in development, procedures changed with each.
- There were 1100 donors from 2003 to 2005 that did not donate for 2005-06.
- Will define the role of the Athletic Club Board (12-15 members), making them more visible to promote more donors to the Athletic Club.
- Will do a better job bringing E-Club and Alumni Outreach together under one umbrella.
- Craig Fink sent out "Thank You" letters to 5,000 alumni, top tier with personalized mailings
  - Regent Wilbanks thanked him. He also stated that fundraising strategies must be in order to obtain and maintain significant growth that is repeatable and sustainable. Regent Wilbanks asked that Craig Fink prepare a report showing size of endowments by sport for the next meeting.
    - Include goals for endowments.
      - Lucy Parker Golf Outing has run its course after 18 years.

D. Mid-American Conference Sport Program Counts

- Defined by the MAC as teams who have "championships."
- Although the track programs consists of 3 sports (cross country, indoor track and outdoor track) it is only counted as one team by the MAC in scoring the Jacoby and Reese Cups scoring.
  - Derrick Gragg looked into the history and was told that at one time EMU track was dominating all three and were getting all the points. He will continue to research.
  - Suggested that Dr. Fallon bring up at the next MAC Council of Presidents meeting.
  - Men's cross country currently are 22<sup>nd</sup> in the country.
- Rowing counts as additional team, not recognized by the MAC.

E. Contract Extensions/Adjustments for Head Women's Basketball Coach Suzy Merchant and Head Football Coach Jeff Genyk. Contracts that are for three years or more need Board approval.

- Although this item was tabled because of the faculty strike, Derrick Gragg took a public stand of support for Suzy Merchant and Jeff Genyk – he has no intentions of finding new coaches. Derrick asked that the coaches be given time to build and to have patience.
  - Coach Genyk's teams have won more games in his first two years than the last one did in all four of his years. Since Jeff started building his program games have been competitive.
  - We are recruiting against other MAC schools that have newer facilities and practice facilities.
- Coach Merchant has built a sound program which includes one NCAA and two postseason WNIT Tournaments.

F. Strategic Planning Process

- Derrick Gragg stated that by the April 2007 Board of Regents meeting a strategic plan will be presented for approval. A consultant may be included in this process and a task force of departmental and campus members will be a part of the process.
- A capital campaign will be started with an indoor practice facility as the goal.
  - Bruce Matthews, capital campaign consultant, and the from the EMU Foundation will be critical part of this campaign.
- Will set-up an account titled "Eagles for Excellence" to be used at the discretion of the director of athletics.

Regent Clack stated that he has heard many positive comments from all over the area and state (about EMU Athletics) and he looks forward to working with Derrick Gragg.

Regent Wilbanks would like to see more involvement from people and for them to become more aware of what faces a Division 1-A university. Athletics is important at EMU. We need to generate dollars and support.

Regents Wilbanks closed the meeting at 1:30 p.m.

Respectfully submitted

Carol Carrico



## **FY' 07 Progress to Date**

**New activity since last Board of Regents meeting in bold text**

### **Stewardship and Donor Recognition**

- Developed a thank you/introduction mailing from Athletic Director that was sent to just under 5,000 previous athletic donors and letter winners. Mailing included four specific segments to ensure that all recipients were properly recognized for their past support and involvement with EMU Athletics.
- Working with EMU Foundation Advancement Services to develop a system for producing monthly thank you letters for all head coaches. Reviewed list of all athletic accounts and assigned proper sport designations and head coach contact information for each account.  
**COMPLETED-First batch of letters mailed week of 10/30.**

### **Major Gift/Leadership Fundraising**

- Changed timing of counting of gifts for Athletic Club giving levels to better recognize and acknowledge our top supporters.
- Established a top-tier segment so that our most important donors, and potential donors, receive special and personalized treatment in all mailings.
- Analyzed athletic cash gift pyramid to determine appropriate level for leadership giving program (\$1,000+).
- **Beginning to identify Athletic table of needs for the University's comprehensive fundraising campaign. List will include specific endowment, annual use, and facility goals and giving opportunities that will complement/support athletic director's strategic plan.**

### **Direct Mail and Broad Based Fundraising**

- Added an on-line gift link on each individual team page on [www.emueagles.com](http://www.emueagles.com).
- Began analysis of past giving levels and trends to help provide direction for a more personalized and focused broad based fundraising program.
- **In production on Athletic Club brochure that is set to mail at the end of November. Developed comprehensive data segmenting plan to establish sport specific segments (where possible) that will include letters from head coaches. Brochure will also feature newly established Eagles for Excellence fund.**

### **Communications**

- Producing banners and name tags for EMU Athletic Club that includes the statement: Supporting EMU student-athletes since 1994.
- Began preliminary plans for first-ever EMU Athletic Annual Report which will serve as the primary donor recognition publication for athletic supporters.
- **Launched new EMU Athletic Club website at [www.emuathleticclub.com](http://www.emuathleticclub.com) and also implemented a photo gallery concept to drive visitors to the website. In first week of launch, nearly 100 people visited the site to view the photo galleries.**

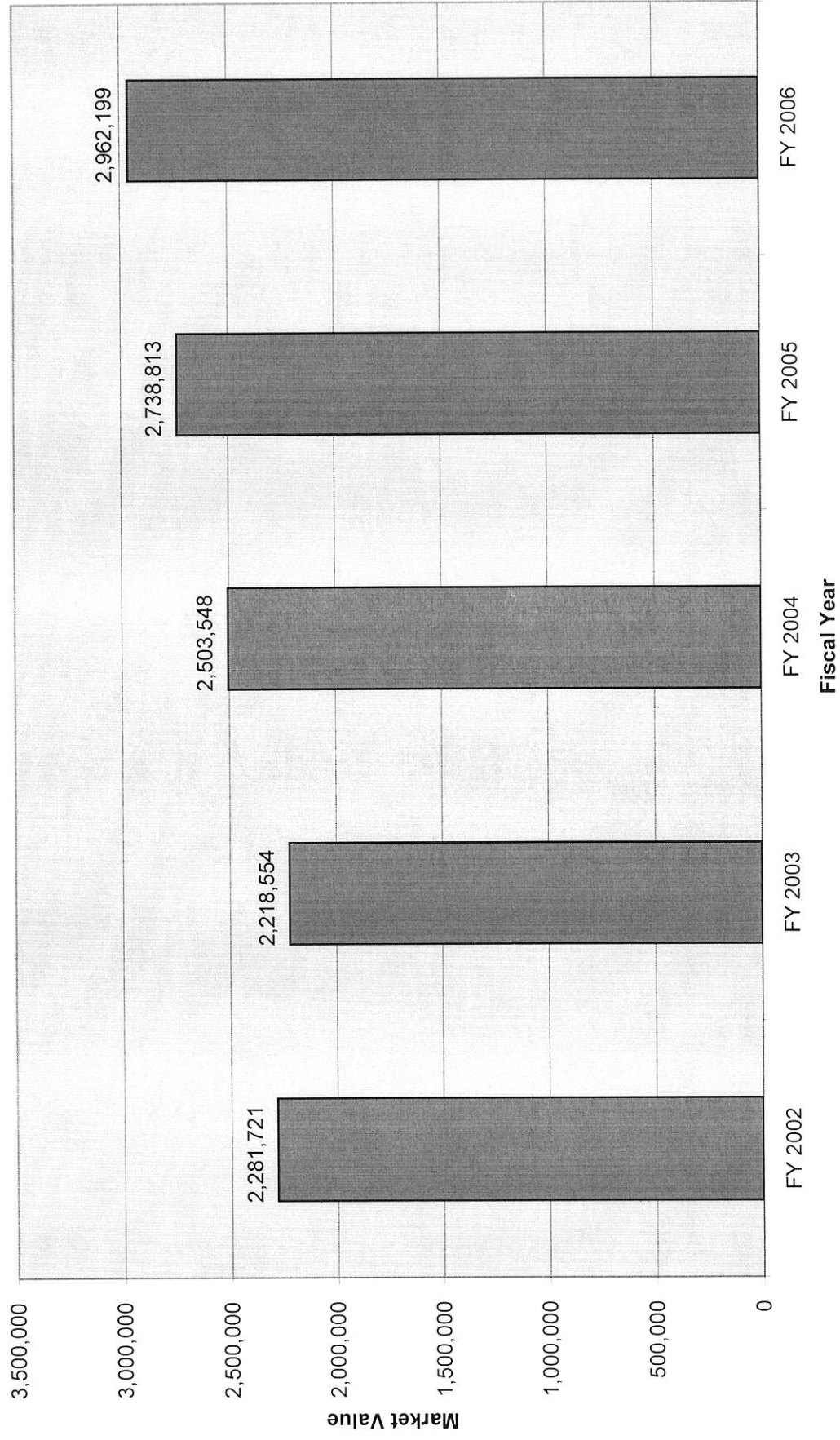
## ***FY' 07 Progress to Date (continued)***

### **Volunteer Activity**

- Held one-on-one meetings with 12 of 15 EMU Athletic Club Board members.
- **Held first EMU Athletic Club Board meeting on September 20.**
- **Held second meeting on October 30<sup>th</sup>. Established three committees (communications, membership, and alumni outreach), and general operational timeline for the rest of the year.**
- Serving as primary contact for E-Gridiron Group for football to more formally establish the role of the organization. Developing a leadership structure and recruitment process for additional volunteers. Identifying initial program areas to develop, including alumni engagement, fundraising, and mentoring.
- Working to identify a women's team to begin establishment of an alumni/volunteer leadership group.



**EMU Athletic Endowment Market Values  
FY 2002 to FY 2006**





EMU FOUNDATION  
SUMMARY OF INTERCOLLEGIATE ATHLETIC ENDOWMENTS  
AS OF 06/30/06

<u>Account Name</u>	<u>Account Number</u>	<u>Account Type</u>	<u>Designated Program</u>	<u>06/30/06 Market Value</u>	<u>Subtotal</u>	<u>06/07 Spending Budget</u>	<u>Subtotal</u>
Oestrike Stadium Men's Baseball	68240 68801	Program Program	Baseball Baseball	12,442.36 19,890.84	32,333.20	370.00 0.00	370.00
Renolds, Kimberly L., Memorial Cheerleading	61091	Scholarship	Cheerleading	81,042.60	81,042.60	2,162.00	2,162.00
Men's Football	68803	Program	Football	115,419.27	115,419.27	4,214.00	4,214.00
Borowiec, John E. & Julia E. Memorial	60906	Scholarship	Football or Baseball	61,893.98	61,893.98	2,097.00	2,097.00
Mead, George Athletic Hanneman, Charles Athletic Players	61550 70043	Scholarship Scholarship	Men's & Women's Athletics Men's & Women's Athletics	378,914.29 14,540.25	393,454.54	12,399.00 437.00	12,836.00
Applegate, James Golf	63100	Scholarship	Men's & Women's Golf	137,450.65	137,450.65	5,111.00	5,111.00
Cushman, Edwin D.	60995	Scholarship	Men's & Women's Track	6,160.87	6,160.87	226.00	226.00
Williams, Kevin A. Men's Athletics Long, Grant Endowment Fund	60881 61116	Program Scholarship	Men's Athletics Men's Athletics	276,903.40 15,294.65	292,198.05	8,811.00 0.00	8,811.00
Men's Basketball	68802	Program	Men's Basketball	13,361.32	13,361.32	0.00	0.00
Golf Team Operation Nelson Golf Athletic Endowment	61168 70048	Program Program	Men's Golf Men's Golf	139,283.37 6,235.04	145,518.41	5,136.00 0.00	5,136.00
Smith, Thomas G. and Wendy S. Endowment Jones, Michael H. Men's Swimming Falk, Keith Memorial	70031 61060 70103	Program Scholarship Scholarship	Men's Swimming Men's Swimming Men's Swimming	5,123.95 12,860.47 24,552.59	42,537.01	0.00 451.00 721.00	1,172.00
Men's Tennis	68806	Program	Men's Tennis	13,525.39	13,525.39	0.00	0.00
Men's Track Development Woods, Stanley & Josephine Hershey, Merrill A. Memorial Track Lee, Richard D. Men's Track Jyleen, Jack Family Track Marshall, George Olds, Lloyd W. Parks, Bob Track & Field Woods, JJ & Alice Memorial Track	60721 61046 61052 61081 61275 61520 61572 61578 62695	Scholarship Scholarship Scholarship Scholarship Scholarship Scholarship Scholarship Scholarship Scholarship	Men's Track Men's Track Men's Track Men's Track Men's Track Men's Track Men's Track Men's Track Men's Track	3,189.41 16,444.40 45,642.44 1,863.42 215,072.65 58,549.86 217,410.10 36,355.71 39,496.03	634,024.02	115.00 590.00 1,623.00 0.00 7,854.00 2,110.00 6,978.00 1,255.00 1,318.00	21,843.00
Parker, Lucy Women's Athletics Milford, Albert F. & Beth Wharton Memorial	62694 67560	Program Scholarship	Women's Athletics Women's Athletics	364,672.57 29,502.51	394,175.08	12,837.00 1,038.00	13,875.00
Spork, Shirley G. Women's Golf	61057	Program	Women's Golf	25,610.59	25,610.59	828.00	828.00
Women's Gymnastics	68810	Program	Women's Gymnastics	2,614.36	2,614.36	0.00	0.00
18West Women's Soccer	70027	Program	Women's Soccer	19,698.36	19,698.36	598.00	598.00

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SUMMARY OF INTERCOLLEGIATE ATHLETIC ENDOWMENTS  
AS OF 06/30/06

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Women's Softball	68812	Program	Women's Softball	13,471.45	13,471.45	0.00	0.00	Needs to be \$15,000 to spend
Smith, Mary M. Women's Tennis	68814	Program	Women's Tennis	10,758.70	10,758.70	352.00	352.00	
Women's Track & Cross Country	68815	Program	Women's Track	2,343.58	2,343.58	0.00	0.00	Needs to be \$10,000 to spend
Rockwell, Dean L. Michigan Wrestling Club*	66101	Program	Wrestling	88,749.61	88,749.61	3,910.00	3,910.00	
Profit, Kirk A. Wrestling Endowment	68807	Program	Wrestling	73,956.56		2,537.00		
Shelton, Donald E.	61029	Scholarship	Wrestling	112,442.39		3,494.00		
Henkel, Della B. Wrestling	61043	Scholarship	Wrestling	79,237.71		2,803.00		
Wilbanks Wrestling	61105	Scholarship	Wrestling	82,578.21		2,830.00		
Rockwell, Dean Wrestling	61733	Scholarship	Wrestling	67,751.65		859.00		Will spend in 07/08
Wrestling	70128	Scholarship	Wrestling	10,353.39		0.00		Needs to be \$10,000 to spend
Smith, Joel Wrestling	70031	Scholarship	Wrestling	3,534.66		0.00		Needs to be \$10,000 to spend
Beck, Peter Wrestling	70048	Scholarship	Wrestling	6,003.63		0.00		
				435,858.20			12,523.00	
<b>Total Athletics</b>				<b>2,962,199.24</b>	<b>2,962,199.24</b>	<b>96,064.00</b>	<b>96,064.00</b>	

\*Not for EMU - Spending budget paid to Michigan Wrestling Club, an independent wrestling organization.