

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 20
DATE: 9/19/06

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

Working agenda for September 19, 2006 and the Minutes of June 20, 2006 be received and placed on file.

STAFF SUMMARY

At the June 20, 2006 meeting Director of Athletics Derrick Gragg reported on student-athlete academics, participation (including walk-ons), scholarships and team competitiveness in the Mid-American Conference for the 2005-2006 season. He also reported that athletic development is a priority for the department; striving towards meeting NCAA football attendance rule and regulations and that an athletic strategic plan will be developed.

On the agenda for September 19, 2006 Derrick Gragg will present 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.

FISCAL IMPLICATIONS

None

ADMINISTRATIVE RECOMMENDATION

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

Derrick L. Gragg, Ed.D.

Date

**BOARD OF REGENTS
ATHLETIC AFFAIRS COMMITTEE
Tuesday, September 19, 2006
Welch Hall**

A G E N D A

**Derrick L. Gragg
Director of Athletics**

- A. Department of Intercollegiate Athletics Goals and Objectives for 2006-07
- B. FY 07 Net Impact of Athletics to the University
- C. Fundraising Strategies
- D. Mid-American Conference Sport Program Counts
- E. Contract Extensions/Adjustments for Head Women's Basketball Coach
Suzy Merchant and Head Football Coach Jeff Genyk
- F. Strategic Planning Process
- G. Other Business

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of June 20, 2006**

MEMBERS

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

Administration: Derrick Gragg

Absent: Regent Philip Incarnati

Regent Wilbanks convened the meeting of the Athletic Affairs Committee at 9:00 a.m.

Regent Wilbanks welcomed Director of Athletics Derrick Gragg to his first meeting, and also thanked Regent Karen Valvo for her attendance.

Regent Wilbanks reviewed the purpose of the Athletic Affairs Committee: Awareness, goals and objectives are important to the athletics program - Committee will work directly with department on its future, present intent specific objectives that they deem important and opportunities for the future.

A. Past Year in Review - Derrick Gragg

Academics

- Student-athletes have been very successful this past year
 - 503 student-athletes (with and without scholarships)
 - 3.094 GPA for winter semester
 - 15 teams with a 3.0 GPA
 - 11 were women's teams with over 3.0 GPA
 - Congratulations to the women's swimming & diving teams for being recognized nationally for a 3.56 team GPA and also winning the 2006 MAC Championship
 - EMU athletics GPA is in the upper half of the MAC
 - Derrick introduced Erin Burdis and Ann Pierson (the SASS Office and staff) for their accomplishments with the student-athletes. He noted that SASS consists of 3 full-time counselors for 503 student-athletes – "pretty impressive!"
 - The athletics department/SASS recognizes and celebrates the student-athletes/teams that achieve a 3.0 GPA or better
 - Banquet held in April at the Marriott Eagle Crest Resort
 - National NCAA publications and website

Competitiveness

- The women's teams took 3rd place for the Jacoby Cup in the Mid-American Conference
 - There are 12 participating schools
- The men's teams placed 8th place in the Reese Cup in the MAC
- Although the men's indoor track and outdoor track teams both won MAC championship, the MAC only counts track as one team and cross country as one team (track actually consists of 3 teams: cross country, indoor track and outdoor track)
- Derrick will bring this up at the next MAC meeting
- Regent Wilbanks would like information on budgets for track programs and how they are funded

- Regent Wilbanks recognized the accomplishments of the women's team, they have been in the top ½ to 1/3 of the MAC for the Jacoby Cup – only one time in history were they 2nd
- He also related that athletics is not in such dire straights as viewed by the public, particularly with women's basketball team and volleyball's performance in the past few years
- Derrick listed this years accomplishments:
 - Women's Basketball – won West Division (15-1 in conference)
 - Volleyball – won West Division (14-2 in conference)
 - Women's Swimming & Diving – MAC Championship
(Derrick noted that this was accomplished by Coach Linn while also coaching the men's team and with no assistant women's swim coach).
 - Men's Cross country – MAC Championship
 - Men's Indoor Track – MAC championship
- Derrick stated the need to retain our coaches, particularly those coaches of sports listed above, but also all the coaches in athletics
- Regent Wilbanks said that football, basketball and wrestling are the challenge – athletics needs a plan to put people in the stands – support from campus and community – more resources for activities for students to participate- keep energy and synergy going
- Regent Clack in agreement with getting students more involved with more activities and of course the teams need to win. Support should come from staff, faculty and Board

B. Student-Athlete Participation – 2005-2006

Receiving Scholarships and Walk-ons

- 503 student-athletes; 305 men and 198 women
- All sports teams have been allocated the maximum scholarships allowable by the NCAA
- Derrick thanked the Board of Regents
- 21 teams consists of 12 women's sports and 9 men's sports
 - Regent Wilbanks is concerned that the track teams are not funded as 3 different sports (cross country, indoor track, and outdoor track) but as one nor do they receive separate scholarships for each team
- 97 walk-ons with no scholarships/aid
 - 19.2% of student-athlete participation
 - Regent Wilbanks pointed out that the 97 walk-ons was significant and revenue to the university (i.e. tuition)

C. Athletics Development

- Derrick Gragg said that he will be more of an external athletic director. Funding and growth for athletics is priority
- Craig Fink, from Brown University, was introduced as the new Athletics Development Director
 - Craig spoke about the successes that the foundation at Brown University has had and he is looking forward to those successes for EMU Athletics
 - Building and branding for identity and to promote donors at top and at the grass roots
 - Grow relationships and promote EMU as a whole along with athletics

D. NCAA Football Attendance Rule and Regulations

- Derrick Gragg reviewed the policy from the NCAA. – All division I-A schools are to have 15,000 actual or paid attendances once in every 2 years. We must strive for attendance every year
 - EMU did not meet in 2005 season, with Ohio University as the only MAC team meeting the 15,000 requirement
- Must engage students and get them into the stands
 - Initiatives include student network for athletics, Gang Green, and campus promotions
- Games that should bring fans out are the season opener, September 23, vs. CMU, Homecoming on October 21, and at Ford Field vs. Navy, November 11
- More challenging for attendance will be November 4 (Band Day) and the last home game, November 24, vs. Northern Illinois
- Clear Channel Radio will be broadcasting games and talk shows with coaches

E. Strategic Planning

- Derrick Gragg stated that a task force would be in place within a few months consisting of departmental and campus individuals. Main objectives for athletics will be academics, competitiveness, revenue, funding, and Title IX compliance
- Regent Wilbanks stated he would like to see a strategic plan in place for the next five years.
 - Completion of written plan to be within one year
- Regent Wilbanks also hopes to see monetary building in the very near future

Derek DelPorto, head wrestling coach, was introduced to the Committee and audience by Derrick Gragg.

Regent Wilbanks adjourned the meeting at 9:35 a.m.

Respectfully submitted,

Carol Carrico

**EASTERN MICHIGAN UNIVERSITY
DEPARTMENT OF INTERCOLLEGIATE ATHLETICS
2006-07 GOALS AND OBJECTIVES**

GOAL I – INTEGRITY

Eastern Michigan University (EMU) athletic programs will comply with all NCAA and Mid-American Conference (MAC) rules and regulations.

Objective 1

The Department of Intercollegiate Athletics will review NCAA and MAC rules and regulations with all EMU coaches and student-athletes on an annual basis.

Objective 2

Athletic staff members and representatives of athletics interests will be educated on NCAA and MAC rules and regulations.

Outcome Measures

1. No major infractions reported to the NCAA or MAC during 2006-07.
2. All secondary infractions will be reported to the NCAA and/or MAC in a timely fashion.
3. All coaches will successfully complete the 2006-07 NCAA recruiting examination.

GOAL II – ACADEMIC SUCCESS

EMU will recruit student-athletes who predict academic success and will support the academic endeavors of student-athletes with the intent that all student-athletes should graduate within five years of first enrollment.

Objective 1

The Department of Intercollegiate Athletics will monitor the academic progress and semester course enrollment of every student-athlete to ensure academic success.

Objective 2

The Department of Intercollegiate Athletics will maintain a six-year graduation equal to or higher than that of the general student body.

Outcome Measures

1. Annual graduation rate compared to University graduation rate and to prior year.

2. Overall grade point average of all student-athletes (compared to prior year).
3. Grade point averages by team.
4. Number of students academically ineligible by team (compared to prior year).
5. Number of students by team who do not meet Academic Progress standards on an annual basis (compared to prior year).

GOAL III – COMPETITIVENESS

EMU athletic programs will be competitive in the Mid-American Conference and at the NCAA national championship level.

Objective 1

All EMU athletic teams will rank at least in the top 50 percent of MAC programs.

Objective 2

The EMU men's athletic programs will finish in the top half of the competition for the Reese Cup and the women's athletic programs will finish in the top half of the competition for the Jacoby Trophy.

Objective 3

EMU teams will compete for MAC divisional and MAC Tournament championships.

Objective 4

EMU teams and individual athletes will compete in NCAA regional and national championships.

Objective 6

Plans for improvement of athletic facilities will be devised.

Outcome Measures

1. Ranking of each team in the conference (compared to prior year).
2. Ranking of men's athletic program in Reese Cup competition and women's athletic program in Jacoby Trophy competition.
3. Number of teams that win their division (compared to prior year).
4. Number of teams that win a MAC championship (compared to prior year).
5. Number of teams/individual athletes that compete in NCAA regional or national championships (compared to prior year).
6. Number of team or individual national championships (compared to prior year).

7. Plans for baseball, softball, soccer and football scoreboards devised.

GOAL IV – FISCAL INTEGRITY AND FUNDRAISING

EMU athletic programs will operate prudently and responsibly within University and Foundation fiscal policies and procedures.

Objective 1

All financial transactions will be conducted within normal University policies and procedures.

Objective 2

All athletic departments and programs will operate within their approved budgets.

Objective 3

Athletic fund raising total will increase compared to prior year. All gifts to athletic departments and programs will be processed through the EMU Foundation.

Objective 4

A fund raising seminar will be developed and implemented for coaching staff.

Objective 5

EMU sports programs will increase the principal in their endowments.

Objective 6

Corporate sponsorships will be increased.

Objective 7

Athletic support groups such as Athletic Club and E-Club will be reactivated.

Outcome Measures

1. No infractions of University policies or procedures will be identified through an internal or external audit.
2. All athletic gifts are acknowledged by the EMU Foundation and appropriate athletic programs.
3. A fund raising seminar is developed.
4. The majority of the coaches who attend fund raising seminar.
5. Corporate sponsorships are increased (compared to prior year).
6. The E Club and Athletic Club are integrated into athletic fundraising activities and athletic events with specific support goals and objectives.

GOAL V – STUDENT ATHLETE DEVELOPMENT AND INTEGRATION

The Department of Intercollegiate Athletics will schedule programs and activities for student-athletes designed to positively impact personal development and will ensure that student-athletes and athletic coaches and staff members are fully integrated into mainstream campus and community society.

Objective 1

The Department of Intercollegiate Athletics will develop/revise and implement educational programs for student-athletes on health, the use of alcohol and other drugs and other topics of special interest (e.g., gambling, sports agents, etc.)

Objective 2

The Student-Athlete Advisory Committee (SAAC) will become a higher priority within the Department of Intercollegiate Athletics.

Objective 3

Maintain open lines of communication between the Department of Intercollegiate Athletics and university constituents.

Objective 4

Each athletic team and each functional area in the Department of Intercollegiate Athletics will participate in university and/or community events, activities and service projects each year.

GOAL VI – OPPORTUNITY AND DIVERSITY

EMU will devise a strategy to meet federal standards for gender equity/Title IX compliance. The Department of Intercollegiate Athletics will also institute policies, programs and practices that foster a diverse cohort of student-athletes, coaches and staff.

Objective 1

A Title IX consultant will be hired to review and assess the EMU athletic program.

Objective 2

The Department of Intercollegiate Athletics will strive to make progress in reducing underutilization of women and minorities.

Objective 3

A permanent Senior Woman Administrator will be hired/appointed.

Outcome Measures

1. The selected Title IX consultant completes a review of the athletic program and provides the institution with a written assessment during the 2006-07 academic year.
2. Women and minorities are included in hiring pools and selection committees.
3. A permanent Senior Woman Administrator is appointed/hired.

GOAL VII – REORGANIZATION

Objective 1

The Department of Intercollegiate Athletics will be restructured/reorganized.

Objective 2

Review organizational structure and job descriptions.

Objective 3

Develop a departmental long-term strategic plan.

Eastern Michigan University
Intercollegiate Athletics

FY 2007 Net impact of Athletics to University

General Fund	Revenue/Expenses	Tuition	Athletic	FY 2007 Total
FY2007 Budget	Recorded in Designated	Athletic Students	Scholarships	University Impact
Tuition and Fees paid by Students on Scholarships Less Room and Board for Off-Campus Housing			5,659,295	5,659,295
Tuition and Fees paid by Students not on Scholarships Plus Room and Board for On-Campus Housing		1,434,803	(886,097)	(886,097)
Camps and Donations in Designated account	1,848,984	684,434		1,434,803
Guaranteed Revenue	750,000			684,434
General Fee Support of Intercollegiate Athletics	\$ 1,621,987			1,848,984
Ticket Revenue	\$210,000			750,000
NCAA	850,000			1,621,987
Corporate Sponsorships	200,000			210,000
Misc	35,933			850,000
Total Funding Sources	\$2,917,920	\$2,119,237	\$4,773,198	200,000
				35,933
				\$12,409,339

Uses Of Funding

Sports:

Baseball	177,976	177,976
Men's Basketball	617,493	617,493
Men's Football	1,500,927	1,500,927
Men's Golf	85,828	85,828
Men's Swimming	156,796	156,796
Men's Track and Field	173,210	173,210
Wrestling	128,654	128,654
Woman's Basketball	527,820	527,820
Women's Golf	76,416	76,416
Gymnastics	121,426	121,426
Softball	160,399	160,399
Woman's Swimming	75,064	75,064
Tennis	86,289	86,289

Eastern Michigan University
Intercollegiate Athletics
FY 2007 Net impact of Athletics to University

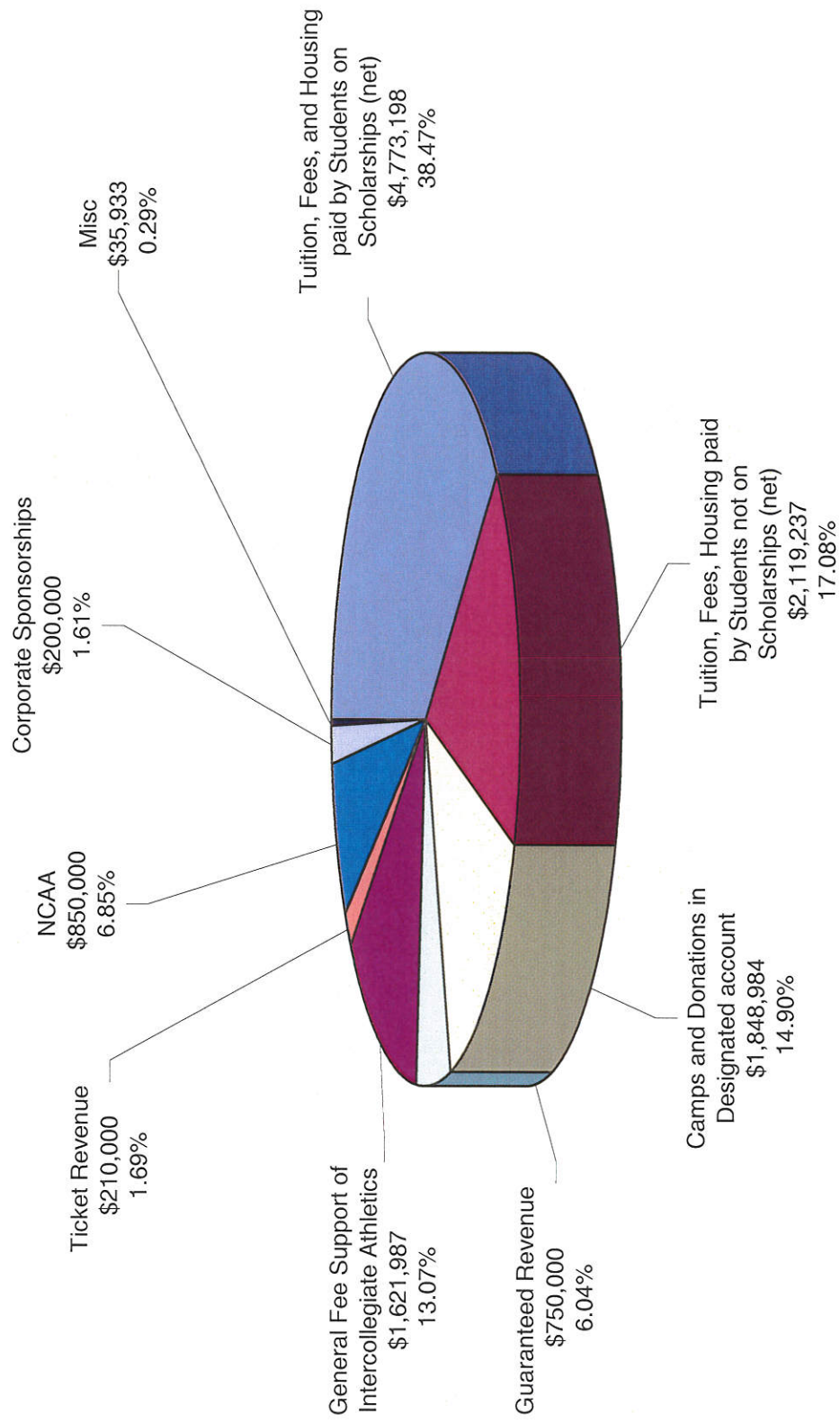
	General Fund	Revenue/Expenses	Tuition	Athletic	FY 2007 Total
	<u>FY2007 Budget</u>	<u>Recorded in Designated</u>	<u>Athletic Students</u>	<u>Scholarships</u>	<u>University Impact</u>
Woman's Track	158,822				158,822
Volleyball	175,349				175,349
Soccer	132,945				132,945
Crew	142,569				142,569
Total Sports	\$4,497,983	\$0	\$0	\$0	4,497,983
<u>Support Activities:</u>					
Cheerleaders	\$10,526				10,526
Sports Info	180,436				180,436
Strength and Conditioning	140,774				140,774
Equipment Maintenance	127,553				127,553
Training room	302,948				302,948
Game Operations	275,197				275,197
Administration	764,864				764,864
Promotions	325,978				325,978
Maintenance	243,760				243,760
Convo Center Fee	225,000				225,000
Total Support Activities	\$2,597,036	\$0	\$0	\$0	2,597,036
Camp and Donation Expenses		1,870,480			1,870,480
Guarantee Expenses		284,000			284,000
Scholarships				\$5,659,295	5,659,295
Total Uses of Funds	\$7,095,019	2,154,480	-	5,659,295	\$14,908,794

Surplus/(Deficit)	(\$4,177,099)	\$444,504	\$2,119,237	(\$886,097)	(\$2,499,455)
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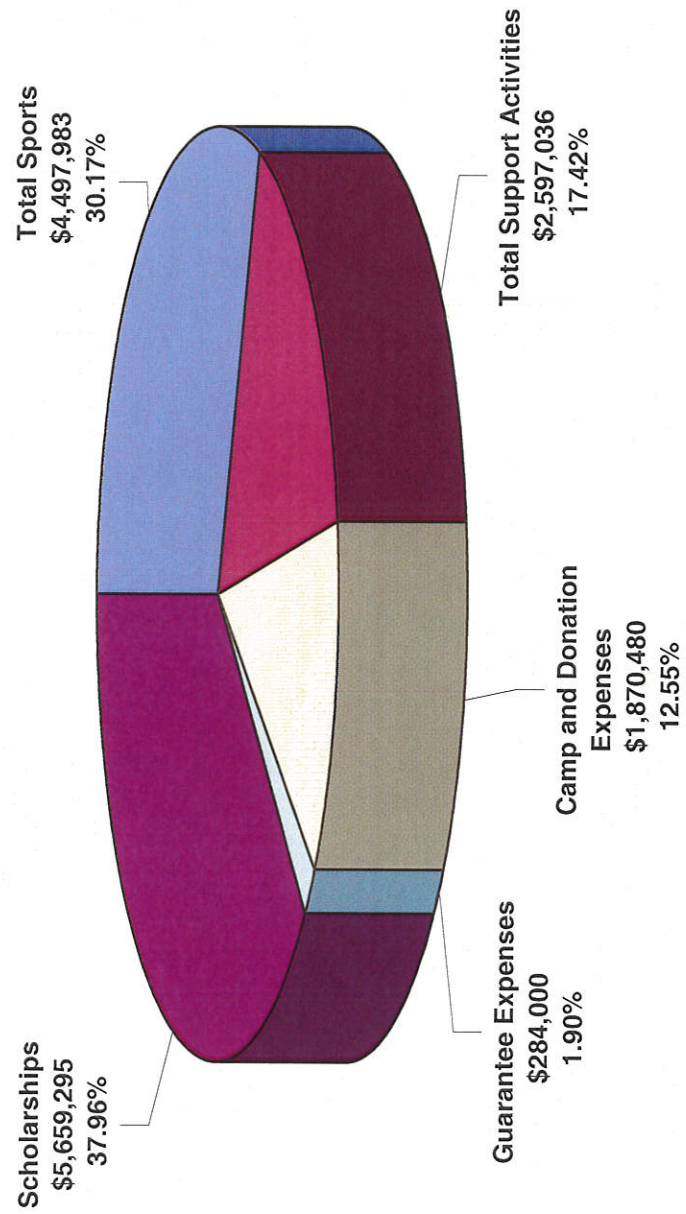
Memo:

The remaining deficit in the General Fund support of Intercollegiate Athletics (IA) represents the funding provided by State Appropriations and Student Tuition and fees (excluding general fee). The IA General Fund Budgets, as well as the University's total General Fund Budget, all have sufficient revenues so that the University has a balanced FY 2007 Budget.

Intercollegiate Athletic Planned Funding Sources FY 2007



Intercollegiate Athletics Planned Uses of Funding FY 2007





FY' 07 Progress to Date

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. Expected completion by end of September/early October.

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+).

Direct Mail and Broad Based Fundraising

- Added an on-line gift link on each individual team page on 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.

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.

Volunteer Activity

- Held one-on-one meetings with 12 of 15 EMU Athletic Club Board members.
- Set date for first EMU Athletic Club Board meeting – September 20.
- 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.