

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 13

DATE:

September 16,2008

RECOMMENDATION

ATHLETIC AFFAIRS COMMITTEE

ACTION REQUESTED

Working agenda for September 16, 2008 and the June 17, 2008 minutes to be received and placed on file.

STAFF SUMMARY

The agenda for June 17, 2008 was focused on the Department of Intercollegiate Strategic Planning Process and Good news from Athletics, which was highlighted by: Success of raising \$3000, 000.00. Set a record for All Academic MAC performers. We had five (5) MAC Championships, six (6) MAC Coachers of the year, took West Division championships in Baseball and Women's Basketball, seven (7) MAC Athletes of the year, seven (7) All-Americans.

The agenda for the April 1, 2008 will include: Fall Sport Update, Athletic Program Marketing & Promotion Update, Athletics Goals & Objectives 2008-09 and Good News from Athletics.

FISCAL IMPLICATIONS

None

ADMINISTRATIVE RECOMMENDATION

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

Derrick L. Gragg, Ed.D.

August 21, 2008
Date

**BOARD OF REGENTS
ATHLETIC AFFAIRS COMMITTEE
Tuesday, September 16, 2008
Welch Hall**

A G E N D A

- A. Approval of June 17, 2008 Minutes
- B. Fall Sport Update
- C. Athletic Program Marketing & Promotions Update
- D. Athletic Goals & Objectives 2008-09
- E. Good News from Athletics

**Eastern Michigan University
Board of Regents
ATHLETIC AFFAIRS COMMITTEE
Minutes of June 17, 2008**

MEMBERS:

Regents: Regent Floyd Clack, Regent James Stapleton, Regent Philip Incarnati, Regent Roy Wilbanks, Regent Gary Hawks

Athletics: Derrick Gragg, Director of Athletics

Regent Floyd Clack called the Athletic Affairs Committee to order at 12:45 p.m.

Approval of the April 1, 2008 Minutes, Moved, Second, Passed

Athletics Strategic Planning Update:

Director, Derrick Gragg with assistance from Melody Reifel-Warner presented Athletics' Update on the Strategic Planning Process. Regents received binders plus there was a slide-show presentation.

Dr. Gragg provided an in-depth update of the Department of the Athletics' strategic planning process. The process is currently in its second phase, which will be complete by the end of August. The third and final phase, the implementation phase, will begin this upcoming fall.

Academics

The 2007-08 year also saw our student-athletes again performing quite well in the classroom. EMU placed 51 student-athletes on the MAC All-Academic Teams this past year. This sets yet another school record number of All Academic MAC performers.

Dr. Gragg congratulated Melody Reifel-Werner and Michael Paciorek for all their hard work in Compliance. He thanked Doug Dowdy, Stephannie Harvey- Vandenberg and Mike Malach his Associate Athletic Directors, Craig Fink, Associate Director of Development and Jim Streeter Associate Director for Media Relations. All have contributed to Intercollegiate Athletics obtaining the success they have reached this year.

Regent Wilbanks wondered how Athletics Mission was connected to the University's Mission. Dr Gragg explained that it is married to Institutional Mission. Regent Wilbanks asked about being competitive etc.? Dr. Gragg pointed out that it is detailed further in the plan that he and the other Regents received today. Dr. Gragg explained how we need to focus on our Student-Athletes, their health and safety and what we expect from our Student-Athletes. Regent Wilbanks asked what you plan on doing with your plan, where are you going to get the monies needed. Dr. Gragg replied that not all items in the plan need funding. Of course we have our "wish list". Regent Wilbanks was concerned on how this is meshing with the University and

where is the money coming from. Division 1A has strict attendance rules and regulations. There is no disagreement here, we need to measure this, and we don't do a good job at that here. Dr. Gragg reminded Regent Wilbanks, that attendance at football games were addressed two years ago when one of our sponsors promised to purchase 15,000 tickets for five years to meet the minimums. Regent Wilbanks proceeded to explain that we need a matrix for a future plan, just how do we increase attendance at those football games. This is a first good program. You need sharpen up on this if you want to receive some funding. Regent Stapleton stated that this was a good first step. In just one and a half years we have won thirteen championships. The question is – how will this all get funded. What is your plan to increase attendance at all the games. Regent Incarnati wanted to add some thoughts to the discussion. He would like to see specifics, maybe five or six straight objectives and constant funding for each sport. Identify, pick your goal and give a timeframe. Consider if we agree on goals etc., where the funding you need and the timelines. How do we provide funds? Say, you need two million for the next four or five years – how will that happen? You need tangible benchmarks. Regent Wilbanks stated he feels we have not done a good job of fundraising. Investing in the infra-structure, you need to make a good case, (this is not to take away from what have now). Programs, operations, budget, those are tough decisions, bring us a plan to show what the return would bring us. Revenue we need, we need to be creative. Regent Clack felt that it does not need to be in the Strategic Plan, bring it to us being more specific on items. It doesn't make sense to put it all into the Strategic Plan, but this is a good outlook and guide for us. Regent Stapleton stated that if you need money from us, separate it from the other issues. A benchmark would be helpful and be more specific. Dr. Gragg thanked the Regents for all their suggestions and stated that in order to bring up attendance, we have been on the radio, we will be on FOX 2 News, had our athletes doing commercials. Recruiting with Eagle Nation is now big. Student attendance has greatly improved. We have to pay for a lot of the programming, but it makes people notice us. Regent Incarnati agreed that specific level or measure of success for each one was needed and how much do you need for them. There is no plan here.

Dr. Gragg introduced Craig Fink our Associate Director of Development to give an update on our fundraising. The numbers for year-to-date are \$693,011.00 up \$6,000.00 from last year. By June 30th we will have reached \$715,000.00, a record year, with a thirty percent increase, we expect to continue to expand. We had three gifts in kind of \$10, 000.00 each plus we are expecting another \$10,000.00 from the Lucy Parker Golf Outing this Friday. We need two things: 1. More cash, less in-kind donations 2. Grow our endowments more. We need cash to thrive and survive. In 2007 we only raised \$30,000 in endowment, the Board asked for \$300,000.00 and as of today we have \$243,000.00, with our Track & Field donation this year, we should be up to at least \$280,000.00 just shy of that \$300,000.

Regent Stapleton thanked Craig for these great increases. Mr. Fink stated that it is a “team effort” - he is a staff of one and without the complete support of the administration and coaches who are there for him, he could not have done it. The Lucy Parker Golf event is this Friday with 110 golfers signed up; we are trying to sell 144. We have over 160 people attending our dinner; our keynote speaker is Dr. Donna Lopiano, who was named one of the “Most 10 Powerful Women in Sports by Fox Sports. We will be having a fantastic Silent Auction and an extended cocktail hour from 3:30p.m. to 5p.m.. We would be happy to have everyone out there on Friday.

Good News from Athletics

Obviously our big news is that for the fourth time in history and for the first time since 1995, our men's sports programs combined to win the Reese Cup Trophy, which is awarded annually to the top overall men's athletic program in the conference. The men's athletic program combined to capture five conference championships en route to winning the Reese Cup Trophy. The women's program finished fifth (5th) overall in the Jacoby Cup standings, with the women's basketball program capturing the West Division title and the women's golf and gymnastics teams finishing second in the MAC overall. Most notably, this is the best overall men's and women's combined finish for EMU since 1990-91.

5 MAC CHAMPIONSHIPS:

Baseball

Men's Cross Country

Men's Golf

Men's Swimming & Diving

Men's Track (Indoor)

MAC Coaches of Year (6)

Jake Boss

MBA

John Goodridge

MCC

Bruce Cunningham

MGO

Peter Linn

MSW

Buck Smith (Diving)

Diving

Brad Fairchild

MTR (Indoor)

West Division Champions

Baseball

Women's Basketball

MAC Runner-Ups

Women's Gymnastics

Women's Golf

Men's Track (Outdoor)

ALL-MAC SELECTIONS

51 Academic All-MAC student-athletes

35 All-MAC 1st Team performers

31 All-MAC 2nd Team performers

4 All-MAC Freshman Team performers

2 All-MAC Honorable Mention performers

MAC Athletes of Year (7)

Clint Allen

MTR (I)

Curtis Vollmar

MTR (I)

Josh Karanja

MTR (I)

Derick Roe	MSW
Jolene Worley	WGY
Madeleine Pilchard	WSW
Kate Sulewski (setter)	WVB

All-American (7)

Derick Roe (Mid Major HM)	MSW
Ryan Fulkerson (Mid Major HM)	MSW
Madeline Prichard (Mid Major 1T)	WSW
Hannah Burandt (Mid Major HM)	WSW
Ashley Durand (Mid Major HM)	WSW
Alissa Ricard (Mid Major HM)	WSW
Madeleine Pilchard	WSW

(HM in the 100 & 200)

- 8** MAC Scholar of Week
- 10** ESPN Academic All District by CoSIDA
- 29** Individual MAC Champions
- 48** Different “MAC Athletes of the Week” – 1 almost every week of the year

Athletic Affairs Committee adjourned by Regent Clack at 1:26 p.m.

Respectfully submitted,

Karen A. Hansen
Administrative Secretary
Intercollegiate Athletics

Minutes, June 18, 2008.doc