

**BOARD OF REGENTS**  
EASTERN MICHIGAN UNIVERSITY

SECTION: 6

DATE:  
October 20, 2009

**RECOMMENDATION**

**ATHLETIC AFFAIRS COMMITTEE**

**ACTION REQUESTED**

Working agenda for October 20, 2009 and the September 22, 2009 minutes to be received and placed on file.

**STAFF SUMMARY**

- The minutes for the September 22, 2009.
- Director of Athletics, Derrick Gragg introduced Melody Reifel Werner and Craig Fink who presented our Athletic Goals for 2009-12
- Student-Athlete Academic Report 2008-09
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The agenda for the October 20, 2009 meeting will include:

- Approval of September 22, 2009 Minutes
- Mid-American Conference Commissioner, Dr. John Steinbrecher
- Athletics Game Guarantee Budget
- Bowen Fieldhouse Update
- Athletic Department Fundraising Master Plan

**Good News from Athletics**

- "Celebrate the State"
- Upcoming visit from MAC Commission
- Men's Swimming: three new affiliate members, Evansville, Missouri State and Southern Illinois
- Men's Golf: Cam Burke again captured Canada's most prestigious amateur golf crown
- MAC Bob James Award when to Jill Wolosiansky in Volleyball

**FISCAL IMPLICATIONS**

To be determined

**ADMINISTRATIVE RECOMMENDATION**

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

October, 2009

Derrick L. Gragg, Ed.D.

**BOARD OF REGENTS  
ATHLETIC AFFAIRS COMMITTEE  
Tuesday, October 20<sup>th</sup>, 2009  
Welch Hall**

**A G E N D A**

- A. Approval of Tuesday, September 22, 2009 Minutes
- B. Mid-American Conference Commissioner, Dr. John Steinbrecher
- C. Athletics Game Guarantee Budget
- D. Bowen Fieldhouse Update
- E. Athletic Department Fundraising Master Plan

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of September 22, 2009**

**MEMBERS:**

Regents: Regents James Stapleton, Roy Wilbanks, Floyd Clack and Gary Hawks  
Athletics: Derrick Gragg, Director of Athletics

Regent Roy Wilbanks called the Athletic Affairs Committee to order at 12:47p.m.

Approval of the February 24, 2009 Minutes, Moved by Regent Stapleton, Second by Regent Clack. Motion carried.

**Dr. Myles Brand** – On behalf of the Department of Athletics, Dr. Gragg offered sincere condolences to the family of former NCAA President Dr. Myles Brand, who passed away last week after a 9-month battle with pancreatic cancer. He was 67. Many of you will remember that Dr. Brand visited our campus just over two years ago on September 18, 2007 to help us celebrate our student-athlete athletic success at our first-ever Champions' Dinner, where he addressed the student-athletes of each our 21 teams and congratulated our record-setting 8 teams for winning MAC championships the year before.

Prior to serving as CEO of the NCAA, Dr. Brand was President of Indiana University from 1994-2002 and also served as president at the University of Oregon from 1989-1994. His other administrative posts include Provost and Vice President for Academic Affairs, Ohio State University, 1986-89; and Coordinating Dean, College of Arts and Sciences, University of Arizona, 1985-86 .

We will be honoring Dr. Brand during our Homecoming football game on October 3<sup>rd</sup>.

Melody Reifel Werner assisted Dr. Gragg by presenting our next agenda items:

**Athletic Goals – 2009-2012**

- Competitiveness - EMU athletic programs will be competitive in the Mid-American Conference and at the NCAA national championship level. The EMU men's athletic programs will finish in the top third 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.

Craig Fink updated us on Title IX Compliance:

- The Department of Intercollegiate Athletics will achieve full Title IX compliance by 2012. The Department of Athletics/University will undergo a Title IX audit during the 2009-10 academic year. The Department of Athletics will establish a 2009-2014 Gender Equity Plan with the help of Marissa Pollick this year. Regent Hawks remarked that he knew she was very good and Regent Wilbanks asked if her contract went through Purchasing yet...Craig assured him that it did. Regent Wilbanks stated that the North West Campus looks great but Bowen Field House needs to be renovated and made more attractive. Dr. Gragg noted this and will present something as soon as feasible. Regent Hawks inquired where the Rowing Team practices and it is still Ford Lake because we have no boathouse access.
- EMU athletics will develop systems/programs to increase fundraising from private sources.
- Football Attendance Plan - The Department of Intercollegiate Athletics will devise strategies to increase actual football attendance to 15,000 by the end of the 2012 season.

### **Six (6) Main Concepts to Increase Actual Football Attendance**

1. Football games versus historically black colleges and universities (HBCUs)
2. Host stadium concerts where nationally known artists perform in conjunction with the games
3. Host games in conjunction with EMU new student orientation
4. Annual Huron "throwback" recognition games
5. Schedule home games versus premiere opponents
6. Adjust game days and kickoff times

### **Student-Athlete Academic Report:**

<b>Overall Athletic Department Winter 2009 Cumulative GPA:</b>	<b>3.060</b>
Overall Athletic Department Winter 2008 Cumulative GPA:	3.053
<b>Overall Athletic Department Winter 2009 GPA:</b>	<b>3.017</b>
Overall Athletic Department Winter 2008 GPA:	2.961
<b>Men's Winter 2009 Cumulative GPA:</b>	<b>2.880</b>
Men's Winter 2008 CUM GPA:	2.848

**Women's Winter 2009 Cumulative GPA:****3.336**

Women's Winter 2008 Cumulative GPA:

3.326

- Highest Male WINTER 2009 Team GPA: Men's Swimming/Diving (3.263)
- Highest Female WINTER 2009 Team GPA: Women's Gymnastics (3.608)
- Total Number of 4.0 Semester GPA's: 25
- Team with Most Number of 4.0 Semester GPA's: Men's Swimming/Diving and Women's Volleyball tied with 4
- Number of student-athletes above a 3.0 Semester GPA: 278 (58.6%)
- Total Number of Teams with a 3.0 GPA: 12 (63.1%)
- Total Number of Teams with a 3.0 Cumulative GPA: 13 (68.4%)
- Total Number of Teams Who Increased Their GPA from WINTER 2008: 14 (73.6%)
- Total Number of Teams Who Increased Their Cumulative GPA from WINTER 2008: 9 (47.3%)

Dr. Gragg told us how Athletics has been working with Tom Thomas from Cardinal Advisors on a plan with Craig Fink. We did an All-In Campaign for the Athletic Department Staff and we had 100% of our staff donated. They will have a draft of the "Needs Report" by October 20<sup>th</sup> and that will provide a clear picture of all our needs for fundraising. Regent Hawks inquired about where the money goes through for the E-Group and Athletic Clubs etc. It all goes through the Foundation and Mr. Fink has Susan Rink working with him from the Foundation. To increase football attendance we need to view them as *Events*. Do a "Huron" Day, welcome everyone back. Regent Stapleton and Chair, Roy Wilbanks, think it's a great idea. We were here when the change took place, it really divided the fans. Go forward with it. Chair Wilbanks stated that he would really like to see the stadium full. He asked Mr. Lumm when our debts would be retired. Mr. Lumm replied that we need to look at it. I can bring you back something in October.

**Good News from Athletics****"Celebrate the State" (Football/Basketball Series with Michigan State)**

On August 20<sup>th</sup>, Michigan State University Athletics Director Mark Hollis outlined plans on Thursday, Aug. 20 for a "Celebrate the State" football series, featuring 12 games over 10 seasons (2011-2020) against Central Michigan, Eastern Michigan and Western Michigan that includes the Spartans making one road trip each to Mount Pleasant, Ypsilanti and Kalamazoo. Athletic Directors from the three in-state Mid-American Conference institutions - Central Michigan's Dave Heeke, Eastern Michigan's Dr. Derrick Gragg and Western Michigan's Kathy Beauregard - joined Hollis for the series announcement in the Spartan Club at Spartan Stadium. Additionally, MSU's men's basketball team will travel to Ypsilanti to the Convocation Center to play us in a home game in 2011.

**Visit from MAC Commissioner**

New MAC Commissioner, **Jon Steinbrecher**, will make his first visit to our campus next month as our guest for the October 18 Athletic Affairs Committee meeting. We are looking forward to having him on campus

**Men's Swimming Affiliate members.**

The Mid-American Conference today announced the addition of three new affiliate members in men's swimming and diving for the upcoming 2009-2010 season. Evansville, Missouri State and Southern Illinois have each signed a six-year agreement with the conference through the 2015 school year.

**Men's Golfer**

Eastern Michigan University senior-to-be **Cam Burke** once again captured Canada's most prestigious amateur golf crown, carding a 275 (70-69-68-68) to win back-to-back titles at the Canadian Men's Amateur Championship. Burke finished the 105th playing of the Canadian amateur at 13-under par to become only the fourth competitor in the championship's history to repeat in a stroke-play format.

**MAC Bob James Award**

Eastern Michigan's **Jill Wolosiansky** (volleyball) and Ball State's Gonzalo Barinaga (football) have been named by Mid-American Conference Faculty Athletics Representatives as the recipients of the 2009 Bob James Award.

The Bob James Memorial Scholarship, in its 20th year, recognizes one female and one male student-athlete who have achieved a minimum grade point average of 3.5, and have displayed good character, leadership and citizenship. The student-athletes are nominated during the year in which they complete their final season of eligibility. The \$5,000 post-graduate scholarship is awarded in honor of Bob James, the second commissioner in Mid-American Conference history (1964-71).

Jill, who had a perfect 4.0 GPA in Public Administration, played in all of the team's 124 sets this past season. She was also named to ESPN The Magazine Academic All-District for the second consecutive year and named Most Valuable Player on the team. Jill is the first female EMU student-athlete to earn this award and only the second EMU student-athlete during the past 20 years to receive this honor. Dr. Gragg thanked Liz Broughton for nominating Jill.

Athletic Affairs Committee adjourned by Regent Clack at 1:29 p.m.

Respectfully submitted,

Karen A. Hansen  
Administrative Secretary  
Intercollegiate Athletics

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Minutes, February 24, 2009.doc