

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

SECTION: 12
DATE:
February 15, 2011

**RECOMMENDATION**

**ATHLETIC AFFAIRS COMMITTEE**

**ACTION REQUESTED**

Working agenda for February 15, 2011 and the December 16, 2010 minutes to be received and placed on file.

**STAFF SUMMARY**

- The minutes for the December 16, 2010 meeting
- Football Marketing Plan/Attendance Presentation
- Athletic Fundraising Update
  
- The agenda for the February 15, 2011 meeting will include:
- Dr. Graham Warger – Proposal for National Collegiate Sports Film/Video Center
- Sport Program and Athletic Department Update
- Good News from Athletics

**FISCAL IMPLICATIONS**

To be determined

**ADMINISTRATIVE RECOMMENDATION**

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

Derrick L. Gragg, Ed.D.  
Director of Intercollegiate Athletics

Date: February 15, 2011

**Eastern Michigan University  
Board of Regents  
ATHLETIC AFFAIRS COMMITTEE  
Minutes of December 16, 2010**

**MEMBERS:**

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

Athletic Affairs Committee meeting was called to order at 12:59p.m., by Chair, Regent Phillip Incarnati.

Approval of the October 19, 2010 Minutes, accepted.

**Dr. Graham Warger** – Dr. Warger was unable to attend the scheduled meeting, thus, this discussion was tabled. Upon Dr. Gragg's recommendation, Dr. Warger will attend the February 15, 2011 Athletic Affairs Committee meeting instead.

**Football Marketing Plan/Attendance Presentation**

Associate Vice President for University Marketing and Communications Ted Coutilish and Director of Athletic Marketing Scott Schultz made a presentation on the 2010 football marketing strategy plan. The plan was based upon last year's men's and women's basketball marketing plans which resulted in large actual attendance increases for both programs.

Actual football attendance increased 33% between the 2009 and 2010 seasons.

Athletic Affairs Committee members and Dr. Gragg commended both Ted and Scott for their efforts.

The Regent Wilbanks remarked this is the best competitive five year plan that has been established. I am very happy to see this. Regent Incarnati stated that this is just great, we want to win most of all but have fun doing it too. Keep doing what you are doing! Regent Stapleton expressed that he truly understood and appreciated what has been done. Ted replied that he and Scott are a team, a full partnership. Regent Clack is happy to see all these improvements, it starts when students are still in High School – getting excited about attending games.

**Athletic Fundraising Update**

Craig Fink, Associate Athletic Director for Development updated the group on athletic fundraising activities. Funds raised are up over 55% from the same point last year and the number of athletic donors is up over 53% from this point last year as well. Mr. Fink also highlighted several key athletic events that would take place during the upcoming winter semester.

The Regents stated how pleased they are with the above percentages.

## GOOD NEWS FROM ATHLETICS

### EMU Athletics Hall of Fame

The Eastern Michigan University E-Club, a group of former EMU varsity athletic letter winners, has announced the addition of seven new members into the Athletic Hall of Fame. The Class of 2010 will be honored at a Hall of Fame ceremony Saturday, Feb. 19, 2011, in the EMU Student Center on campus.

The Class of 2010 includes: **Clement Chukwu** (track), **Dawn (Godfrey) Heck** (softball), **Laurie (Hubbard) Leonhardt** (women's swimming), **JoAnn (LeFevre) McBroom** (women's basketball), **Hildred Lewis** (football and men's track), **John Martin** (baseball), and **Barry Stokes** (football).

In addition to the Hall of Fame inductees, the E-Club will present **Ed Mizinski**, a past E-Club president and former EMU football player, with the **Ron Oestrike** Distinguished Service Award. The award, named after former EMU baseball-coaching legend Ron Oestrike, was first presented at the 2008 Hall of Fame ceremony to Oestrike. The award is voted on by the E-Club Executive Board and is presented to individuals that have been instrumental in assisting the E-Club.

This year's class will mark the 35th anniversary of the E-Club Athletic Hall of Fame. The ceremony will begin at 10 a.m. followed immediately by a buffet luncheon.

Tickets for the Hall of Fame ceremony and luncheon, which also includes tickets for the men's and women's basketball doubleheaders at the Convocation Center, are \$45 each and can be purchased by calling Amanda Decker at the EMU Foundation, 734.481.2335.

The women's basketball team will host Northern Illinois at 2 p.m. and the men's team will take on a to-be-named opponent in a Bracketbuster Game set to begin at 4:30 p.m. The Hall of Famers will be honored at the games in the Convocation Center.

### Terry Collins

Former baseball standout and Eastern Michigan University Hall of Famer **Terry Collins** was introduced as the new manager of the New York Mets, Tuesday, Nov. 23. Collins played shortstop for the then EMU Hurons from 1968-71 and led them to the 1970 NAIA National Championship.

Collins, 61, was the Mets' minor league field coordinator last season, previously serving as manager of the Houston Astros from 1994-96 and the then-Anaheim Angels from 1997-99, compiling a 444-434 career record.

Most recently, Collins managed the Orix Buffaloes in Japan from 2007-08, then managed China's entry in the World Baseball Classic last year.



As an EMU shortstop, Collins led the team in steals in each of his four seasons from 1968-71 and helped the Eagles to the 1970 NAIA National title. He took home Outstanding Defensive Player of the Tournament honors that year.

Collins was inducted into the EMU Athletic Hall of Fame in 1994.

## **Volleyball**

The Volleyball team ended their season with a 24-11 (10-6 MAC) record for what proved to be one of the biggest turnarounds in program history after only winning five matches in 2009. Junior [Haley Stein](#) and sophomore [Rachel Jaquaniello](#) collected first team All-MAC accolades, while junior setter [Ashley Mason](#) earned second team honors. Meanwhile, freshman outside hitter [Erin Short](#) rounded out the EMU award winners with a spot on the All-Freshman team.

The four MAC honorees mark the most-ever by an EMU team since the league began in 1981.

## **Former Basketball Student-Athlete Jersey Retirement Ceremonies:**

Laurie Byrd (EMU All-Time leading scorer) – February 5

Earl Boykins (Currently playing his 12<sup>th</sup> NBA season with the Milwaukee Bucks) – February 27

**Stephannnie Harvey-Vandenberg, Associate Athletic Director/Senior Women's Administrator** was commended by Dr. Gragg for her years of service within the athletic department. Stephannnie, who will be sorely missed, is leaving the department to join her husband in San Antonio, Texas in January. Dr. Melody Reifel-Werner will assume Senior Women's Administrator duties beginning in January.

The **Men's Cross Country Team** will be honored with a resolution from the Board of Regents in the general session. The team is receiving the resolution for winning the MAC Cross Country championship this past November.

The **Women's Softball Team** will be honored with a resolution from the Board of Regents in the general session. For the seventh year in a row, the Eastern Michigan University softball team has been ranked among the top-20 in all Division I schools in team GPA, the National Fastpitch Coaches Association announced in its recent 2009-10 All-Academic Teams. The Eagles are ranked 14th in the nation after compiling a team grade point average of 3.430 last year.

Congratulations to **Regent Floyd Clack**, who's Alma Mater the Texas Southern University Tigers, captured its first outright conference football championship ever.

**University of Akron** - Congratulations to the men's soccer team, coaches, the athletic department and university administration on capturing the men's soccer national championship by beating Louisville in the finals this past Sunday in California. Akron advanced to the finals by defeating the University of Michigan earlier that week. This marks the first national championship for the MAC.

## ACKNOWLEDGMENTS

EMU Athletic Hall of Famer **Jean Cione** passed away recently. Cione, a 1986 Eastern Michigan University Athletic Hall of Fame inductee, died, Nov. 22, 2010, in Bozeman, Montana where she had moved after retiring in 1992. She was 82 years old. She is survived by her partner, Ginny Hunt of Bozeman, and her sister, Linda Gillespie.

Cione taught high school physical education for 10 years and was a professor of sports medicine at Eastern Michigan University for nearly three decades. She was EMU's first women's athletic director as her alma mater established a women's athletic program. She also coached women's track and women's basketball teams while on the EMU staff.

Born in Rockford, Ill. in 1928 Cione tried out for the Rockford Peaches of the All American Girls Professional Baseball League in 1945. The Rockford team was based on the 1992 film "A League of Their Own." She played for four AAGPBL teams, helping the Kenosha Comets to a league championship in 1952. During her 10-year career, she pitched three no-hitters, had three 20-win seasons and compiled a 76-65 record with a 2.33 ERA.

Cione was inducted into the National Baseball Hall of Fame, the National Italian American Sports Hall of Fame as well as the Eastern Michigan University Athletic Hall of Fame and she also served as vice president of the AAGPBL Players Association. She co-wrote and co-hosted "Dirt on Their Skirts: The Story of Women in Baseball," a 90-minute electronic "field trip" available for school children through the National Baseball Hall of Fame. She was also interviewed for "Diamond Dreams," a film that runs as a continuous loop in the hall of fame's exhibit on women in baseball.

Athletic Affairs Committee adjourned at 1:41 p.m.

Respectfully submitted,

Karen A. Hansen  
Administrative Secretary  
Intercollegiate Athletics

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Minutes, December 16, 2010.doc





# ***FY 11 Fundraising Results*** ***(as of 1/31/11)***

## **Cash and Gifts in Kind (as of 1/31/11)**

	FY 11	FY 10	% Change
Donors	916	689	+ 27.14%
Cash & GIK	\$571,788	\$146,922	+ 281.10%

## **FY 10 Full Year**

		FY 10
Donors		927
Cash & GIK		\$424,484

## **Cash Only (as of 1/31/11)**

	FY 11	FY 10	% Change
Donors	868	687	+ 26.34%
Cash Only	\$521,390	\$145,682	+ 257.89%



# ***FY 11 Fundraising Results***

## **Endowment Update**

### **Overall Athletic Endowment Market Value**

	Market Value
As of 9/30/10	\$3,027,400
As of 9/30/09	\$2,854,838

### **Endowment/Overall Fundraising Comparison**

	Overall Cash & GKs	Endowment Cash	Endowment % of Total
FY 07 to FY 11	\$2,773,833	\$356,870	12.8 %
FY 02 to FY 06	\$2,152,903	\$202,255	9.3 %

# EASTERN MICHIGAN UNIVERSITY™

## ATHLETIC MEDIA RELATIONS

SPORTS INFORMATION DIRECTOR: JIM STREETER

ASST. SPORTS INFORMATION DIRECTOR: GREG STEINER

SID GRADUATE ASSISTANTS: JEREMY ALLEN, LUKE PATTAROZZI, ASHLEY STRAUSS

SID STUDENT STAFF: CHELSEA ACHO

307 CONVOCATION CENTER

YPSILANTI, MICHIGAN 48197

734.487.0317 FAX: 734.485.3840

WEBSITE: WWW.EMUEAGLES.COM

Feb. 1, 2011

For Immediate Release

### 2010-11 REESE TROPHY STANDINGS - After three fall sports

School	FB	XC	Soc.	Swm	Wrest	MBask	ITrk	Ten	Golf	OTrk	Base	Tot	Avg
Miami	11.5	10.25	x									21.75	10.875
Western Michigan	8.5	x	11.0									19.50	9.75
Northern Illinois	13.0	x	5.0									18.0	9.0
Kent State	7.0	10.25	x									17.25	8.63
<b>Eastern Michigan</b>	<b>4.5</b>	<b>12.5</b>	<b>x</b>									<b>17.00</b>	<b>8.50</b>
Ohio	10.0	7.0	x									17.00	8.50
Toledo	11.5	5.0	x									16.50	8.25
Akron	2.0	8.0	12.0									22.0	7.33
Ball State	6.0	x	x									6.0	6.00
Buffalo	2.0	6.0	8.0									16.0	5.30
Bowling Green	2.0	1.0	8.0									11.0	3.67
Central Michigan	4.5	2.5										7.0	3.5

\*Only one track result counts

### 2010-11 JACOBY TROPHY STANDINGS - After four fall sports

School	XC	VB	Soc.	FH	ITrk	Swim	WBask	Gym	Golf	Ten.	SB	OTrk	Tot	Avg
Toledo	13.0	5.0	12.5	x									30.50	10.17
Western Michigan	7.5	12.0	9.5	x									29.00	9.67
Central Michigan	12.0	7.5	12.5	6.0									38.00	9.50
<b>Eastern Michigan</b>	<b>8.5</b>	<b>9.0</b>	<b>10.5</b>	<b>x</b>									<b>28.00</b>	<b>9.33</b>
Miami	10.5	2.75	8.5	11.0									32.75	8.19
Ohio	9.5	9.0	5.5	8.0									32.00	8.00
Akron	6.5	6.5	7.0	x									20.00	6.67
Northern Illinois	1.0	10.5	7.0	x									18.50	6.17
Kent State	4.5	5.0	4.0	11.0									24.50	6.13
Ball State	3.5	13.0	2.0	3.0									21.50	5.38
Bowling Green	5.5	1.0	4.0	x									10.5	3.5
Buffalo	2.0	2.75	1.0	x									5.75	1.92

\*Only one track result counts