

EASTERN MICHIGAN UNIVERSITY

Department of Intercollegiate Athletics

Athletic Department Goals

Athletic Affairs Committee
September 20, 2011



Athletic Departmental Goals

- NCAA Certification Improvement Plans
- Integrity and NCAA Compliance
- Student-Athlete Academic Success
- Competitiveness
- Fiscal Integrity and Fundraising
- Football and Men's & Women's Basketball Attendance



NCAA Certification Improvement Plans

Eastern Michigan University (EMU) athletic program in conjunction with the University administration, will implement plans of action/improvement plans for athletics as specified within the NCAA Certification report.



Integrity and NCAA Compliance

- Coaches, Athletic Administrators, Student-Athletes and supporters of EMU athletics will be educated on NCAA and MAC rules and regulations.
- All infractions will be reported to the NCAA and/or MAC in a timely fashion.
- 2010-11 Secondary Violations Report



Student-Athlete Academic Success

- The Department of Athletics will maintain a yearly graduation rate at least equal to that of the student body.
- 2010 Graduation Rate: 64%; highest in school history
- Highest Student-Athlete grade point average in history, Winter 2011 (3.089 – 550+ Student-Athletes)
- 57 Academic All-MAC Student-Athletes



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.



Competitiveness

- 2009-10 vs. 2010-11
- 13 Individual MAC Champions
- MAC Athletes of the Year
 - MTR(I), MTR(O), WGolf, MSwimming



Competitiveness

- 19 MAC Championships during past 5 years
- 21 MAC Coaches of the Year
- 8 MAC Championships in 2006-07, a school and conference record
- Reese Cup Trophy Winner 2007-08
- Best overall men's/women's combined finish since 1990-91 in 2007-08



Fiscal Integrity and Fundraising

- The athletic department operates within its approved budget.
- Continue to build an overall fundraising program for athletics that is organized, data-driven and repeatable that has potential for sustainable fiscal growth.
 - Increase private source fundraising totals yearly with an emphasis on capital projects and endowments.



Increase Actual Football & Men's and Women's Basketball Attendance

- Men's and Women's Basketball actual attendance will increase annually.
- Actual attendance for football will be 15,000 for the 2012 season.



Main Concepts to Increase Attendance

- Create concepts in conjunction with University Marketing & Communications
- Host football games in conjunction with EMU new student orientation
- Football games versus historically black colleges and universities (HBCUs)
- Annual Huron “throwback” recognition games
- Schedule home games versus premiere opponents in basketball and football
- Adjust game days and kickoff times for football



Go Green!

