









# A MESSAGE FROM ZYZELEWSKI FAMILY AVP / ATHLETIC DIRECTOR MICHAEL ALFORD



As I reflect on the past year, I am so proud of our student-athletes, coaches and staff for not just our successes but also how we have risen to meet unprecedented challenges. Recent events continue to reshape who we are as a department and as a university and have shown that the only way we get through this is together.

One of the things that I am most proud of is the academic success of our student-athletes, especially during the spring semester. Despite many challenges, our student-athletes posted a department-wide 3.39 grade-point average. This is one of the highest marks in CMU Athletics history and shows their dedication and ability to adapt during unique circumstances. We extended our streak to 43-consecutive semesters with a GPA of 3.0 or higher and our student-athletes' cumulative GPA sits at 3.24. We had 68 student-athletes graduate over the past year, capturing the ultimate championship of a degree.

Individual highlights included five student-athletes who earned All-America honors over the past year. This was composed of a trio of wrestlers – Drew Hildebrandt (125), Dresden Simon (141) and Matt Stencel (HWT) – and track & field standouts Nadia Williams and Logan Targgart. Also, baseball student-athlete Xavier Warren was drafted in the third round of the 2020 MLB Draft, CMU's highest selection since 1986.

Last fall saw a pair of our programs produce some of the biggest turnarounds in program history and in the nation. Football won six of its last seven regular season games to win the Mid-American Conference West Division title and earn a spot in the MAC Championship game. The program also took part in the New Mexico Bowl, its 10th bowl game in 14 years. Volleyball won the MAC

West Division for the first time since 2003, posting a 20-win season for just the second time since 1985.

The winter season saw continued success by a trio of programs – women's basketball, wrestling and gymnastics. The women's basketball program became just the second program in conference history to win four-straight league crowns. Wrestling had a strong showing at the MAC Championships as Tom Borrelli was named the MAC Coach of the Year while gymnast Denelle Pedrick was named the MAC Gymnast of the Year and MAC Senior Gymnast of the Year. All three programs were headed for big things in the postseason before all activities came to a halt in early March.

In closing, I want to thank our tremendous group of supporters and donors. Our primary goal – that a student-athlete leaves CMU with a diploma in one hand and a championship ring on the other – would not be possible without your support. That will continue to be true as we move forward into these uncertain times and I take great pride in knowing that we will get through this because of the strength and unity of our Chippewa Family.

Fire Up Chips!

A handwritten signature in white ink, reading 'Michael Alford'.

Michael Alford







# STUDENT-ATHLETE GRADUATES

## Fall

Hannah Adams  
Miya Arcand  
Robert Banks  
Natalie Bloniarz  
Cameron Cole  
Thaddeus Cornick  
Jacob Crum  
Simonae Dismuke  
Quinten Dormady  
Stephen Eipper  
Da'Quaun Jamison  
Allison Knoll  
Joe Komel  
Tommy Lazzaro  
Jocelyne Lemay  
Georgina Minta  
Michael Oliver  
Anthony Poljan  
Jamil Sabbaugh  
Ryan Tice  
Cecil Williams

## Spring

Jasmine Banks  
Natalie Beaulieu  
Mark Beckmann  
Gabrielle Bird  
Marleida Bringard  
Cameron Brown  
Mary Carlson  
Madison Costner  
David DiLeo  
Grant Frazer  
Kylee Frazier  
Carissa Gobbi  
Mikaela Grant  
Emma Hamilton  
Brianna Hart  
Zachary Heeke  
Samantha Hewick  
Drew Hildebrandt  
Natalie Karlen  
Mackenna Kelly  
Michael Kemp  
Megan Kern  
Kaitlyn Kimble  
Clare Laughery

Griffin Lockwood-Powell  
Andrew Marten  
Megan McElroy  
Kevin McKay  
Sarah Mesko  
John Mitrzyk  
Conor Naughton  
Angela Palmer  
Mackenzie Parker  
Hayley Porter  
Tyra Prince  
Corey Redman  
Zoie Reed  
Alexandria Robinson  
Romello Ross  
Anna Schoonover  
Jessica Schuchardt  
Derek Smith  
Matthew Smith  
Jason Sullivan  
Jonathan Ward  
Sydney Williams  
Jake Zorn



# 85%

**GRADUATION  
SUCCESS RATE**

Central Michigan Athletics' current graduation success rate is 85 percent, over 25 percent higher than the overall campus rate. Athletics also has a nearly 80 percent graduation success rate among minority student-athletes, a mark that is over 20 percent higher than CMU's overall mark.





# ACADEMIC SUCCESS

3.39

Our student-athletes' spring semester grade point average was a 3.39.

43

The 2020 spring semester marked the 43rd consecutive semester that the athletics department had a GPA of 3.0 or better.

3.24

Our student-athletes' cumulative grade point average stands at 3.24.

664

664 student-athletes earned a 3.00 GPA or higher across both semesters.

430

430 student-athletes earned a 3.50 GPA or higher across both semesters.

95

95 student-athletes earned a perfect 4.00 GPA across both semesters.

989

CMU recorded its best single-season all-sport academic progress rate (APR) in 2018-19.

9

Nine programs had a perfect single-year APR of 1,000, ranking each of them at the top of the conference.

16

Sixteen programs had a single-year APR of 980 or better.





## LEXI ROBINSON & CRISTY FREESE

### MAC DIVERSITY & INCLUSION AWARD WINNERS

Cristy Freese and Alexandria Robinson were honored by the Mid-American Conference for their work in the league's diversity and inclusion initiative. Freese, who retired in June 2019 after 33-plus years as a coach and administrator at CMU, received the MAC Diversity & Inclusion Administrator Award. Robinson, a junior and a member of the CMU track & field program, received the MAC Diversity & Inclusion Student-Athlete Award.

Freese championed female staff to continue to grow professionally and personally by mentoring them and sending them to professional development programs and served as a mentor through the MAC Diversity & Inclusion Mentoring Program. She played a vital role in the expansion of diversity and inclusion within Central Michigan Athletics, serving on the university-wide diversity council and implementing a diversity council subcommittee within the athletics department. Through her leadership, this council implemented programming and practices to create an environment in which staff has grown and thrived.

Robinson, who hails from Novi, is a member of the Student-Athlete Advisory Committee (SAAC) and played a vital role in the implementation of Chippewa Chats, an initiative that engages student-athletes, coaches and staff in dialogue related to diversity and inclusion. This program spawned partnerships with the Office of Diversity Education and Multicultural Academic Student Services. Robinson is also active within e-board for her residence hall and works as an Inclusion Assistant for Residence Life. She recently completed an internship with the National Community Reinvestment Coalition in Washington D.C., which provides support to economically and disadvantaged communities occupied by minorities.

## ACADEMIC AWARD HONOREES

Central Michigan Athletics recognized a pair of student-athletes and two programs for their academic success.

Michael Kemp of the men's basketball team and Megan Kern of the volleyball team are the Pat Podoll Outstanding Academic Achievement Award winners. The award goes to two graduating student-athletes, one male and one female, with the highest grade point average among all CMU student-athletes. Kemp, a sport management major, carries a 3.82 GPA. Kern, a biology major, carries a 3.97.

Kern, who hails from LaGrange, Ill., was a key cog on a Chippewa volleyball team that finished 21-9 and won its first Mid-American Conference West Division title since 2003. She led the team in sets played and digs, and ranked second in aces and third in assists. Three times in the 2019 season she was named the MAC West Defensive Player of the Week and she also earned the MAC Scholar-Athlete of the Week Award. She is a three-time Academic All-MAC selection and twice in her career earned Academic All-District honors from the College Sports Information Directors of America. Kemp, who hails from Unionville, appeared in 12 games for the men's basketball team.

The men's and women's cross country teams earned the Outstanding Team GPA Awards. The women's team compiled a 3.697 GPA for the fall semester, while the men's team posted a 3.333.







**Denelle Pedrick**  
**Gymnastics**  
**Boyden Award Winner**

The Bill Boyden Award annually recognizes a senior student-athlete who combines outstanding athletic performance with exemplary leadership qualities on campus and in the community. A clinical exercise science major with designs on a career as a physician assistant, Pedrick had a 3.80 GPA. She was the first two-time MAC Gymnast of the Year in program history, earned First Team All-MAC honors in three events and was named the MAC Senior Gymnast of the Year.

**Marissa Dunn**  
**Women's Track & Field**  
**Dick Enberg Scholar-Athlete**  
**of the Year Winner**

Marissa Dunn of the women's track & field team received this honor for her outstanding leadership and her success in athletics and academics. Dunn holds a 3.88 grade point average and is majoring in recreation event management. She helped the program to the MAC Indoor Championship in 2019.



**Women's Basketball**  
**Dick Enberg Team**  
**Leadership Award Winner**

The women's basketball program received the 2019 Dick Enberg Team Leadership Award based on its commitment to academics and community service. In 2019, CMU won its third-straight MAC regular-season championship and played in the NCAA Tournament for the second-straight season. The Chippewas' off-court accomplishments are equally, if not more, impressive. Among them is their Hoops for Hunger and Pack the Pantry efforts, their Diaper Dandy Game and participation in the likes of Special Olympics and March is Reading Month.







In Jim McElwain's first year at the helm of the Central Michigan football program, the Chippewas made a dramatic about-face, finishing 8-6 while winning the Mid-American Conference West Division, claiming a spot in the MAC Championship Game for the first time since 2009, and earning a berth in the New Mexico Bowl.

CMU's seven-win improvement from 2018 to '19 was the second-most dramatic turnaround among Football Bowl Subdivision teams.

McElwain (1) earned the MAC Coach of the Year Award, guiding the Chippewas to a 6-2 finish in league play, utilizing an explosive offense and a

stingy defense. McElwain lived up to his reputation as an offensive mastermind as CMU rolled up 426 points on the season, the fourth-highest total in program history, and its per-game average (30.4) more than doubled the output of the previous season.

The Chippewa run game was led by the sensational one-two punch of running backs Jonathan Ward and Kobe Lewis. Each rushed for more than 1,000 yards to record a program-first: two running backs surpassing the benchmark in the same season. Ward became just the ninth runner in CMU history to amass multiple 1,000-yard seasons.

The Chippewa aerial attack was the perfect complement to the ground game. Led by quarterbacks Quinten Dormady and David Moore, the Chippewas averaged more than 250 yards per game through the air, ranking second in the MAC in that category. Three Chippewas -- JaCorey Sullivan (5), Kalil Pimpleton (2) and Tony Poljan -- earned All-MAC honors.

Leading the defense was standout linebacker Troy Brown (3) and defensive end Sean Adesanya (4), who both earned first team recognition. In total, CMU had nine individuals earn all-conference honors last season.









New driver, same unstoppable locomotive.

The Central Michigan women's basketball program did not miss a beat in Heather Oesterle's first year as its head coach, winning its fourth-consecutive Mid-American Conference regular-season championship and its fifth-straight MAC West Division crown. CMU is just the second program in conference history to win four-straight league crowns.

After serving a nine-year apprenticeship under legendary CMU coach Sue Guevara, Oesterle was named to succeed her mentor on July 12, 2019 as Guevara announced her retirement.

The transition was seamless as evidenced by yet another sensational season as the Chippewas finished 23-7, 16-2 MAC under Oesterle (1), who earned the league's Coach of the Year Award. After a 0-3 start, the Chippewas went on a red-hot streak during which they won 21 of 22 starts including 15 in a row. CMU earned its third-straight NCAA Tournament bid.

The Chippewas continued a remarkable run of individual accomplishment as junior guard Micaela "Twin" Kelly (2) was named the MAC Player of the Year and Gabrielle Bird (3) earned the league's Sixth Player of the Year Award. Kelly is the third-consecutive Chippewa to claim the league's top

individual honor after Reyna Frost (2019) and Tinara Moore (2018).

The dynamic Kelly scored 644 points, the fourth-best single-season total in program history and will enter 2020-21 eighth on the program's career scoring list with 1,529 points. Kelly was named to the All-MAC First Team and the league's all-defensive team, guard Molly Davis (5) earned a spot on the All-MAC Second Team as well as the all-freshman squad, and junior forward Kyra Bussell (4) earned third-team all-conference honors.









In its fourth year under coach Mike Gawlik, the Central Michigan volleyball program in 2019 made major strides in announcing that it had arrived among the Mid-American Conference's best.

Gawlik guided CMU to its second MAC West championship, its first since 2003, and the program garnered its second postseason-tournament bid, earning a spot in the National Invitational Volleyball Championship.

The Chippewas finished 21-9, the program's highest-victory total since 2007 and Gawlik (1)

captured the MAC Coach of the Year Award, becoming just the second Chippewa volleyball coach to earn that prestigious honor.

It was CMU's second 20-win season since 1985 and its 11 MAC wins were the most since the 2008 team won 12 matches. Included in the ledger was a 12-match win streak.

Two Chippewas, Lisbeth Rosario-Martinez (4) and Kalina Smith (3), were named to the All-MAC First Team. Both are juniors and scheduled to return in 2020 as is the bulk of the roster who

led CMU to one of the best seasons in the 47-year history of the program.

Senior libero Megan Kern (2) was named to the Academic All-District First Team by the College Sports Information Directors of American.









The Chippewa gymnastics program wrapped up a successful season under Christine MacDonald (4), a former CMU gymnast and longtime assistant coach.

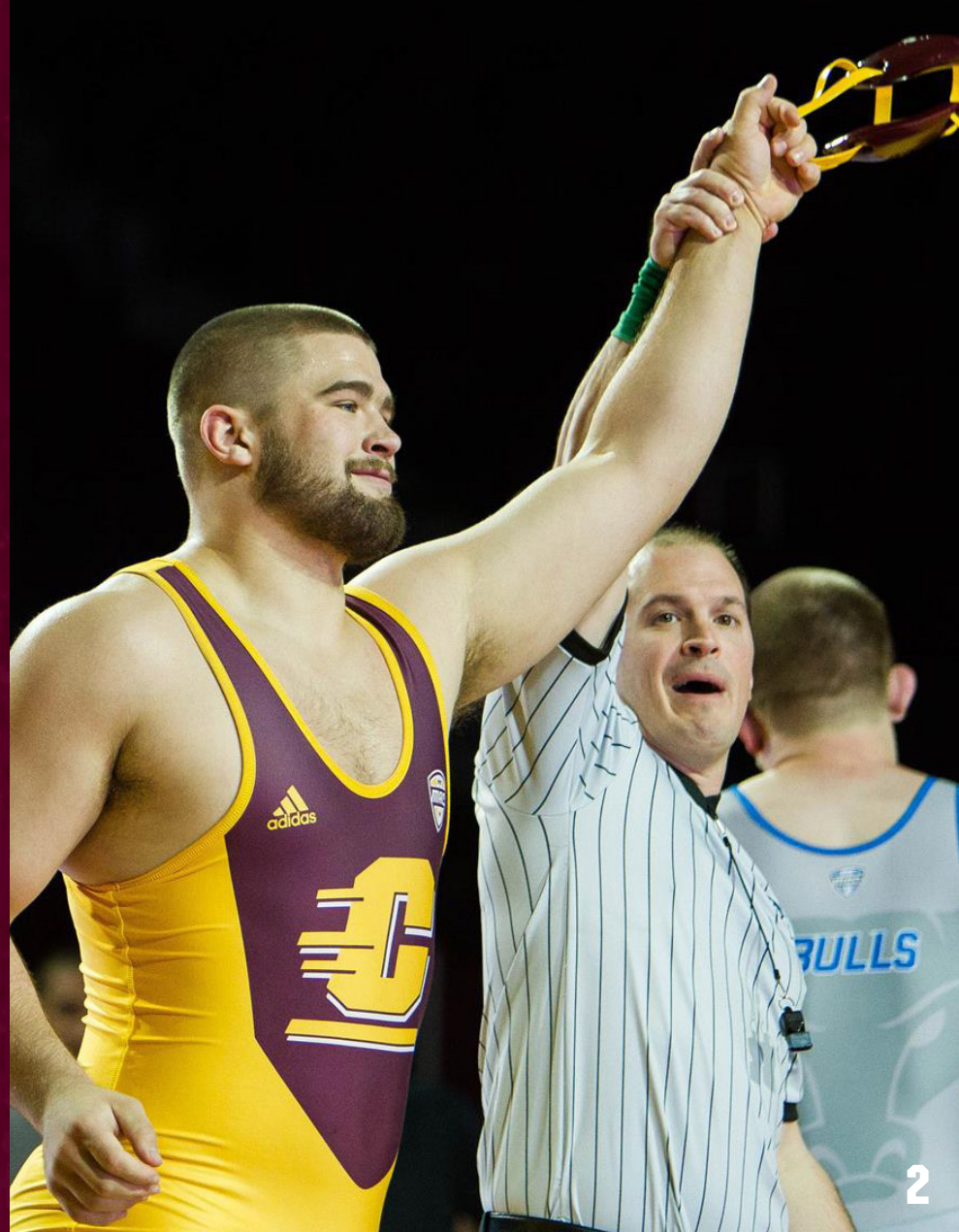
The season brought to an end the brilliant career of Denelle Pedrick (2). The senior from Saskatchewan was named the Mid-American Conference Gymnast of the Year and the league's Senior Gymnast of the Year, becoming just the third Chippewa after Selina Nickason (1998) and Halle Moraw (2015) to sweep the league's top two individual awards.

Pedrick also became the first Chippewa to twice earn the MAC Gymnast of the Year Award and just the fourth in league history to accomplish the feat. She finished the season ranked 18th nationally in average all-around score. Pedrick was joined on the All-MAC First Team by teammate Morgan Tong (1), a sophomore, while CMU freshman Hannah DeMers (3) was named to the All-MAC Second Team.

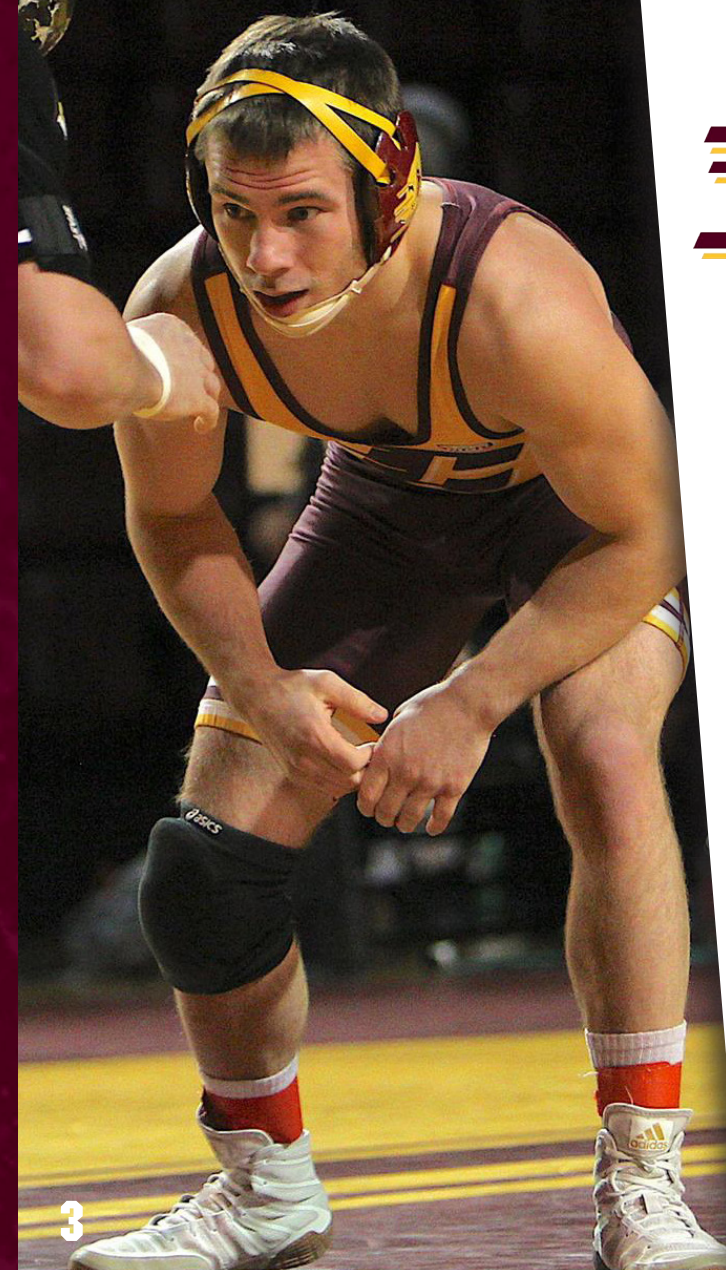




1



2



3



The Chippewa wrestling program made a major resurgence in 2019-20 under veteran coach Tom Borrelli.

The Chippewas finished 8-4 in duals including 7-2 in Mid-American Conference duals and placed runner-up in the MAC Tournament behind national power Missouri.

Three Chippewas – Matt Stencel (2), Drew Hildebrandt (1) and Dresden Simon (3) – won MAC titles and were named All-America by the National Wrestling Coaches Association. Stencel, who garnered the MAC Wrestler of the Year Award, and Hildebrandt, a MAC Medal of Excellence winner, were named First Team All-America, while Simon was named to the second team.

Simon earned the Outstanding Wrestler of the Tournament and Borrelli (4) was named the MAC Coach of the Year for a record 13th time at the MAC Championships. Stencel, Hildebrandt and Simon along with teammates Drew Marten, Logan Parks and Landon Pelham qualified for the NCAA Championships. All but Parks are set to return for the 2020-21 season.



4





1



2

- Two Chippewa track & field student-athletes, Nadia Williams (1) (women's long jump) and Logan Targgart (2) (men's weight throw), earned All-America honors after qualifying for the NCAA Indoor Championships. It marked the third-consecutive season that Williams has earned All-America after she accomplished the feat in the women's long jump at both the NCAA Indoor and Outdoor Championships in 2019.
- David DiLeo (4), a senior forward on the CMU men's basketball team, became the all-time 3-point leader in Mid-American Conference history during the 2019-20 season. He finished his career with 337 triples and closed his outstanding career in the top 10 in program history in points, rebounds, 3-point attempts, 3-point makes, 3-point percentage and free throw percentage.

- Xavier Warren (3) made history when he was taken in the third round by the Milwaukee Brewers in the Major League Baseball draft on June 11. The Chippewa shortstop, who was an All-American in 2019, became CMU's highest-drafted player since Kevin Tapani went in the second round in 1986.
- Alice O'Hagan (5) earned Second Team All-Mid-American Conference honors after leading the Chippewas in 2019 with six goals and 14 points. She finished the season ranked in the top 10 in the MAC in goals, points and shots on goal. The freshman earned MAC Offensive Player of the Week honors after scoring three goals in leading CMU to back-to-back victories on its season-opening weekend.

- The Central Michigan golf team (6) continued its surge under second-year coach Jim Earle as the Chippewas captured the Oakland Golden Grizzlies Invitational in September. It was the program's first tournament win since its resurrection in 2014-15. Freshman Claudia Salvador (7) became the first Chippewa to win a tournament when she posted a seven-shot victory in the Purdue Fort Wayne Mastodon Fall Invitational in October, and Padgett Chitty, another freshman, became the first CMU player to make a hole-in-one when she accomplished the feat at the Rio Verde Invitational in February.









# GREAT LEADERSHIP

## **JIM McELWAIN** **MAC FOOTBALL COACH OF THE YEAR**

In his first season in charge of the Central Michigan football program, Jim McElwain led a historic turnaround that saw the Chippewas improve their win total by seven games. CMU went 8-6, won the Mid-American Conference West Division title for the first time since 2009, made an appearance in the MAC Championship game, and earned a berth in the New Mexico Bowl.

The seven-win improvement was the second best among Football Bowl Subdivision programs and McElwain became the first CMU football coach since 1994 to earn the league's top honor.

This marks the third time in his career that McElwain has earned a league coach of the year award. He is just the fourth individual to earn COY honors in three Division I conferences.



## **MIKE GAWLIK** **MAC VOLLEYBALL COACH OF THE YEAR**

Gawlik became just the second Central Michigan volleyball coach to earn MAC Coach of the Year honors after guiding his team to a 21-9 finish, its first MAC West Division championship since 2003, and a berth in the National Invitational Volleyball Championship.

The trip to the NIVC was just the second postseason appearance in program history as the fourth-year coach continued to steer the Chippewas on a path toward the MAC elite. The Chippewas finished 11-5 in MAC play, their highest league-win total since 2008 and the 21 victories were the most for CMU since a 22-win season in 2007.







## HEATHER OESTERLE

### MAC WOMEN'S BASKETBALL COACH OF THE YEAR

Oesterle's first year as the head coach of the Central Michigan women's basketball program was nothing short of remarkable. Taking over for her mentor, Sue Guevara, Oesterle led the Chippewas to their fourth-consecutive Mid-American Conference regular-season championship, their fifth-straight MAC West title, and a third-consecutive NCAA Tournament berth.

Oesterle led the high-powered and highly-entertaining program to a 23-7 finish including 16-2 in the MAC. Among the myriad highlights was a stretch in which CMU won 21 of 22 games, including 15 in a row. Oesterle's charges were highly decorated as well, led by Micaela "Twin" Kelly, who became the third-consecutive Chippewa to earn the MAC Player of the Year Award.

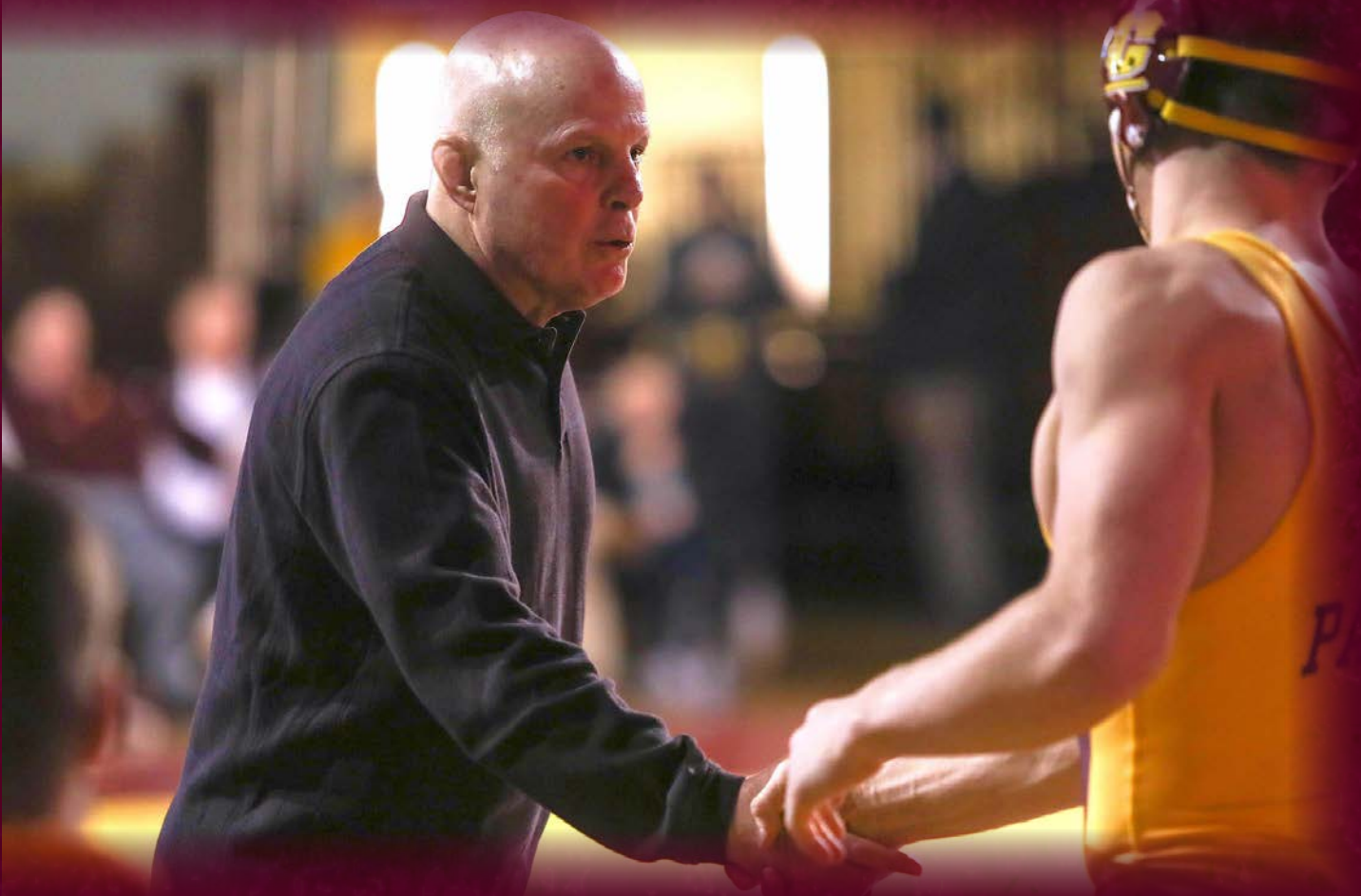


## TOM BORRELLI

### MAC WRESTLING COACH OF THE YEAR

Borrelli, one of the most-respected names in collegiate wrestling, earned his record 13th Mid-American Conference Coach of the Year Award after leading his Chippewas to a runner-up finish in the 15-team MAC Championships in March.

Borrelli led an outstanding showing by the Chippewas on that weekend in DeKalb, Ill. as three CMU wrestlers won individual titles and six emerged as NCAA Championships qualifiers. Three of his wrestlers – Drew Hildebrandt, Matt Stencel and Dresden Simon – earned All-America honors, bringing to 44 the number of times a Borrelli-coached Chippewa has garnered All-America honors. Stencel was named the MAC Wrestler of the Year and Simon earned the Outstanding Wrestler Award at the MAC Championships.







For its commitment to giving back and volunteerism, the men's basketball program was honored with the 2020 Central Michigan Athletics Community Leadership Award. Representative of their dedication to serving others, last year, the Chippewas once again partnered with Team IMPACT, an organization that connects children facing serious or chronic illnesses with college athletic teams, forming lifelong bonds and life-changing outcomes, for a special event.

In December, the team hosted 13-year old Darryn, a Clare native who suffers from Cystic Fibrosis, for a practice followed by a press conference in which he was welcomed to the program as the newest Chippewa by signing a letter of recruitment. Darryn and his teammates also took photos together and were interviewed by a local television station as part of the event.

# 4,000

**Over the past five years, CMU student-athletes served an average of 4,000 combined volunteer hours on campus and in the community during the academic years.**





## AMONG THE AREA ORGANIZATIONS SERVED OVER THE PAST FEW YEARS:

- Michigan Indian Family Olympics
- Chippewa River District Library Kids and Culture
- ART Reach
- Mt. Pleasant Community Foundation
- "Glow in the Park" 5K
- Youth Softball League
- Mt. Pleasant Rocket Football
- Community Cancer Services "Into the Light" Fundraiser
- Isabella County Soup Kitchen
- World Wide Day of Play at Morey Courts
- MAC Diversity and Inclusion Reading Tour – all five MPPS elementary schools
- Mount Pleasant Rotary Club
- Red Cross Blood Drive
- Trunk or Treat – Saginaw Chippewa Tribe Campgrounds
- Saginaw Chippewa Indian Tribal Youth Clinic
- United Way & Ric's Food Center Food Collection
- Special Olympics Michigan – Winter Games
- Habitat for Humanity
- Community Compassion Network
- Special Olympics Michigan – Summer Games
- PEAK Program
- SCIT After School Program







# CHIPPEWA CHAMPIONS CENTER

A TRANSFORMATIONAL PROJECT FOR CMU







# OUTSTANDING STUDENT-ATHLETE EXPERIENCE

Sports medicine facility with three hydrotherapy pools | 7,000 square foot strength & conditioning center | Two fuel and nutrition stations | Team meeting rooms  
Football locker room | Team hospitality and recruiting spaces







## LOGE BOXES (SOLD OUT)

CMU is one of the first schools in the Mid-American Conference to offer loge seating as a premium seating option for fans. Loge boxes offer a “best of both worlds” blend of a traditional club seat and private suite experience. Fans have the ability to enjoy the game outside, but away from the elements (protected by an overhang). Loge seating also offers a semi-private space to entertain and spend time with family and friends or clients while still remaining in the middle of the action. One of the best premium seating values at Kelly/Shorts Stadium, loge boxes include:

- Personal in-seat service
- An exclusive game day menu, soft drinks and limited alcoholic beverage options included in the price of the loge box
- A variety of premium a la carte food and premium beverage options available for purchase
- Access to the Isabella Bank VIP Club featuring a premium cash bar and food options
- Two Lot 62 East parking passes and private VIP entrance with convenient access to your Loge Box
- Outdoor, covered seating and two personal televisions in your box



## FIRST-CLASS PREMIUM SPACES



ISABELLA  
BANK  
**VIP**  
**CLUB**

## ISABELLA BANK VIP CLUB

The Isabella Bank VIP Club provides fans with one of the most energized and unique premium experiences in the Mid-American Conference. The club, located just steps from the Chippewas locker room, affords guests the unique opportunity to get an up-close look at the team as it enters and exits the playing field. Guests will also enjoy the luxury of a large, indoor clubroom with the option to watch the game from the outdoor patio located directly behind the north end zone.

Amenities include:

- All-inclusive buffet featuring a variety of game day food options and complimentary soft drinks
- Premium cash bar
- Climate-controlled environment with six 75” HD televisions
- Access to indoor restrooms reserved for club guests
- State-of-the-art sound system which provides in-stadium sound
- Invitation to Chippewa Champions Center events
- Invitation to annual premium seat-holder event





## STATE-OF-THE-ART FACILITY

The CCC lobby features a 20' by 7' High-Definition Videowall with 3,456,000 pixels. The facility also features over 70 digital displays, over 100 speakers and a fully automated A/V system.







## TOPPING-OFF CEREMONY

Central Michigan celebrated the final steel beam being placed on the Chippewa Champions Center by hosting leadership donors for a topping-off ceremony.







# CONSTRUCTION UPDATE



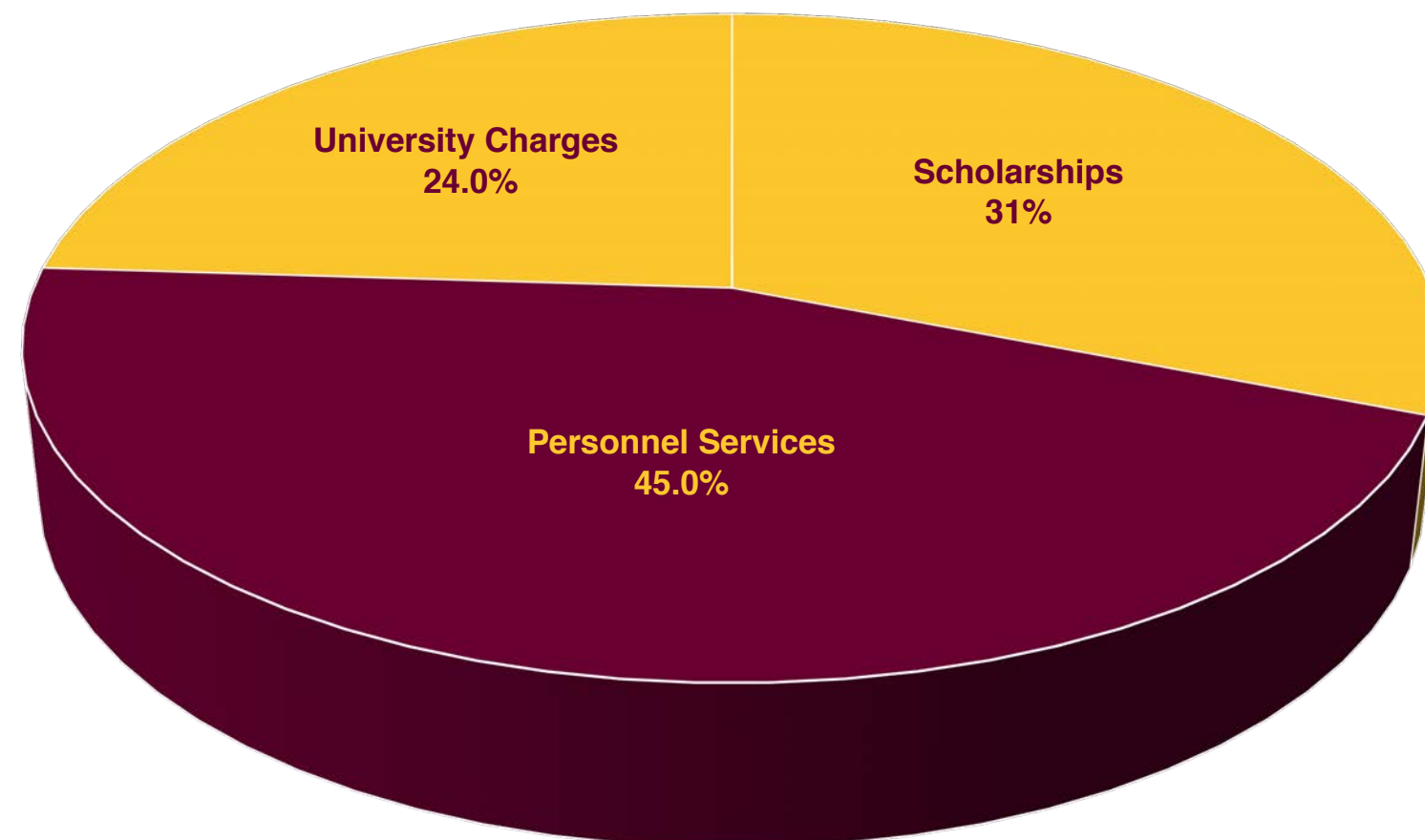




# FINANCIAL OUTLOOK

Central Michigan Athletics returns a significant amount of its subsidy back to the university.

Of the department's projected \$18.0 million subsidy for fiscal year 2021, \$9.95 million covers scholarships and university charges (overhead and debt service). In fiscal year 2021, no university subsidy dollars are available to support department operations.



RETURNED TO THE UNIVERSITY



EXTERNAL PAYMENTS

## IMPORTANT FINANCIAL FACTS

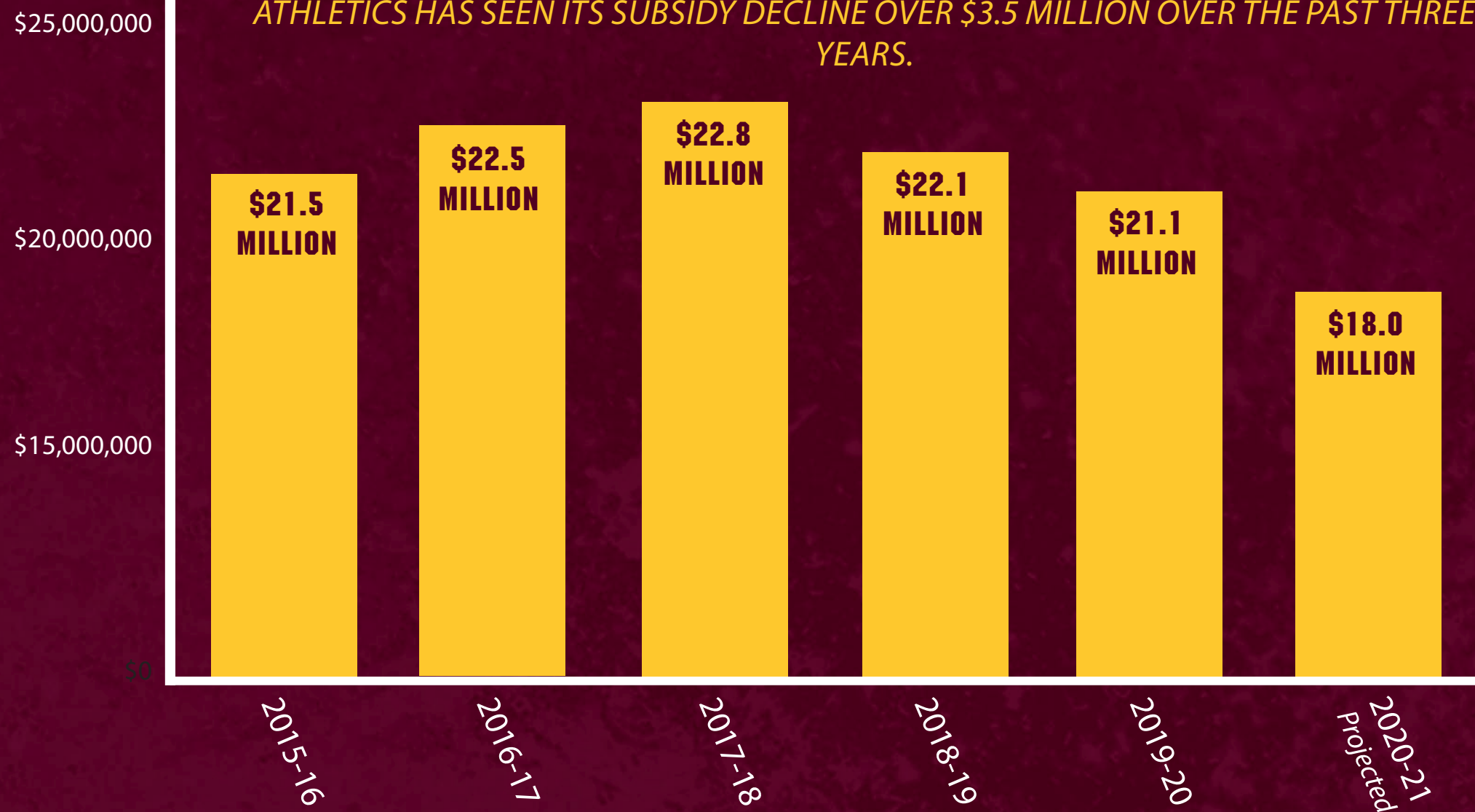
- Overall revenue generation remained an important part of CMU Athletics financial success. The department produced over \$8 million in the past year. This revenue is a combination of fundraising, ticket sales, sponsorships, game guarantees along with conference and NCAA support.
- The funds used by the department to operate come directly from external revenue. These elements include travel, recruiting and student-athlete support services. Last year these operational costs were just over \$7 million with over \$1 million being returned to the university for services.
- The department set a record by generating \$2.7 million in game guarantees in football and men's basketball. These are critical funds and make up nearly 40 percent of CMU's department generated revenues.
- CMU student-athletes paying partial or fully for their tuition, room & board and fees generate in nearly \$4 million for the university.





# UNIVERSITY OPERATIONAL SUBSIDY COMPARISONS

*OUTSIDE REVENUE CONTINUES TO BE INCREASINGLY MORE IMPORTANT AS CMU ATHLETICS HAS SEEN ITS SUBSIDY DECLINE OVER \$3.5 MILLION OVER THE PAST THREE YEARS.*



## COVID-19 IMPACT

The COVID-19 pandemic has been a major financial hit for Central Michigan Athletics, causing a short-term impact of nearly \$3 million and a long-term impact much greater than that. Current projections indicate that the financial impact of this pandemic will last at least three to four years if not longer. Some of the immediate effects include:

- The men's track and field program was discontinued, impacting 36 student-athletes and two full-time coaches. This resulted in an initial savings of over \$300,000 and a projected long-term savings of around \$625,000.
- The elimination of 10 full-time positions and a number of graduate or intern employment opportunities.
- The department's student work budget was cut nearly in half, a cut of approximately \$250,000.
- All sport program and administrative operational budgets took significant cuts.
- Program scholarship budgets were cut, both in the amount of scholarships offered and the amount of each full scholarship.
- CMU saw a \$1 million drop in external revenue in fiscal year 2020 and expects a revenue drop of \$300,000 in the upcoming year.
- Salary reductions for select coaches and administrators.





# FUNDRAISING SUCCESS

Central Michigan Athletics is currently in a three-year window that has been its most successful fundraising period in department history. Central Michigan has broken all program giving records during this period and also surpassed the threshold for most private dollars raised for an athletics facility (Chippewa Champions Center) in that span.

While we have made tremendous strides over the last three years, our need for support is greater now than it has ever been.

10 **MILLION**

CMU has raised almost \$10 million over the past three years and tripled its solicitation success rate on major gifts.

27

CMU received 27 gifts that were the donor's single largest commitment to CMU. This includes two of the largest single gifts in department history.

18

Eighteen gifts were the first major gift made by a donor to Central Michigan Athletics.



1100 CLUB





# 19

Central Michigan Athletics has secured 19 leadership gifts in the past three years. These are \$100,000+ gifts and include a pair of million dollar pledges and multiple \$500,000+ commitments.

These gifts were critical in the launch of the Chippewa Champions Center and the Cleveland Family Performance Development Center at Theunissen Stadium.



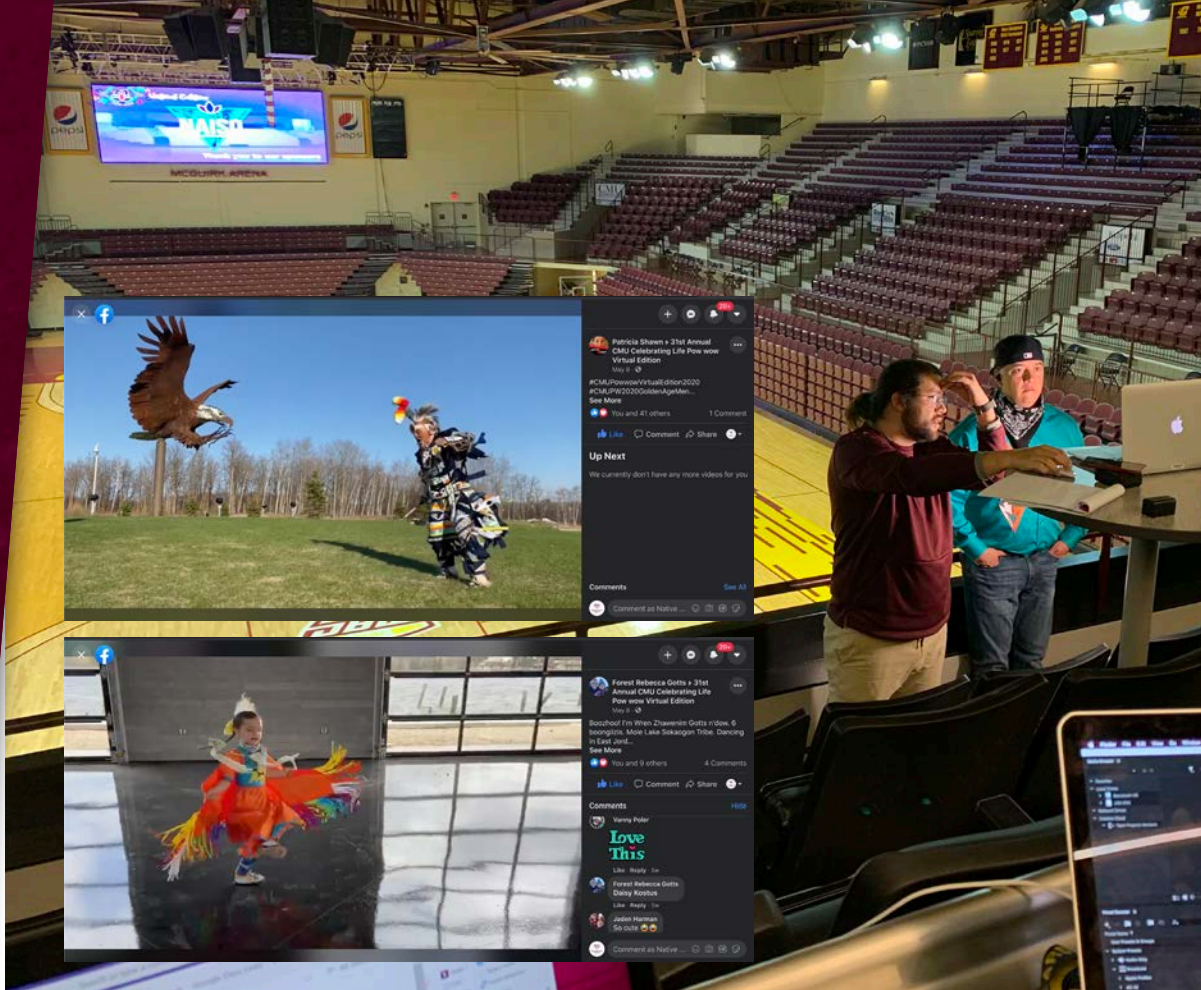
## CENTRAL MICHIGAN ATHLETICS INTRODUCES THE 1896 SOCIETY

This past year, CMU Athletics began a new recognition for its top supporters, the 1896 Society.

Named in honor of CMU's first year of intercollegiate athletics, the 1896 Society will recognize those individuals that make commitments of \$25,000 or more to CMU Athletics. Members will receive exclusive benefits and opportunities in recognition of their generous support.

CMU began the group with 56 charter members and growing membership in this society is a top priority with a goal of 20 new members in fiscal year 2021.





Central Michigan Athletics has been a longtime partner with the Saginaw Chippewa Indian Tribe (SCIT) and that relationship continues to thrive and grow.

May saw CMU Native American programs, the SCIT and CMU Athletics come together to put on the first-ever nationwide virtual Pow Wow. The CMU "Celebrating Life" Pow Wow reached over 33,000 people and featured live interviews along with submitted videos.

Members of the SCIT performed during a pair of athletic competitions this past season. A drum ceremony in conjunction with tribal leaders, youth and the CMU football team was the highlight of Traditions Day. Drummers and dancers also performed during halftime of a home men's basketball game. Both events provided the opportunity to expose CMU students, fans and friends to tribal culture and our partnership.

Other events include:

- Michigan Indian Family Olympics hosted at CMU
- Student-athlete visits to the SCIT after school recreation programs
- SCIT history and Native American mascot presentation to all incoming student-athletes
- Trunk or Treat
- Hoops for Hunger







# FIRST CLASS FAN ENGAGEMENT DIGITAL SIGNAGE

Kelly/Shorts Stadium has the best digital signage in the Mid-American Conference. Rolled out in the fall of 2019 was a 3,200 square foot high-definition videoboard and being added for the 2020 season is a 130-foot long ribbon board on the Chippewa Champions Center. The two videoboards combine to feature some two million pixels.







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