

Discussion:
Intercollegiate Athletics

Public Briefing
May 9, 2003

Why?

Primary issue for all major universities:

- **excess commercialization**
- **BCS alliance: division between haves and have-nots**
- **Title IX – Gender Equity**
- **NCAA regulations**
- **conflict of mission/outcome measures**

Divisional Organization of Athletic Teams

- **Division I: 321 members**
 - I-A (115 members)
 - I-AA (123 members)
 - I-AAA (83 members)
- **Division II: 290 members**
- **Division III: 422 members**

Criteria for Division I-A Membership: Current

- 14 varsity intercollegiate sports
 - 7 men's and 7 women's
- Schedule 60% of games against Division I teams
- Attendance - Two alternatives:
 - ② average of 17,000 per year the preceding 4 years
 - OR
 - ② play in 30,000 seat stadium and average 17,000 in at least one of the preceding 4 years

- **Financial aid requirements**

- a minimum of 50% of the maximum allowable grants in each sport, at least 7 of which must be women's sports

OR

- a minimum combined total of \$771,000, with at least \$385,000 in women's sports, exclusive of football and men's and women's basketball

Division I-A Conferences

- 11 Conferences:
 - 6 Bowl Championship Series (BCS)
 - 5 non-BCS

BCS:

Atlantic Coast

Big East

Big Ten

Big 12

Pacific-10

SEC

Non-BCS:

C-USA

Mid-American

Mountain West

Sun Belt Conf.

Western Athletic Conf.

Criteria for Division I-AA Membership

- **14 varsity intercollegiate sports**
 - **7 men's and 7 women's, or 6 men's and 8 women's**
- **Schedule more than 50% of football games against Division I-A or I-AA teams**
- **Schedule all but 4 basketball games (both men's and women's) against other Division I teams**

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- **No attendance requirements**
 - **Division I financial aid requirements**

Some Division I-AA Member Institutions

Private:

- **Fordham University**
- **Howard University**
- **Valparaiso University**
- **Harvard University***
- **Princeton University***
- **Yale University***
- **Univ. of Pennsylvania***
- **Georgetown Univ.**

***exempt from scholarship
requirements**

Public:

- **Grambling State**
- **Jackson State**
- **McNeese State**
- **Nicholls State**
- **Northwestern State
University**
- **Southern University,
Baton Rouge**

Criteria for Division I-AAA Membership

- **No football program**
- **Other requirements are the same as those for Divisions I-A and I-AA**

Some Division I-AAA Member Institutions

Private:

- **Boston University**
- **George Washington University**
- **Marquette University**
- **St. Louis University**
- **Xavier University, Cincinnati**

Public:

- **Georgia State University**
- **UC, Santa Barbara**
- **UNO**
- **UNC, Charlotte**

Criteria for Division II Membership*

- 10 varsity intercollegiate sports
 - 5 men's and 5 women's
- OR
- 4 men's and 6 women's
- 50% of football games against Division I-A, I-AA, or II teams; 50% of basketball games against Division I or II

* effective 8/1/05 for current members and 1/14/02 for new applicants or reclassifying members

- **Financial aid requirements**

- ☞ at least 50% of the maximum allowable equivalencies in 4 separate sports (2 women's)

OR

- ☞ a minimum of \$250,000 in athletically related financial aid with at least \$125,000 in women's sports

- **No attendance requirements**

Some Division II Member Institutions

Private:

- **Pace University**
- **Adelphi University**
- **Benedict College**

Public:

- **UC, Davis**
- **UC, San Diego**
- **California State University, Chico**
- **UC, Colorado Springs**

Criteria for Division III Membership

- 10 varsity intercollegiate sports
 - 5 men's and 5 women's
- No scheduling requirements
- No attendance requirements
- Need-based financial aid only

Some Division III Member Institutions

Private:

- **Brandeis University**
- **California Institute of Technology**
- **Carnegie Mellon**
- **Case Western Reserve**
- **NYU**
- **University of Chicago**
- **Emory University**
- **Johns Hopkins Univ.**
- **Washington University in St. Louis**

Public:

- **Eastern Connecticut State University**
- **UM, Boston**
- **New Jersey City University**

Current Issues with Division I-A

- **Rising costs to compete:**
 - coaches salaries
 - facility costs
 - promotional/marketing
- **Economics of BCS vs. non-BCS conferences**

Revenue Distribution: 2000 Average Conference Revenue per School

Atlantic Coast Conference	\$8,080,547
Big 10	\$7,171,462
SEC	\$6,585,468
Pacific 10	\$5,412,345
Conference-USA	\$908,075
Western Athletic Conference	\$260,587

BCS: Revenue Distribution

BCS Conferences:

**Atlantic Coast, Big East, Big Ten, Big 12,
Pacific-10, SEC**

- **Net revenues of \$90-\$100 million*
distributed each year to member
institutions**

***Includes TV rights fees, football bowl game revenue, NCAA
tournament revenue, and conference championship
revenue**

Revenue Distribution

Division I-A Conferences

Non-BCS Conferences :

C-USA, Big West, Mid-American, Mountain West, Sun Belt, Western Athletic

- **Net revenues of \$2.5-\$10 million* distributed each year to member institutions**

■ ***Includes TV rights fees, football bowl game revenue, NCAA tournament revenue, and conference championship revenue**

2001-02 Bowl Games Distribution

2001-02 Revenues

TV and Sponsorships	\$61,445,000
Bowl Games Revenue	\$13,422,000
Rose Bowl Payout	<u>\$23,574,000</u>
TOTAL Bowl Payout	\$98,441,000

2001-02 Bowl Games Distribution

<u>BCS:</u>	Atlantic Coast	\$14,684,673
	Big East	\$14,684,673
	Big Ten	\$14,684,673
	Big 12	\$17,751,154
	Pacific-10	\$14,684,673
	SEC	\$17,751,154
<u>Non-BCS:</u>	C-USA	\$800,000
	Big West	\$0
	Mid-American	\$600,000
	Mountain West	\$800,000
	Sun Belt Conference	n/a
	Western Athletic Conference	\$800,000

Current Issues with Division I-A (cont'd.)

- **Gender equity issues**
- **Academic issues: eligibility requirements**
- **Changing membership criteria**

Criteria for Division I-A Membership: New*

Number of varsity intercollegiate sports

- Current: 14
- New: 16

Scheduling requirements

- Current: 60% of games against Division I teams
- New: 60% of games against Division I opponents + a minimum of 5 home games against Division I teams

*effective 8/1/04



Attendance Requirements

- **Current: Two alternatives –**

- ② average of 17,000 per year over the preceding 4 years

OR

- ② play in 30,000 seat stadium and average 17,000 in at least one of the preceding 4 years

- **New: Average 15,000 paid attendance per home game every year**

Additional financial aid requirements

- **provide an average of at least 90% of the permissible maximum number of overall football grants-in-aid over a rolling 2-year period**

AND

- **annually offer minimum of 200 athletics grants-in-aids or expend at least \$4M on grants-in-aids to student-athletes in athletic programs**

Conference USA Composition

Division I-A:

**U.S. Military Academy (Army)*, Cincinnati,
East Carolina University, Houston, Louisville,
Memphis, South Florida, Southern
Mississippi, Texas Christian University,
University of Alabama at Birmingham**

Division I-AAA:

**UNC, Charlotte; DePaul, Marquette, St. Louis
University**

***football only**

C-USA Issues

- **Non-BCS conference**
- **Profile of schools**
- **Academic disparities**
- **Income realized from conference membership**

Issues Unique to Tulane

- **Conference affiliation**
- **Private, elite school image**
- **Academic profile of athletes**
- **Cost of scholarships**
- **Venue for football**
- **Diversity issues**
- **New NCAA requirements (i.e., additional sport)**
- **Financial status of department**

Questions

- **What impact does the changing landscape of intercollegiate athletics have on institutions like Tulane?**
- **Given the changing landscape, what steps should Tulane take to ensure that our athletics program best fits our academic mission/aspirations/culture?**



Tulane University