Discussion: Intercollegiate Athletics

Public Briefing
May 12, 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:
  - average of 17,000 per year the preceding 4 years
  - 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
- 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

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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

<table>
<thead>
<tr>
<th>Private:</th>
<th>Public:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pace University</td>
<td>UC, Davis</td>
</tr>
<tr>
<td>Adelphi University</td>
<td>UC, San Diego</td>
</tr>
<tr>
<td>Benedict College</td>
<td>California State University, Chico</td>
</tr>
<tr>
<td></td>
<td>UC, Colorado Springs</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Conference</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Coast Conference</td>
<td>$8,080,547</td>
</tr>
<tr>
<td>Big 10</td>
<td>$7,171,462</td>
</tr>
<tr>
<td>SEC</td>
<td>$6,585,468</td>
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<tr>
<td>Pacific 10</td>
<td>$5,412,345</td>
</tr>
<tr>
<td>Conference-USA</td>
<td>$908,075</td>
</tr>
<tr>
<td>Western Athletic Conference</td>
<td>$260,587</td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>2001-02 Revenues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TV and Sponsorships</td>
<td>$61,445,000</td>
</tr>
<tr>
<td>Bowl Games Revenue</td>
<td>$13,422,000</td>
</tr>
<tr>
<td>Rose Bowl Payout</td>
<td>$23,574,000</td>
</tr>
</tbody>
</table>

**TOTAL Bowl Payout**: $98,441,000
## 2001-02 Bowl Games Distribution

<table>
<thead>
<tr>
<th>BCS</th>
<th>Atlantic Coast</th>
<th>$14,684,673</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Big East</td>
<td>$14,684,673</td>
</tr>
<tr>
<td></td>
<td>Big Ten</td>
<td>$14,684,673</td>
</tr>
<tr>
<td></td>
<td>Big 12</td>
<td>$17,751,154</td>
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<tr>
<td></td>
<td>Pacific-10</td>
<td>$14,684,673</td>
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<tr>
<td></td>
<td>SEC</td>
<td>$17,751,154</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-BCS</th>
<th>C-USA</th>
<th>$800,000</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Big West</td>
<td>$0</td>
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<tr>
<td></td>
<td>Mid-American</td>
<td>$600,000</td>
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<tr>
<td></td>
<td>Mountain West</td>
<td>$800,000</td>
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<tr>
<td></td>
<td>Sun Belt Conference</td>
<td>n/a</td>
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<tr>
<td></td>
<td>Western Athletic Conference</td>
<td>$800,000</td>
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</table>
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** –
  - average of 17,000 per year over the preceding 4 years
  - OR
  - 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?