

April 11, 2011 Report on **Coalition on Intercollegiate Athletics**  
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**For 2009 report:**

[http://www.utexas.edu/faculty/council/2008-2009/reports/COIA\\_08-09\\_rpt.pdf](http://www.utexas.edu/faculty/council/2008-2009/reports/COIA_08-09_rpt.pdf)

**For 2010 report:**

[www.utexas.edu/faculty/...2010/reports/COIA2010UTFC\\_REPORT\\_TGP.pdf](http://www.utexas.edu/faculty/...2010/reports/COIA2010UTFC_REPORT_TGP.pdf)

COIA is the only national organization of Faculty Senates / Councils that focuses on NCAA athletics within institutions of higher education.

Other faculty input on athletics is given by **Faculty Athletics Representatives** (FAR's) and some form of **Men's and Women's Athletics Councils** at every institution.

However, the FAR's are presidential appointees who report to the president.

At UT Austin the president yearly chooses the faculty representative for each athletics council (four-year terms) from slates of five candidates presented to him or her.

The **Faculty Advisory Committee on Budgets** (FACB) could also give advice on sports financing. But in 2009-2010 and 2010-2011, this committee did not have its first substantive meeting until the second month of second semester; and, in my experience, it rarely examines the athletics budgets.

Issues such as raising the head football coach's salary by \$2 million dollars (66%) at a time of severe cutbacks in university academic and research budgets and giving a million-dollar after-tax annuity to the Athletics Director, to my knowledge, were not discussed with the FACB or the Executive Committee of the Faculty Council. The COIA representative was not consulted.

Quite simply put, there are no independent watchdogs overseeing athletics spending or what is done with academically oriented funds to support athletics. Even the major exposé of the sybaritic excesses of sports spending on the front pages of the *Austin American-Statesman* in 2007 and articles in *The Texas Observer* in January and March 2010, while raising strong concern among their readership, had no discernible impact on sports excesses.

My concerns for UT Austin:

(1) There is no serious *independent* faculty oversight of or input into the overall financing and operation of our NCAA program.

(2) There was no serious consultation with and setting of mutually agreed-upon values and norms with faculty council on major decisions like

a. how ‘returns to the academic mission’ from athletics deriving from, for example, trademarks and royalties, will be spent;

b. Mack Brown’s raise and the appointment of now-departed Will Muschamp as an heir apparent with a huge raise—together this \$2.5 million per year in salary increases brought us our first losing season in 15 years, yet we paid more for yet new assistant coaches as if money solves the problem (also see the Big X athletics directors’ philosophy that players should worry about ‘winning’, their institutions should not);

c. the payment to athletics director DeLoss Dodds of a \$1-million post-tax annuity;

d. the ‘orchestrated immediate transfer to another institution’ of UT football player Buck Burnett after his racist ‘hunters get your rifles’ joke about newly elected Barack Obama circulated on the Internet. Instead of counseling him and working through the problem with a presumed ‘student’ athlete, he was ‘dumped’ off the media radar screen.

e; the current Cleve Bryant case is conforming to the same pattern, as are rumors of a larger recruiting scandal;

f. rumors of athletics taking away funding streams that are used by the University Coop for academic purposes.

(3) there has been no serious discussion in the Faculty Council of how the Longhorns Network and its 'revenues' will affect our institution. At a time when there are cutbacks in area centers and major requirements and staff and graduate assistants, it should be of concern to all faculty how what the Center for the Study of Sports and Media (CSSM) envisions as the opportunity for 100's of internships and assistantships and attached academic lines will affect what the University is doing with its educational objectives and philosophy.

(4) low graduation rates in certain sports and even lower un-doctored graduation rates;

(5) no annual review of student-athlete courses, majors and instructors taken;

(6) disparity between normal student admissions profile and student athlete admissions profile; athletes apparently admitted as virtually a separate pool;

(7) the time that high-ranking administrators devote to athletics concerns and events that could partly be devoted to other more serious adult concerns.

I have many other concerns, but they are not worth airing again.

From my point of view, what we need to do is not to adjust to the *modus operandi* of the current corrupt NCAA sports business.

We need (1) to return intercollegiate athletics to a true extracurricular (2) requiring no more than 20 hours per week of students (3) who are admitted according to the admission standards that apply to all students at their institutions (4) on the basis of un-doctored or un-compromised assessments of their K-12 educational achievements.

These students (5) should then not be given special tutors, study facilities or instructors.

And (6) anti-trust measures should be directed at the NCAA monopoly.

It would also be good if presidents went from saying, "We can do nothing" to admitting the truth: "We can do nothing that will not affect our lucrative careers."

The annual meeting of COIA took place 21-23 January 2011 at the Big Ten Conference Office in Park Ridge, Illinois near O'Hare airport outside Chicago.

Major concerns were (1) sports funding and spending, (2) reform of bad practices, and (3) general control of athletics in an age when, during a scandal involving Ohio State University head football coach Jim Tressel, OSU Pres. E. Gordon Gee could joke that he hoped Tressel would not fire him.

Highlights included:

1. 30-minute talk by **Graham Spanier, president Penn State University**, a model institution for of sports and academics can wash each others' hands:

**TOPIC: Presidential Control of Athletics.**

2. 30-minute talk by **Jim Delany, commissioner Big Ten conference**:

**TOPIC: Fiscal Reform: A Conference Point of View**

3. a 90-minute panel of **athletics directors**: Jim Delany, Ron Guenther (University Illinois AD), Jim Phillips (Northwestern University AD), Vince Ille (U Illinois assoc AD), Susan Young (assoc AD / women's athletics University of Illinois), and Jeff Bolin (FAR, Purdue University):

**TOPIC: Fiscal Reform in Athletics**

4. an hour-long talk and discussion with **Mark Emmert, president NCAA**

**TOPIC: NCAA Update**

5. a 45-minute presentation by **Amy Perko, Executive Director Knight Commission on Intercollegiate Athletics**.<sup>1</sup>

**TOPIC: Fiscal Reform in Athletics.**

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<sup>1</sup> The Knight Commission was formed in 1989 by the John S. and James L. Knight Foundation in response to more than a decade of highly visible scandals in college sports. The goal of the Knight is to ensure that intercollegiate athletics programs operate within the educational mission of their colleges and universities. Its last report was issued in May 2010.

<http://www.knightcommission.org>.

**SALIENT POINTS Graham Spanier, Penn State University President**

1. There is a lack of institutional control all around the country; NCAA programs are constantly pushing the windows on regulations.
2. Faculty Senates / Councils need to be a major part of oversight process.
3. Yearly internal and external audits of sports budgets are needed.
4. At PSU there is an automatic yearly review, under the control of the VP for education, that looks at whether athletes are concentrating in particular majors, if they are clustering in particular courses with certain professors, and what the grade distributions for athletes are in different courses and subject areas.
5. At PSU, the president meets with every employee of athletics yearly and emphasizes what is expected of them, even whistle-blowing.
6. PSU president meets with every student athlete in same way.
7. PSU president sees 100 athletics recruits per year, according to his schedule.
8. PSU president admitted un-shamefacedly to seeing sophomores in high school on 'unofficial visits' as potential recruits for women's volleyball.
9. Presidents must be on alert: "in athletics where there is smoke, there *is* fire." E.g., poor player in fancy car; 'runners' for agents; jobs, apartments, 'girl friends'.
9. Presidents cannot miss game days because that is where important donors and politicians are.
10. PSU supports 850 NCAA athletes (by contrast UT Austin ca. 500).

**COMMENTS:**

**Faculty Council control and input lacking at UT Austin.**

**Note the inordinate amount of time the PSU president spends on athletics, recruitment of athletes, yearly audits, meetings with employees.**

**Is there anything even remotely equivalent for academic departments and programs?**

**Why the difference?**

**These are major ethical and moral and generally behavioral questions.**

**SALIENT POINTS Big Ten Commissioner Jim Delany**

Delany, who played basketball at UNC under Dean Smith, gave a history of what has created the current problems.

In the 1970's, freshman ineligibility was eliminated. Athletes with poor academic or social preparation no longer had a year to get grounded as students.

2.0 rule opened floodgates. Athletes could get into college if they had 2.0 average in High School.

NCAA Academic Progress Rate (APR) and Graduation Success Rate (GSR) formulae are problematical.

We need to bring back some form of freshman ineligibility and we cannot impose eligibility standards without considering admissions standards.

Athletics admissions process should involve independent faculty representatives, athletics program and president.

Delany has served on 3 committees relating to fiscal reform; 2 were *abysmal* failures.

It is easier to generate revenues than to cut costs.

By the late 80's and early 90's "the horse had left the barn".

Coaches' salaries have spiraled out of control because leverage of anti-trust actions is gone.

Only modest cost containments is possible: Jeff Bolin: 5 points for cost-containment agreed upon by Big Ten officials were all defeated at national NCAA level.

Big Ten revenues	football 75%	basketball 23%	all other sports 2%
costs	50%	10%	40%

There are serious problems of the general ethos of celebrity culture, sports as a way out of poor social and educational environments, lack of parental influence, and sports entertainment mentality at colleges and universities.

**COMMENTS: \$\$\$ win out over academics**

**RE: March madness IT TRULY IS MADNESS from Secy of Education**

—"The dismal academic performances by a large number of teams led U.S. Secretary of Education Arne Duncan to call on the NCAA for renewed emphasis on scholastics in sports. He pointed out that 10 of the teams graduated fewer than half their players."

—According to Duncan in a [recent op-ed](#), "Colleges and universities need to stop trotting out tired excuses for basketball teams with poor academic records and indefensible disparities in the graduation rates of white and black players." Kentucky, for example, graduated all of its white players, but only 31 percent of black team members.

**I would note that these players remained academically eligible throughout their college careers and through spring playoff season because the NCAA APR is a smokescreen!**

—Duncan also cited the large tournament payoffs in recent years to schools with substandard academic ratings. **Despite poor ratings in APR, last year the NCAA banned only one men's team out of more than 6,000 from post-season play for academic failings. APR is a smokescreen.** That's hardly the kind of enforcement that will motivate athletic programs to get serious about educating players.

**SALIENT POINTS Big Ten Athletics Directors' PANEL DISCUSSION  
ON FISCAL REFORM IN ATHLETICS**

—An NCAA vice president: “To be clear, student-athletes are amateurs. Intercollegiate athletics is not.”

—Only nine Bowl Championship Series NCAA (formerly Division I or ‘big-time’) programs showed a positive balance in revenues over costs. Speakers were unanimous in questioning whether full accounting would leave even nine.

—Five points for cost-containment agreed upon by Big Ten officials were all defeated at national NCAA level.

—The key is not expanding belt loops when times are good.

—The athletics directors themselves questioned the need for nine, ten or eleven football coaches, five basketball coaches, video coordinators, public relations handlers, and the need to put teams up in local hotels ahead of games.

—Arguments advanced for more competitive seasons and fewer ‘fodder’ games were also shot down.

**—BEST QUOTE:**

“To have NCAA programs and university and colleges as institutions “Committed to Winning” is wrong. Players should be committed to winning.”

**SALIENT POINTS NCAA president Emmert**

—Emmert believes we cannot concentrate on the “issue du jour”.

—There are many great academic success stories. **[But he does not quantify this or compare them with the stories of academic failures.]**

—Student athletes are students, not professionals.

—Student athletes want to play college sports more than anything in their lives. Only a tiny fraction will be preparing for careers as professional athletes. There are 400,000 student athletes nationwide. 99.5% of them will be doing something else with their lives than playing professional sports, even briefly.

—Emmert likes to view student athletes as ‘pre-professional’ **[although he is vague about what this means especially for the many who do not graduate or get real educations]**. Therefore, we must concentrate on academics.

—RE ADMISSIONS POLICIES AND ATHLETE-COMPENSATION, student athletes in big-time revenue-generating institutions should NOT be paid. They are no different in admissions policies and their roles at universities than students who perform in schools of music or theater!

—IMPORTANCE OF SHARED FACULTY GOVERNANCE. FACULTY NEED TO ASSERT THEIR VIEWS AND VALUES, BE PART OF PROCESS. **[But again, Emmert does not explain how?]**

—NCAA cannot get involved in controlling revenue sources.

—Movement to have college GPA for athletes be reckoned in core courses only, so that the system not perverted, as it has been in many institutions, by tutorial and conference courses, courses packed with athletes, and courses taught by ‘sports-booster faculty’.

—The CORE-COURSE GPA might have trickle-down to high schools.

—But there is a down side. The proliferation of on-line courses and ‘shell’ high schools set up to cater to promising athletes. “High schools have a way, if they can get kids in, of getting them in.”

—US alone in having this level of role of sports connected with higher education. Many foreign university presidents envy how attached our alumni/ae are because of sports; and how sports play a large role in attracting students to our institutions; sports provides opportunities for many who would not otherwise be there.

—APR is not reaching its goal; graduation rates are still unacceptably low.

**COMMENTS on NCAA Pres. EMMERT's talk**

Bob Eno University of Indiana reminded us that there are negative effects of athletics on academics nationally. The culture of athletics entertainment threatens the culture of academics; conspicuous consumption; lack of seriousness of purpose, as entertainment events replace concentration on studies; siphoning off of resources <**See the inordinate amount of time PSU president spends recruiting athletes and making sure athletics does not behave corruptly and attending to sky-box donors and politicians.**>

Nearly 110 big-time sports schools used academic funds to support sports (an annual average of ca. \$9 million per school).

The parallel of student athletes with theater/music students is not legitimate. The art/music students do not generate the revenues that support their professors, staff, buildings for the entire schools of theater and music.

APR is a smokescreen.

Full compliance leaves student athletes with almost a full year of courses to do after four years.

Lax year-to-year standards mean that student athletes who clearly will fail academically at the end of an academic year maintain their eligibility during the year-in-progress.

Nonetheless, even with these immorally low standards, schools that fail have not been penalized (1 in 6,000 teams!!!).

Now when students are 'failing', instead of being 'released', they are transferred to smaller colleges. They are then not included in statistics connected with graduation rates.

Big-time sports is a narcotic. Despite only 0.5% of student athletes nationwide ever having even a brief time in professional sports, many athletes in big-time sports programs think they will be the ones.

See the example at UT Austin of Shon Mitchell, who a year ago was completing his undergrad degree in his late 30's. He was heralded as a success story, instead of being discussed as a serious example of how sports can be an all-consuming addiction.

Emmert's phrase 'student athletes as pre-professionals' is pure rhetoric. Graduation rates, time for study and choice of majors and courses are all serious problems for athletes.

For example, the NCAA's own survey shows that big-time student athletes put in ca. 45 hours per week on sports, despite the fact that NCAA regulations mandate a 20-hour-per-week cap.

The idea that prominent foreign institutions envy our top-performing schools (Harvard, Berkeley, Princeton, MIT, Cal Tech) because of their sports programs is almost an insane idea.

I have never heard such a notion in all my time spent at Oxford, Cambridge, Heidelberg, the Sorbonne, Munich, Salzburg, Uppsala, Liège, Louvain, Lund, Göteborg, Madrid, Rome, Naples, Copenhagen, London, Cyprus, Edinburgh, St. Andrews, or when I have had foreign scholars visiting the states. We are falling further and further behind foreign schools as we put more and more time and money into sports.

Emmert struck me as an intelligent and reasonably sincere person who has long been enamored of the sound of his own voice and has been and is surrounded by people who have strong motives to make him feel as if he is a font of wisdom. I would not expect meaningful reforms from the NCAA under his direction. But there will be lots of lip service.

**SALIENT POINTS Knight Commission Executive Director Amy Perko**

“Cost-cutting is a contact sport in a conflict-rich environment.”

Between 1986 and 2007 in constant dollars

faculty salaries have increased 30%

university presidents' salaries 100%

basketball head coaches' salaries 400%

football coaches' salaries 500%

NCAA athletics is a virtual monopoly, but has been immune from antitrust measures.

Between 2005 and 2008 spending on academics per student has risen 21%; spending on athletes 38%.

124 BCS presidents were contacted recently by KC for responses; 95 replied. They were almost unanimous in feeling they could do nothing to contain costs or rein in salaries. Most saw increasing revenues as the solution.

In 2009, only 9 out of 124 BCS schools consistently 'in the black' wrt athletics revenues vs. costs. Yet 4 out of 5 Americans in 2005 believed that athletics programs are self-sustaining and give considerable amounts of money to academics.

Perko and the Knight Commission lobby for

- (1) “greater transparency” in tradeoff between compensating coaches and athletics directors vs. academic spending;
  - (2) making academics a priority;
  - (3) treating college athletes as students first and foremost.
  - (4) making athletics financial reports public: especially long-term and facilities debt burden;
  - (5) including bottom-line information on % change yearly in academic vs. athletics spending;
  - (6) pay real attention to **APR of 925 which equals a 50% graduation rate**. For example, devote 20% of basketball tv revenues and 20% of BCS tv revenues to a fund that would be split among APR 925+ teams.
- NOTE: 72 of 327 Division 1 basketball teams have graduation rates below 50%. KSU 40%; U Kentucky 44% (and this is with doctored statistics allowing for ‘going pro’ or transferring to other schools).
- (7) reduce lengths of seasons; reduce non-traditional seasons; reduce non-coaching personnel.
  - (8) espn.com has run perspectives on the bloating of athletics departments
  - (9) 2007 survey found that 1 of 3 faculty knew nothing at all about athletics spending; and athletics spending ranked 11<sup>th</sup> out of 12 in regards to institutional budgetary concerns.

1. "Athletics' moral, fiscal mismanagement"

By Tom Palaima, Daily Texan Guest Columnist

*The Daily Texan*, February 8, 2010, p. 4

<http://www.dailytexanonline.com/opinion/athletics-moral-fiscal-mismanagement-1.2142556>

2. The Real Price of College Sports

By THOMAS G. PALAIMA

<http://www.utexas.edu/research/pasp/publications/editorials/13nov06.html>

Section: The Chronicle Review Volume 53, Issue 13, Page B12

3, On UT's budget and Mack Brown's \$2M salary increase:

<http://www.texasobserver.org/archives/item/15900-uts-byzantine-budget-on-5-million-coaches-and-laid-off-lecturers>

4. *Inside Higher Ed* January 9, 2009

Barack Obama and the International Education Bowl

By Tom Palaima and Nathan Tublitz

<http://www.insidehighered.com/layout/set/print/views/2009/01/09/palaima>

By Tom Palaima and Nathan Tublitz

5. *Inside Higher Ed* November 27, 2006

NCAA Panel Disses the Faculty

By Tom Palaima

<http://www.insidehighered.com/views/2006/11/27/palaima>

which reveals how the NCAA aids and abets the status quo.

6. COMMENTARY

Palaima: College athletes often are losers when it comes to academics

Thomas G. Palaima, REGULAR CONTRIBUTOR

Austin American-Statesman Thursday, November 16, 2006

<http://www.utexas.edu/research/pasp/publications/editorials/16nov06.html>

7. COMMENTARY

Palaima: UT may win on the field, but student-athletes lose

Thomas G. Palaima, REGULAR CONTRIBUTOR

Austin American-Statesman Friday, September 21, 2007

<http://www.utexas.edu/research/pasp/publications/editorials/21sept07.html>

8. COMMENTARY

Palaima: UT's brand is losing value

Thomas G. Palaima, REGULAR CONTRIBUTOR

Austin American-Statesman Wednesday, October 03, 2007

<http://www.utexas.edu/research/pasp/publications/editorials/4oct07.html>

9. UTSA is throwing a Hail Mary pass

<http://www.mysanantonio.com/opinion/commentary/36596379.html>

<http://www.utexas.edu/research/pasp/publications/editorials/23dec08.html>

By Tom Palaima - Special to the Express-News December 23, 2008