

**RESPONSE TO THE FACULTY SENATE BUDGET COMMITTEE'S
QUESTIONS REGARDING THE UNIVERSITY
ATHLETICS COMMITTEE'S REPORT ON
INTERCOLLEGIATE ATHLETICS**

1. **Why has the Athletics budget deficit increased if “revenue from outside sources has increased significantly”?**

(See Table 1 – Analysis of E&G Support for Athletics, provided by Vice President for Financial Affairs.)

2. **Now that coaches that were half time are now full time, why hasn't the number of coaches declined to reflect this. For example, if a sport had 10 half time coaches why did it not convert to 5 full time coaches instead of 10 full time coaches?**

One of the objectives of removing coaches from teaching was to increase the amount of time these individuals had available for coaching, not simply to keep it static. The NCAA limits the number of coaches an institution may have by sport, and this is on a head-count basis. An assistant coach who taught half time was viewed by the NCAA as one coach. All of EKU's teams are within the NCAA's allowed limits.

Table 2. Number of EKU Sports Compared to NCAA Limits

Sports	EKU Staff (paid)	NCAA Limits
Baseball	2 Full time and 1 GA	3
Men's Basketball	4 Full time	4
Women's Basketball	4 Full time	4
Football	7 Full time some w/ teaching duties 1 Part time and 3 GAs	11
Men's Golf	1 Full time w/ other duties	2
Women's Golf	1 Full time w/ teaching duties	2
Softball	2 Full time and 1 GA	3
Men's Tennis	1 Full time and 1 GA	2
Women's Tennis	Same individuals listed above	2
Men's Track/Cross Country	2 Full time; one with teaching duties	3
Women's Track/Cross Country	Same individuals as above	3
Volleyball	2 Full time and 1 GA	3

The Track and Cross Country programs could have a total of 6 coaches. We have 3. Until this calendar year, the softball and baseball programs only had a head coach and a graduate assistant.

3. **Are revenue sports being scheduled to maximize revenue/fan attendance, especially for away games out of the OVC? For example, the non-conference home schedule for men's basketball seems especially weak this year (Mt. St. Joseph??, Kentucky Christian College??, Ohio Wesleyan??)**

Athletics is committed to increasing revenue and fan attendance whenever possible via scheduling, marketing, and promotions. The revenue producing sports are committed to seeking competitions that will yield financial guarantees as well as fan support.

4. **Do all sports contribute equally to academic accomplishments as discussed on page 21?**

As with any other subgroups of students, different teams have different grade point averages. Additionally, the student-athletes who make up those teams have varied grade point averages. As noted on page 21, 50 percent of the teams we field posted a grade point average of 3.0 or greater, which means 50 percent were below 3.0. All sports contributed to winning the academic banners and other conference awards that are based on aggregate data.

5. **How does attendance at home ECU games compare to that of other OVC schools?**

The OVC does not have attendance statistics for all sports at each institution. However, the NCAA maintains some statistics on attendance. In football, ECU ranked 34th of 124 I-AA institutions in football attendance. (See Table 3.)

The same information is not available for the Men's Basketball program as the NCAA only ranks the top 100 schools in attendance. There are no OVC schools on the Men's Top 100. (See Table 4.) Eastern is, however, ranked 14th on the "Largest Division I Men's Basketball Average Attendance Increase From Previous Year"

The Women's Basketball program was ranked 153 of 321 in attendance for 2001-02.

Table 3. Football Attendance 2002

Name	Rank in OVC*	NCAA Rank*	Accumulated Attendance	Average attendance/Game
Tennessee State	1	19 of 124	54872	10974
Eastern Kentucky	2	34 of 124	53000	8833
Eastern Illinois	3	55 of 124	34830	6966
Morehead	4	57 of 124	46822	6689
Tennessee Tech	5	66 of 124	36520	6087
Southeast MO	6	72 of 124	30093	6019
Murray State	7	76 of 124	34000	5667
Austin Peay	8	94 of 124	18827	3765
Tennessee Martin	9	97 of 124	17556	3511

*Ranked according to average game attendance

Question 1 - Analysis of E&G Support for Athletics

Eastern Kentucky University
Table 1. Revenue/Expenditure Analysis
2000-01 vs. 1996-97

	<u>2000-01</u>	<u>1996-97</u>	<u>4-YEAR</u>	
			<u>Change</u>	<u>% Change</u>
REVENUES:				
Student Activity Fees	\$ 1,425,000	\$ 1,599,375	\$ (174,375)	(11)
E&G Support	2,414,821	1,319,114	1,095,707	83
Outside Sources*	<u>1,472,701</u>	<u>837,189</u>	<u>635,512</u>	<u>76</u>
Total	\$ 5,312,522	\$ 3,755,678	\$ 1,556,844	41
EXPENDITURES:				
Coaches Salaries & Benefits	\$ 1,293,640	\$ 907,921	\$ 385,719	42
Other Salaries & Benefits	942,051	595,303	346,748	58
Financial Aid	1,830,086	1,327,087	502,999	38
Other Expenses	<u>1,246,745</u>	<u>925,367</u>	<u>321,378</u>	<u>35</u>
Total	\$ 5,312,522	\$ 3,755,678	\$ 1,556,844	41

Enrollment declined 8.26%

Portion of additional rev. offset by exp., i.e., camps

During the four-year period, salaries and benefits increased as coaches decreased their instructional responsibilities and became full-time coaches, new positions were created, and annual salary increases were applied. Financial aid increased as tuition and fees increased. Other expenses fluctuated with increases in postage, recruiting travel expense, insurance and other operating expenses. These expenditure increases, plus the decline of enrollment (student activity fees), resulted in increased E&G support. Revenues from outside sources increased 76% during the four-year period. These increased revenues helped offset the need for an even higher level of E&G support.

Table 4. Men's Basketball Attendance 2001-02

Name	Rank in OVC	Accumulated Attendance	Average Attendance/Game
Southeast MO	1	70,759	5054
Murray State	2	58,425	4494
Tennessee Tech	3	54,179	3870
Eastern Illinois	4	43,374	3336
Austin Peay	5	38,680	3223
Tennessee-Martin	6	40,157	3089
Eastern Kentucky	7	35,010	2693
Morehead State	8	29,256	2250
Tennessee State	9	24,055	2,005

*Ranked according to average game attendance

Note: The 100th team in DI Basketball, University of Richmond, averaged 5,184 fans per game.

Table 5. Women's Basketball Attendance 2001-02

Name	Rank in OVC	NCAA Rank	# Games	Net Attendance	Average attendance
Tennessee Tech	1	40 of 321	13	33,683	2,591
Tennessee Martin	2	102 of 321	12	14,780	1,232
Morehead State	3	105 of 321	13	15,698	1,208
Eastern Illinois	4	111 of 321	12	13,411	1,118
Southeast MO	5	118 of 321	13	13,513	1,039
Eastern Kentucky	6	153 of 321	13	10,324	794
Austin Peay	7	197 of 321	13	7,475	575
Tennessee State	8	211 of 321	9	4,795	533
Murray State	9	212 of 321	11	5,785	526

*Ranked according to average game attendance

6. **How can athletics and academics work better, especially with regard to missed classes or when an athlete must schedule a late afternoon class which conflicts with practices?**

(See Question No. 8.)

7. **What are the ideas for new revenues and closing the athletic budget's dependence on E&G funds?**

(See Question No. 11.)

8. **There is a concern about the impact of athletics on academic achievement of student-athletes, especially for missing classes. The change from alternate Fridays has some students missing many classes of one course, not for practice, but for games or travel for games. The report doesn't address what could be done to help with this situation. Furthermore, would the committee suggest how athletics and academics could work together to solve this, as well as other academic/athletic problems?**

The proposed Team Faculty Representative program is a major component in Athletics' ongoing attempts to enhance the lines of communication between athletics and the academic faculty. This program has been proposed by the Interim Athletics Director to the President and Provost and will be presented to the University Athletics Committee.

In addition Athletics works with various academic departments to work through issues that may arise regarding missed class or other academically related issues. The athletics director and the provost reached an agreement during the 1999-2000 academic year regarding advance notification to instructors regarding missed class time. The agreement included a letter that was forwarded to faculty from the provost asking for cooperation when student-athletes missed class for competition. Additionally, the student-athletes would be provided a letter signed by the Director of Athletics [or designee] and the Coordinator of the Student-athlete Academic Success Center to take to each instructor as a means of facilitating a discussion between the student and the instructor about making accommodations for the class time to be missed. For the most part, this process has worked well. The goal is for students to notify their instructors at least one week prior to the missed class period.

Additionally, coaches are developing their schedules with the express intent to reduce missed class time by scheduling distant opponents on the weekends or during breaks if possible. Coaches also work with students as they schedule their classes. If the above efforts are not sufficient, coaches have elected to leave the student on campus when they travel to competition because our coaches are aware of the priority---these students are here to obtain an education.

9. **The report states that, "The Student-Athlete Success Center employs 4-6 tutors for a 300-student-athlete population," and that, "The Center is jointly funded by the NCAA Academic Enhancement fund and the Student Success Institute." What percentage of the financial support for the Student-Athlete Success Center is provided by the Student Success Institute?**

Athletics has been working with a campus-wide mentoring program to provide mentors to all freshmen student athletes." How much funding support is provided by Athletics for the mentoring program?

(See Table 6 – Student Athlete Success Center Funding, provided by Vice President for Financial Affairs.)

Question 9 - Student Athlete Success Center Funding - (Response is for 2001-02. Information not available for previous years)

Eastern Kentucky University
 Table 6. Analysis of Student Athlete Success Center Funding
 2001-02

	2001-02		
	Enrollment- Management Expenditures	Student Athletic Academic Success Expenditures	% of Total
2-19050 Advising	*	\$ 59,728	17
2-34160 Student Success Institute			
5-24677 Reg. Univ. Excel. Trust Fd-Enrollment Growth & Retention	**	18,500	9
Total	\$ 736,901	\$ 59,728	8
Additional Student Athletic Academic Success Resources:			
5-24626 NCAA Academic Enhancement		47,886	
2-41060 Student Athletic Academic Success Center		4,311	
Graduate Assistant funded by Graduate School		6,000	
Total Student Athletic Academic Success Resources	***	\$ 117,925	

* Information provided by Dr. Thompson (Expenditures include Joan Hopkins salary & benefits-\$56,228 and M&O-\$3,500)

** Per Dr. Aaron Thompson, approximately \$210,000 of total Regional Univ. Excellence trust fund was allocated for advising and mentoring. Amount allocated to Student Athletic Academic Success was estimated to be \$12,500 student wages and \$6,000 graduate assistant.

*** Student Athletic Academic Success expenditures do not reflect the time the Athletic Administrative staff and coaches contribute to the Center.

Student athletes are required, as a condition of their scholarship, to contribute a larger portion of their time to non-academic activities than academic scholarship recipients. In addition, the NCAA requires student athletes make satisfactory academic progress. The University has an obligation to offer tutoring assistance to student athletes.

Athletics does not provide funding support for the mentoring program. Dr. Thompson has indicated that the mentoring program is for all 1st year students (including student athletes) and that data is not available to allocate expenditures to any particular segment of the student population.

- 10. It seems that a large amount of resources are being expended for a small segment of our student population, (2% of students receive 30% of scholarships). Resources and space is being used for the general student body and to support student athletes. Is this not redundant? Why can't the Student Success Institute service all students? Why do the student-athletes need a special program, The Student-Athlete Success Center? If it is not convenient for them, did anybody think that the times may not be convenient to many members of the student body as well? Why can't the student athletes use the same campus-wide mentoring program service that the general student population uses? Does Athletics have any plans to promote a more just distribution of resources?**

There is some redundancy of the kinds of services provided. The Department of Intercollegiate Athletics would appreciate student support services being centralized. However, the staff in those centers work on a time schedule that is not amenable to the schedules of most student-athletes and they are not trained to understand NCAA Eligibility rules and regulations.

The Student Success Institute provides many of its services during the traditional workday. Student-athletes are using the Bratzke Center largely from 7 –9:30 pm. Despite the time disparity, services offered via the Student Success Institute and other campus support centers are utilized by student-athletes and the Bratzke Center staff. The staff of the Bratzke Center also assists student-athletes in making academic decisions that are impacted by NCAA regulations.

NCAA regulations are not known by most central advisors or support staff. The rules regarding a student-athletes progress towards degree includes (1) the 24-hour rule and (2) the 24/50/75 rule. These rules stipulate that a student-athlete must complete a minimum of 24 degree-applicable course hours per academic year. Further, 18 of those 24 hours must be earned during the “regular academic year”.

The fulfillment of percentage of degree requirements, 25/50/75 rule, states that “A student-athlete who is entering his or her third year of collegiate enrollment shall have completed successfully at least 25 percent of the course requirements in the student's specific degree program. A student-athlete who is entering his or her fourth year of collegiate enrollment shall have completed successfully at least 50 percent of the course requirements in the student's specific degree program. A student-athlete who is entering his or her fifth year of collegiate enrollment shall have completed successfully at least 75 percent of the course requirements in the student's specific degree program. The course requirements must be in the student's specific degree program (as opposed to the student's major)” NCAA Bylaw 14.4.3.2. A student-athlete must meet these, and other, benchmarks to remain eligible to compete in intercollegiate athletics. The 25/50/75 rule has been recently amended.

Beginning August 1, 2003, student-athletes will have to meet 40/60/80 percent of degree requirements to remain eligible to compete. The general student population does not have to meet these additional requirements to progress towards graduation. The Bratzke Center staff has been successful in assisting our student-athletes as evidence by the 48% graduation rate at ECU.

11. **This report does not address any kind of a specific development plan. What are the goals of Athletics and how does the Athletic Programs intend to address them? Do the goals of Athletics include specific proposals for decreasing the percentage of university funding?**

The incoming athletics director will be expected to put a top priority on acquiring outside funding as he/she works with the President and the Office of University Advancement. The Athletics Department has submitted a list of activities designed to increase revenue streams. This list can be found on pages 37 and 38 of the Committee's initial report to the Faculty Senate, dated October 17, 2002.

12. **Athletics is striving for gender equity to be in compliance with Title IX and should be commended for it!! But in a time when the university is facing major cuts in academic faculty and possibly programs, it seems ludicrous for athletics to draft a plan to increase the number of women's sports with the tentative funding to come from the University funds. Why can't some men's sports be dropped to try to meet expectations of Title IX and when funding allows, add men's and women's sports to the Athletic Program?**

While the goal of achieving Title IX is not to reduce opportunities, cutting opportunities for men is an approach a number of institutions have taken and one that has been used in the past at EKU. This tactic can only be taken so far if an institution is to remain in Division I. The NCAA requirements for Division I membership mandate that an institution sponsor at least 14 sports and 50 scholarships beyond football and basketball. EKU currently sponsors 16—cross country/track and field account for 6.

13. **Are we not comparing apples and oranges when comparing scholarship athletes and the general student body? What about comparing scholarship athletes with other scholarship students when dealing with the GPA comparisons, (especially when a comparison to the general student body may be inflated because of past open admissions policies)?**

NCAA certification and the Knight Foundation Commission standard requires a comparison of student-athletes with the general student body in the areas of high school GPAs, ACT scores, college GPAs, and graduation rates. The purpose of this comparison is to determine whether an athletics program is cutting corners by admitting students to an institution who are not likely to graduate.

Student athletes are recruited for one set of skills [athletics] and are required to meet an additional set of academic standards higher than other students for admission regardless of the provision of financial aid. Other scholarship students are recruited based on other skill sets, some purely academic and others based on other performance criteria, such as music. A comparison with students on "non-academic" or "performance" scholarships may be valid.

Student-athletes are not offered athletics scholarships based on the same criteria that Regents scholarships are offered, for example. However, a number of student-athletes have Regents and other academic scholarships. These are not mutually exclusive groups.

14. **Why were student-athletes who do not receive athletics' aid not included in the calculations for graduation?**

This calculation is the NCAA prescribed procedure for data collection of the NCAA graduation rates report. The NCAA is currently reviewing these procedures.

The non-scholarship student-athlete, however, has to meet the same initial and continuing eligibility standards as those student-athletes receiving aid.

In addition, only those student-athletes who receive athletics aid in the initial year of enrollment at an institution are included in the graduation rate. Therefore a student-athlete who transfers to EKU or a scholarship sophomore student-athlete who did not get aid as a freshman are not included in the graduation rates.

15. **The Mission Statement of EKU Intercollegiate Athletics states one of the goals is, "To conduct a fiscally sound and prudent athletics program worthy of being subsidized by institutional general funds..." Would it not be more prudent to have a goal to lessen the dependence of Intercollegiate Athletics at EKU on the general funds of the university?**

Currently, there are no Division I-AA athletics programs that fully fund themselves. Some states have mandated no state appropriations for this purpose, so those institutions cover the cost out of student fees, which are also general funds. Also, of the 117 Division IA programs, only 42 of the athletics programs fully fund their programs from outside sources.

The current *Mission Statement* is being reviewed. For EKU's level of involvement in athletics, the goal is appropriate. While the suggested goal is worthy, it should be an additional goal and not a replacement.

Intercollegiate Athletics is developing strategies to increase the revenue streams in intercollegiate athletics via marketing and promotions as well as playing guarantee games when possible. As the University moves forward in difficult financial times, Athletics is seeking creative ways to contain costs and be good stewards of the funds that have been made available to them via state funds and/or funds raised via departmental efforts. Fiscal integrity is a continuous effort on everyone's part to be productive, responsible members of the university community.

University Athletics Committee
December 2, 2002