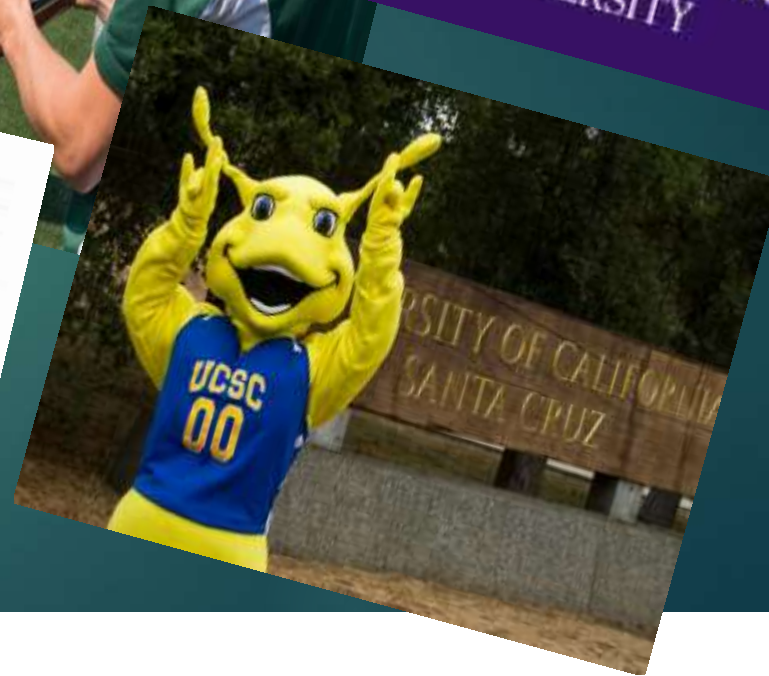
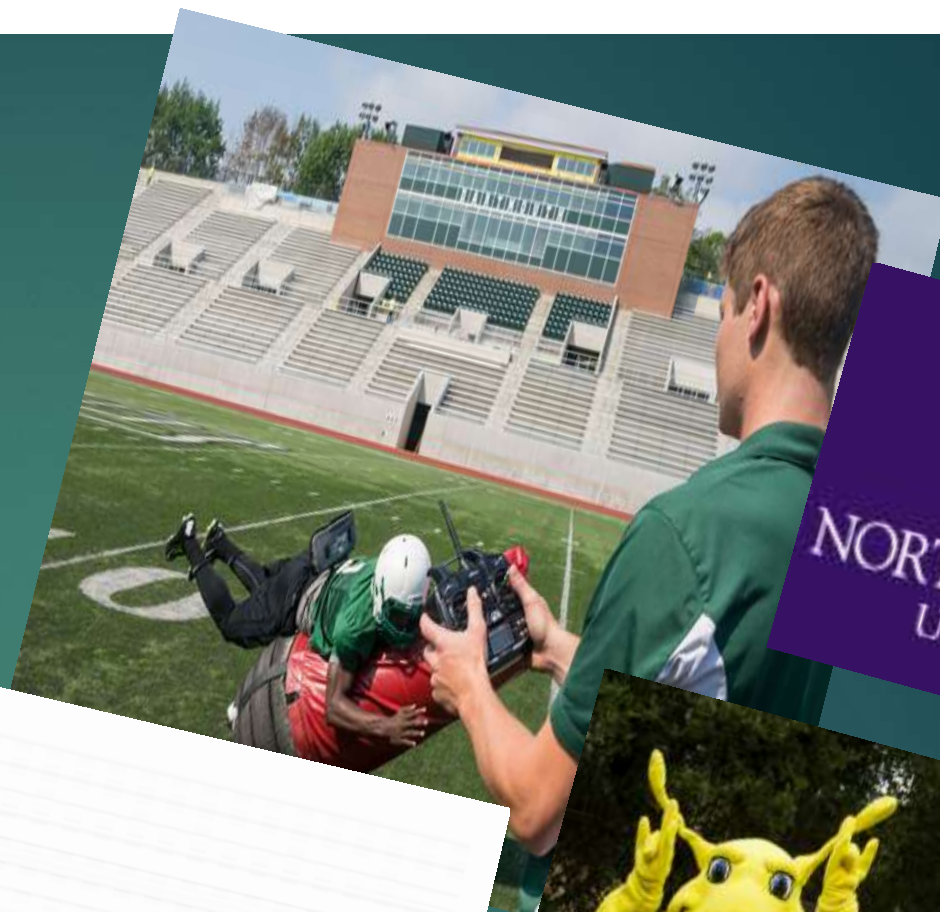
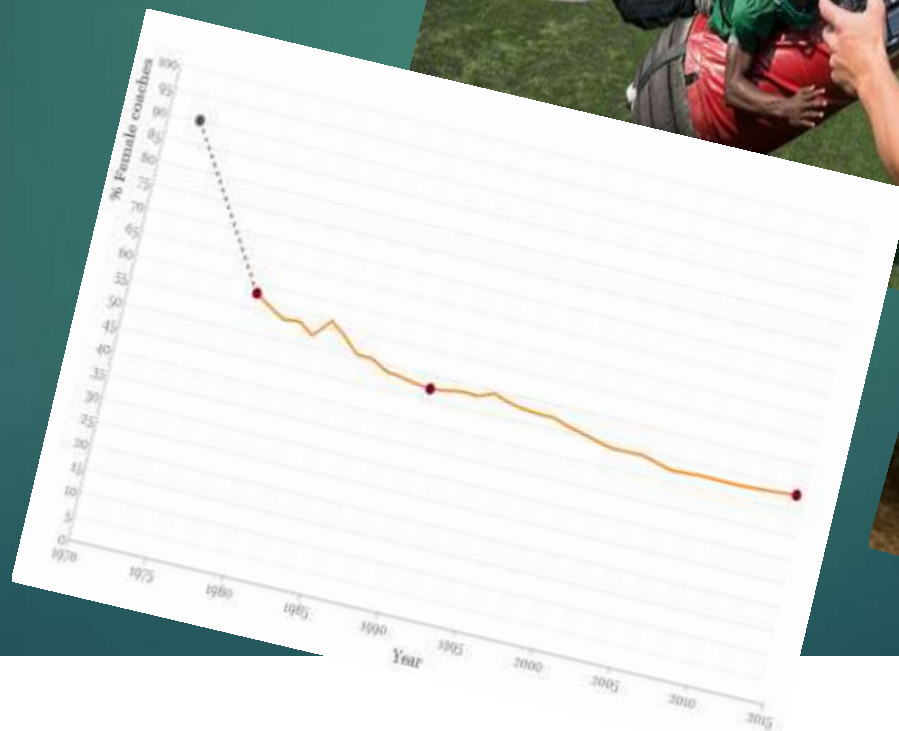


How To Reform College Sports

FRANK A. FEAR

JULY 2016



If You Asked The Public What Does It Mean “To Be Best” in College Sports?

Prevailing yardstick would likely be **winning** and activities that contribute

- ✓ hiring and retaining **first-rate coaches**
- ✓ recruiting **outstanding athletes**
- ✓ having **modern facilities**, and
- ✓ **raising money** to support programs.



Why Do We Need An Expanded Concept of “Best”?

Over time, and in all fields, the prevailing paradigm changes. It changes because the conventional way no longer works as well as it once did.



Ignaz Semmelweis washing his hands in chlorinated lime water before operating, 1848 (source: NPR)



Institutional Social Responsibility

Making institutional choices,
Informed by socially responsible answers to
fundamental questions:

What do we value?
What's right and just?

Chosen answers make it clear ...

What we stand for, and
What we want to be known for.

Why Include Social Responsibility In The Concept of “Best”?

“The flat-out reality is that we don’t hold college sports programs to the same social standards we hold other organizations. That’s a shame.

It’s about real life. It’s not just about playing games.”

“Change starts with elevated social consciousness, the antecedent to social responsibility.

*We ought not separate what’s happening in society from what’s taking place in athletics. That’s because sports **aren’t apart from society; they are a part of society.**“*

It Would Supplement What We Now Do Quite Well

NCAA and Major College Programs Excel
at Marketing and Revenue-Generation



But ...

**Embarrassing Issues
Keep Popping Up
At a Host of Otherwise
Outstanding Universities.**

**IT'S A PATTERN,
NOT AN ISOLATED
EVENT OR TWO**

Nascent Movement – Social Responsibility in Sports

7



FORMER NBA COMMISSIONER, DAVID STERN:
“Sports has this enormous capacity... to really make an important contribution. We should be talking about it as an obligation.”

Institutional Choice Making: Historic Issue in College Sports

For Over 100 Years



Since the '20s



Since at least
the '70s



18 players died in 1905 from injuries suffered on the field
 (15 high school & 3 college players ...
 pro football didn't exist then)

"There is a very definite brain injury due to single or repeated blows on the head or jaw, which cause multiple concussion hemorrhages. ... The condition can no longer be ignored by the medical profession or the public."

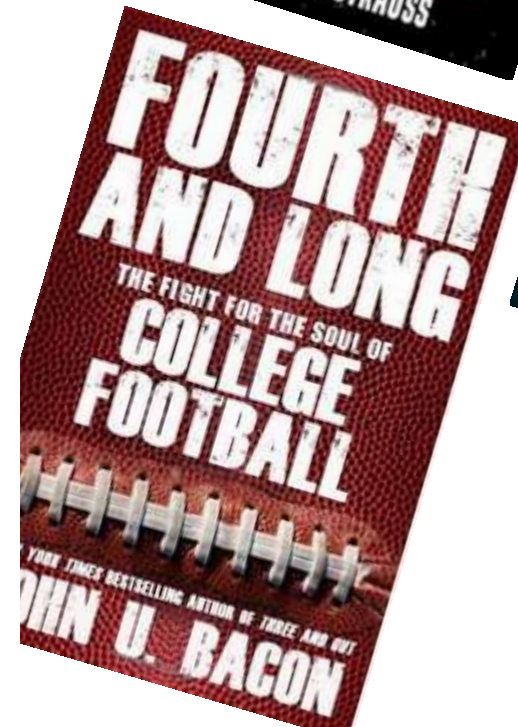
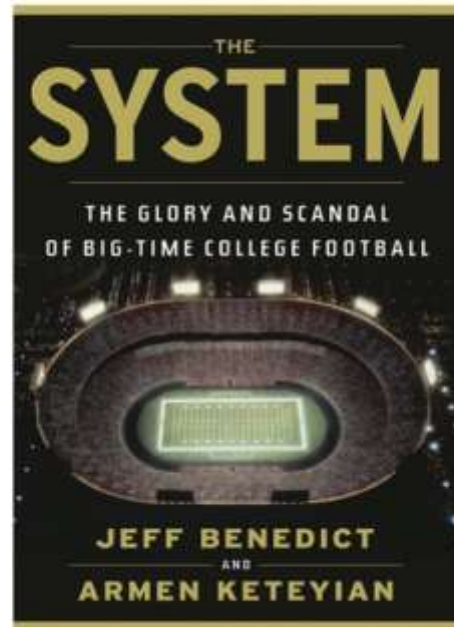
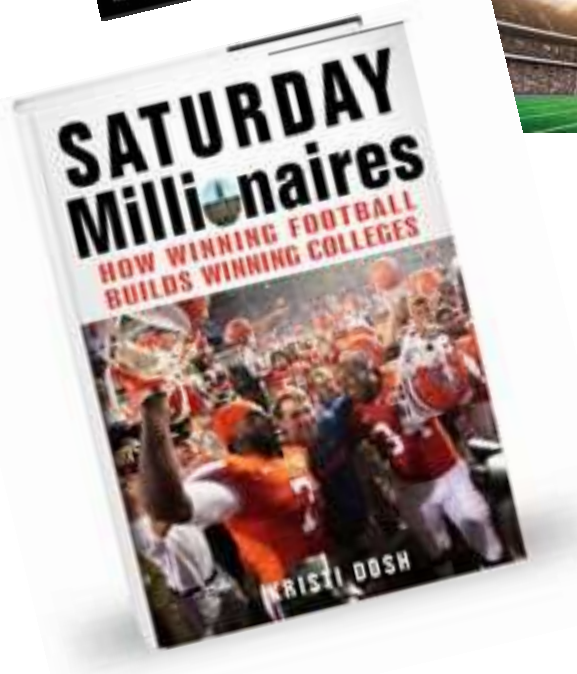
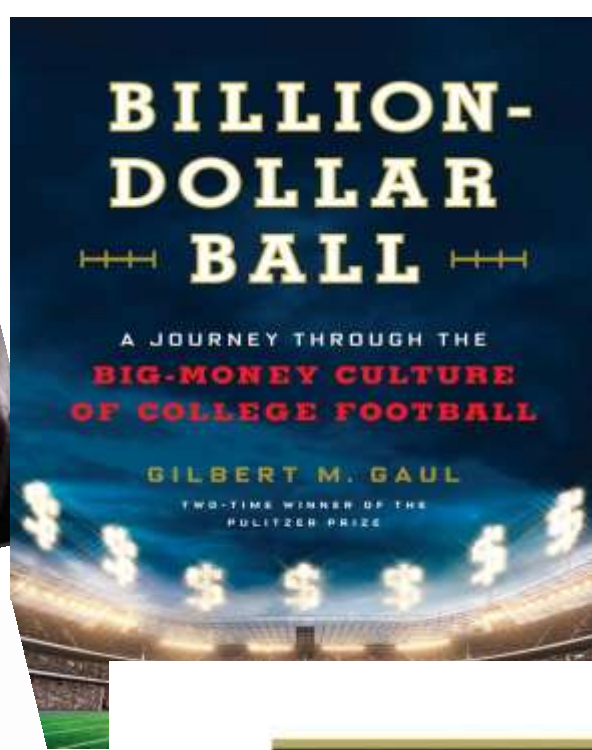
*Journal of the American Medical Association, **October 1928***



Ronald Reagan (left), Eureka College; and
Gerald Ford, Univ. of Michigan

“It is certain that the seriousness with which college athletics are nowadays taken has driven certain well-recognized abuses under cover, but at the same time has propagated and intensified them. As a consequence, the observer is confronted, on the one hand, with the most lofty ideals and, on the other, by rumors and even well-authenticated statements of questionable practices, deception and hypocrisy, which constitute the very antithesis of the exalted sentiments.”

The Carnegie Foundation, 1929



University Researchers Track Institutional Social Responsibility in College Sports

Examples

Graduation Rates, African-American Males Playing Revenue-Generating Sports: [UPenn Center for the Study of Race and Equity in Education](#) (NU from cover slide)

Racial and Gender Report Card in Athletic Administration: [University of Central Florida Institute for Ethics and Diversity in Sports](#)

Leadership in NCAA Women's Sports: [Center for Investigative Reporting](#) (chart from cover slide)

Commentaries on Social Responsibilities [Is Social Responsibility An Elective or An Obligation?](#) (football player tackling from cover slide)

[Call for Socially Responsible Athletic Administrators](#)

THE ISSUE GETTING MOST MEDIA ATTENTION: **Cost of College Sports & Who Pays?**

Athletic Revenues

- ✓ Ticket sales
- ✓ Conference “splits”
 - ✓ NCAA revenue
 - ✓ Media revenue
- ✓ Merchandising revenue
- ✓ Seat Licenses (big schools)
 - ✓ Athletic Philanthropy

Non-Athletic Revenues

(so-called “*Subsidies to Athletics*”)

- ✓ University General Funds
 - ✓ Student Fees



April 19



May 3 & 11

Examples of Press Coverage in Michigan

[Detroit Free Press](#) (May 15, 2016)

“College controversy: How much is too much to pay for athletics?” by David Jesse

[Michigan Capitol Confidential](#) (April 30, 2016)
“Some Michigan Universities Spend Huge Money Subsidizing Sports” by John C. Mozena

[Staudt: College sports a burden for some](#) (LSJ), April 30 2016

“Every regent or board of trustee member of a Div. I school in America should view the 20-minute segment currently airing on this month's HBO Real Sports program. The middle story is about all the colleges losing money these days in big time athletics.... HBO claims only 22 major athletic departments can meet their annual budgets anymore-- and it claims the highest paid public employees in 41 states are either college football or basketball coaches.... I wonder if lawmakers in Lansing notice that when it comes time to allocate funds to the school each year?”

Public Athletic Revenues/Expenses – Investigative Reporters Track The Numbers

USA Today Sports



The Huffington Post & The Chronicle of Higher Education



The Chronicle of
Higher Education

Two Realities— Power Conferences and The Rest

(Data sources: *USA Today*, *ESPN's Outside The Lines*, and my analysis)

- ▶ About **\$8 billion a year** generated by **Division 1** Public athletic programs (**230 universities**).
- ▶ Lion's share of those revenues are generated by about **50 schools**.
- ▶ **Subsidies** totaled about **\$2.6 billion in '14-15**.
- ▶ **Subsidies** were at least **65% of the total athletic budget at 120 schools last year**.
- ▶ **Significant subsidies in certain states: CA, FL, OH, VA, and MI.**
- ▶ **'Mid-Majors' and Smaller Schools At Risk:** Over the past 10 years **EMU's** football costs were up 65%, revenues were down 30%. Athletic department lost \$52 million over the last 2 years. EMU football drew fewer than 30,000 home fans (all games) in 2015.

Socially Responsible Actions

- ▶ **Idaho** is voluntarily dropping to second tier. Vandals averaged fewer than 3 football wins per year since 2000, while needing \$10 million a year to subsidize a money-losing program.
- **UC Santa Cruz (front slide) held a student referendum:** Either pay three times the current student fee to retain the school's athletics program or athletics will be eliminated. Referendum PASSED.

Metric for Expanding The Concept of “Best”

What might an expanded focus on success look like in sports? It would involve tending explicitly to multiple outcomes.

- ▶ **Winning** (winning percentage and championships won)
- ▶ **Integrity** (competing by the rules and playing games fairly)
- ▶ **Social responsibility** (addressing social issues surrounding the game)
- ▶ **Community responsiveness** (“giving back” to people & communities that support the team).

