

NCAA report casts bad light on state of Div. 1-A

By Roosevelt Wilson

Special to Sentinel-Voice

TALLAHASSEE, Fla. (NNPA)—The National Collegiate Athletic Association recently released the results of a two-year study it commissioned, and the study concludes that Division I-A football isn't the paradise many think it is.

In short, the study concludes that investing more money in athletics, either by moving to Division I-A or simply increasing I-A budgets, has not resulted in more victories on the field, higher-caliber student applicants for admission or alumni giving.

Ironically, during the meeting in which Florida A&M University's (FAMU) move to I-A was approved by the university's board of trustees, one of the trustees said she expected one of the results of the move to be FAMU's return to its familiar perch as the nation's No. 1 recruiter of National Achievement Scholars, the best Black high school students in America.

In addition, the 50-page report concludes that except for a few schools, investing more money does not result in more profits.

For example, the reigning I-A national champion Ohio State Buckeyes, following their thrilling victory over Miami in the \$12 million national championship game in January, were one of the few Division I-A athletic programs to show an increase in profits for the 2002 football

season.

Again, ironically, the strongest case interim athletic director J.R.E. Lee III made for the move was the expectation of increased profits. "It's all about the money," he told trustees.

This is stunning information for many FAMU supporters as the university must invest considerably more in its athletic program to compete on the Division I-A level.

Perhaps even more troublesome is the fact that no one knows how much it will cost FAMU on an annual basis to maintain a competitive I-A program.

In addition, spending in the upper echelon of Division I-A over the period 1996 through 2001 increased 62 percent.

Can FAMU keep that pace?

Here are some findings outlined in the report which was conducted by an independent panel of economists:

- The share of operating athletic spending in a university's total budget is higher for smaller schools than for larger schools because of the fixed costs associated with an athletic department.

- Over the medium term (eight years), increases in operating expenditures on football or men's basketball are not associated with any change, on average, in operating net revenue.

- Some schools benefited from moving up to Division I-A, but the experience var-

ied across schools. For example, two schools experienced significant increases in football net revenue after moving to Division I-A; one school experienced a decline in football net revenue after moving to Division I-A

- Previous studies have found that increases in football spending are associated with increased spending on women's sports.

- Statistical analysis suggests no relationship—either positive or negative—between changes in operating expenditures on football or basketball among Division I-A schools and incoming SAT scores or the percentage of applicants accepted.

The academic literature is divided on whether athletic programs affect academic quality. While the report suggests no statistical relationship one way or the other, the data are limited to eight years and such a relationship may exist over longer periods of time. In addition, the relationship between athletics and academic quality may manifest itself in ways other than the effect on SAT scores or other directly measurable indicators.

- Econometric analysis using the researchers' database shows little or no robust relationship between changes in operation expenditures on football or basketball among Division I-A schools and alumni giving (either to the sports program or the university itself).

How many, if any, of these



Sentinel-Voice photo by Kathi Overstreet

NEW WAY TO PUTT—SEATED, SHADED

Former NFL great Abe Woodson, a five-time all-pro defensive back who played for the San Francisco 49ers and the St. Louis Cardinals during a eight-year career, finds shelter under a tree at Stallion Mountain Golf Course on Aug. 28. Woodson participated in the 4th Annual Ann Gregory Memorial Scholarship Golf Tournament. Hosted by the Urban Chamber of Commerce, the tournament was the lead-in event for the chamber's Community Enrichment Awards Banquet at the Venetian hotel-casino.

findings apply to FAMU would have been invaluable information for the trustees to have during their discussion. Although the university did not have the benefit of the NCAA study, certainly the feasibility study President

Fred Gainous wanted to do would have been enlightening.

The results of the NCAA study make it appear that FAMU chose its I-A path based on hypotheses the study says have not been proven.

That is equivalent to drawing from a deck of cards with most of them face down. Nevertheless, FAMU is going to have to play the hand it drew.

Roosevelt Wilson is publisher of the Capital Outlook.

Source: Tiger-Annika match called off

NORTON, Mass. (AP) - A mixed-team match featuring Tiger Woods and Annika Sorenstam to revive Toronto's SARS-ravaged tourism industry hit financial snags over the weekend and will not be played, a source said Monday.

Woods and Sorenstam were to play a televised match Sept. 23 against Canada's most famous golfers, Masters champion Mike Weir and Lorie Kane, at Magna Golf Club just north of Toronto.

"It's not going to happen," said the source, who is close to Woods' camp and spoke to The Associated Press on condition of anonymity. The match had been in works since July, with the original date scheduled for Aug. 25. It was pushed back a month when funding fell through, then revived last week.

The source, who was helping organizers with the deal, said at least two significant groups could not come up with at least \$1.5 million required to stage the exhibition.

Outside of Asia, Toronto had the largest

outbreak of severe acute respiratory syndrome, a potentially deadly ailment. City officials insist the danger was overblown and are working to bring back tourists.


The match was to bring attention to Toronto as a vacation destination, similar to how Nick Faldo and Ernie Els played an exhibition in Bali in February to support tourism after a terrorist attack killed nearly 200 people.


The source said the match likely would not be rescheduled.

Woods has played in Canada the last three years. He won the Canadian Open in 2000 at Glen Abbey outside Toronto, then tied for 23rd the next year at Royal Montreal.

He also put on an exhibition in Toronto last year for American Express, which unveiled a card with his image.

Sorenstam, who became the first woman in 58 years on the PGA Tour when she played in the Colonial, still might play in the Skins Game in California over the Thanksgiving weekend.


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