

UNC Charlotte
Faculty Meeting
February 21, 2008
Remarks by William C. Friday

Mr. Chancellor, I thank you for the invitation to be here. Having been involved with the very beginnings of this University, I must say that as I walked around the campus this morning I was overwhelmed by what I saw. You have certainly fulfilled the faith of the people.

We are here to discuss UNCC becoming I-A in football. I have been asked to review the work of the Knight Commission as it relates to this decision. I appreciate the opportunity.

Over a period of nearly two decades now the Knight Commission on Intercollegiate Sports has been studying college athletics. Beginning in 1989 and for the next 18 months, the Commission heard hundreds of witnesses listening to every point of view on college sport. The Commission found far too much fraud in course offerings, very poor graduation rates, double standard of admissions and no control over cost. Words like hypocrisy and duplicity were being used to characterize college sports. The Commission made these recommendations:

1. That the president be in charge of college sports on campus;
2. That there be academic integrity in all course offerings;
3. That stringent matters to insure fiscal integrity be implemented;
4. That periodically institutions be examined as to their compliance with the forgoing.

The implementation of these recommendations moved forward. However, in the mid 1990's money began to dominate intercollegiate sports. Commercial television moved in as did shoe company contracts. Institutions began to merchandise themselves and the pressure to win, to keep up with the Jones' caused sports once again to be out of control. Further evidences were the exorbitant salaries being paid coaches, the control of commercial television of the scheduling of college games, the building of corporate boxes, Jumbotrons and other merchandising devices. And in an action unique to North Carolina, subsidizing out of state athletes by paying the tuition differential which this year will cost the tax payers over \$5 million.

In its work the Commission found no correlation between winning at football and giving to alma mater. Further, in a separate study by the University of Michigan, faculty members in I-A schools had significant concerns about athletics, primarily the high cost and that athletic financial needs would get priority. The Commission also found that winning while it may increase the number of applicants, does not impact the number of applicants of academically competitive students.

The Commission has long been concerned about cost and debt accumulation. Myles Brand, president of the NCAA, has pointed out that over a 5 year period only six of the 119 IA institutions have consistently shown revenues exceeding expenses. Last year, the University at Chapel Hill showed its first deficit.

We should all understand that presently the NCAA has a moratorium until 2011 over any additional I-A authorizations. In addition, a petitioning institution must play I-AA football for 2 years prior to being admitted to I-A.

Since the stated ultimate objective would be to play Wake Forest, Carolina, State, Duke and East Carolina, I looked into the operating costs of the 3 public institutions and here is what I found: at Chapel Hill, approximately 30% of a \$50 million athletic budget goes to football; NC State, 25-30% of a \$38 million athletic budget; and at East Carolina approximately the same percentage of a \$27 million budget. How do these budgets get financed. The dollars must come from student fees (see below for Florida experience):

School	07-08 Student Fee for Intercollegiate Athletics	Full-time Student Enrollment	06-07 Football Revenues per EADA	06-07 Football Expenses per EADA
University of Buffalo	\$193/per semester	17,517	\$4.5 million	\$4.5 million
Florida Atlantic	\$13.75/per credit hour	13,354	\$2.4 million	\$3.6 million
Florida International	\$11.05/per credit hour	30,049	\$6.4 million	\$5.9 million
South Florida	\$10.52 per credit hour	24,214	\$9.2 million	\$7.9 million
Florida	\$1.90/per credit hour			
Florida State	\$6.18/per credit hour			

Season ticket sales, shoe contracts, television dollars, marketing contracts, athletic foundation support and in addition, expanding the schedule to include twelve games, insuring playoffs and bowl games.

When IA football arrives, it is the dominating athletic force on campus. This is because of the size of the program, the volume of it, Jumbotrons and all that go with modern day entertainment. The fact of the matter is Universities have turned themselves into the entertainment business by playing football and basketball throughout the week and on weekends and even now on the Sabbath even before citizens get home from church. In recent days, some universities have tended to yield to the demand for more and more, for winning at almost any price, and for playing sports when tv demands. If you do not believe the dangers are still there, look at the recent cheating episode at Florida State or problems at the University of Indiana and others both you and I could mention others.

The experience of the Knight Commission, the evidence before it and the discussions held by its members over more than a decade now point to the fact that university leaders particularly must be ever mindful of maintaining the integrity of the institution they lead. Universities to be worthy of the name must always maintain high standards and allegiance to the reasons for being, to teach, to explore and to render public services to the people of the commonwealth. Let us remember as the commission discovered that 1 out of every 100 young men and women who play intercollegiate sports make a living at it once they leave the campus. There is, therefore, in my opinion a moral

duty on the part of all of us who labor here to insure that these men and women have received an education and a sense of motivation and purpose that will sustain them for the rest of their lives. I believe in and participated in sports. I was sports editor of my college paper and I strongly believe in the value of inter-collegiate competition as a part of the university's service to the people. But I do not believe that we should turn our fate over to commercial enterprise and entrepreneurship to the extent that our fundamental reasons for being gets lost in providing entertainment to an ever-demanding sports public.