



# Intercollegiate Athletics at Marshall University

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## Introduction

Believing intercollegiate athletics is an important part of the college experience for all students and that some level of institutional support is appropriate, Marshall University’s Board of Governors last year reaffirmed a set of Institutional Priorities that included establishing and maintaining a competitive Division I athletic program with high academic standards for student-athletes. [Source: Meeting minutes, Marshall University Board of Governors, April 29, 2015]

President Jerome A. Gilbert has made a commitment to budget transparency and to maintaining an open dialogue with all stakeholders, and this white paper has been prepared at his direction. President Gilbert has pledged to work with the Department of Athletics to stabilize its budget.

This document is intended to start a discussion with the campus community by: 1) establishing transparency regarding the university’s budget for athletic programs; 2) comparing the level of institutional support for athletic programs at Marshall with peer institutions; and 3) answering some of the most-frequently asked questions about funding intercollegiate athletics at Marshall University.

## The Bottom Line

### Q. What is Marshall’s annual budget for athletics? What are the sources of funding?

**A.** As reported to Conference USA, Marshall’s 2015-16 budget for intercollegiate athletics totals \$27.2 million. The sources of funds include \$15.4 million in self-generated revenue from private donations, marketing and media rights, bowl game revenues, parking and concessions, ticket sales, private suite rentals and Conference USA income. The remaining \$11.8 million of the budget is institutional support, including student auxiliary fees and tuition waivers. As show in Chart A, this compares favorably among the 14 Conference USA peer institutions.

**Chart A - Department of Athletics budget and comparison with C-USA (FY2016)**

SOURCE OF FUNDS	Marshall Budget for Athletics	Conference USA Average Budget (14 institutions)	Marshall’s Rank in Conference USA (out of 14 institutions)
Self-Generated Dollars	\$15.4M (57%)	\$11.6M (43%)	3 <sup>rd</sup> best/highest
Institutional Support	\$11.8M (43%)	\$15.6M (57%)	4 <sup>th</sup> best/lowest
<b>Total Athletics Budget</b>	<b>\$27.2M (100%)</b>	<b>\$27.2M (100%)</b>	

[Source: Conference USA Budget Survey FY2016]

### Q. What is the university’s net investment in athletics?

**A.** As shown in Chart B, below, the net investment Marshall makes in intercollegiate athletics each year is approximately \$4.8 million, or \$0.3 million minus the student auxiliary fees that pay for student tickets to athletic events, etc.

**Chart B – Marshall University’s net investment in athletics (FY2015-16)**

Institutional allocation to Department of Athletics	\$5M
Tuition waivers for student-athletes	\$2.3M
Student auxiliary fees	\$4.5M
<b>Total Institutional Support =</b>	<b>\$11.8M</b>
Payments from Department of Athletics back to institution for scholarships (Chart C)	(\$3M)
Payments by student-athletes directly to institution for tuition, housing, board (Chart D)	(\$4M)
<b>Net Investment (with student auxiliary fees*) =</b>	<b>\$4.8M</b>
<b>Net Investment (minus student auxiliary fees) =</b>	<b>\$0.3M</b>

\*Student tickets for athletic events, etc.

*Breakdown:* The Department of Athletics returns approximately \$3 million/year in scholarship payments to the university’s general coffers (Chart C). In addition, current and former student-athletes—including walk-ons and those who have exhausted their eligibility and/or stay on for graduate studies—directly pay the university approximately \$4 million/year for tuition, room and board, exclusive of any financial aid awarded the student (Chart D).

**Chart C - Payments from Department of Athletics back to institution for scholarships (2014-15)**

	Tuition	Housing	Board	Total
Athletic Funds	\$1,267,926	\$ 92,497	\$123,805	\$1,484,229
Institutional Funds	\$ 791,365	\$411,456	\$307,248	\$1,510,069
<b>Total</b>	<b>\$2,059,292</b>	<b>\$503,953</b>	<b>\$431,053</b>	<b>\$2,994,298</b>

[Source: Marshall University Department of Athletics]

**Chart D - Payments by current and former student-athletes directly to institution (Fall 2014-Summer 2015)**

Sport	Tuition	Housing	Board	Grand Totals
Athletic Managers	\$ 164,107.61	\$ 62,724.40	\$ 42,513.33	\$ 269,345.34
Baseball	234,930.15	75,377.00	40,695.00	351,002.15
Cheerleading	243,754.64	71,963.45	41,914.00	357,632.09
Football	306,843.99	112,259.89	66,310.51	485,414.39
Former Athletes*	1,003,584.10	37,744.15	26,610.25	1,067,938.50
Men's Basketball	25,992.50	18,405.49	8,279.50	52,677.49
Men's Golf	54,851.50	31,637.00	19,209.00	105,697.50
Men's Track & XC	54,886.74	25,187.32	11,429.00	91,503.06
Men's Soccer	153,553.32	61,477.15	31,226.00	246,256.47
Softball	70,465.09	42,800.00	23,462.00	136,727.09
Swimming	122,980.45	58,262.54	39,154.20	220,397.19
Volleyball	23,447.00	11,269.00	7,659.45	42,375.45
Women's Basketball	-	50.00	-	50.00
Women's Golf	28,966.75	17,344.00	7,261.75	53,572.50
Women's Soccer	98,981.00	65,327.50	37,798.00	202,106.50
Women's Tennis	711.00	235.00	300.00	1,246.00
Women's Track & XC	163,635.30	108,045.31	44,894.44	316,575.05
<b>Totals</b>	<b>\$ 2,751,691.14</b>	<b>\$ 800,109.20</b>	<b>\$ 448,716.43</b>	<b>\$ 4,000,516.77</b>

\*Includes students on partial scholarships and non-scholarship student-athletes (walk-ons). Excludes any institutional financial aid awarded the students. [Source: Marshall University Office of Institutional Research]

## Other FAQs

### **Q. How were Marshall's new athletics facilities funded?**

**A.** Marshall has opened a number of athletics facilities since 2013, including the Hoops Family Field at the Veterans Memorial Soccer Complex and the Chris Cline Athletic Complex (Indoor Athletic Facility/Jeff Small Track, Buck Harless Student-Athlete Academic Center, Marshall Sports Medicine Institute and Chad Pennington Athletic Hall of Fame). These facilities were funded entirely by \$30 million in private donations raised through the Vision Campaign and facilities fees collected from ticket sales for football and men's basketball.

### **Q. What are "cost of attendance" allowances and how are they provided?**

**A.** Upon advice from the university's legal counsel and in line with other Conference USA institutions, Marshall this year began providing scholarship student-athletes "cost of attendance" allowances. These allowances are intended to cover some of the miscellaneous costs of attending school, including transportation, meals, toiletries and other living expenses. The cost to Marshall to provide the allowances is approximately \$450,000/year and is covered entirely from private donations and allocations from the NCAA and Conference USA.

### **Q. How are salaries for athletics staff and coaches funded?**

**A.** Some Department of Athletics staff members are paid from the institutional allocation. All coaches and the remaining staff are paid from other Department of Athletics accounts.

### **Q. How much has the Department of Athletics contributed to closing the university's budget gap this year?**

**A.** As shown in Chart E, the Department of Athletics contributed \$300,000 of the \$2.6 million needed to close the FY2015-16 budget gap.

**Chart E - FY2016 \$2.6M gap closure items**

INTO additional revenue	100,000
Athletics transfer	300,000
Pharmacy transfer	500,000
Rapid Response Team net revenue	290,380
E-course transfer	350,000
Academic vacancy savings/delayed hiring	418,813
Direct Expenditures reductions	91,369
Institutional vacancy savings/contingency balances	589,889
<b>Total</b>	<b>2,640,451</b>

[Source: Marshall University Department of Finance and Budget Work Group, March 29, 2016]

**Q. What is the profile of Marshall’s student-athletes?**

**A.** Student-athletes make up nearly 7% of Marshall’s full-time, undergraduate student body. As shown in Chart F below, they are enrolled in every college of the university.

**Chart F - Enrollment of Marshall Student-Athletes by College (Fall 2015)**

MU College	Student-Athletes*		Total FT Undergraduate Enrollment
	Count	% of Total	
College of Arts and Media	13	2.7%	490
College of Business	133	13.1%	1012
College of Education	34	3.6%	953
College of Health Professions	175	8.4%	2094
College of Info Tech and Engr	12	2.5%	476
College of Liberal Arts	26	2.8%	916
College of Science	76	5.4%	1413
University College	53	12.7%	418
Board of Regents (RBA)	4	2.5%	158
<b>Grand Total</b>	<b>526</b>	<b>6.6%</b>	<b>7930</b>

\*Full-time, undergraduate, degree-seeking students only. “Athletes” includes current and former athletes enrolled fall 2015. [Source: Marshall University Office of Institutional Research and Planning]

In the classroom, Marshall’s student-athletes stack up favorably with non-athletes.

Specifically:

- In fall 2015, 11 of 14 sports teams had term GPAs of 3.0 or higher. The other three teams had term GPAs of at least 2.5.
- More than half of Marshall’s student-athletes have a cumulative GPA of 3.0 or higher.
- Last year, Thundering Herd tennis and outdoor track and field teams academically were in the top 10% nationally in their sports, with perfect 1000 scores in the multi-year measurements. Eight Herd programs posted perfect single-year scores of 1000 in the retention measurement, with two others at 986. Eleven programs had perfect scores in eligibility/graduation. [Source: 2013-14 NCAA Division I Academic Progress Rate report]

Student-athletes contribute substantially to the diversity of the student body at Marshall. In fall 2015, student-athletes made up approximately 18% of the university’s black, undergraduate student population and about 13% of Marshall’s total non-white, undergraduate student population. [Source: Marshall University Office of Institutional Research and Planning]