

*CURRENT ISSUES AND
HISTORICAL PERSPECTIVES
ON AMERICAN
INTERCOLLEGIATE
ATHLETICS*

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AGENDA

- ▣ Historical Background
- ▣ The Establishment of Intercollegiate Athletics
- ▣ Governing Bodies
- ▣ The NCAA and the Paradox of Elite Sport Development and Commercialized in the Educational Space
- ▣ The Myth-Amateurism, Academics and Competitive Equity v. The Reality
- ▣ Current Issues, Changes and Potential New Models
- ▣ Findings/Conclusions

Overview of Intercollegiate Athletics

- ▣ More than a thousand colleges and universities offer intercollegiate athletics.
- ▣ A colossal part of the sport industry in North America. Primary source of elite development
- ▣ Paradoxical appeal
 - Exciting in nature
 - Wrought with challenges/problems
- ▣ Consumer appeal continues to develop
 - Despite many schools dropping sports programs

ICA Governing Bodies

- National Collegiate Athletic Association-NCAA
- National Association for Intercollegiate Athletics
- National Junior College Athletic Association
- National Small College Athletic Association
- National Christian College Athletic Association



Establishment of Intercollegiate Athletics

1. 1860s - First Intercollegiate competitions (baseball, rowing, soccer)
2. 1890s - "Winning at all costs" (football) vs. academic focus
3. 1895 - Intercollegiate Conference of Faculty Rep. (eligibility, rules)
4. 1906 - Intercollegiate Athletic Association of the US (IAAUS)
5. 1910 - IAAUS renamed NCAA
6. 1921 - First Championship (T&F)
7. 1950s - IA becomes a business
8. 1951 - Walter Byers hired as 1st Executive Director of NCAA
9. 1973 - Divisions created according to institutional size in NCAA
10. Today: 88 championships in 23 sports in (NCAA)



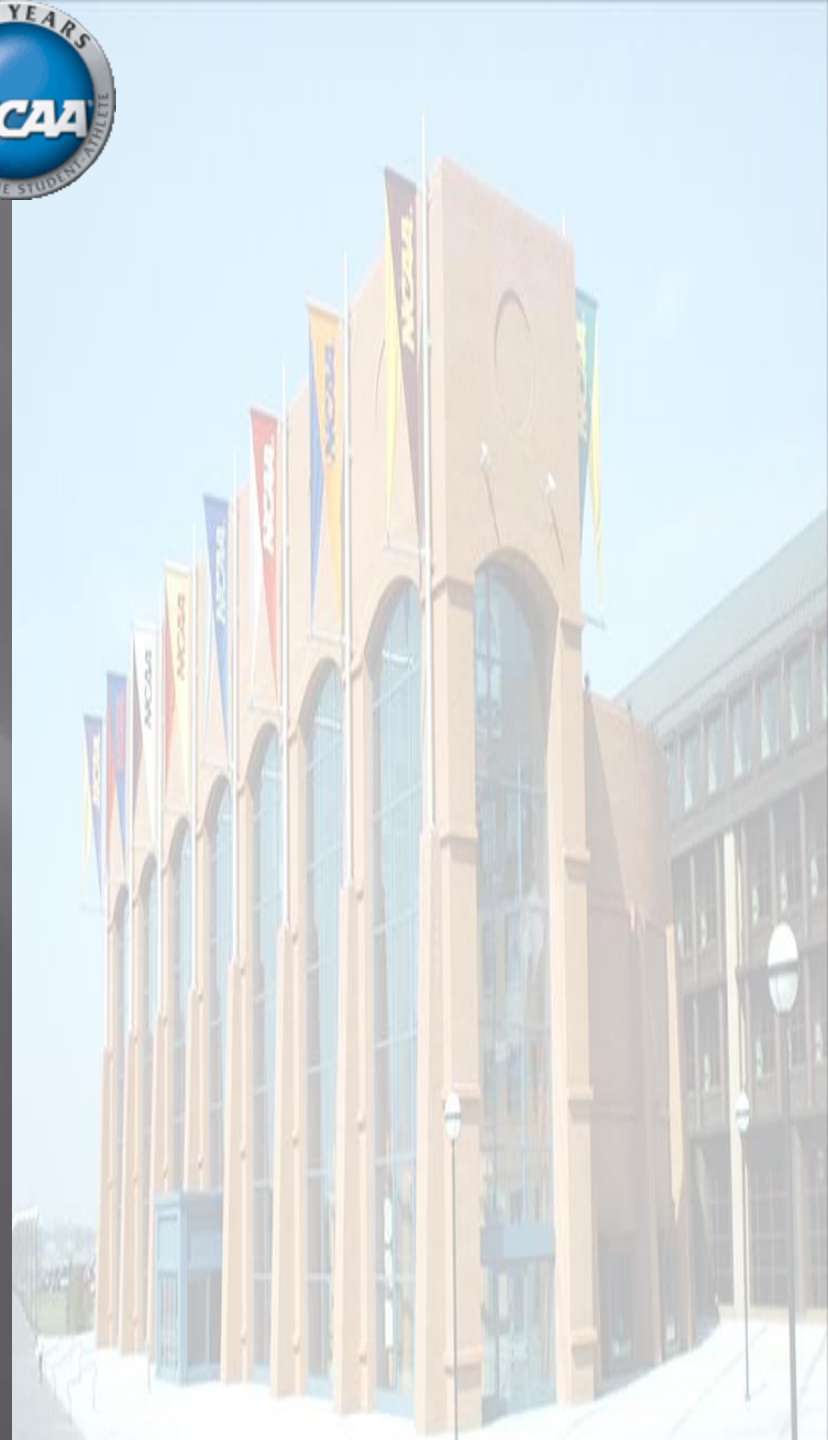
The NCAA is...



the “Association”

Members + Staff =
The Association

- Bottom-up organization in which the members rule the Association.



The NCAA is...

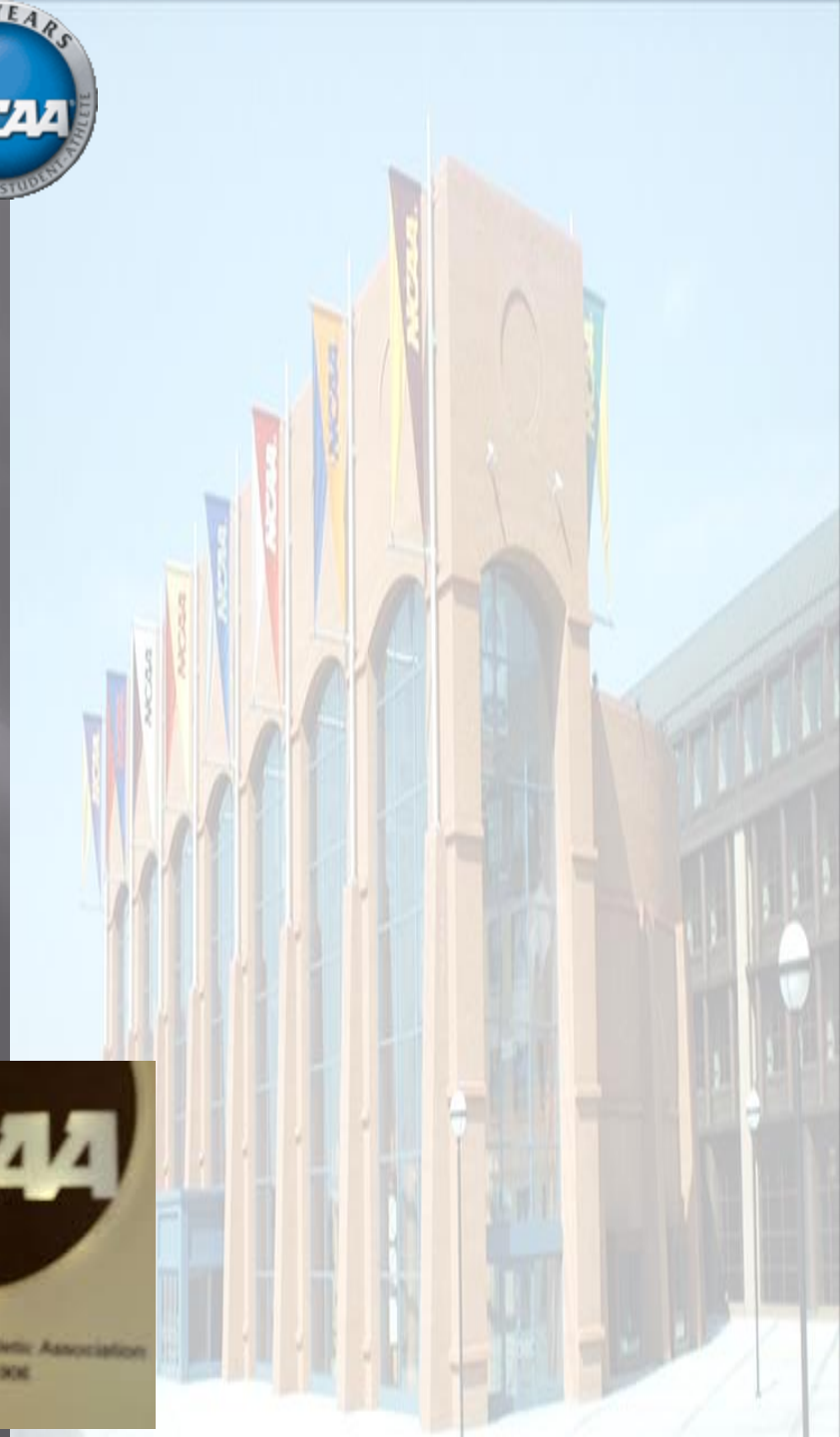


the “national office”

500 staff members

- *Implement the rules and programs established by the membership.*
- Administer 88 championships in 23 sports. More than 400,000 college athletes annually compete for national titles.
- National office headquarters - Indianapolis, Indiana.

Mark Emmert
NCAA President



NCAA Mission

- ▣ Made up of their core ideology which consists of two notions: Purpose & Values
- ▣ **Core Purpose:** “Our purpose is to govern competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount.”
- ▣ **Core Values:** “The Association – through its member institutions, conferences and national office staff – shares a belief in and commitment to:
 - The collegiate model of athletics in which students participate as an avocation, balancing their academic, social and athletics experiences.
 - The highest levels of integrity and sportsmanship.
 - The pursuit of excellence in both academics and athletics.

Funding

▣ NCAA

- Television rights
- Championships-Primarily March Madness-800 million
- Royalties
- Investments
- Sales and services
- philanthropic contributions

▣ NCAA Institutions

- Ticket Sales
- Sponsorships
- Media Rights
- Concessions/Merchandise
- Institutional Subsidies

Intercollegiate Sport Issues

- ▣ Academic Eligibility/ Academic Primacy
- ▣ Gender Equity
- ▣ Athlete Rights
- ▣ Funding
- ▣ Gambling
- ▣ Performance Enhancement
- ▣ Drug Testing
- ▣ Rule Enforcement
- ▣ Amateurism
- ▣ Sport Agents
- ▣ Violence On and Off the Field

The Myth

- ▣ Intercollegiate Athletics in America today- specifically at the NCAA D1 Level is built upon 3 specific misrepresentations:
 - Amateurism
 - Academic Priority
 - Competitive Equity

- ▣ Regulation of College Sports within the Educational Space based on these 3 tenets has Caused a Governance Nightmare ripe for Abuse!

Amateurism

- ▣ A Outdated Concept rarely practiced or enforced anywhere else in the world
 - The Olympic Games
 - A Morass of Rules impossible to Enforce Equally
- What is “Amateurism” and is it a Necessity for American Intercollegiate sport?
- Definition of Amateurism-Pay for Play
- Reality-*Whatever the NCAA says it is and it is an idiosyncratic, changing, frequently arbitrary, and often illogical definition of amateurism* (Quote-Inside Higher Ed. Zimbalist (2013)).
- In short-Intercollegiate athletics need to evolve & innovate. Claiming Amateurism is stunting this change.

Academic Priority

- ▣ Although a Primary Talking Point the NCAA claims to have no duty to insure Academic Integrity or Quality (CNN, 2015)
- ▣ Academic Eligibility does not Equal Education
 - Academic Fraud-University of North Carolina
 - Overzealous academic support/Eligibility Maintenance
 - Major Clustering
 - Extreme Time Demands

Competitive Equity

- ▣ Does not Exist-Period
 - Yet-Rules are made to try to Balance a Scale that does not exist and will not exist.
 - The Best and Biggest will Always Be the Best and Biggest-Best Athletes and Win
 - Budget Differentials
 - A Never Ending and Expensive Arms Race having Severe issues for “the Rest of Us”

Competitive Equity

- ▣ Front Porch Theory-Driving Force??
 - Does the Clearest Window to an Institution affect its Status as much as Promoted?

- ▣ The Impact of Athletic Success on Enrollment, Applications, etc. — is Largely Unfounded (Litan & Orszag, 2003; Frank, 2004)

- ▣ Why is the Myth Perpetuated?
 - *Winner Take All Market* —(Frank, 2004)
 - *Belief in Perception*

CONCLUSIONS

- ▣ Change is Coming for Elite Sport Development and Commercialized College Sports in the U.S.
 - Education Systems being a Major Source of Elite Sport Development is a model that must change in US
 - Pressure to change from the legal, legislative and public
 - Strong reform efforts (Drake Group, NCPA)
 - Alternatives??? Can America Move to a more Broad Based Elite Sport Development Model change this Century old Dichotomy. **I believe we can!**