FROM THE EDITOR

Our year-end edition of the FARA Voice is dedicated to the important changes happening at the national office of the NCAA. Earlier this spring, the NCAA Executive Committee named Mark Emmert as the next president of the NCAA, succeeding the late Myles Brand. Dr. Emmert comes to the NCAA from the University of Washington, where he served as president of the institution since 2004. Dr. Emmert is expected to assume his new role at the NCAA in November 2010.

FARA is very pleased with the naming of Dr. Emmert as president of the NCAA. During the early portion of the search process, the FARA Executive Committee provided feedback to the search consultants, and strongly encouraged a search for a person with a strong academic background to carry on and further develop the work of Dr. Brand, whose signature on the NCAA was one of academic reforms. FARA welcomes Dr. Emmert, and we look forward to his remarks at the FARA Annual Meeting and Symposium in Baltimore this November.

Soon after being named president of the NCAA, Dr. Emmert was welcomed by the FARA president, Alan Hauser. In this edition of the Voice, we are attaching the exchange of e-mails between Drs. Hauser and Emmert.

The final content of this Voice is a response from Alan Hauser, FARA president, regarding the recent publication by the Knight Commission on Intercollegiate Athletics titled Restoring the Balance: Dollars, Values, and the Future of College Sports. This report was released on June 17, 2010 during a meeting of the Knight Commission. Dr. Hauser’s response comes after he attended the meeting to hear first-hand the Commission’s findings.

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The following note was sent to Mark Emmert by Alan Hauser, FARA President, upon the announcement of Dr. Emmert’s appointment as the next President of the NCAA:

Dear President Emmert,

Allow me to introduce myself. I am Alan Hauser, Faculty Athletics Representative at Appalachian State University, and currently president of the Faculty Athletics Representatives Association. I believe you have recently met Dr. Kenneth E. Peacock, my Chancellor at Appalachian.

FARA is delighted that another university president has been chosen to lead the NCAA, and we look forward to working with you on key issues that will be before the NCAA in upcoming months and years. On behalf of FARA, let me extend to you our congratulations and warm welcome as the new NCAA President.

If I may, I would like to mention briefly one key issue that will be before the NCAA in coming months and years: academic reform. FARA is strongly supportive of the academic reform elements that have already been put into place, and I have been involved personally from the very beginning with the planning and formation of the basic features of this reform, such as the Academic Progress Rate and the Graduation Success Rate. It is my hope and FARA’s that during your years as President this heritage, launched under Myles Brand's initiative, will be completed as a means of ensuring that our student athletes are indeed students. Recently, I have been on all three groups that were working to enhance the academic performance of student athletes in three sports, baseball, basketball, and football. It is quite clear that certain interest groups, whether they be particular coaches in specific sports, some athletics administrators, athletics supporters, etc. would like to water down the impact of the academic reform movement. While we need to be fair to those who raise valid concerns about nuancing particular details of the academic reform profile, we also need to be wary of those who would dilute academic reform to the point where its value and usefulness will be compromised. As the frequently seen NCAA advertisement says, student athletes are majoring in a degree program, not in a sport. I encourage you to be diligent in resisting those who would lessen the impact of academic reform and thereby lessen the chances for our student athletes to receive a solid undergraduate education. I realize that there are many important issues you will need to deal with as NCAA President, but I can think of none more important than this one.

As President of FARA, I would welcome the opportunity to meet you and discuss important issues currently before the NCAA. I also hope you will plan to speak at FARA's annual national meeting in Baltimore, which will be held November 11th-13th. In the past, Dr. Brand's addressing our meeting as NCAA President has been a highlight of our program.

All the best to you as you shoulder your new responsibilities.

Alan J. Hauser  
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The following note is Dr. Emmert’s response to Alan Hauser:

May 10, 2010

Dear Dr. Hauser:

Thank you for your email and kind words. I do know Chancellor Peacock and know his strong commitment to higher education. You are fortunate to have a person of his talent and character at Appalachian State University.

Your insights on the tensions that pull at academic reform efforts are also very helpful. Myles Brand clearly put us on a path that has not only gained traction, but has provided important changes in behaviors and results. But to paraphrase Jefferson, the price of success in reform is vigilance. There are forces always at work and always ready to reverse the academic reform initiative. We cannot rest with the satisfaction of whatever ground we have gained; we must keep pressing ahead.

This is important work and cannot move forward without the guidance and support of many constituents, including faculty athletics representatives. I view FARA as a standard bearer in this campaign. Thank you for all your good work in getting us to the point we now enjoy and for your offer to do more. Rest assured that I will call on FARA for its support in the future.

I will ask the national office to make every effort to clear my schedule for a day in November to address the annual FARA meeting. As a soon-to-be former faculty member, I want never to lose contact with my colleagues in the academy.

Sincerely yours,

Mark Emmert

**IMPORTANT DATES**

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"Money, Money, Money Makes the World Go 'Round"

The past few days the song "Money, Money, Money Makes the World go 'Round," from the movie Cabaret, has been running through my head. Entertaining song, especially with the choreography in the movie, but not so entertaining when you look at what is going on in intercollegiate athletics. Recent developments are no doubt why the song just won't go away.

First, you have the money grabbing moves among the major players and conferences in the FBS. The Big Ten has now become the Big 12, while the Big 12 has shrunk to be the Big Ten, and the Pac-10 has become the Pac-12++, living up to the image of PacMan, gobbling up those prime schools who will help it leverage huge television contracts. Some other conferences are circling like wolves, seeing whom they might pick off from the FBS pack. The Big 12 (now ten) barely staved off extinction by getting some of its members, who could be left without a conference, to agree to a lower revenue share so that other conference members might increase their share and stay in the conference. Student-athlete well-being was a topic in this that I never heard broached in this discussion. "Money, Money, Money Makes the World go 'Round." And the wolves are still hungry.

Then, on June 17, the Knight Commission came out with its report titled "Restoring the Balance: Dollars, Values, and the Future of College Sports." I want to thank Amy Perko for asking me to be present in D.C. when the Knight Commission shared its report with the media and the public. Much of what the report says in assessing the current financial situation in Division I is stunning, but hardly surprising. The average spending per student athlete in the FBS rose dramatically from $61,218 in 2005 to $84,446 in 2008, while the average amount spent per FTE among the general student population rose from $11,079 to $13,349. The SEC spends 10.8 times more per student-athlete than per student, and the Big 12 (now ten) nine times more. Even the lowliest FBS conference spends 4 times more per student athlete. As the Knight Commission Report pointedly notes, this is not a sustainable financial profile. Another point the report makes is that the vast majority of FBS schools have to take a considerable amount of money from non-athletics university funds in order to balance the budget in athletics. The report projects that by 2020, top schools in the FBS will be spending $254 million per year in their athletics budget.

"Money, Money, Money Makes the World Go 'Round."

Where the report gets onto thin ice is in its recommendations. It calls for greater transparency and accuracy in comparing athletics spending among institutions. Yet, as David Moltz points out in Inside Higher Education, Knight Commission Co-Chair Gerald Turner has not released figures on his own institution, Southern Methodist University, a private institution, and other private institutions have also failed to disclose their athletics spending. Hmm. But even if they and all Division I Institutions did, I wonder if that would help the cause, or only add fuel to the financial arms race. But I certainly agree that accuracy and valid comparisons could build a good base on which to formulate reform measures. Let me note that I like and admire President Turner, but this circumstance exemplifies the difficulties of the problems we are facing.
A second recommendation is that we should reward practices that make academic values a priority. Who could disagree with that? But the devil is in the details. The Knight Commission recommends an Academic-Athletics Balance Fund as a new stream of revenue that would reward institutions that sustain an APR predicting at least a 50 percent graduation rate. Monies from the men's basketball tournament, as well as monies from postseason football, would be allocated to provide resources for this Academics-Athletics Resource Fund. I like this idea, but I would probably have a better chance of selling Bubonic Plague in a hospital ward. Again I hear the tune "Money, Money, Money Makes the World Go 'Round" which, as I recall, was choreographed with a considerable number of coins being deposited in interesting places.

The final recommendation is that we treat college athletes as students first and foremost -- not as professionals. Once again, who could disagree? But the statement "Structure all postseason competitions to benefit and protect student athletes" is likely to become road kill when these growing conferences leverage television contracts, as will also the recommendation to "Reduce length of seasons and number of events." Good luck. Finally, the report observes that curbing coaches' contracts by "securing an exemption from the antitrust laws" probably is not feasible, and instead recommends focusing "on developing and implementing the transparency and accountability systems and the financial incentives mentioned earlier in the report." Basically, this is saying we have no viable answer to this problem.

I commend the Knight Commission for its extensive study of this volatile issue, and for its efforts to make us all aware of the wildly out of control spending on intercollegiate athletics at especially the highest levels. I appreciate the work the Commission has put into finding ways to deal with the problems, but I fear we will need a good deal more than this to address the serious problems we have. I'm not sure how we attain meaningful changes, but the only option that has any reasonable chance of success is a concerted and unified move by all FBS presidents. However, given the power and influence of a number of FBS Boards, a number of whose members are on the board only to promote their institution's athletics success, such an attempt may have more success at getting some presidents fired than at achieving meaningful financial reform in intercollegiate athletics. After all, "Money, Money, Money Makes the World Go 'Round."

We can enjoy the movie and its song, but the situation in intercollegiate athletics which the movie's song/metaphor encapsulates is very scary, and rapidly headed in the wrong direction.

I welcome your thoughts and suggestions.

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2010
Faculty Athletics Representative Association
Annual Meeting and Symposium
Hyatt Regency
Baltimore, Maryland November 11-13

*Three Divisions – One Association*

Scheduled Keynote Speakers

Dr. Mark Emmert,
President-Elect of the NCAA

Dr. William Kirwan,
Chair, Knight Commission on Intercollegiate Athletics
Chancellor, University of Maryland

*Registration Available in mid-July at [www.farawebsite.org](http://www.farawebsite.org)*