The cost of athletics in higher ed

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Among the greatest concerns regarding higher education are budget issues. The cost of providing state universities for public institutions, and decreasing endowments affecting not only state but also private universities, show us a lack of cash. Entire academic programs have been diminished, which has sometimes led to a loss of jobs. Yet a number of other programs that have nothing to do with the main mission of colleges and universities—education—are seen to be unessential. The most prominent example is athletics.

It is interesting that big sports programs are driving the cost of the higher education system. In other words, why is one university needing many millions to keep the athletic program running, while another is faced with a $3 million deficit? Is it, as some would say, that the universities that are not good at athletics are in need of the additional revenue, or could it be that we really are saving significant amounts of money that goes into the sports programs? For, there are big-time sports on campuses?

In 2010, the University of Illinois at Urbana-Champaign launched the Education Policy Program at the University of Illinois. The report states that although some sports programs do contribute to the bottom line, they are not the norm but the exception. Other research such as that conducted at the Urban Institute, she reports that athletic programs could be awarded.

If this is true, then the only reason is very simple. Running big-time athletic programs require expenditures in hiring coaches (some of whom have much higher salaries than the university president), improving playing facilities, the money spent on sports equipment, uniforms and over- time. Actually, the revenue generated by the sports programs could not possibly offset that expenditure and it is impossible to show that they do not appear to effectively fund a university. After taking into consideration all the expenses associated with athletic programs: ticket sales, alumni donations, conferences and fund raising using the National Collegiate Athletic Association, the university schools finance data, calculated that the median school loss was $13 million. In other words, if these athletic programs survive, the schools would have lost $1 billion for these public institutions of higher learning. However, if the money were instead distributed as scholarships, more students could they fund? Her research is still ongoing.

These figures beg the question of why athletic programs are still so strong. As Mannix puts it: “We continue to fund athletics in a manner that, while we are trying to be energy conscious, we are facing more limitations when it comes to funds for funding.”

Our report was based on the Illinois’ and Missouri’s universities’ athletic programs. The large athletic programs produce more public relations. The big-time programs, as expensive as they really are. They are a business that, if not done right, can become untouchable. The most prominent example is athletics.

There is also the potential for having a three-point turn at a busy intersection. Troy Road or Route 157, would make it difficult to get it back to full charge. Entire academic programs have been diminished, which has sometimes led to a loss of jobs. Yet a number of other programs that have nothing to do with the main mission of colleges and universities—education—are seen to be unessential. The most prominent example is athletics.

The big-time athletic programs have made the university a business. The turning radius of the electric motorcycles for, say, a three-point turn at a busy intersection. Troy Road or Route 157, would make it difficult to get it back to full charge. Entire academic programs have been diminished, which has sometimes led to a loss of jobs. Yet a number of other programs that have nothing to do with the main mission of colleges and universities—education—are seen to be unessential. The most prominent example is athletics.

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