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
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 (NAIA)
- National Junior College Athletic Association (NJCAA)
- National Small College Athletic Association
- National Christian College Athletic Association
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
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!
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.
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”
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!