

University of Wisconsin-Madison
NCAA Third-Cycle Self-Study Certification Report Clarification Information

1. Operating Principle 3.1 Gender Issues: Clarifying Response to Self-Study Item # 7

The NCAA financial reports for 2005-06, 2006-07 and 2007-08 were reviewed and all 36 operating revenue and expense categories were analyzed in response to Self-Study Item # 7 and others. As stated, no gender-based deficiencies were identified; however, certain trends and observations were discovered and incorporated within the purview of the new stand alone Gender-Equity Plan.

The following gender trends relative to five (5) operating expenses were specifically addressed in response to Self-Study Item # 7: Recruiting; Equipment, Uniforms, and Supplies; Team Travel; Medical Expenses and Medical Insurance and Memberships and Dues.

There were three (3) operating revenue categories where zero (0) or minimal dollars were reported: Student Fees; Compensations and Benefits Provided by a Third Party and Direct State or Other Government support (in 2005-06 reported \$42,400 in work study funding that was non-gender and non-sport specific).

There were three (3) operating expense categories where zero (0) dollars were reported: Coaching Other Compensation and Benefits Paid by a Third Party; Support Staff/Administrative Other Compensations and Benefits Paid by a Third Party and Severance Payments.

There were two (2) operating revenue categories where revenue was not allocated by gender or by sport: Broadcast, Television, Radio and Internet Rights and Endowment and Investment Income.

There were three (3) operating expense categories where expense was not allocated by gender or by sport: Indirect Facilities and Administrative Support; Fund Raising, Marketing and Promotion and Spirit Groups.

There were two (2) operating expense categories (i.e. Athletic Student Aid and Game Expenses) that were discussed in response to OP 3.1:Self-Study Item # 6 referring to the EADA report:

Athletic Student Aid

All sport programs are allowed to offer the maximum number of approved scholarships per NCAA guidelines. For the sports offered, the number of scholarships available to male athletes is 167, while female athletes have access to 137. The actual number of scholarships awarded each year varies based on attrition, coaches' decisions to award aid staggered to accommodate recruitment of prospects within the four classes, and coaching staff changes. For the period of review, scholarships offered to female athletes totaled: 43.85 percent, 44.55 percent and 44.94 percent. However, the actual scholarship dollars awarded to female athletes have continued to increase to a total amount closer to the prescribed NCAA scholarship limit.

The dollar amount awarded to females during the same aforementioned three-year period was \$3,275,649, \$3,548,533 and \$3,822,835, an increase of \$547,186. Male athletes were awarded \$4,195,123, \$4,417,139 and \$4,682,794, an increase of \$487,641. The higher increase in spending for female athlete is due in part to offering aid closer to the maximum limit and a slight increase in awarding scholarships to more out-of-

state female athletes. The dollar-amount percentage awarded to female athletes is below the participation percent rate of female athletes. This is due in part to the large number of football scholarships allowed by the NCAA, and the lack of a comparable number of NCAA-approved scholarships for a women's sport.

Game Expenses

In reviewing the program area of operational game-day spending, there was a notable difference between men's and women's ice hockey. In women's ice hockey, there was an increase of 21.5 percent between 2005-06 and 2006-07, and an increase of 19.7 percent between 2006-07 and 2007-08. In men's ice hockey, there was an increase of 8.4 percent between 2005-06 and 2006-07, and a decrease of 2.3 percent between 2006-07 and 2007-08. This increase was due in large part to bringing all women's ice hockey games on campus. In prior seasons, about half of the games for women's ice hockey were held at a smaller venue off campus. The decision to bring the event to campus, although in a larger venue, was intended to attract more students and provide the female athletes the opportunity to play in the Kohl Center, the same venue used by the men's ice hockey team. The cost of hosting a home men's ice hockey event is still a larger budget item compared to the women's event. This is due to the attraction of a much larger audience, resulting in event management costs that are substantially higher. This is not an area of concern.

The following is an overview of the other operating revenue and expense categories that were reviewed. As stated, no gender-based deficiencies were identified:

Ticket Sales revenue trends over the three year period indicated no major difference aside from the boost within Women's Ice Hockey which had a \$15,000 increase from 2005-06 to 2007-08. This is most likely attributed to the success of the team. Total ticket revenue within comparable programs shows a difference that is attributed to ticket prices, interest in the sport, and number of home events within the time frame reviewed.

Guarantee revenue showed income from only two sports - Football and Men's Ice Hockey. Football is market driven and has risen with the additional 12th game. Guarantee expense within the men's programs far outnumber the women's program overall. Guarantees are very much market driven. Each program, men's and women's, are allocated funds to allow the attraction of opponents needed and is not limited based on a gender bias. All programs have been asked to limit guarantees when possible and instead seek to schedule a home and home competition. As stated earlier Football has had a substantial increase in this area due to the addition of the 12th game and a pool of opponents that have demanded increased guarantee dollars.

Contributions show an overall decrease in total revenue on the men's side and an increase within the women's programs in the three year period examined. Men's Ice Hockey shows a substantial higher level than Women's Ice Hockey possibly due in part to the history of alumni within the men's program versus the short history of the women's program. All sports' operational budgets provide for what they need and programs budgets are not dependent upon the contribution level of giving.

Direct Institutional Support shows a difference within comparable men's and women's programs and the higher amount varies sport by sport. The allocation difference is a result of tuition remission waivers that is under the control of the University. This process does not affect the ability of the sport to allocate

scholarships as all programs offered by the Department are fully funded to the NCAA Maximum scholarship limit.

NCAA/Conference Distributions including all tournament revenues are related to NCAA participation/hosting, television revenues, bowls, and success of the individual programs. The revenue numbers vary from sport to sport; however, they do not present a gender-based deficiency.

Program Sales, Concessions, Novelty Sales, and Parking revenue vary from sport to sport and also include merchandise and catering; however, they do not present a gender-based deficiency.

Royalties, Licensing, Advertisements and Sponsorships revenue vary from sport to sport; however, they do not present a gender-based deficiency since the revenue derived is not allocated directly to the sport programs.

Sports Camp revenues and expenses vary from sport to sport. The operation of camps is not required. Each program is given the opportunity and access to offer camps at their discretion. Participant numbers drive the income and expenses for each particular camp.

Other Operating Revenue indicated some higher figures in the 2005-06 year that were not in the 2006-07 or 2007-08 years. These figures were related to the reporting process and channeling of information into the report rather than any gender-based deficiency.

Coaching Salaries, Benefits and Bonuses Paid by the University and Related Entities. A comprehensive review of the NCAA financial reports was conducted of salary of full-time equivalent head and assistant coaches provided to each sports program. Although there are large salary discrepancies between like programs, such as basketball and ice hockey, it is not related to gender (i.e. driven by experience, success and market factors).

Coaches' salaries and employment terms are competitive at the conference, regional, and national levels. Contracts for coaches of men's and women's programs are negotiated prior to hire and are for a one-year period, unless a multi-year contract is granted. Multi-year contract opportunities of coaches currently under a yearly contract are extended to a multi-year contract at the discretion of the Athletic Director. The Athletic Board participates in the head coach performance evaluation process. In the review process, head coaches are evaluated in the following three areas: academic success, competitive success, and student-athlete experience. Athletic Department benefits associated with coaching positions, such as clothing allotment, courtesy car, country club membership, complimentary tickets and camps are equitably outlined within the sports profiles. The State of Wisconsin offers all employees the same standard benefit package, which includes health insurance, retirement, long term disability and other benefits.

Total compensation packages vary among coaches and differences in compensation are due to legitimate non-discriminatory factors, including but not limited to: market factors, qualifications or experience levels of the coaches and past performance of the program. The Department conducts periodic market analysis and reviews the salary of coaching staffs to determine whether in-range and/or market adjustments should be awarded. This market analysis includes a review of coaches in the same sport with similar experience, professional recognition and success rates within the Big Ten or the WCHA, and nationally.

Support Staff/Administrative Salaries, Benefits and Bonuses Paid by the University and Related Entities showed some differences in the 2005-06 report that did not generate gender-based deficiencies, rather the method of reporting expenses related to fringe benefits, taxable benefits, and payroll expenses was the issue.

Direct Facilities, Maintenance and Rental expenses showed a difference within the three year period of review in the Men's and Women's hockey programs. The men's program had a reduction of approximately \$860,000. This was due in part to a rental contract ending at an off campus facility and the additional sharing of the women's program in the on campus Kohl Center (hockey/basketball) facility beginning in the 2006-07 season. The decision to move the women's program on campus for competition in 2006-07 also reduced the men's and women's basketball facility rental expense.

Other Operating Expenses vary in trending within most of the programs and includes a plethora of expenses do not present a gender-based deficiency.

2. Operating Principle 3.2 Diversity Issues: Clarifying New Diversity-Issues Plan

The New Diversity-Issues Plan's date range is 2009-10 thru 2013-14.

3. Operating Principle 3.2 Diversity Issues: Clarifying New Diversity-Issues Plan

The following protocol (i.e. steps to achieve goals) will be added to the Plan and used to ensure diverse candidate pool for the recruitment of staff:

The Assistant Vice Chancellor/ Director of Affirmative Action signs off on all recruitment plans for administrators and head coaches. These plans vary depending upon the recruitment but may include using recruitment websites, listserves and networking connections with Minority Opportunities Athletic Association (MOAA), National Association for Athletics Compliance (NAAC), National Association of Athletic Development Directors (NAADD), National Association of Collegiate Marketing Administrators (NACMA), Black Coaches and Administrators (BCA), and Senior Women's Administrators (SWAs).

To ensure that female coaches are considered for head coaching positions overseeing women's teams, the Athletic Director initially requires a national list of qualified female candidates. This list is developed from outreach efforts from organizations such as NCAA, MOAA and BCA and networking connections including SWA's and other professional contacts within the industry.

The following protocol (i.e. steps to achieve goals) will be added to the Plan and used to ensure diverse candidate pool for the hiring of staff:

Forward hiring and retention procedures and date to the Senior Staff Committee on Gender, Diversity and Student-Athlete Welfare as well as the Athletic Board committee on Gender, Diversity and Student-Athlete Well Being for review and analysis to ensure commitment to diversity when hiring staff.

When the head coach of a women's team is male, the directive given to the head coach is to undergo extensive efforts to locate a qualified female assistant coach for the staff to provide a well balanced experience for student-athletes. These efforts may include requesting assistance from the senior staff to network with their professional connections within the industry, placing a recruitment ad on the NCAA website, connecting with counterparts in the National Association of Collegiate Women Athletics Administrators (NACWAA) the Big Ten Conference and other Senior Women's Administrators around the country.