

Our Program is About Education...

Fundamental to the University of Iowa's Athletic Department is ensuring a quality education. The goal of our program is to help our young people transition from high school to a successful life after college and athletics. We are dedicated to *their* success. While we take great pride in our winning tradition, we make a conscious commitment to hard work and to foster values. For a large majority of our athletes, they reap these benefits for a lifetime.

While we expect our coaches to run successful programs, fundamentally, they are hired as educators. In my opinion, some of the best instructors on the university's campus are our coaches. Our coaches are successful in delivering meaningful messages with vigor and energy. They work hard to provide a high quality experience in all areas of our student athletes' campus experience. Our program operates with the realization that only a select few go on to professional athletic careers or to win Olympic gold medals. Therefore, we focus on producing young people who will be able to translate their quality experiences from our program into every aspect of their lives.

Important to UI's Athletic Department are several issues that are affecting intercollegiate athletic programs nationwide: commercialization of collegiate sports, the restricted earnings case and initial eligibility requirements.

Corporate Sponsorship

Joining Partners to Reach Our Potential...

Many may not realize that the University of Iowa is a billion and a half dollar enterprise. While the university receives more than three hundred million in state dollars, it is somewhat of a misnomer to consider it a "state university," as it receives a great deal more in funding from grants, philanthropy and the private sector. As the university continuously looks for outside funding to be a premier university, its athletic program follows suit.

The University of Iowa's Athletic Department has a history of partnering with the private sector to enhance its program and develop greater resources to continue our winning tradition. We view our partnerships with the private sector as a means for reaching our program's potential. These partnerships are mutually beneficial and have proven to be a win/win situation for both entities. Over the years, we have maintained successful relationships with the private sector to support our program's initiatives:

First, corporate underwriting allows the university to acquire state-of-the art equipment, uniforms, shoes, etc. at no cost to the university or the tax payer.

Second, we are positioned to recruit some of the top coaches in the country as revenue derived from corporations helps us to underwrite department expenses. Similar to the private sector, it is critical to be competitively positioned with other higher educational institutions. By partnering with corporations, we attract high quality and nationally recognized talent while generating dollars to fund salaries and other department expenses.

Important to attracting quality coaches is the opportunity to pursue local endorsements for radio and television. Another factor in our reliance on private sector support is the limited media market in Iowa City.

How we form these strategic partnerships...

Unlike other universities and colleges, the University of Iowa does not contract services with a sports marketing firm to secure corporate sponsorship agreements. These agreements are negotiated and managed by the athletic department staff in conjunction with central administration. We are better positioned to form these partnerships, as no one knows our assets better than ourselves.

A hand-in glove philosophy...

In negotiating and partnering with corporations, we always ensure their philosophies fit hand-in-glove with our own. Our university is widely recognized for championing human rights. When forming strategic partnerships with corporate entities, we first look at a company's operating philosophy and track record. We work hard to ensure there is a match in philosophies. Once we have identified this match, these partnerships can be formed, without compromising our principles. The bottom line is, we adhere to our principles.

We are so committed in this area and with the recent media attention placed on exploitative labor conditions of some companies, the UI Board is developing a philosophy statement relative to future relationships with potential corporate sponsors.

As director of our program, I believe corporate sponsorship has its place in collegiate athletics. However, it is important for collegiate athletic programs to draw a line relative to some forms of corporate involvement. Even though educational institutions have historically named campus buildings in memory of individuals, I have concerns with some levels of corporate identity, such as renaming a stadium after a corporation.

The Restricted Earnings Case

Background...

This case signifies an enormous potential legal and financial impact for intercollegiate sports nationwide. Last May, a federal jury awarded more than 1,900 coaches \$22.3 million in damages from the NCAA for capping the salaries of coaches under the "restricted earnings" rule. This amount was trebled to \$67 million and will continue to increase to possibly \$85 million if it is upheld. It was concluded that restraint of trade existed in this case and this restraint had an anti-competitive effect. This case signifies the potential for other cases to be made against the NCAA for restraint of trade, which in turn could affect college athletic programs nationwide.

While NCAA has lost on several fronts with this case, it plans to appeal the decision.

Impact on UI ...

Much of the NCAA's \$282 million dollar operating budget is derived from the men's basketball tournament. Of this amount, \$260 million is returned to the membership in revenue distributions and in the form of services to the membership. The revenue distribution is much more substantial for conferences like the Big Ten. As a result, our program could be hard hit. And, in return, our student athletes may feel the affects.

Looking Back...

In retrospect, my peers and I wonder if this case could not have been more effectively managed. It may have been a mistake to cap salaries, but the intent was to provide *entry* level positions for young coaches to get involved in their respective sports. Plus, we recognized from a management perspective that four full-time coaches were unnecessary to coach a team of 12-15 student athletes.

At UI, there were restricted earning coaches in virtually all our sports, except football. These were positions designed to be compensated at the equivalent of a graduate assistantship. The rationale for capping the salaries was based on the entry-level and part-time status of the positions. More importantly, a cap was placed on these positions to limit the proliferation of the positions than to rising costs of maintaining athletic programs. Even though these early intentions were in good faith, we have now moved away from this philosophy.

Nationwide, athletic departments will now be forced to review the number of coaching staff as a result of this case.

Initial Eligibility Requirements

Background

Several key actions and recommendations were recently made by NCAA leadership that will have a significant impact on future student eligibility for participation. In its oversight of initial-eligibility requirements, NCAA leadership made recommendations relative to the accommodation of learning-disabled students and appeals of clearinghouse decisions concerning core-course acceptability since meeting with high school administrators.

Students with Learning Disabilities...

The NCAA is working to improve the accommodation of learning-disabled students seeking to comply with NCAA initial-eligibility standards. Most importantly, it designed procedures for identifying such students. Students with learning disabilities will have the opportunity to indicate on the clearinghouse's student release form their desire to receive additional information regarding learning-disabled accommodations. The NCAA Clearinghouse will then respond to the request by following up with the student with further information. As a further outreach

initiative, high school counselors have been targeted to receive information on the Association's efforts to assist learning disabled students.

Courses that are designed specifically to accommodate students with learning disabilities will be identified by the Clearinghouse. The Clearinghouse will then use information submitted by schools to evaluate such courses for inclusion in a high school's Form 48-H course listing. This has been a major undertaking, as the NCAA Clearinghouse reviewed more than a million course descriptions last year. The effort is expected to produce information that is responsive to current curricular trends. Special attention will now be placed on distinguishing types of courses intended to prepare students academically for higher education from those that focus more on life skills.

Here at UI, the last thing we want to *not* do, is accommodate students with learning disabilities. Our university works hard to ensure students with disabilities are part of the mainstream of the campus community, whether these students are athletes or part of the population at-large. This philosophy is upheld in our athletic program as well. However, it is important to recognize that there are always people in athletics around the country seeking to circumvent rules. This particular area creates opportunities for students who do not meet academic standards to have access to the university.

As director, I will be working hard to ensure student athletes who are classified with learning disabilities are given an opportunity at UI and that this ruling is not abused.

The Future of Basketball and Football Coaching at UI

We are fortunate at UI to have coaches with long tenures. Over the years they have enabled us to build nationally recognized programs that reflect decades of hard work. Yet, we are faced with both challenges and unique opportunities for these respective programs. It will prove difficult to replace such fine coaching talent. Yet, their dedication has enabled us to attract quality coaches, which in the end, will make my job much easier.

Basketball

Anyone knows that whenever you have a turnover, there is a period of transition. We are far along in the process for transitioning the leadership of our basketball program. Because Tom gave us generous leeway of his departure, we will be positioned to minimize problems and be able to hit the ground running. For some time now, we have had discussions with topnotch coaches nationwide who have expressed interest in the position.

Football

In terms of our football program, Hayden has allowed us to attract high quality candidates for the future. When the time comes, we will look at candidates with a proven track record both in-house and around the country.

Looking at the millennium

We want to be positioned to attract and hire the best coaches in their respective fields. When looking at prospective candidates, I take into account a coach's commitment to the institution and a strong sense of integrity. We also look for professionals who genuinely care about the student athletes they work with and enjoy the recruitment process.