Success in College Football and its Effects on Incoming Freshmen and Overall Academics
Cameron Jean, Department of Marketing, College of Business, & Honors College
Faculty Mentor: Andrea B. Kirk, Honors College

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INVESTMENT
- Head coaches in top conferences earn an average $1.4 million
- Head coaches in lesser conferences earn an average $419,000
- Remodel of the stadium at the University of Texas cost $150 million.

RETURN ON INVESTMENT
- In 2008, UT generated over $120 million in ticket sales alone
- A typical Division IA university raises $5 million in gifts to athletics

PURPOSE AND HYPOTHESIS
The purpose of my research is to provide universities with information that will result in an accurate cost-benefit analysis associated with investments in NCAA sports. Through my research, universities will determine if athletic investment will yield the desired academic result.

It is hypothesized that athletic investment shows a positive correlation to incoming freshmen quality and academic success of the university.

MATERIALS AND METHODS
There are many metrics for measuring success in both athletics and academics. My study includes the following:

Football Program:
Winning Percentage is calculated by dividing total games won by total games played. The study will examine the winning percentage over a five year period for those schools selected.

Football Rankings are a common metric for success in college football. The study will combine rankings published by the Associated Press (tabulation of votes submitted by selected sports writers across the nation) and the Coaches’ Poll.

Bowl appearances reference post-season play in college football. A five-year collection of this data will be used.

Incoming Freshmen and Academics:
Scholastic Aptitude Test score (SAT) is the combined math and verbal score on the SAT for incoming students. This is an important identifier of quality.

Enrollment is the total number of students enrolled at each university. A larger student population gives each university more resources to fund initiatives important to the university.

Student-faculty ratio is student enrollment divided by the number of employed faculty. A lower ratio provides students with a more intimate learning environment.

Faculty Salaries will average the real incomes of faculty at each university. This is a common indicator of the overall quality of instructional staff employed at the institution.

Research Grants acquired is the total revenue generated from research completed by any students or faculty of the university. Grants may be acquired from the public or private sector.

Alumni Giving is the total revenue generated from all annual giving by alumni of each university. This is a common metric of success for universities because it chronicles the overall satisfaction of alums with their studies at each university.

Retention rate is the percentage of students that enroll and complete their studies. This is a common metric for customer service and level of instruction.

RESULTS
A correlation between quality freshman and athletic program success will be made.

BIBLIOGRAPHY

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