

Communications Report for Faculty Senate

October 4, 2018

Overview:

Faculty Senate (FS) held its fifth meeting of the 2018-2019 academic year in Rader 111. Faculty Senate Chair Hare made several announcements reminding Senators of events and deadlines listed below. Associate Title IX Coordinator Lora Pace gave a Title IX power point presentation about sexual misconduct, what it is, the immediate and lawful reporting of it and how to report it when it occurs. Dr. Annie Adams gave a presentation concerning athletics in the current budgetary times demonstrating the extent to which schools subsidize athletics, particularly MSU, and urging Faculty Senate to consider eliminating the MSU football program in order to better position ourselves for performance-based funding and the institution's budgetary future. President Morgan answered questions about the future of Laughlin Building and the prospect of staff layoffs. Provost Bob Albert gave a brief update on QEP and General Education review. FS Committees gave reports of their current tasks. Specifically, PAc-2 received a second reading, but no vote until faculty constituents can be polled about the elimination of a faculty committee.

Announcements:

Chair Hare made the following announcements:

Program assessment plans should be completed and sent to assessment@moreheadstate.edu.
If there are no changes at this time, e-mail this office with that message by October 8.

Research & Creative Productions Proposals are due 10/8. Summer Fellowship Proposals are due 11/5.

Posters-at-the-Capitol abstract submission deadline is 6pm on October 12.

Midterm grades due by 11:59pm Monday, Oct. 15 through Blackboard. See Provost Albert's instructions sent and also on Blackboard Faculty Senate site.

Homecoming Events start Monday, Oct. 15 with Eagle Spirit Decorating Contest and ending with the football game and events Saturday, Oct. 20

MSU Presidential Lecture Series will feature Mr. Tim Thomas, Chairman of the Appalachian Regional Commission (ARC), on Tuesday, October 16 at 3:30pm in Button Auditorium

In other business, Chair Hare reminded Senators how to remove unnecessary phone lines by e-mailing the name displayed, MAC address, and phone number for each line to the ithelpdesk@moreheadstate.edu. These instructions are also on the Senate Bb site.

Chair Hare reminded Senators that Faculty Senate meetings are open meeting during which anyone on campus may attend. He urged Senators to make their constituents aware that they can attend anytime.

He also announced that President Morgan has asked Faculty Senate, Staff Congress and the Student Government Association to review and revise their constitutions as necessary for Board of Regents approval every two years. He has asked that FS have its Constitution revised and approved by FS and full faculty by March so the updated version can be submitted to the BOR at their June 1 meeting. FS committees are working on this. If you have concerns or questions for revising the FS Constitution, contact Chair Hare and he will pass those comments along to the committees that are working on it. A copy of the FS Constitution is posted on the FS Bb and web sites

Chair Hare was asked to look into "red flag" reporting and he recalled receiving an e-mail many years ago about reporting inappropriate activities on campus. It still exists with four different way to access the reporting and that is posted along with the FS meeting documents for today's meeting. You can also find this access in the A-Z Directory under "Ethics Concerns," "Red Flag Reporting " and "Whistle Blower Information" or you can find a link to red flag reporting via "Internal Audit" on the Office of the President's webpage for reporting the President.

Presentation on Title IX by Lora Pace

Lora Pace, who is the relatively new Title IX Associate Coordinator, began explaining that her power point presentation would be about Title IX as it relates to sexual misconduct.

Most commonly reported is male to female misconduct, but there have been complaints about same sex and female to male misconduct. She stressed that when misconduct is reported that victims are not to be blamed. She reviewed some of the recent celebrity cases. She said that MSU was getting a few more reports than we normally get because of the "Me, Too" movement.

She reviewed the legal definition of Title IX and said that any school receiving federal financial aid and assistance would lose that assistance and that would mean closing our doors. She reviewed the various groups on campus who have received Title IX training, for example, first year students, Residence Advisors, Staff Congress, Craft Academy students and now FS. More trainings and soft campaigns are in the offing. She said the training focuses on the Title IX definition of sexual misconduct, what it means to be a "responsible employee," the meaning of consent, reporting sexual misconduct and bystander intervention. Regarding consent, she pointed out that saying "no" at any time is "what counts." Another issue involves a victim's ability to give consent. She trains students about avoiding situations and being safe.

In terms of staffing, Harold Nally, the HR Director, is the Title IX Coordinator, Pace is the Associate Coordinator. Richard Fletcher and Dr. Robert Royar are Deputy Title IX Coordinators helping with investigations. She also discussed MSU's PG-6 as being "a really good sexual misconduct policy" that even now is undergoing some light revision. The 23-page policy covers all the important points and includes resources for students. Currently, they are waiting for federal guidance to be handed down. She said she believed that this would be about "more rights and more things that we have to do for the perpetrator."

In PG-6 faculty, staff and administrators are listed as "responsible employees" who are obligated to report an incident they know of immediately. If a student asks a "responsible employee" for help, but also says "you can't tell anyone," the reporting student needs to know that this promise cannot be kept. "They may walk off," said Pace, "but by law you have to report it immediately." Even if you are not sure the incident falls under Title IX, you should still report it, and even if it is from a third party. Our students need to be "safe and happy," she said, "and they need to be able to learn." They cannot learn "when they are worried about being assaulted or being harassed." If you do not report an incident, "you are subjecting all of the students to a unsafe learning environment" in addition to violating Title IX which jeopardizes the institution.

There are six types of sexual misconduct: sexual harassment (quid pro quo), unwanted touching, sexual assault (i.e., rape, statutory rape and incest), domestic violence, stalking and sexual exploitation (i.e., sharing pictures that the victim does not know about). She then reviewed some statistics related to these incidents. She said that in all the cases she has received, the victim knew their perpetrator. She also discussed serial rapists who go from campus to campus and the importance of reporting incidents in order to stop these perpetrators. She said later that she has heard that some employees do not report incidents because they believe nothing will be done about it. She assured us, saying "let me tell you, if I know about it? We are going to investigate it. I promise you that. We are not going to let things go. Sometimes we will get a report of something and we can't do anything about it, there are some reasons why. So please understand that we are going to do everything in our power to keep our students and employees safe. So if you have a coworker that is harassing students? We need to know about it." She cited that behavior that violates Title IX should not be excused as just that person's nature and stressed that students are in a vulnerable position relative to employees. "Report it," she said, "I promise you we will look into it. We do have the President's support."

She stressed the importance of asking judgmental questions, such as "Why did you drink so much?" or "Why did you wear that dress?" Then, the victim shuts down and refuses to report the incident further. Victims also need to be connected with resources to get help or report a violent incident to the police. For students only, there is a "drug and alcohol amnesty" meaning that students will not be punished for violating these rules if it would stop them from reporting an incident. She urged that we listen to victims and be discrete

when passing this information along, but absolutely report it to either Nally or Pace. She added that we should also be aware that we could be asked about the incident during an investigation, but it will likely stop there for someone who reports an incident.

After an incident is reported to the university, guilt is determined by “50 percent and a feather.” It is not a legal standard of “beyond a reasonable doubt.” If it is believed that something more likely than not happened, there will be a hearing. There is a hearing board of trained faculty, staff and students and they decide on sanctions.

Her office is in 215 ADUC and Harold Nally is in 301 Howell-McDowell Building.

Presentation on Budgets by Annie Adams

Dr. Adams thanked the Senate for their time and began by saying that she had “a relatively modest proposal. You know we need money. What can we do? Let’s take a look at football because football is not serving us well.” Below is the text from the presentation given by Adams to Faculty Senate today:

We all know that it is costly to participate in the NCAA Division I, and that MSU could substantially reduce the annual deficits of its athletics program if the school shifted to either Division II or Division III. What we may not all know is that the institution could substantially decrease the cost of DI participation, and improve its performance metrics, if it just eliminated football from its roster of sports.

The itemized 2018-19 budget shows that we will be subsidizing football \$887,000 this year, a figure that does not even include the salaries of the two assistant coaches added after the budget was printed or the cost of field maintenance and facilities. If we elected not to offer this expensive sport, we would have almost a million more dollars per annum to spend on actual instruction—or much needed repairs to the library.

Like any change, the elimination of football will present some challenges, but these challenges provide opportunities that can position us well for the future. In the 1990s, the institution, at the behest of Senate, dropped to non-scholarship football to recoup much needed funds. In 2016, to meet some of our budget challenges that year, Dr. Andrews eliminated men’s and women’s tennis from our sports roster. If we take further action, and remove football completely at the end of this year, we’ll have one less expense as we confront the rising cost of pension obligations and jockey to improve our standing in the state’s performance funding model.

Challenge #1: We may lose some tuition-paying students, who presumably enrolled at MSU to only play DI football. Opportunity #1: While eliminating football could depress enrollment figures in the near term, this loss can be offset by an overall improvement in progression and graduation rates in the future. According to our own IR data, male athletes, on average, have lower rates of progression and graduation, and this is lower rate is particularly pronounced for

football. In this instance, lost tuition can be offset by a better showing in performance funding metrics.

Challenge #2: We will be the only public university in the Commonwealth without a football team. Opportunity #2: Our outlier status can be a powerful marketing tool, particularly if we let the public know that we eliminated football in order to contain costs for students and put more money back into the classroom.

Something to consider: we're already an outlier in the Commonwealth, in that we have a non-scholarship Division I team, so we can say that we are fully realizing the reform we began decades ago. In an [overview of the financial state of athletics programs in the Commonwealth](#), our Athletic Director, Brian Hutchinson, stated not only that our non-scholarship team was unable to secure the guaranteed games that might bring in \$300,000 to \$500,000 for schools like ECU or Murray State, but also that there was a necessary limit to what the local community could support. Instead of pursuing the diminishing revenue sources our sister institutions are vying for (all to subsidize a non-academic program that will never turn a profit [athletics]), we can market our cut in losses as a financially savvy and student-friendly move in these austere times, and hence aid in recruitment overall.

Something else to consider: a number of business and investment services are starting to classify college football, even at the power schools, as a risky investment. In 2013, a [Moody's Investor's Service report](#) states that the long term [cost of injuries from contact sports like football](#) will be a problem for the NCAA and individual schools in the future, particularly after an "[\\$765 million settlement over concussion-related brain injuries](#)" in August 2013 set both a financial and legal precedent. In January of 2017, Bloomberg published a [series of articles on college football](#), demonstrating how even the most powerful teams that generate the greatest amount of revenue are perched precariously on crippling debt.

Challenge #3: We will need another men's sport to replace football if we are to remain in NCAA Division I. (NCAA rules require a balance of sports for men and women, a balance which can be achieved by hosting 7 of each or having 6 male sports and 8 female.) Opportunity #3: We can "slenderize" our athletics roster and while we "do more" with either less facilities or fewer coaches and teams. Years ago, co-ed sports were counted, by default, as men's sports. If this is still the case (which I'll admit I do not know), we can merely shift rifle into the men's category and be done with it. If not, we can utilize the same ingenuity we did when we needed to add another women's sport to remain Title IX compliant and make an existing team "dual purpose." In 2016, we added beach volleyball, basically just giving a bonus season for the same coach and team members. We can do the same with men's Track and Field, which we currently offer in its outdoor form, but can now offer in its indoor iteration as well. We could also add men's volleyball and get even more use out of our existing volleyball courts.

Something to consider: The sheer size of football teams all but mandates institutions adding extra women's sports to achieve a semblance of gender parity. Eliminating football cuts down on potential problems with Title IX.

Challenge #4: Eliminating football would remove some performance possibilities for our marching band. Opportunity #4: We can create new ones. Marching band is already an integral part of convocations and celebrations of students, and there's no reason we can't add to this list. Imagine a football-less Homecoming that showcased the School of the Arts, highlighting performances from the marching band alongside traditional music, our dance groups, and a theatre production. Gallery receptions (student work in the Golding-Yang Art Gallery, a special exhibit at the Folk Art Center) could take the place of tail-gating. This could be a way for our comprehensive school to tangibly demonstrate that we value the arts, even in this era of STEM-based funding models.

Challenge #5: Eliminating football won't eliminate the football field. Challenge #5: We can reduce costs and potentially optimize instructional space by freeing the stadium from the demands of one sport. Keeping the stadium NCAA-football-ready means an endless cycle of maintenance and repairs. This can be eased if we don't have outside entities mandating particular forms of upkeep. We can also more effectively manage resources, and "slenderize" our campus footprint, if we utilize the stadium in novel ways. Right now, we have a massive piece of real estate devoted almost exclusively to one sport. What if we taught classes other than marching band on the field—say courses in kinesiology or exercise science? We could maximize our instructional space and get performance funding "credit" for the stadium.

In these austere times, when many academic programs are struggling with understaffing, it just makes sense to reallocate close to a million dollars, dollars currently count as the "direct cost of educating students," to actual instruction. This reallocation won't shift us out of our NCAA division, and it will significantly lessen the burden placed on our Athletic Director, who admits to struggling with mounting expenses because there are not adequate revenue streams. To "keep everyone motivated towards the goal of being what we should be and representing the University," Senate can follow the general advice of AD Hutchinson, take our athletic "investment seriously," and make a much needed change that will pay numerous dividends in the future.

(Dr. Adam's power point presentation is at the end of this Communications Report.)

At the end of her presentation, Adams took questions from Senators. Responding to a question from Senator Gonzalez-Espada about our options, Adams made several points. She explained that discussing the athletics budget does not mean that "someone is anti-sport or anti-athletics. That is not the case. But I think what is happening at a lot of schools, and we can be at the forefront of this, participating in athletics, caring about our students, giving them a sporting opportunity is not the same thing as participating in a profit-driven huge

organization and in a most elite part of it.” She went on to explain that the NCAA did not change rules and regulations until a profit-based scandal was uncovered rather than years earlier when an academic fraud, specifically a cheating scandal, at a major university was exposed. Giving money to the NCAA “is unfair to our students, it is unfair to universities and as they are currently starving the beast of higher education and we are not getting any state performance funding, and nobody is anywhere, I think it is unconscionable for us to put in this much money at this level into it because it is customary.”

Chair Hare added that “we are only one of the few systems in the entire world that has this relationship with athletics. You don’t have to do it this way.”

President’s Report

President Morgan attended the FS meeting today and took questions from Senators about the status of Laughlin and staff layoffs. In response to Senator Tuerk’s question about the future of Laughlin Building, President Morgan said that “the city, county and tourism commission have approached us about using it (Laughlin) as a community center and we actually like the idea. They have done an evaluation of that, that evaluation has come back and their taskforce is getting together this week or next. We are hopeful that by the end of fall semester we can turn that building over to them.”

The administration has approved Laughlin for several events this fall, such as the “Say ‘Boo’ to Drugs” at Halloween and the Art and Craft Fair in early December. He explained that “we have not said just ‘no’ to large community events, but what we have done is constricted down to just a few from preventing us from having to clean it. We are pretty eager to turn it over in a lease arrangement.” President Morgan said he hopes the university can turn the building over to the community on January 1, 2019.

Senator Schack asked President Morgan about a rumor that there will be more staff layoffs. She asked President Morgan if “there was any truth to that.” He responded, “not that I am aware of.” But he also said that he “would never go so far as to say the university will never have layoffs.” She said that these layoffs she heard about were “imminent.” He repeated that was not the case and continued by saying “if you notice we put some extra money in health care to put us around what the average (ratio) was. This fall we counted revenue about two weeks ago. We met our revenue projections for this fall, a little bit over, but we still have winter spring and summer to go. We are looking at ways to save money when the new pension cost kicks in July 1, 2019 and a few other fixed costs that come with that. But I have not been in any conversations where we have discussed that. Our goal has been to find our savings through attrition, planned moves and planned retirements and things like that. I would never go so far as to say we would never have layoffs, but I just don’t see a need to do it right now.”

Provost Report

Provost Albert had an update on QEP and General Education Review. Regarding QEP, the Selection Team is meeting tomorrow (10/5) to finalize the call for proposals that will go out next week. The Committee is asking for 2-3 page preliminary proposals by November 6. Then by early December the QEP Selection Team will select the top three and ask those author(s) selected to submit full 20-25 page QEP proposals. The plan is to have the final decisions made by early Spring Semester for later BOR approval.

Regarding General Education Review, a General Education Review Committee has been formed to look at the LUX proposal. A plan has been developed and Dr. Sue Tallichet has agreed to chair that committee. A first meeting of the committee is scheduled for Monday (10/8). Provost Albert and Tallichet met and discussed what needs to be accomplished and the timeline.

Senator Schack asked for an update about the KCTCS Transfer Summit schedule for November 9, specifically she asked what it is about and who will be there. Provost Albert said that leadership from KCTCS is coming in and he is trying to "get the deans, the chairs and faculty together to hammer out ideas on course by course transfer opportunities to strengthen and update the agreements that we have."

Chair Hare said he had been getting some comments and suggestions about the summit and he will forward them to Provost Albert.

Regent's Report

Regent Pidluzny reported that the BOR has not met since the last FS meeting. The next BOR meeting is Friday, October 19th. He expects the agenda will be posted next week. If you have any questions or concerns as you review it, please let him know.

He did attend a FS Executive Council meeting with Dr. Morgan last Monday, September 24th and had several items to report on from that meeting as follows:

1. Senators Tallichet and Blankenship again raised the mold issues in Baird Hall and Lappin Hall. Dr. Morgan replied that Facilities AVP Kim Oatman had recently engaged a mold expert to evaluate two buildings on campus, and that cleanup plans were at that point being drafted. Dr. Morgan encouraged faculty to bring mold issues, and other maintenance issues, to the attention of our college deans. My understanding is that the Music faculty has submitted a letter outlining some of the most pressing problems in Baird Hall, and that Facilities has begun work to address these.
2. There was some discussion about faculty salaries, an issue the Academic Issues Committee is presently working on. Dr. Morgan has acknowledged that faculty salaries are low – no matter what benchmark we compare ourselves to. If you compare our

salaries to the other institutions in our 19-university IPEDS peer group, ours are the lowest or second lowest across ranks. We also languish if you compare MSU's total outlay on faculty salaries to other institutions in budget proportionate terms; this comparison also reflects the number of faculty on the roster.

Dr. Morgan has asked Institutional Research to clean up our SOC code designations, and to look at our IPEDS peer group with an eye toward proposing/negotiating a sample of institutions that looks more like us. The new list would likely include UT- Martin, Jacksonville University (FL), Truman State (MO), Western Carolina University, and Murray State. Cleaning up our HR submission to IPEDS, and getting the peer group right, will help us to make meaningful comparisons.

I've taken an initial look at salaries and compensation relative to this group of five institutions. MSU appears to lag by about \$5,000-\$10,000 behind the average faculty salary at the other institutions depending on rank. Our salaries are closest to Truman State, but lag other institutions by as much as \$20,000 at some ranks.

3. Dr. Morgan has acknowledged that we are spending more than similar institutions in several areas, including debt service, maintenance & operations, fiscal & administrative services, and on athletics subsidies. Needless to say, lopsided expenditures in these areas have put downward pressure on the other stuff, including instruction (as a functional category) or academic affairs (if one looks at spending across divisions). He also explained that it takes time to bring these expenditures into line with similar institutions. As I noted in my summer report, a look at the FY2019 budget shows real progress here, with the proportion of MSU's budget spent on instruction increasing this year for the first time in more than a decade. And as Interim CFO Theresa Lindgren noted at the June budget meeting, the administration acknowledges that we still have work to do aligning the institution's budget with institutional priorities.
4. As noted in Dr. Morgan's email to campus, the administration has decided to put an additional \$475,000 toward health insurance next calendar year. This will allow the institution to maintain a 78:22 employer-employee funding ratio, which is in line with other regional universities. The institution will also maintain the wellness plan for 2019 as well as the present benefits structure and provider network. This will require increase *average* monthly healthcare premiums by about \$45/ employee. But it is a much smaller increase than would have been required had the institution decided to implement the health insurance task force plan. While it would be inappropriate to cheer a benefits change that amounts to a reduction in faculty compensation, it is nonetheless appropriate to point out that rising healthcare costs are out of our control, and that the administration listened to faculty and staff concerns and worked hard to mitigate the impact of the proposed cuts under severe budget pressure.
5. Dr. Morgan noted that MSU met revenue projections for Fall, 2018. Note that this is the first time in recent memory that realized revenue has equaled or exceeded budget projections.

6. There was a good deal of discussion about student parking, which is a priority concern of the SGA at present. The administration is working with SGA to consider ways to increase the supply of parking, and to determine more efficient/ fair ways of allocating the most appealing parking passes to students.

Finally, we have a “constituency leaders” meeting with Dr. Morgan tomorrow afternoon. If you have any issues you’d like me to raise, please send them my way. There were no questions for Regent Pidluzny.

Staff Congress Report

Chair Purnell was unable to attend FS. Chair Hare has posted the most recent Staff Congress Newsletter posted to Blackboard FS Meeting Documents

General Education Report

No report. There has been no meeting.

Faculty Senate Committee Reports from 2017-2018

Academic Issues: Committee Chair Dirk Grupe was absent because he was at Meet MSU in Prestonsburg that evening, so Regent Pidluzny, who is on the committee ex-officio, gave the report for this committee. He said the committee is looking “aggressively” at three areas which are faculty salaries, classroom usage and admissions and best practices for admissions standards. Specifically, regarding admissions standards the committee is looking into ways to incorporate a grid metric to identify students who at low ACT levels and who are most likely to succeed, looking at the distribution of ACT scores in math and English and figuring out what proportion of students are coming to MSU underprepared.

Evaluation Committee: Chair Blankenship stated that her committee was going to focus on improving communications vertically and horizontally in the university structure. They will begin this task by reviewing Faculty Senate’s role in communicating with other groups across campus and compare how this is done at other schools, how we view our role, how the faculty view the role of FS and how various administrators view FS’s role.

Faculty Welfare and Concerns: Chair Carlson reported that since the last FS meeting, she, Chair Hare and Senator Lennex met with Provost Albert over PAC-2 governing promotion to Professor. The Provost has also met with the Dean’s Council to discuss the policy as well. She then presented two versions of Pac-2. The first one clarifies how committees are staffed. The second one eliminates the College Committee. The Administration is not in favor of eliminating the College Promotion Committee.

Senator Schack asked the Provost why the Administration does not want to eliminate the College Promotion Committee. He said that the Deans felt that a College Committee would be more familiar with the faculty candidates within that unit than at the university level.

He continued saying that the Deans view of the College Committee was similar to how FS viewed the University Committee. Senator Schack said that in her College the faculty on the department Committee were virtually the same as in her College due to having so few full professors. Provost Albert acknowledged that was the case. He said the Dean's preference was to eliminate the University Committee and let the (faculty input) process stop at the College level. He said he thought "a lot of universities operate that way." He continued saying he did not "think that the Deans are wanting to take on a battle with the faculty over getting rid of the University committee, I am just saying that their preference would be to keep the College Promotion Committee if one committee had to go." Senator Schack said that she felt that was the faculty's preference also, but it did not seem feasible. Provost Albert agreed given the dwindling number of full professors available in some units. Other units do have enough full professors. He said the Deans would prefer to have another level of faculty review within the College.

Senator Blankenship asked what other universities did. Senator Carlson said she would look into that. More discussion was heard about which option would be better. Senator Blankenship asked how often the University Committee had overturned the lower level Committee decisions saying that departmental peers may know the candidate best. Senator Schack reminded that we simply do not know. Provost Albert suggested that information would have been kept and said he would look into it. Senator Lennex said that information was kept for tenure decisions, but not for promotion.

Chair Hare agreed that we should look into how other peer institutions handle this situation. Senator Tallichet suggested that might not be the best way to go about solving the problem since our peer institutions maybe having the same issue. She argued for keeping the University Promotion Committee and eliminating the College Committee due to numbers but also because of departmental peer pressure, the University Committee may render a more unbiased recommendation. Regent Pidluzny agreed with Senator Tallichet saying that the University Committee was important because it brings "some uniformity of interpretation when it comes to using the FEP." Senator Ahmadi also noted the effects of personal relationships biasing the process.

Chair Hare asked Senators to poll their constituents about the matter. A motion was made, seconded and a vote was passed to delay the vote on PAC-2 revisions until the next FS meeting.

Governance Committee Chair Lennex reported that her committee met with the Faculty Welfare and Concerns Committee about the General Education revisions. Her committee is going to begin revising the General Education Committee description.

She also added that there would be a Faculty vote regarding the Faculty Rights and Responsibilities Committee sent through IR on Tuesday. If you did not see it in your inbox, check under clutter.

Issues Committee: Chair Joshi reported that his committee will be revising the FS Constitution in addition to their other tasks. He also said that any input would be welcome and to send those comments to Chair Hare, Senator Lennex or to him. He noted that the FS Constitution is on the FS website and on the FS Blackboard site.

New Business

There was no new business.



“OK, let’s start the exam. Stinking caps on, everyone—stinking caps on.”

With no further business, Chair Hare adjourned the meeting.

Report submitted to all MSU faculty and beyond by Sue Tallichet, Communications Officer.



When Moneyball Doesn't Pay: Football in an Era of Performance Funding

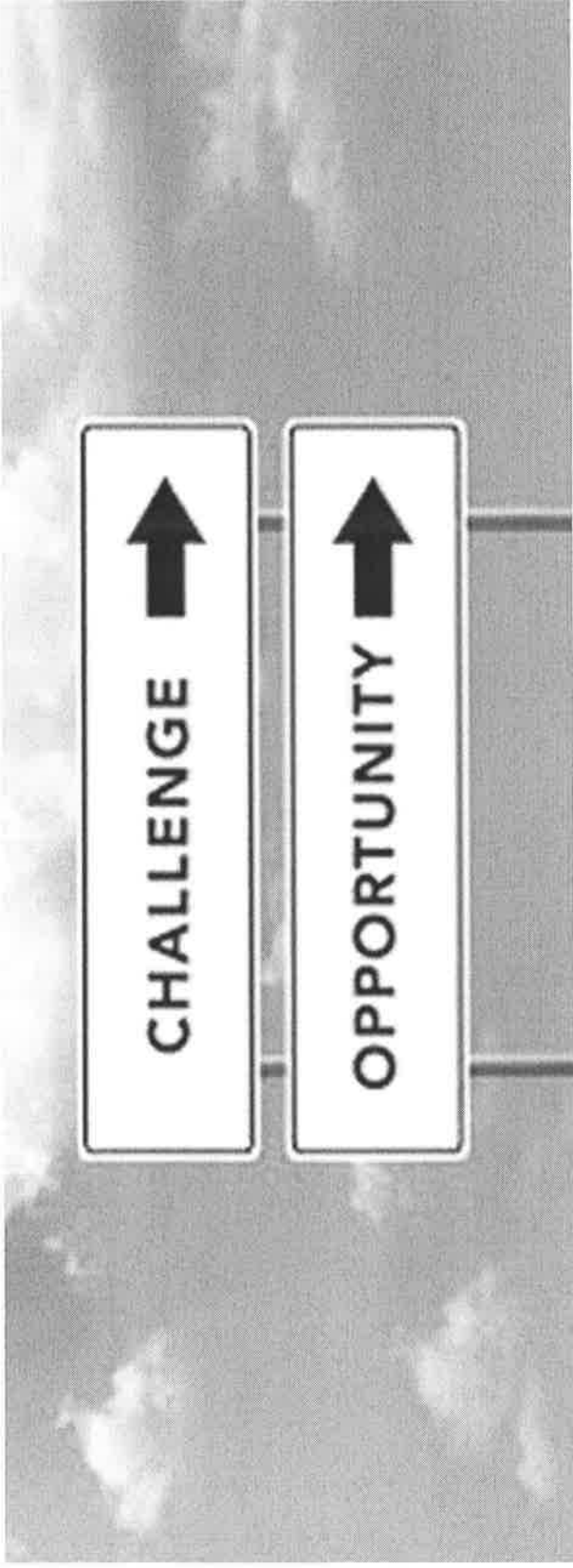
On Divisions and Expenses

- We all know MSU could save money if it moved to Division II or Division III
- In 2005, the NCAA commissioned a study of “The Empirical Effects of Division II Intercollegiate Athletics.” Orzag and Orzag discovered that every institution that moved from DII to DI experienced a net loss of revenue, and not a one of them had a statistically significant increase in enrollment. So, a study commissioned by the NCAA itself confirms that DII is less expensive and does not decrease enrollment.
- There is a way, though, that we can remain in the most expensive of Divisions (DI) and still save money: by dropping football from our sports roster.

- Current cost of Football (according to MSU 2018-19 itemized budget):
\$887,000
- Costs not included in the itemized budget:
 - Salaries of the two football coaches hired after the publication of the budget (note: these positions were in addition to positions already listed; they were not replacements or hirings for vacant lines)
 - Facilities and field maintenance (note: football, unlike many other athletic programs, and unlike most academic programs, has a major physical structure devoted almost exclusively to it: Jayne Stadium)
- If we eliminate football, we free up almost \$1 million dollars per annum

Precedent for Change

- After Faculty Senate voted to eliminate scholarship football (and place a cap on athletic spending) to curb costs, the institution phased out football aid in the 1990s.
 - Note: this elimination did NOT harm enrollment. The institution actually charted record enrollment years in the era of non-scholarship football, all while saving what would be conservatively figured (in current tuition dollars) half a million dollars.
- In 2016, the Budget Taskforce recommended to then President Andrews that tennis be eliminated from our sports roster. That elimination was one of the many strategies (including the infamous furlough) utilized to fill the massive budget shortfall that year.
- If we follow Senate precedent, and identify football as a financial pinch point in trying economic times, we will free up necessary funds the very year the institution has to grapple with a substantial rise in pension costs and its dismal ranking in the state's performance funding model.



- Challenge #1: We may lose tuition-paying students who enrolled at MSU only to play DI football.
- Opportunity #1: We can improve our progression and graduation rates (and hence improve our ranking in the performance funding model).
 - According to our own IR data, male athletes, on average, have lower rates of progression and graduation than the general student populace.
 - This lower rate is particularly pronounced in football.
 - Instead of heavily investing in a group of students who don't meet performance funding metrics, and have lower rates of success than others, we can boost our numbers while we reallocate our limited funds.

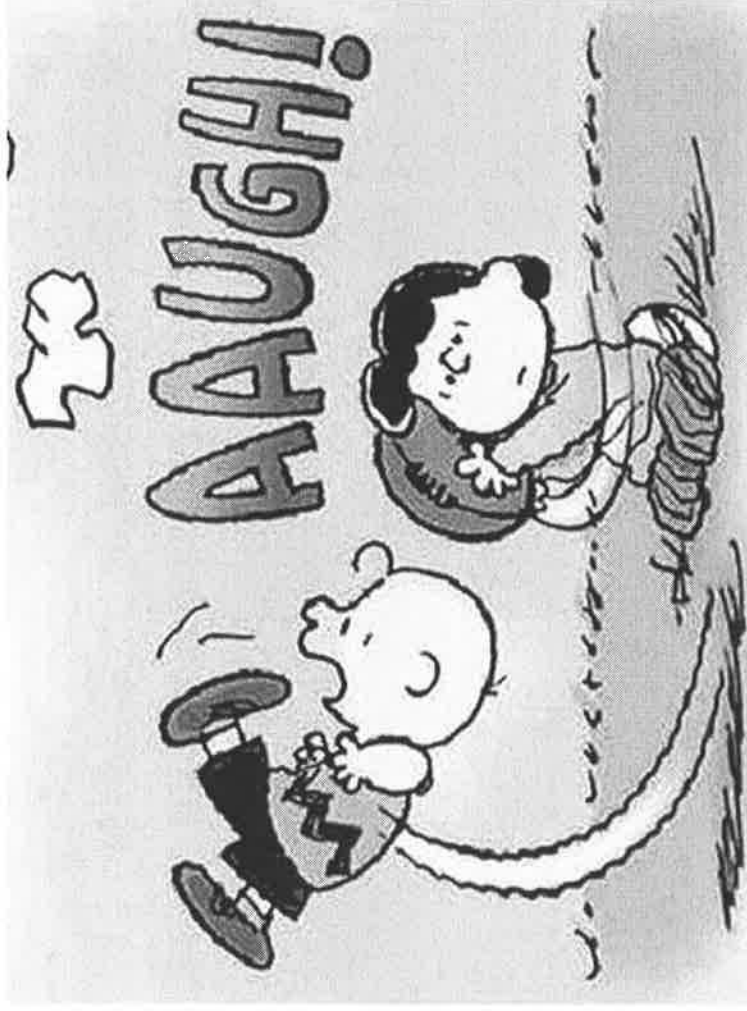
- Challenge #2: We will be the only regional school in the Commonwealth without a football team.
- Opportunity #2: We can market ourselves as a cost-conscious institution truly focused on students' academic success.
 - PR gambit #1: we're just finishing what we began in the 80s and truly curbing costs for students—instead of chasing the every dwindling resource streams, we're making the right move for the times.
 - PR gambit #2: Unlike our nearest competitor, ECU, which went into debt to build a state-of-the-art stadium that still won't be able to compete with UNC's a few miles up the road, we're focusing on our academic strengths.
 - PR gambit #3: Moody's Investor's Services considers college athletics in general and football in particular a bad investment; Bloomberg wrote a whole series of articles (in 2017) on the "crippling debt" that will hobble even elite schools with powerhouse teams. MSU is placing itself ahead of the curve by wisely disinvesting.

- Challenge #3: We'll need a men's sport to replace football.
- Opportunity #3: We can consolidate resources and "slenderize" our athletics' "footprint."
 - If co-ed sports can still count as "men's," then we can just slide rifle into football's vacant slot.
 - If we need a new sport, we can add men's volleyball or indoor track and field.
 - We already have volleyball courts, so the men's team could use the same facilities as the women's. We would need new facilities for indoor track and field, but the "new" sport could utilize the same coach and team (note: this is what we did when we created beach volleyball to be Title IX compliant).
- Speaking of Title IX, if we eliminate football, we'll reduce potential problems with Title IX.

- Challenge #4: Eliminating football will eliminate some performance opportunities for marching band.
- Opportunity #4: We can create new ones.
 - The marching band already performs at convocations and other school events; there's no reason why we can't augment the list of events.
 - Imagine a Homecoming focused on the School of the Arts: performances by the marching band and students from traditional music; receptions at the Golding-Yang Art Gallery and the Folk Art Center; dance and theatre productions.

- Challenge #5: Eliminating football won't eliminate Jayne Stadium.
- Opportunity #5: We can reduce maintenance costs while we maximize instructional space.
 - If we don't have DI football, we won't have to meet NCAA standards for field maintenance.
 - If the stadium isn't reserved exclusively for a single sport, we can open it up to the campus community and find ways to utilize it as instructional space.
 - Marching band is already a credit bearing class that utilizes the football field; there are bound to be other classes (in things like kinesiology and exercise science) that could as well.
 - If we can classify the football field as instructional space, we maximize our performance in the state's funding model.

In these austere times, when many academic programs are understaffed, it just makes sense to reallocate close to a million dollars of the “direct cost of educating students” to **actual instruction**. This reallocation won’t require us to downgrade divisions, and it will alleviate many of the burdens placed on our beleaguered Athletic Director, who admits to struggling with mounting expenses when there are not adequate revenue streams. As he relayed to the sports editor at Murray State, AD Hutchinson is “skeptical his school can survive on local support alone.” To “keep everyone motivated towards the goal of being what we should be and representing the University,” Senate can build on the general advice of AD Hutchinson, take our athletic “investment seriously,” and make a much needed change that will pay numerous dividends in the future.



We can't afford to keep on making the same mistake season after season.