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## MEMORANDUM

ATTENTION Senate  
FROM Jon Driver, Vice-President, Academic & Provost  
RE: Response to Questions from Senator Black

DATE January 18, 2013  
PAGES 1

The following questions and comment were submitted by Senator Black during the fall 2012 term:

- 1) *What is the current annual net expenditure on inter-collegiate student athletics at SFU? (This figure should reflect full cost accounting and therefore include such items as tutors, facilities, all administrative personnel, coaches, staff, etc.)*
- 2) *What is the current annual expenditure on athletic scholarships (that would not otherwise be awarded on purely academic grounds)?*
- 3) *How many athletes participate in inter-collegiate athletics at SFU each year? (How many Varsity athletes do we have?)*
- 4) *How do inter-collegiate athletes compare in terms of degree non-completion rates and CGPA to non-athlete students at SFU?*
- 5) *I have often heard it said that NCAA membership in particular -- but perhaps Varsity sports in general -- renders SFU more attractive to international, premium fee-paying students. What research supports that claim? Can the value rendered to the University (e.g. the declining numbers of international students we would experience but for Varsity sports) be quantified?*

*Perhaps I should emphasize that I am not opposed to University athletics per se. I believe, in fact, that competitive athletics afford excellent training for leadership and cooperation. Sports are great, and that may include high-stress, ultra-competitive Varsity sports. But most good things cost money. At a time when Departments are feeling real pain and finding it difficult to sustain even their core functions, it seems to me that Senate should reflect on the opportunity cost of running our Varsity sports programs and should use the best available information when making that evaluation.*

Rather than answer each question individually, I thought it might be more useful to provide a short paper (attached) that I hope provides relevant answers, and also gives some context for the data.

Attachment (1)



## Response to Questions from Senate – January 16, 2013

Simon Fraser University’s Athletic operational data is posted annually on the U.S. Department of Education’s Equity in Athletics Data Report website: <http://ope.ed.gov/athletics/>

The data below corresponds to this public reporting.

**QUESTION 1: What is the current annual net expenditure on inter-collegiate student athletics at SFU? (This figure should reflect full cost accounting and therefore include such items as tutors, facilities, all administrative personnel, coaches, staff, etc.)**

The Athletic & Recreation department’s total 2011-12 base budget was \$5.9 m. Of the \$5.9 m, approximately \$4.5m is from Recreation & Athletic fees collected from registered students (\$33.48/\$66.96 per student per term). In addition, Athletics also participates in fund-raising activities to generate additional revenues for operations and athletic scholarships.

Of the \$5.9m Athletics & Recreation budget, approximately \$2.2 m was assigned to the administration and maintenance of the gym facility complex for athletics, recreation and community use; approximately \$2.4m was assigned to support varsity Athletic programming; \$580k for services for athletes (Physiotherapy, Media and Event services) and \$742k assigned to support Recreation programming.

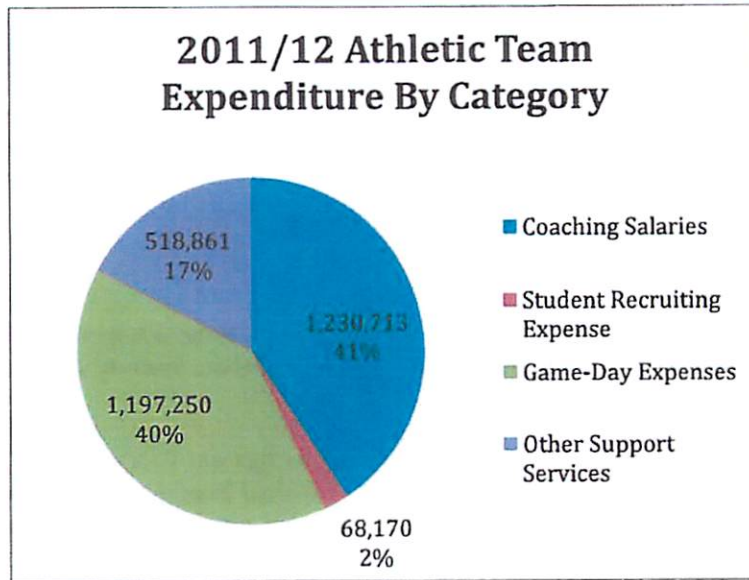
### 2011/12 Athletic & Recreation Operational Base Budget

Facilities/Administration	2,201,876.00
Athletic Team Operation	2,392,476.00
Services for athletes	580,685.00
Recreation	742,766.00
	5,917,803.00

### Sources of 2011/12 Athletics Team Operating Funds

Sources of 2011/12 Athletic Team Operating Funds		
Base Budget	2,392,476	78.45%
Other University Support	294,709	9.66%
Revenues	362,476	11.89%
TOTAL	3,049,661	100%

2011/12 Athletic Team Expenditure:



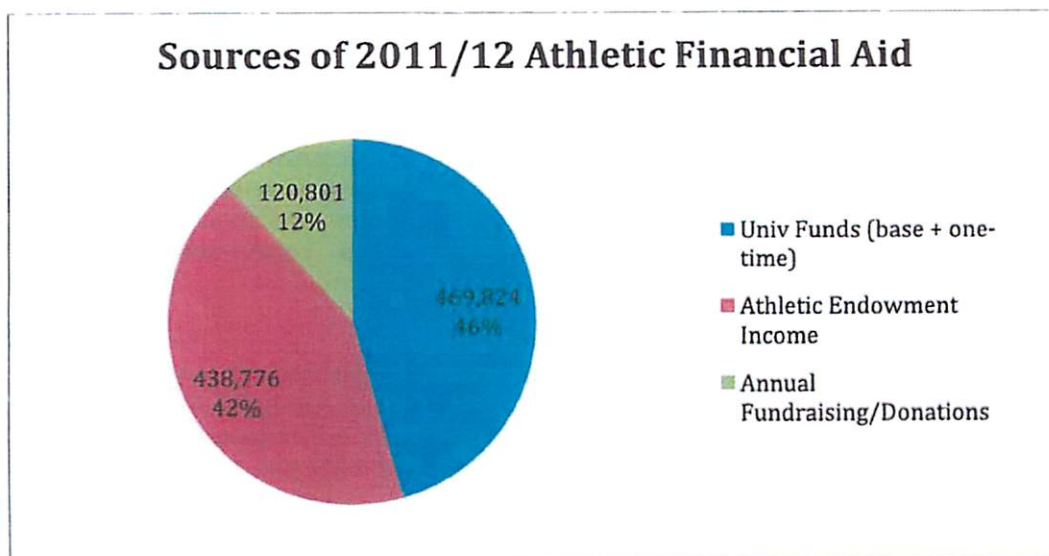
**QUESTION 2: What is the current annual expenditure on athletic scholarships (that would not otherwise be awarded on purely academic grounds)?**

2011/12 Athletics Financial Aid

2011/12 Athletic Financial Aid by Team			# Athletes
Football	278,853	27.09%	96
Men's Basketball	104,728	10.17%	18
Men's Golf	6,512	0.63%	9
Men's Soccer	101,303	9.84%	27
Men's Swimming	74,250	7.21%	13
Men's Track	30,725	2.98%	27
Men's Wrestling	54,720	5.32%	21
Softball	54,033	5.25%	17
Women's Basketball	88,228	8.57%	13
Women's Golf	4,425	0.43%	6
Women's Soccer	46,675	4.53%	22
Women's Swimming	36,720	3.57%	14
Women's Track	60,229	5.85%	32
Women's Volleyball	36,000	3.50%	14
Women's Wrestling	52,000	5.05%	18
<b>TOTAL</b>	<b>1,029,401</b>	<b>100.00%</b>	<b>347</b>



## Sources of 2011/12 Athletic Financial Aid



**QUESTION 3: How many athletes participate in inter-collegiate athletics at SFU each year? (How many Varsity athletes do we have?)**

Number of varsity athletes on each team are listed on the “Athletic Financial Aid by Team” table on page 2.

**QUESTION 4: How do inter-collegiate athletes compare in terms of degree non-completion rates and CGPA to non-athlete students at SFU?**

Of undergraduate students registered in the fall 2012 term, varsity athletes had an average cumulative GPA of 2.74 at the beginning of fall 2012 as compared to 2.77 average cumulative GPA for all undergraduate students.

As part of the NCAA eligibility requirements, a student-athlete must maintain satisfactory academic standing and meet the ‘progress toward degree’ requirement, (i.e., completing at least 24 units toward their degree in each academic year). Students who do not meet academic eligibility requirements are required to withdraw from a varsity team. For students who register in two terms annually, this is a higher course load than required for regular students who wish to be considered “full time” (9 units per term).

The available dataset for calculating statistics of athlete graduation rates are problematic as all students who have ever been an athlete are included. Accordingly, students who cease being athletes, and students who leave the institution at any point in their student career are included. Institutional Research & Planning has reported that the graduation rate for students who entered in 2004-05 as student athletes was lower than the graduation rate of all undergraduate students (47.7% vs. 62.8%). This is markedly lower than those student athletes who entered the previous year when the graduation rate was 75%. Further analysis at a detailed level is needed to fully address this question.

As NCAA Division II members, athlete academic success is core to the program. The goal of SFU Athletics is to have athletes graduate at higher rates than the general student population. We anticipate improvements in athlete graduation rates as:

- unlike our former Athletics association, Canadian Interuniversity Sport (CIS), a student athlete may not transfer and compete at other institutions without making progress towards a degree and maintaining a 2.0 grade point average,
- NCAA requirements for initial eligibility are more stringent than those of CIS.

- in September 2012 the Department launched a comprehensive student athlete academic support program headed by Student Success, and
- in 2011/12, as required by the NCAA, student athletes have formed a Student Athlete Advisory Council (SAAC) to provide community service, social, and academic learning opportunities for student athletes.

**QUESTION 5: I have often heard it said that NCAA membership in particular -- but perhaps Varsity sports in general -- renders SFU more attractive to international, premium fee-paying students. What research supports that claim? Can the value rendered to the University (e.g. the declining numbers of international students we would experience but for Varsity sports) be quantified?**

**NCAA Membership and Recruitment of International Students**

As a NCAA member, Simon Fraser gets far more exposure to international audiences, particularly in the United States, than other BC universities. This past July, when SFU was accepted as the first fully fledged international member of the NCAA, the story was reported by many news outlets across North America. During our men's soccer run to the Final Four, the program was featured in the New York Times. Furthermore, this March our men's basketball team will play a nationally televised game on CBS. In addition to the action on the court, CBS has already planned to shoot features around the story of SFU competing in the NCAA in late January. We also receive a commercial slot in the broadcast which will be used to promote SFU to the American audience.

In addition to media exposure, it should also be noted that in Fall 2012 SFU has more international students on our varsity team than any of our counterparts in British Columbia who compete in the CIS or NAIA, see table below. Student-athletes want to compete in the NCAA as it is the most prestigious collegiate sports organization in North America.

Institution	# of Athletes	# of Intl Athletes	% Intl Athletes
Simon Fraser University	363	52	14.33%
Trinity Western University	166	23	13.86%
Thompson River University	259	29	11.20%
Univ. of British Columbia	558	35	6.27%
Univ. of Northern BC	63	4	6.35%
UBC Okanagan	119	5	4.20%
University of Victoria	341	9	2.64%

At this point, we cannot build a direct link between media exposure and recruitment of international students. More studies need to be done before we can associate SFU's NCAA membership with the recruitment or retention of students. However, SFU's participation in NCAA has provided a new avenue for students to excel outside of classroom and enhance their student experience at SFU. Indeed, our athletes take pride in being the first Canadian school to compete in the NCAA.

Since inception in 1965, the athletic program has produced outstanding athletes and student scholars, such as Olympic medalists, Rhodes Scholars, etc. Our continued successes rely on continued support from the University and Campus Communities.