

1-15-2007 SCORES & GOALS Surveys

1 (File: 20070115mwm 2 surveys)

2 JOSH CENTOR: Welcome to "Mondays With Myles". The
3 NCAA has completed two significant research efforts recently.
4 One survey, SCORE, looked at more than 8,500 former student
5 athletes who graduated in 1994. The second survey, GOALS,
6 looks at nearly 20,000 current student athletes.

7 We're talking to Dr. Brand today about the two
8 programs. Dr. Brand, what are your thoughts?

9 DR. MYLES BRAND: Those two surveys are a gold mine of
10 data that we'll be able to analyze to get a better sense of
11 what student athletes are doing, where they've been, and where
12 they're going in the future. We just got, at this point,
13 preliminary results and they're really quite interesting
14 preliminary results.

15 JOSH CENTOR: The SCORE survey shows that a large
16 percentage of the student athletes 10 years ago attended more
17 than one institution. Now we recognize this feature with our
18 Graduation Success Rate. When you count transfers, it seems
19 to me that our student athletes are actually doing pretty
20 well.

21 DR. MYLES BRAND: They're doing remarkably well. In
22 fact, this was the most startling finding in these two
23 surveys. It took us over a year to get all this data
24 together. But that was the most -- in fact, I would say this
25 one rolled my socks down. This was an incredible -- you know,

1 we usually measure six years for graduation rates, and we're
2 doing better now with GSR to take into account transfer
3 students.

4 In over six years, we'll have about 62 percent of our
5 student athletes now graduating when you take into account
6 transfers. And that's better than the general student body.
7 But the fact of the matter is, when you go to a 10-year
8 window, 88 percent of the student athletes graduate. I mean,
9 that's 9 of 10 approximately of the student athletes are
10 graduating. That is phenomenal.

11 Now, let me indicate -- give you a context of how
12 phenomenal that is. Less than 25 percent of the American
13 population has baccalaureate degrees, and 88 percent of the
14 people who have been student athletes are graduating. Wow,
15 that is really quite startling.

16 JOSH CENTOR: Why is it then that folks in the media
17 are talking about how the student athletes aren't doing that
18 well? It seems like they're just doing great.

19 DR. MYLES BRAND: They're doing remarkably well. They
20 just don't have the facts right. There is a myth out there
21 that people keep repeating over and over again, as if it's
22 true. As if you keep saying the wrong thing, it doesn't get
23 to be true. We've got to distinguish between truthiness and
24 truth.

25 And these are the facts of the matter. It isn't what

1 you feel. It's what the facts of the matter are. And
2 88 percent graduate.

3 Now, does it matter if you graduate college or not?
4 Let me give you a couple of instances of why it matters. Over
5 a lifetime, the difference between having a college education
6 and a high school education is, on average, \$1.5 million a
7 year over your earnings. So just getting a college education,
8 you will have a lifetime earning in current dollars of
9 \$1.5 million on average. Of course, some earn more; some
10 less. But that's a big difference.

11 Here's something even more interesting. If you have a
12 college education versus a high school education, you're going
13 to live longer.

14 JOSH CENTOR: Is that true?

15 DR. MYLES BRAND: Yes. On average. And why is that
16 true? Well, let's stop to think about it.

17 First of all, you're going to have higher earning
18 power, and that means you probably have a more comfortable and
19 healthy life. But the fact is you learn enough in college for
20 the way to conduct your life, especially if you're a student
21 athlete that, in fact, it helps you in terms of your health.

22 Now, genetics matter, and whether you catch a disease
23 matters or not, but on average, you live longer if you have a
24 college education. It's connected with longevity and health
25 is connected with education. These are remarkable findings.

1 One more along these lines that I think is really
2 startling. When you look at the general population of people
3 who have a college education versus those who were student
4 athletes, 11 percent more of the 10 years out of the athletes
5 are employed than the general population. So they're more
6 likely to have jobs and on average they have higher paying
7 jobs.

8 JOSH CENTOR: Those are significant numbers.

9 DR. MYLES BRAND: They are incredible. Why the media
10 and others don't pick up on this, I don't know. This is, you
11 know, we have finally, I think, good data to support this. We
12 knew this on the basis of earlier surveys, but now we have
13 indisputable data on this.

14 JOSH CENTOR: It seems like this has really energized
15 you.

16 DR. MYLES BRAND: Well, it's extremely important. You
17 know, people, as you point out, make derogatory comments about
18 student athletes -- they're dumb jocks and so on. I mean,
19 that's dead wrong.

20 The fact is, they're graduating -- 9 out of 10 are
21 graduating. That's incredible. They're living longer,
22 earning more, better employed, obviously paying more taxes, so
23 better citizens, and so on.

24 What's going on here? Why people don't recognize the
25 value of intercollegiate athletics is beyond me.

1 JOSH CENTOR: An interesting part from the surveys. A
2 high percentage of the student athletes surveyed said they
3 have no regrets with having played sports in college, which is
4 great. But a few said that they didn't major in what they
5 wanted, and they did regret that. Is that a problem?

6 DR. MYLES BRAND: Yes. I think it is an issue that we
7 need to look at. But it's also important to get down to the
8 facts of the matter. On average, 5 percent regretted the
9 majors they took in college. And in football and basketball,
10 I think it was as high as 9 percent. What's.

11 The context for that? If you went back to the general
12 student body who have graduated, these college graduates,
13 nonathletes, and you ask them, Do you wish you had taken a
14 different major in college? I would think more than 5 to
15 10 percent would say yes. You know, some people have to work
16 through college. Working 20 hours is not that unusual. I
17 worked when I went to college; most people work when they go
18 to college. A few have the ability to either get a merit
19 scholarship or have their parents pay, but most people work
20 through college. 20 hours is not abnormal. Some even work
21 40 hours, a full week -- full work week and still go to
22 college.

23 For those who work and go to college, it really limits
24 their ability to take certain majors. For example, taking
25 majors that require long laboratories, that's really hard to

1 do. Finding enough time to study when you have to wait
2 tables, that's not the easiest thing to do. So, you know, if
3 you ask someone 10 years out of school, do you wish you had
4 taken a different major, a good number of them might say yes.
5 I don't have a number on that. But intuitively, I would
6 think, if it was as low as 5 or 10 percent, I'd be surprised.
7 I would think it would be higher than that.

8 JOSH CENTOR: Is there anything else from this data
9 that you want to talk about? It sounds like we've got some
10 pretty good things to be happy about.

11 DR. MYLES BRAND: Well, I think the most important --
12 there's a lot of data that we're going to have to look at.
13 But the most important point, I believe, is the success rate
14 of student athletes. And we just have to get out the
15 information. Truthiness, how you feel about it doesn't
16 matter. It's all about the truth.

17 JOSH CENTOR: All right. Well, Dr. Brand, always a
18 pleasure.

19 DR. MYLES BRAND: Good.

20 JOSH CENTOR: We'll see you next week.

21 DR. MYLES BRAND: You bet.

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