

10-29-2007 Student-Athlete Funded Packages

1 (File: 20071029mwm)

2 JOSH CENTOR: Last week, Dr. Brand, we discussed a  
3 package in the Austin American Statesmen about Texas and  
4 increased expenses on intercollegiate athletics.

5 During the week it dawned on me that the first thing  
6 we talked about was how much money Texas is spending on some  
7 of its student-athletes. And it's not just Texas. Our  
8 institutions spent a lot of money to support their  
9 student-athletes.

10 What's up with this?

11 DR. MYLES BRAND: Well, it was reported that Texas  
12 spends, on average, \$200,000 on each student-athlete. I don't  
13 know the figures, but you would think that in some sports,  
14 perhaps football, the expenditures are larger, and in other  
15 sports they may be smaller. That's a great deal of money to  
16 be spent on each student-athlete.

17 What's worth being spent on? Well, clearly the  
18 scholarship and academic support, but also athletic training,  
19 the training table, travel, coaching. So these  
20 student-athletes deservedly are receiving a great deal of  
21 support.

22 I find that fascinating because many of the critics of  
23 college sports say that most student-athletes, at most they're  
24 getting is a scholarship. Well, the package they get is  
25 actually a lot larger.

1           JOSH CENTOR: And that package is not something that a  
2 student in the regular student body will ever have an  
3 opportunity to truly get that type of support.

4           DR. MYLES BRAND: Not to that level. Of course,  
5 you're talking about academic support. If you're a freshman  
6 who is not an athlete, you're going to have academic support  
7 available to you. So actually, tuition -- what most people  
8 don't understand -- only pays a fraction of the cost to the  
9 university. Sometimes it's only a third of what it costs to  
10 send someone to the university, all things considered.

11           So universities subsidize the general student body  
12 too. But not to the same extent they subsidize  
13 student-athletes, in particular, all the athletic activities  
14 are subsidized, and there are expenses attached to that.

15           JOSH CENTOR: Those supporters of the pay-for-play  
16 model, which you and I both know goes against the principles  
17 of amateurism that intercollegiate athletics is founded on,  
18 those supporters, do you think that they actually understand  
19 how much money goes into supporting one student-athlete?

20           DR. MYLES BRAND: I don't know if they understand or  
21 not. But for some of them, at least, I believe they don't  
22 care, because their issue really is to professionalize  
23 collegiate sports -- whether they want to create a union for  
24 the student-athletes, whether they want to drive collegiate  
25 supports off campus by making it professional, whether they

1 just want to allow a small handful, and I mean a very small  
2 handful, to get a lot of money and to hell with everyone else.  
3 I don't know what their motivation is.

4 But the fact of the matter is, I don't think this  
5 would matter a great deal to them, because they have ulterior  
6 motives in trying to professionalize college sports.

7 JOSH CENTOR: All right. Well, we don't usually go  
8 back to the well here, but this is an interesting topic,  
9 Dr. Brand. Thanks so much.

10 DR. MYLES BRAND: My pleasure.

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