

3-26-2007 Three Years of APR Data

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2 JOSH CENTOR: Well, Dr. Brand, one of the hallmark
3 tenets of your presidency has been academic reform, and in
4 about a month or two we're going to see some new APR data.
5 You've got an sneak peak at some of the prelim data. What are
6 your thoughts?

7 DR. MYLES BRAND: You're quite right, Josh, that this
8 is a critical measure, metric of how well we're doing
9 academically. As you know, APR measures semester by semester
10 or quarter by quarter how well the student athlete is
11 progressing towards graduation and in their academic
12 coursework. I haven't seen the data from particular
13 institutions. I have seen preliminary -- and I emphasize
14 preliminary -- trend lines, and it's quite interesting.

15 In some areas, and for most sports, almost all sports,
16 we're doing better. We have about three years' worth of data.
17 And in some areas where we have needed improvement --
18 improvement is, in fact, there. So for example, football is
19 up. That's good. And probably the most pleasant and good
20 surprise is baseball is up, and I would say significantly. I
21 don't think they've completely solved the problem, but
22 certainly trending in the right direction. It's not perfect,
23 though.

24 I still don't think we get to the place where we want
25 to in men's basketball in Division I. I think we have more

1 work to do there and that's going to be a challenge.

2 JOSH CENTOR: You said about three years' worth of
3 data and something you said before is a change in behavior --
4 that's something that you'd like to see in our institutions.
5 Has three years been enough to measure if our institutions are
6 actually changing their behavior? Or is it a different
7 demographic that we're measuring?

8 DR. MYLES BRAND: I think we're getting pretty close.
9 I would say four years' worth of data, and that certainly
10 indicates change, because now you have freshmen coming through
11 the whole program. And coaches have had enough time, ADs have
12 had enough time, to be acclimated to the new way of looking at
13 things, and so we're pretty close. And so these are trend
14 lines.

15 We'll continue in our sanctions with three years of
16 data. When we get to the fourth year, and we see in some
17 particular cases negative trend lines or lack of serious
18 improvement when we had a problem to begin with, then we look
19 at historical or more long-term penalties which include
20 initially a warning letter, but thereafter the potential of
21 being held out of postseason play.

22 JOSH CENTOR: So men's basketball seems to not be
23 trending in the right direction based on the preliminary data.
24 What are your thoughts about that? It's our most high profile
25 sport and if the behavior is not being changed, what can we

1 see down the road?

2 DR. MYLES BRAND: Well, a couple things. First of
3 all, we have to better understand why those trend lines are
4 the way they are -- and it appears to be more in the retention
5 side, the eligibility side. So we have to get a clearer
6 perspective on that.

7 The claim that everyone's going to the NBA doesn't
8 make sense because we're dealing with 5,000 student athletes
9 and maybe a dozen or two will go to the NBA, so that's not
10 affecting the trend.

11 JOSH CENTOR: Right.

12 DR. MYLES BRAND: Those numbers are just too small.
13 So we have to better understand what's going on in the
14 retention issue, and how, for example, it's being -- how
15 that's a reflection of the admissions criteria, for example,
16 and what is -- or is the relationship there? So I'm not sure
17 we have all the answers yet.

18 But we do have enough information, I think, to begin
19 to look at it more carefully. Next year, for basketball, for
20 example, will be telling, because if there's going to be a
21 correction change in behavior, it has to happen pretty soon.
22 And so I want to make sure that our basketball community,
23 particularly those who are not seeing a positive trend, have
24 appropriate information and background to move.

25 Now, one last and final point, when I'm talking about

1 trend lines doesn't mean I'm talking about each individual
2 school. We've seen some really serious success stories in
3 some schools. And again, I don't have the exact data, so I
4 can't release those names yet.

5 But we've seen some very positive stories too. It's
6 not everybody. I just want a greater proportion to be
7 successful.

8 JOSH CENTOR: Absolutely. Now, I have to ask you one
9 final question from me, a former unit president, and if you're
10 men's basketball or one of your teams regressed, what would be
11 your course of action?

12 DR. MYLES BRAND: My first step would be to have a
13 heart to heart with the athletic director and look at the data
14 and say, Why is this happening? And I'd ask him or her, Have
15 you been in touch with the coaches about this? Have you
16 worked directly with the coaches? And not necessarily in
17 basketball. Any sport that isn't trending in the right
18 direction, what's going on in this program? How do we fix it?
19 How do we change the behaviors? I know you have a new coach
20 in that sport, but how do we make sure that new coach is fully
21 informed about what's expected in terms of academic
22 performance? So working through the AD would be my first
23 step.

24 JOSH CENTOR: And I assume that the hope is that our
25 university chancellors and presidents will take -- become

1 involved in the process.

2 DR. MYLES BRAND: I don't think they can help but
3 become involved, because particularly in the high visibility
4 sports, this is so important to the institution's image and
5 marketability to potential student applications that they
6 can't avoid it.

7 JOSH CENTOR: All right. Well, thank you for giving
8 us that sneak peak. And when the data is released in a month
9 or two, we will circle back and talk about it again.

10 DR. MYLES BRAND: I look forward to that, Josh.

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