

4-16-2007 HBCUs

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2 JOSH CENTOR: Welcome to "Mondays With Myles". A few  
3 weeks ago we discussed preliminary APR data, but one thing we  
4 didn't discuss is the performance of our historically black  
5 colleges and universities.

6 Dr. Brand, what's the position on these schools?

7 DR. MYLES BRAND: I think many, not all, but many of  
8 the HBCUs in general over the last several years -- and I  
9 don't know if it'll change that much in the next year or  
10 two -- have seen lower average APR scores. That's frankly not  
11 unexpected because it is related to the financial ability of  
12 those institutions to support their student athletes. We  
13 frankly see the same phenomena in non-HBCU institutions that  
14 are urban, for example, that have a relatively low per-student  
15 support mechanism.

16 And so the support that's available to the general  
17 student body and also to the athletes makes it more difficult  
18 for them to get the kind of support -- tutoring, facility use,  
19 computers -- that they need for success.

20 JOSH CENTOR: When you talk about some of those  
21 challenges, you know, we have a penalty-based structure, if  
22 number -- certain numbers aren't met. What is our stance  
23 going to be with these schools? Are we going to have  
24 exceptions?

25 DR. MYLES BRAND: We're not going to have exceptions

1 so much as we're going to have criteria that take into account  
2 the support per student. So it's a number of the HBCUs, but  
3 it isn't just them. As I mentioned, it's other low support  
4 students, low support institutions in Division I. And we'll  
5 take that into account in determining what the APR cut lines  
6 are for each of those schools.

7 And we're also working with our board in order to  
8 provide some modest, but important, additional support to  
9 those schools -- both the HBCUs that need it, as well as the  
10 urban institutions -- to provide the support for the student  
11 athletes. For example, student advising.

12 We might find, in one of the larger conferences, a  
13 student advisor only has to deal with maybe 30 to 50 students.  
14 But in one of these institutions, a student advisor has to  
15 deal with 200 or more students. And so those particular  
16 students are getting less advice and assistance in being able  
17 to meet the academic requirements that they face. And we have  
18 to bring that into account.

19 We still expect our student athletes to graduate, and  
20 we expect them in all institutions to do well, at least as  
21 well as the general student body, but we need to tailor our  
22 criteria more specifically. It isn't one shoe fits all.

23 JOSH CENTOR: Is this an issue at the, you know, the  
24 haves and the have nots, with regard to the student bodies or  
25 just the student athlete populations?

1 DR. MYLES BRAND: Both. Because the ability to  
2 support student athletes is not that much different from the  
3 ability to support the general student body. So if you're in  
4 a school that has the resources to support the general student  
5 body, the student athletes would be supported too. But if  
6 you're in a resource-deprived institution that doesn't have  
7 the resource it needs to work with the general student body,  
8 the student athletes aren't going to be able to do much better  
9 than they are of a piece.

10 Now, we want to help the student athletes as much as  
11 we can, and again, we'll try and find some matching grants or  
12 other support mechanisms, so that these particular  
13 institutions can do better with their student athletes, but  
14 it's always going to be a struggle for the athletes to do much  
15 better than the general student body.

16 JOSH CENTOR: It seems to me that it takes more  
17 resources to succeed athletically at the Division I level than  
18 it may at the Division II or Division III level. Are HBCUs  
19 and other low support institutions competing at the right  
20 division of the NCAA?

21 DR. MYLES BRAND: That's a good question. Each  
22 institution has to decide what level it wants to compete at.  
23 They may find that in Division I they're going to see more  
24 revenue coming in from the TV contracts and larger fan-based  
25 audiences paying for tickets or they may not. I think each

1 institution and institutions, of course, are made up of -- go  
2 to make up conferences, so each conference has to decide  
3 what's the best level to support.

4 I wouldn't say, in general, that there's a particular  
5 problem with HBCUs. I think they've decided, and properly so,  
6 on what their level of competition is. I do worry, on the  
7 other hand, about some institutions who are in Division II  
8 thinking that they can move up to Division I without any  
9 problem at all. But they neglect the difficulty, both  
10 academically and athletically, to do so and the amount of  
11 support that's necessary. And they may go from a winning  
12 Division II position to a losing Division I position, lose  
13 their fan base, find out they don't have enough academic  
14 support or enough resources for the facilities and so on. So  
15 I worry a lot about the movement from II to I.

16 But those are particularly the HBCUs who are in  
17 Division I, I think, made a decision and properly so, where  
18 they belong.

19 JOSH CENTOR: It sounds as if we'll continue to  
20 monitor this?

21 DR. MYLES BRAND: We will continue to monitor it very  
22 closely.

23 JOSH CENTOR: All right. An interesting conversation.  
24 Thanks so much.

25 DR. MYLES BRAND: You bet.