EFFECTS OF PROPOSALS NO. 20 & 37 ON THE MEN'S BASKETBALL BUDGET AT VIRGINIA TECH

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Scott Davis

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APPROVED:

garet L. Driscoll

rgaret L. Drisc Chair

Elv

( Richard K. Stratton

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# EFFECTS OF PROPOSALS NO. 20 & 37 ON THE MEN'S BASKETBALL BUDGET AT VIRGINIA TECH

by Scott Davis

Committee Charirman: Dr. Margaret L. Driscoll Sports Management

(ABSTRACT) This thesis attempted to determine whether or not Proposals No. 20 and 37 helped reduce budgetary expenses in the men's basketball budget at Virginia Tech. Proposals No. 20 and 37 deal with telephone and recruiting expenses and only those two areas of the basketball budget were examined. Only the years from June 1990 to July 1991 and June 1991 to July 1992 were compared in the study.

The telephone records were matched with recruiting files so only those calls associated with recruiting could be identified, thus indicating whether or not Proposal No. 20 was effective. The recruiting account was examined and the on-campus and off-campus expenses were separated so that it could be determined if Proposal No. 37 was effective in reducing recruiting expenses.

The results of the study led to two conclusions. First, there was a slight increase in the total expenditures on telephone recruiting calls during the 1991-92 year as compared to the 1990-91 year. Second, the total percentage of the recruiting budget for off-campus expenses increased from 1990-91 to 1991-92 although the dollar amount expended decreased.

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#### CHAFTER 1

#### Introduction

### Introduction

At the 85th Annual National Collegiate Athletic Association (NCAA) Convention in Nashville, Tennessee, held January 7-11, 1991, two new proposals were passed that would change the process for recruiting potential collegiate student-athletes. Proposal No. 20 at the convention involved recruiting and included telephone calls and contacts. The proposals' intents were:

to prohibit a Division I or II member institution from making telephone calls to or having off-campus contact with a prospect (or the prospect's parents or legal guardians) prior to July 1 following the completion of the prospect's junior year in high school, to limit telephone calls by a member institution to a prospect to one call per week, to prohibit students and student-athletes from making telephone calls for purposes of recruitment, and to prohibit telephone calls to a prospect (or the prospect's parents or legal guardians) during an institution's intercollegiate athletic contest (Renfro, 1991, pp. A13-14).

After Proposal No. 20 was introduced, it had to be voted upon by Division I members. However, before the proposal became final, several amendments to Proposal No. 20 were introduced and discussed. Then, Proposal No. 20-3 was adopted by Division I with a roll-call vote of 291-35 with one absention (Renfro, 1991). So, in essence, Proposal No. 20 was adopted by Division I, as amended by Proposal No. 20-3, with a roll-call vote of 305-22. The effective date for this new rule was July 1, 1991, and will stay in effect unless new legislation changes the current rule (Renfro, 1991).

There are four exceptions that apply to the one telephone contact per week limitation. Staff members, such as coaches, may make unlimited telephone calls to prospective student-athletes during the following periods: 1) during the five days immediately preceding the prospect's official visit to that institution; 2) during the day of a permissible in-person , off-campus contact, provided the call is made from the prospect's home community; 3) on the initial date for signing the National Letter of Intent and during the two days immediately following the initial signing date; and 4) subsequent to the prospect's signing of a National Letter of Intent with that institution (Renfro, 1991).

The NCAA considered that the calls to studentathletes and their families had become much to expensive and time consuming. The new restriction should reduce the expenses of an athletic department and the time pressures on coaches, prospective student-athletes, and their parents.

Proposal No. 37 voted on at the 85th annual convention involved coaching duties, most specifically offcampus recruiting. The proposals intent was "to place limitations on the number of Division I institutional athletics staff members in all sports who can contact and/or evaluate prospective student-athletes off campus" (Renfro, 1991, p. A55). A bylaw was then added to the proposal for coaches in the sport of basketball. Bylaw B to Proposal No. 37 states that:

> only those coaches who are counted by the institution within the numerical limitations on fulltime head and assistant coaches may contact or evaluate prospective student-athletes off campus. In addition, there is a limit of two coaches who may contact or evaluate prospective student-athletes off campus at any one time. The institution shall certify those individuals who fall within these number limitations and are thereby permitted

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to contact or evaluate prospective student-athletes off campus (Renfro, 1991, p. A55).

Proposal No. 37, along with Bylaw B, was adopted by Division I with a roll-call vote of 287-31 (Renfro, 1991). The effective date for this new rule was August 1, 1991, and will stay in effect unless new legislation changes the current rule (Renfro, 1991).

This new rule is often referred to as the "baton rule". The "baton rule" states that when two coaches leave campus to recruit, both of them are theoretically carrying a baton. So, if the third coach wanted to recruit off campus, he would have to wait until one of the other coaches returned to campus and passed the baton on to him. This prevents the coach on campus from leaving early and violating the NCAA rule.

The rationale for this rule is the reduction in costs to an athletic department's budget. It is considered that having two coaches on the road is less costly than having three recruiting at the same time. The rule would also allow coaches to remain on campus during examination periods and other key periods during the academic year. <u>Purpose</u>

This thesis examined the implementation of two new rules passed by the NCAA concerning the recruitment of

potential collegiate student-athletes. The rules were developed with the intention of reducing athletic department budgetary expenses for universities, while at the same time protecting the privacy of the studentathletes.

The purpose of this thesis was to examine the men's basketball budget at Virginia Tech to determine if its expenses were reduced by the implementation of Proposals No. 20 and 37. The entire budget of the basketball program will not be examined, only the areas of telephone and recruiting expenses since they are the areas Proposals No. 20 and 37 cover.

#### Justification

To the knowledge of this researcher there has not been a study on this material. It should serve as a good barometer for Virginia Tech as to whether or not Proposals No. 20 and 37 actually help reduce expenses in the men's basketball budget.

#### Delimitations

This thesis contains two delimitations. The first being that the study was limited to just two years. The two years are July, 1990 to June, 1991 and July, 1991 to June, 1992. The second delimitation is that only the men's basketball budget at Virginia Tech was examined.

### Research Questions

This thesis tried to answer the following questions. First, was there a reduction of financial expenditures in telephone recruiting expenses as a result of Proposal No. 20 being implemented? Second, were off-campus recruiting expenses incurred by the coaches in travel reduced by the implementation of Proposal No. 37?

#### Summary

Included in this chapter was a discussion of Proposals No. 20 and 37, and why the NCAA implemented them into collegiate athletics. The justification and purpose was given as to why this material should be examined. Since these proposals are in the early stages of implementation, a study needed to be completed in order to determine if the new proposals are going to be feasible to Virginia Tech. Finally, this chapter stated two delimitations involved and the two research questions it attempted to answer.

#### CHAPTER 2

#### Literature Review

#### <u>Introduction</u>

There has not been a great amount of research conducted on Proposals No. 20 and 37 since they are only in their second year of implementation. However, this chapter examined how a new proposal is introduced, passed, and implemented by the NCAA each year. There is a review of different types of comparison reports that are conducted by universities and conferences annually in order to determine if they are spending money within their budgets effectively. Finally, the chapter closes with a review of a recent study completed by the Women's Basketball Coaches Association (WBCA) on the effects of Froposal No. 37 on the 1992 summer recruiting period. NCAA\_Legislative\_Process

Any legislation of the NCAA that governs the conduct of its member institutions shall be adopted during each annual convention. Certain policies and practices implemented through the legislative process apply to all members while other policies and practices will only apply to divisional members within the NCAA.

<u>Conventions & Meetings</u>. The NCAA holds an annual convention during the second week of January and all new

legislation that governs the conduct of intercollegiate athletics are voted upon by the NCAA members during that time. Each convention shall include a general business session that allows all three divisions, meeting in joint session, to act upon dominant, common, and general legislation (NCAA, 1992). Dominant legislation applies to all members of the NCAA and requires a two-thirds majority vote by all delegates voting in order to be adopted. Common legislation applies to all three divisions of the NCAA and requires a majority vote by all delegates voting within each division. Each division votes independently on common legislation. General legislation applies to each division and requires a majority vote of all delegates present and voting. Each division may have their own business session to discuss matters of interest to members of each division, enable a division to act on legislation pertaining only to that division, and act upon division membership criteria waiver requests (NCAA, 1992).

There are four methods of voting used at an NCAA convention. The methods are by voice, paddle, secret ballot,and/or roll call. The procedure for each type of vote are as follows. <u>Voice Vote</u> - the presiding officer shall decide whether to use voice voting. When using the voice vote, if the presiding officer is in doubt, or upon

request by any member eligible to vote on the issue, the presiding officer shall retake the vote by using the paddle vote. <u>Paddle Vote</u> - the presiding officer shall decide whether to use paddle voting. When using the paddle vote, if the officer or any member eligible to vote on the specific issue is in doubt, the presiding officer shall order the vote to be counted. <u>Secret Ballot</u> this method of voting will only be used when ordered by a majority of an undebatable motion to vote in that manner. <u>Roll Call</u> - this method of voting will only be used when ordered by a majority of eligible delegates present and voting after the making of an undebatable motion to vote in that manner. If a roll call vote and secret ballot are moved on an issue, a vote will be taken first on whether or not to vote by roll call (NCAA, 1992).

<u>Amendment Process</u>. Any dominant, common, or general provisions of the NCAA constitution may be amended at any annual or special convention. A proposed amendment to a provision of the constitution can be amended at any annual or special convention, or at a division legislative meeting. During July 1 through September 1 of each year, those sponsors of proposed legislation may change or refine proposals in any manner that is relevant to the original proposal. After September 1, however, a proposed

amendment can be amended only if the amendment to the proposed amendment does not increase the change of the provision to be amended (NCAA, 1992).

An amendment to a provision or an amendment-toamendment of a provision of the constitution or bylaws may be sponsored by the Council, a division steering committee, the President's Commission, eight or more active member institutions with voting privileges, a member conference with voting privileges, or the Executive Committee (NCAA, 1992). Each proposed amendment has a deadline date to be met and depending upon who proposed the amendment determines the date deadline. If an amendment is proposed by an NCAA member and will be voted upon at the annual convention, it must be received at the national office by 5 PM Central time July 1. If an amendment is sponsored by the NCAA Council, steering committee, or President's Commission and will be voted upon at the annual convention, it must received by August 15. Any amendment to be proposed at a special convention must be received ninety days preceding the convention (NCAA, 1992).

An amendment-to-amendment must be proposed in writing by their sponsors and be received at the NCAA national office no later than 5 PM Central time September 1. Any

amendment-to-amendment submitted after September 1 cannot increase the change of the original proposal. It must be proposed in writing and received at the NCAA national office no later than 5 PM Central time October 15 preceding an annual convention or sixty days prior a special convention (NCAA, 1992).

All amendments to provisions of the constitution and bylaws will become effective August 1 following their adoption at the convention unless otherwise specified. Those proposals stated as being effective immediately will take effect after adjournment of the convention (NCAA, 1992).

#### Athletic Department Comparison Reports

In the sporting industry, comparison reports are completed on budgets, revenues, and expenses annually. Nowhere are those reports more evident than in collegiate athletics. Universities compare with other universities while conferences are compared with one another to determine which university and/or conference has the strongest affiliation. Virginia Tech is no different than any other university in wanting to know how they compare with other institutions. They continually compare internally and externally to determine how their money is being used and if they can compete with other universities

of similar characteristics. Virginia Tech has comparison reports on how their non-revenue sports, departmental scholarships, and budgets stand in relation to other institutions.

<u>Non-revenue Sports</u>. In comparing non-revenue sports, Virginia Tech compared itself with twelve other universities that also fund non-revenue programs. Those universities consisted of six Virginia schools, two from South Carolina, and one each from the states of Florida, Mississippi, North Carolina, and Tennessee (Bourne, 1989).

Only two components of each school's non-revenue sports programs were compared. The operating budget and scholarship money provided for the academic year 1988-89 served as the two components to be studied from each university (Bourne, 1989).

After examining each operating budget and the amount of scholarship money provided for each school, the total of the thirteen universities were \$11,447,127 and \$8,362,948, respectively. On average, each institutions operating budget was \$880,548 and \$643,303 was allotted for scholarships. Virginia Tech ranked below the averages with an operating budget of \$797,068 and scholarships totaling \$516,105. In relation to the other twelve universities, Virginia Tech had the eighth highest

operating budget and ninth highest amount provided for scholarships. Three universities from the Atlantic Coast Conference were among the institutions compared along with Virginia Tech and the remaining schools. The universities were Clemson, North Carolina State, and Virginia. Each of those schools were among the top four in both components that were compared in the report (Bourne, 1989).

<u>Athletic Scholarships</u>. With each new year in our society, costs and expenses tend to increase. This trend is also true in collegiate athletics. The Virginia Tech athletic department business manager ran a scholarship comparison report over a four year academic period from 1987 to 1991. This report was used to determine the amount of athletic money budgeted for scholarships in each sport (Bourne, 1991).

One element in the report that is evident is how the total amount of money in scholarships increased each year. In 1987-88, \$1,173,972 was awarded in scholarships and by 1990-91, that total had reached \$1,613,275. That is an increase of 27% within just four years. There are two reasons for that increase. The first is that the number of athletes on scholarship increased during the four year period. In 1987-88, two hundred and fifty-five athletes were on scholarship and by the year 1990-91, that

number had grown to three hundred and five. That represents an increase of 16% over the four year period. The second reason deals with how much tuition costs have continued to increase year after year. In-state tuition increased by 25% and out-of-state tuition increased by 36% over the period that was examined. After examining these two components of the scholarship report, it becomes quiet clear why the amount of money on scholarships increased by 27%, and this increase should continue year after year as tuition costs increase (Bourne, 1991).

<u>Internal Budgets</u>. Virginia Tech's athletic department business manager also computed an internal budget report that covered a four year period from 1986 to 1990. The information in the report compares each department and sport associated with the athltic department, and how each budget either decreased or increased over the four year period (Bourne, 1990).

The total athletic department budget increased by 18.96% over the period from \$5,207,425 in 1986-87 to \$6,426,088 in 1989-90. Also, each department and sport's budget increased with the exception of the track program, all-sports camp, radio network, and academic counseling department. The administration, football and basketball programs represent the top three budgets within the

athletic department. From 1986-90, the administration had an average budget of \$1,501,148 while the football and basketball programs had average budgets of \$1,251,410 and \$529,574, respectively. The facilities budget increased by 72.05%, the biggest increase within the athletic department. It jumped from \$185,000 up to \$661,782 in just four years. This increase was due to the fact that the athletic department began allocating more money to the facilities budget to pay for utilities. Prior to this increase, the university was paying the utility bills on the athletic facilities, but then realized the athletic department should be paying the utility bills. In contrast, the all sports-camp budget decreased the most during the four years. That budget decreased from \$273,00 to \$136,462, a change of -100.06% (Bourne, 1990). This decrease was a result of the athletic department dropping the all sports-camp and turning it over to individuals to be run as an outside coaches camp.

### Metro Conference Operating Budget Survey

Prior to the start of the 1992-93 academic year, the Metro Conference Commissioner conducted a financial survey relating to each school's operating budget for the coming year. The intent of the survey was to help each institution make better management decisions when dealing

with money. By examining how other universities use their money, an institution may learn of a better way to save money by cutting costs and expenses (McFillan, 1992).

After examining the results of the survey, it seems that the Metro Conference is divided into two groups. Three of the seven institutions have operating budgets of \$10.7 million or more. Those universities are the University of Louisville, Tulane University, and Virginia Tech. The four remaining institutions, the University of South Florida, University of North Carolina at Charlotte, Virginia Commonwealth University, and Southern Mississippi University, have operating budgets of \$5.558 million or less (McFillan, 1992).

The main reasons for this division in the Metro are football and other sources of revenue produced by each school. The three universities with budgets of \$10.7 million or more bring in a combined total of \$9.024 million through their football programs, while the other four only produce \$1.775 million. Only Southern Mississippi has a football program of those universities with budgets of \$5.558 million or less (McFillan, 1992).

Louisville, Tulane, and Virginia Tech's other sources of revenue total \$20.734 million compared to South Florida, UNCC, VCU, and Southern Mississippi's combined

total of \$13.811 million. Even though there are two different levels of budgets, each university can look at another and share ideas that would be feasible for helping raise more revenue while cutting expenses.

In examining the men's basketball budgets for the Metro Conference, the conference still remains divided into two groups. Louisville stands at the top of the Metro Conference alone. They will generate \$3.995 million in basketball revenue for the 1992-93 season while the other six Metro schools will produce a combined total of \$2.810 million in revenue (McFillan, 1992). The reason for this division is simply the difference between winning and losing. Louisville won two NCAA Championships in men's basketball during the 1980's and has continued to produce championship caliber teams in the 1990's. Their ticket sales for the 1992-93 year is expected to be \$3.920 million and that is because they sellout a nineteen thousand seat arena each time they have a home game (McFillan, 1992). While the other Metro schools have solid basketball programs, they cannot bring in nineteen thousand people for each home game and none of those schools have won any NCAA Basketball Championships in the history of their basketball programs.

#### WBCA Study of Proposal No. 37

Recently the WBCA conducted a survey on the amount of money spent during the 1992-93 summer recruiting period for Division I institutions. According to the 60% of WBCA member head coaches responding to the survey, more money was spent during the 1992-93 recruiting than the year before. The average amount of additional money spent was \$2,700, with a high of \$12,000 and a low of \$400, for those institutions who actually had higher recruiting expenses. The most common reason cited for spending more money was the need to fly instead of driving due to the time pressures involved for a coach to return to campus so that another coach could leave campus (WBCA, 1993).

#### Summary

This chapter included a discussion on the process of how a new proposal in the NCAA is introduced, passed, and implemented each year. There was an explanation of how new legislation is voted upon, and showed the time frame that any new proposals and/or amendments being introduced must be submitted by to the NCAA national office. It also showed the different types of comparison reports that universities and conferences conduct annually in order to determine how money is being used within their budgets. Since there was a limited amount of literaure on Proposals

No. 20 and 37, the reports showed the importance of comparing budgets, revenues, and expenses on a year to year basis. Finally, in this chapter there was a review of a study completed by the WBCA on the effects of Proposal No. 37 and how it affected the summer recruiting period of 1992-93.

#### CHAPTER 3

#### Methods

### Introduction

The material in this chapter focuses on the design of the thesis. Telephone and recruiting expenses incurred by the men's basketball program at Virginia Tech were evaluated to determine if those expenses were reduced as a result of the implementation of NCAA Proposals No. 20 and 37. The chapter states the purpose of the research. Then there is a description of how the information in this study was collected, processed, and analyzed.

#### Purpose

This thesis examined the implementation of two new rules passed by the NCAA concerning the recruitment of potential collegiate student-athletes. The rules were developed with the intention of reducing athletic department budgetary expenses for universities, while at the same time protecting the privacy of the studentathletes.

The pupose of this thesis was to examine the men's basketball budget at Virginia Tech to determine if its expenses were reduced by the implementation of Proposals No. 20 and 37. The entire budget of the basketball program was not examined, only the areas of telephone and

recruiting expenses, since they are the areas Proposals No. 20 and 37 cover.

### <u>Design</u>

This research is descriptive in nature. The men's basketball program at Virginia Tech served as the population for the study. The expenses incurred from June, 1990 to July, 1991 were compared to the expenses from June, 1991, to July, 1992 to see if there was a reduction in telephone and recruiting expenses. This comparison could give an indication as to whether or not Proposals No. 20 and 37 actually helped reduce expenditures in the men's basketball budget at Virginia Tech. The procedure for comparing the telephone and recruiting expenses was a four step process for each area.

The first step in comparing the phone expenses was obtaining the phone records from the business manager in the athletic department. Then, only the phone extensions of the three full-time coaches and one part-time coach were examined for their recruiting expenses. Only these extensions numbers were compared because they handled all recruiting calls. The calls identified as recruiting calls were listed. Next, recruiting expenses for each extension were added up on a monthly basis and a grand total of the phone recruiting expenses for twelve months

was computed. Once the grand total of the telephone expenses was computed, the phone records were matched with recruiting files in order to determine which calls were actually recruiting calls. This procedure separated recruiting calls from personal calls and gave a true total to the amount of money spent on recruiting calls for each year. Finally, the total expenses for both years were computed and compared. This gave the end result as to whether or not Proposal No. 20 helped reduce expenses in telephone recruiting calls by comparing the total expenses from each year examined.

The procedure for comparing recruiting expenses was very similar to that of the telephone recruiting expenses procedure. First, the monthly budget expense reports were obtained from the business manager in the athletic department. Then, the recruiting account for each month was identified. Next, the recruiting expenses for each month were added up for a grand total of the recruiting expenses for each particular year. Once the grand total of the recruiting expenses had been computed, the recruiting account for each month was examined to determine which recruiting expenses were actually incurred as a result of the coaches being on the road recruiting. This procedure separated off-campus recruiting expenses

from those expenses associated with on-campus recruiting. Finally, expenses for both years were compared and it determined if Proposal No. 37 helped reduce recruiting expenses in the men's basketball program at Virginia Tech.

Finally, the total budget from each year had to be examined. First, the total basketball budget was determined. Then, the amount allotted to the recruiting and phone expense accounts indicated what percent these two items made up of the total budget. Finally, the end results, whether the recruiting and phone expenses increased or decreased, was based on the percentage increase or decrease comparing year to year.

After all of the data had been collected, it was examined and results were produced. Those results are shown by the use of tables and percentage charts to illustrate the results of the study.

#### Summary

Included in this chapter there was a focus on the context of the thesis. The purpose of the research was stated. Finally, a description was given as to how the data would be collected, processed, and analyzed.

#### CHAPTER 4

#### Results

### <u>Introduction</u>

In this chapter there is a discussion of the results produced by this study. It is very important that the results be examined closely and in depth so that the study can produce true and accurate results. In this chapter is a presentation of the step by step process on how those results were examined from the whole picture down into the individual pieces.

### Results

In order to determine if Proposals No. 20 and 37 actually helped reduce expenses in the men's basketball budget, the results had to be examined carefully. If only the total amount of money spent on telephone and recruiting expenses were reviewed, the study would give inaccurate results to the effectiveness of Proposals No. 20 and 37.

During the 1990-91 and 1991-92 years, the total amount of money allocated for telecommunications in the men's basketball budget was \$22,500. This would seem to make the comparison between the two years relatively easy in determining whether or not Proposal No. 20 helped reduce telephone expenses. In 1990-91, the total amount

spent on telecommunications was \$18,376 while the total in 1991-92 was \$21,723. If only these figures were compared then it would indicate that Proposal No. 20 did not help reduce telephone expenses.

However, a closer look at the telephone expenses gives a different picture (Table 1). Of the \$18,376 spent in 1990-91, the total amount spent on recruiting telephone calls was \$11,757. Of the \$21,723 spent in 1991-92, \$12,047 was the total amount spent on recruiting telephone calls. Those amounts were determined by matching the phone records with recruiting files in order to determine which calls were recruiting calls. There was a slight increase in the expenditures on telephone recruiting calls during the 1991-92 year as compared to the 1990-91 year.

The recruiting expenses were very similar in that they could show an inaccurate picture also if not examined closely. During the 1990-91 year, a total of \$71,535 was used by the men's basketball staff for recruiting while only a total of \$62,150 was spent during the 1991-92 year. Once again, these two figures would show that Proposal No. 37 was effective for the men's basketball program.

However, the men's basketball program had two different levels of recruiting funds for the two years

TABLE 1

# TOTAL TELEPHONE & TELEPHONE RECRUITING CALL EXPENSES

## Total Telephone Expenses

Year	Budget	Total Expenses
1990-91	\$22,500	\$18,376
1991-92	\$22,500	\$21,723

# Total Telephone Recruiting Expenses

Year	Total Phone Expenses	Recruiting Calls
1990-91	\$18,376	\$11,757
1991-92	\$21,723	\$12,047

compared (Table 2). In 1990-91, \$80,000 was allocated for recruiting while that amount dropped to \$73,300 in 1991-92. So, based on the amount of recruiting expenses from the two years, it would still appear that Proposal No. 37 helped reduce the recruiting expenses in the basketball program at Virginia Tech from a percentage standpoint. The \$71,353 represented approximately 89% of the \$80,000 allocated for recruiting in 1990-91 while the \$62,150 spent in 1991-92 represented approximately 85% of the \$73,300 allocated for recruiting.

The figures previously mentioned included all recruiting expenses for both years, whether it was oncampus or off-campus expenses. Once the on-campus and offcampus expenses are separated, the effectiveness of Proposal No. 37 changes dramatically. In 1990-91, a total of \$54,058 was used in off-campus recruiting. That means 68% of the \$80,000 spent for recruiting was attributed to off-campus recruiting in 1990-91. During the 1991-92 year, \$53,819 was spent in off-campus recruiting. That shows 73% of the \$73,300 used for recruiting in 1991-92 was spent in off-campus recruiting. These figures were determined by separating the off-campus recruiting expenses from the total recruiting expenses in order to determine if Proposal No. 37 was effective. The figures

## TABLE 2

# TOTAL RECRUITING & OFF-CAMPUS RECRUITING EXPENSES

# Total Recruiting Expenses

Year	Budget	Total Expenses	Percentage Spent
1990-91	\$80,000	\$71,353	89%
1991-92	\$73,300	\$62,150	85%

# Total Off-Campus Recruiting Expenses

Year	Budget	Off-Campus Recruiting	% Spent on Off-Campus
1990-91	\$80,000	\$54,058	68%
1991-92	\$73,300	\$53,819	73%

show that the percentage of expenses in the total budget increased but the total dollar amounts expended decreased from 1990-91 to 1991-92.

#### Summary

This chapter discussed the findings produced by the study and data that was gathered. It discussed how the telephone and recruiting expenses were examined so that true and accurate results could be obtained from the study. The chapter also indicated that the results were broken down from the total expenses into only telephone recruiting calls and off-campus recruiting. This gave a true measure as to whether or not Proposals No. 20 and 37 helped reduce expenses in the men's basketball program at Virginia Tech.

#### CHAPTER 5

#### Conclusions

### Introduction

This chapter will discuss conclusions produced by this study and discuss recommendations that should be beneficial for any party that may want to do future research on materials related to this study. The conclusions stated will be based on the results produced by this study and will not be influenced by the researcher in any way. The recommendations will be given to the men's basketball program at Virginia Tech, the NCAA, and any researcher who may do related studies to this field of research.

### Conclusions

According to the findings of this study, two conclusions are evident. The first is that Proposal No. 20 was not effective in helping reduce the expenses for telephone recruiting calls at Virginia Tech. The other conclusion is that Proposal No. 37 was not effective in reducing the expenses for off-campus recruiting at Virginia Tech.

### Recommendations

After completing this study, the following recommendations should be considered. The men's

basketball program at Virginia Tech should follow up this study with a year to year comparison to see if the same results tend to occur, and use the data from this study to see if they can find ways to reduce expenses within their budget. The NCAA can use this study as a guide to start a nation wide survey on the effectiveness of Proposals No. 20 and 37, and look at this study and encourage institutions to do their own budget comparisons on telephone recruiting calls and off-campus recruiting. Another researcher may want to consider trying to determine when the highest amount of money is spent on telephone recruiting calls and off-campus recruiting. Since there are different recruiting periods during the year, there may be a trend in when the most money is spent by basketball programs in their recruiting efforts. Summary

This chapter includes a discussion of two conclusions produced by this study and mentioned several recommendations to Virginia Tech, the NCAA, and other researchers that may be helpful for future studies on this field of study. The conclusions drawn from this study were produced by the study itself and were not influenced by the researcher in any manner. The researcher gives recommendations for future studies of this research so

that a more advanced study could be achieved on materials relating to this field of research.

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VITA

Anthony Scott Davis, son of Ralph and Cindy Davis, of Warrensville, NC, was born on February 4, 1968. He graduated from Northwest Ashe High School in May of 1986. Upon high school graduation, Scott attended Virginia Polytechnic Institute and State University in Blacksburg, VA. He received his Bachelor of Science in Marketing in May of 1990. While attending Virginia Tech, Scott was a member of the men's basketball team for four years.

After receiving his undergraduate degree, Scott continued his education by attending graduate school at Virginia Tech in the Sports Management program. While attending graduate school, he was the graduate assistant for the men's basketball team for two years. In August of 1992, Scott took a job at Longwood College in Farmville, VA, as assistant coach for the men's basketball team. He then finished his graduate work by May of 1993 and received his Master of Science in Sports Management.

Anthony Scott Davis