

Winthrop University

Football Feasibility Study

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1. Executive Summary

Winthrop University, founded in 1886, has a strong history of both academic and athletic success. The first intercollegiate sport at Winthrop was women’s basketball, which began in 1969. Women’s field hockey, volleyball and tennis followed in 1971. Originally a women’s college, the first male sports were added 1974 when both tennis and golf became intercollegiate sports. Since then, the quality and quantity of athletic ventures at Winthrop have grown, and a beautiful sports campus has been developed at Winthrop Lake. As of 2016, the following intercollegiate sports were played at Winthrop.

Table 1.1
Winthrop Varsity Sports as of 2016

Men	Women
Baseball	
Basketball	Basketball
Cross Country	Cross Country
Golf	Golf
	Lacrosse
Soccer	Soccer
	Softball
Tennis	Tennis
Track and Field	Track and Field
	Volleyball

The sports teams at Winthrop have been successful over the years with numerous conference championships and national tournament appearances. Throughout the years, though, one big question has remained. Should Winthrop add a football team?

The report that follows provides data and information that will help Winthrop administrators and other decision makers to answer that question. Much time and research has been put into each section of the report in order to provide clear, concise information related to both the potential benefits and the potential costs associated with starting a football program. The report is organized in six sections, each of which addresses an important aspect of the decision-making process.

Football Interest Surveys

Four football interest surveys were conducted, investigating the opinions of four distinct stakeholder groups: students, alumni, faculty/staff, and local football fans. The overall responses were positive with most respondents expressing a desire for a football program at Winthrop. The most enthusiastic groups were alumni and local football fans. Current Winthrop students also supported the idea overall, and indicated that their participation in campus activities would increase if football were added. However, they were less enthusiastic about carrying the cost of a Winthrop football program, with half of the students indicating that they would not be willing to pay a student fee associated with the program. Faculty and staff had mixed opinions. Staff members were generally supportive of adding football, while faculty were more lukewarm to the idea.

Statistical Analysis

Two different types of statistical analysis were conducted. The first, used a Football Cohort and a Non-Football Cohort to compare universities that have added football since 2003 and those that did not. The evidence shows that schools that added football increased enrollment at a rate greater than those that do not have a football team. This impact was stronger when analyzing male student enrollment. Adding football increased male enrollment more than female enrollment, although both increased at rates higher than were seen at schools which have not added football.

A more sophisticated regression analysis was also conducted to see if the increases observed in the cohort analysis were indeed related to football or were instead related to some other factor such as tuition changes or a decrease in admission standards. Model results indicate that football is indeed a statistically significant contributor to the higher freshman enrollment seen at schools in the Football Cohort. This result holds both for schools that play in the Football Championship Subdivision (FCS) and the group as a whole.¹ Estimates from the regression suggest that, if Winthrop had a football team, it would have had 13.53 percent more full-time freshman in 2014. In addition, the models show that while applications and enrollment do seem to be positively, and significantly, linked to the presence of a football team, having football does not appear to significantly affect total full-time undergraduate enrollment. Results indicate that this is at least partially due to the presence of lower retention rates in schools in the Football Cohort.²

¹ The FCS subdivision will be discussed in more detail later in the report.

² The number of transfer students may also impact total enrollment numbers. Transfer students are not included in the freshman numbers, but any that transfer in as full-time students are captured in the total undergraduate enrollment numbers.

Costs/Benefits

The cost of adding football is high, not just because of the fields and locker rooms that must be built, but also because of the coaching and support staff that must be established. It is estimated that it would cost \$11.5 million to build the necessary facilities, and an additional \$3.2 - \$4.8 million would be needed annually for operating expenses. This amount varies based on whether a scholarship or non-scholarship program is added. If a scholarship football program was chosen, an estimated \$1.5 million would be needed annually for scholarships.

While costs are high, there are also potential benefits. While the benefits are more difficult to calculate, additional revenue would be expected if football were added at Winthrop. This increase is not just from revenue received directly from football. It would also come from tuition/fees from potential increased enrollment and the sale of Winthrop merchandise.

GIS Analysis

Geographic Information Systems (GIS) analysis was used to visually consider the regional interest in football. Data on interest surrounding college and professional football were analyzed based on a 30-, 60- and 120-minute drive time from Winthrop's campus. Interestingly, residents of York County were found to be more likely to attend college football games than residents in the counties where the University of South Carolina and Clemson University are located.

Title IX

Title IX is a federal law that outlaws discrimination, based on sex, in institutions that receive federal funding. This is applicable to college athletics since colleges and universities receive federal funds through financial aid, grants, etc. The most well-known application of Title IX in athletics is the proportionality of athletic opportunities which says that the proportion of sports opportunities available to women should be equal to, or greater than, the proportion of women in the full-time undergraduate student body.

Winthrop does not meet the strict definition of the proportionality of athletic opportunities, as 68 percent of full-time undergraduate students are female and only 49 percent of Winthrop athletes are female. However, Winthrop has been able to remain Title IX compliant by showing a pattern of adding additional women's opportunities over time (most recently soccer and lacrosse). Adding a football team is a move away from Title IX compliance unless at least an equivalent number of female athletes are also added.

The report that follows expands on each of these topics and provides detailed information on how football is expected to impact Winthrop University and the surrounding community.

2. Football Interest Surveys

There are many different stakeholders interested in Winthrop's decision regarding adding football as an intercollegiate sport. Some of these stakeholders, anecdotally at least, seem excited about the proposition, while others appear hesitant. In order to investigate the opinion of Winthrop's stakeholders, four separate surveys were developed and conducted. The four surveys are as follows:

Current Winthrop Students

Local Football Fans (surveyed at high school football stadiums)

Winthrop Faculty and Staff

Winthrop Alumni

Each of the stakeholder groups is subject to its own biases, and these are recognized. However, it is still critical for decision makers to understand how current stakeholders feel about the issue. It is reasonable to expect that local football fans would be biased *towards* a football program, and that faculty/staff might be biased *against* a program as they worry about where the money to operate a program would come from. While it is impossible to eliminate the bias from the surveys, the questions and methods were chosen carefully with the possibility of biases in mind.

Student Survey

Shortly before the commencement of this study, a Winthrop graduate student created and executed a detailed survey that measured Winthrop students' interest in the addition of football at the university. Because the response rate was strong and the questions were well written and academically sound, the results of this student survey were utilized for the report. Using the previously completed student survey also eliminated the probability of confusion and bias related to two similar surveys coming out within a short period of time.

This survey of students who were enrolled at Winthrop University was conducted over the course of three weeks in October 2015. The survey was administered using the Qualtrics (2013) online survey program, and took subjects 5 to 10 minutes to complete. The subjects were given a written statement prior to beginning the survey, had to agree to take the survey, and were required to be 18 years or older and to be a currently registered Winthrop student.

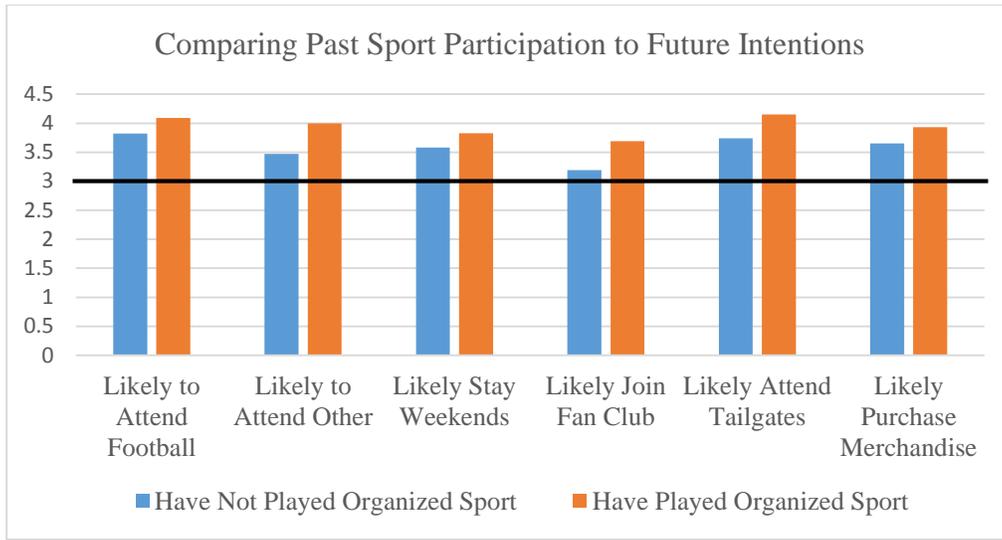
The sample used for analysis included 833 students. The majority of the sample were female (n = 75 percent), and White (n = 65 percent) or African American (n = 27 percent). Other demographic information is included in Table 2.1.

Table 2.1
Student Survey Demographics

<u>Characteristics</u>	<u>n</u>	<u>%</u>
Gender		
Male	212	25.5
Female	621	74.5
College		
Arts & Sciences	405	48.6
Business Administration	96	11.5
Education	252	30.3
Visual & Performing Arts	51	6.1
Undeclared	29	3.5
Year in school		
First Year Undergraduate	302	36.3
Second Year Undergraduate	179	21.5
Third Year Undergraduate	130	15.6
Fourth Year Undergraduate	144	17.3
Fifth or More Year Undergraduate	31	3.7
Graduate or professional	47	5.6
Race/Ethnicity		
White/Caucasian	541	64.9
African American	226	27.1
Hispanic/Latino	18	2.2
Asian/Pacific Islander	8	0.9
American Indian/Alaskan Native/ Native Hawaiian	3	0.4
Other	37	4.4
Living Arrangement		
On-Campus Resident	524	62.9
Off-Campus Commuter	309	37.1

Willing subjects completed a survey which included Likert Scale questions and multiple choice answers. Previous sport participation and sport attendance behaviors were addressed with five items. Questions included whether students had played sports in the past, which sports they had played, whether they had attended sporting events at the university, which sporting events they had attended at the university, and whether they had attended a football game in the past at any level (high school, college, professional, etc.). Figure 2.1 shows the likelihood of football program support based on whether or not the student has previously played an organized sport themselves.

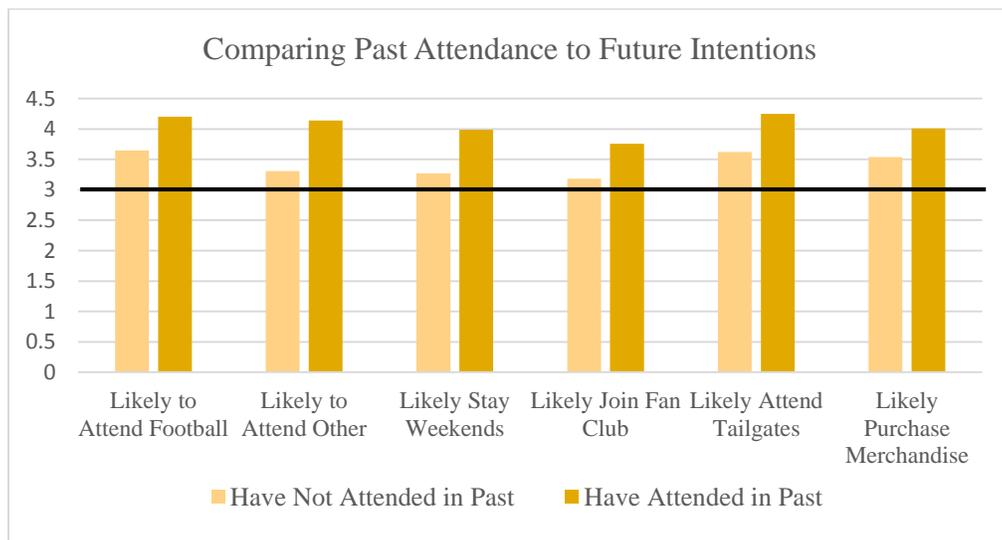
Figure 2.1



Those students who had played organized sports before were significantly more likely to feel that they would attend future university football games ($p = .003$), attend other athletic events ($p < .001$), attend future tailgates ($p = .002$), and buy more university merchandise ($p = .018$) if the school began a football team. However, both those who had played organized sports and those who had not demonstrated positive intentions in regards to all six variables tested.

These same questions were also broken down between those students who indicated that they attended Winthrop sporting events (or have in the past) and those who have not supported Winthrop athletics. These results are shown in Figure 2.2.

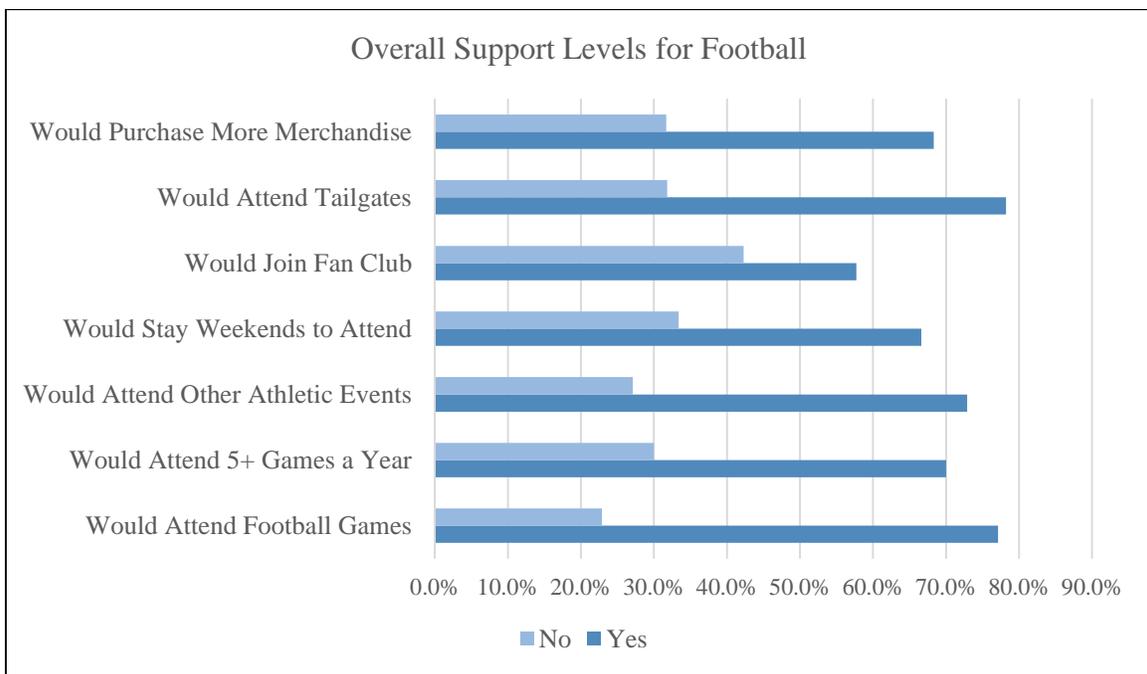
Figure 2.2



Not surprisingly, the results suggested that those who had attended past events are more likely to attend future university football and other athletic events, to stay over the weekend, to join the school’s athletic fan club, to attend pre-game tailgates, and to purchase university merchandise than those who have not attended past events ($p < .001$). However, it is worth noting that even students who have *never* attended Winthrop athletic events still had positive responses to these questions, with answers with means greater than 3.0 in all cases. A total of 243 of the 833 respondents indicated that they had never attended a Winthrop sporting event, so there were a significant number of students who are not currently attending events.³

It is important to note that regardless of how the data were separated, the groups all had positive responses (on average) to the questions regarding the potential of starting a football team at Winthrop. Figure 2.3 shows a summary of aggregate responses, and clearly shows a positive level of support from Winthrop students.

Figure 2.3



Overall, our results show that students at this university would be willing to support the addition of a football program, through attendance at games, purchasing of merchandise, and support of other athletic teams. However, supporting the program with attendance and merchandise is only part of the necessary support from students. When asked about funding a Winthrop football program, they were less enthusiastic. Exactly 50 percent of students said that they were willing

³ Additional charts showing the data divided by gender, upper/lower classmen, and athletes/non-athletes are included in the appendix.

to pay a student fee to support the addition of football. The other 50 percent were not willing to fund the program (even partially) via student fees. Figure 2.4 shows the amount that students are willing to pay annually in fees to support a football program.

Figure 2.4

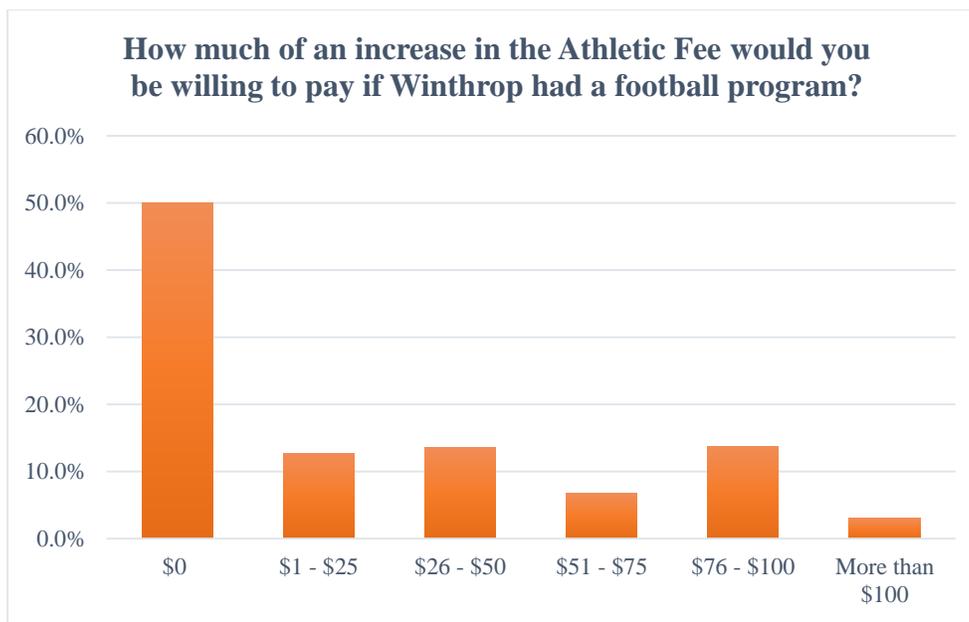


Figure 2.4 shows that 50 percent of students are unwilling to pay any increased fees for football, although 78.5 percent of surveyed students indicated that they would likely attend Winthrop football games if a program was in place. Of those students who were willing to pay a fee, the vast majority, 93.9 percent, are willing to pay less than \$100 annually in fees for the program. Only 6.1 percent of the students surveyed report that they are willing to pay a fee exceeding \$100.

The reality of student athletic fees, especially when adding football, is much different than these students appear to expect. When The University of Texas at San Antonio decided to add football in 2007, the maximum athletic fee increased from \$120 a semester to \$240 a semester, a total increase of \$240 a year.⁴ When UNC – Charlotte added football, the Board of Trustees increased the General Student fee by \$320 a year to help pay for football and the debt service for the buildings that were constructed.⁵ The ability to raise large amounts of money, however, is heavily tied to the size of the institution. Since UNC – Charlotte is a very large school, they can

⁴ <http://www.utsa.edu/today/2007/09/athleticsfee.cfm>

⁵ <http://belkcollege.uncc.edu/unc-charlotte-trustees-approve-financing-plan-football>

raise around \$6 million a year solely from their full-time enrolled undergraduate students.⁶ For Winthrop to raise this same amount of money in a fee for full-time undergraduates, the fee would have to be a \$1,374 a year. A Google search resulted in dozens of articles about schools increasing student fees, generally by more than \$100 to cover the increased cost of athletics. However, no observed schools increased fees by more than \$1,000 a year. Full-time Winthrop students currently pay an athletic fee as a part of their \$1,520 Student Activity Fee. This amount is significantly higher than most other public universities in South Carolina, with the exception of The Citadel, the College of Charleston and South Carolina State University. Based on the current high level of Winthrop fees, and the students' survey responses, it seems unrealistic to expect to fund a significant amount of football expenses via student fees. This issue deserves more attention, and will be discussed further in the Cost section of this report.

Community Survey – High School Football Fans

In 2013, *The Sporting News* labeled Rock Hill “Football City USA”.⁷ At the time the article was published, Rock Hill had 21 former high school football players playing in the NFL. This was the highest per capita number in the United States. In addition, there were also 24 former Rock Hill high school athletes playing under scholarship in college football programs. The city of Rock Hill has long been heralded for its high quality high school football, where a typical Friday night in the fall sees thousands of local residents gathered together to watch 14-18 year olds play football. Since much attention is paid to this loyal group of football players and fans, it was decided to survey these stakeholders to see if they were interested in the addition of football at Winthrop. In order to conduct the surveys, permission was granted from the Rock Hill School District to survey fans at two high school football games on October 30, 2015. The first game was Rock Hill High School vs. Northwestern High School at District 3 Stadium. The second game was South Pointe High School vs. Clinton High School at South Pointe's home stadium.

This survey involved local residents (94.3 percent of respondents live in York County) who attended the games. Surveys were conducted by Winthrop faculty and students inside the stadium gates. A paper survey was available, as well as an online survey that people could access on a computer or mobile device. The online survey was administered using the Qualtrics (2013) online survey program, and took subjects 5 to 10 minutes to complete. A total of 406 surveys were completed. A full list of survey respondent demographics is included in the appendix.

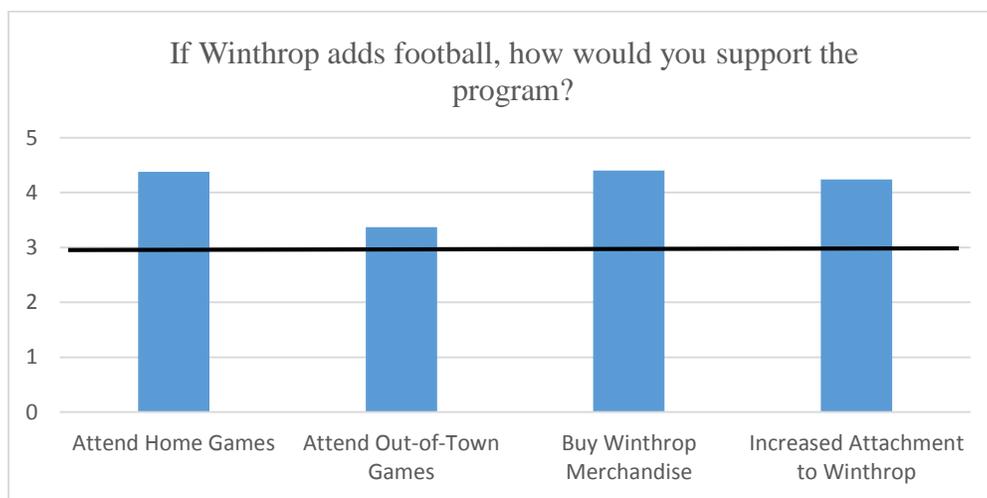
⁶ In reality, they earn more than this since part-time students and graduate students pay a partial fee as well. However, since these students are not observed and their fee payments are unknown, only full-time students are considered.

⁷ <http://www.sportingnews.com/ncaa-football-news/4544812-football-city-usa-few-places-can-match-rock-hills-success>

Since the surveys were administered to individuals who had chosen to attend a high school football game, results need to be generalized cautiously. They would primarily apply only to the football-loving populations in the area.

Not surprisingly, respondents indicated that they frequently attend high school football games. They were also very positive about the potential for adding football at Winthrop. The faculty and students who conducted the surveys all commented on the overwhelming positive response received at the high school football stadiums. Figure 2.5 shows some of the responses to the survey questions. These questions were answered on a Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). Any value over 3 indicates that the response is generally positive. Respondents indicated that they had strong interest in attending home games, and 45 percent even stated that they would be likely to attend out of town Winthrop football games. They indicated that they would show their support by buying Winthrop merchandise and believe their attachment to the university would increase with a football program. Respondents are happy to have Winthrop as a part of their community, feel attached to Rock Hill and the university, and believe Winthrop plays an important role in the community.

Figure 2.5



Respondents were also asked how much they would be willing to pay to attend a Winthrop football game. The average response was \$22.06, with 35.9 percent of respondents indicating that they would be willing to pay \$25 or more per game.

Figure 2.6 presents the answers to some additional questions, indicating support for college football in Rock Hill. It is clear that the respondents were strongly in favor of having a local college football team.

Figure 2.6
Desire for Local College Football

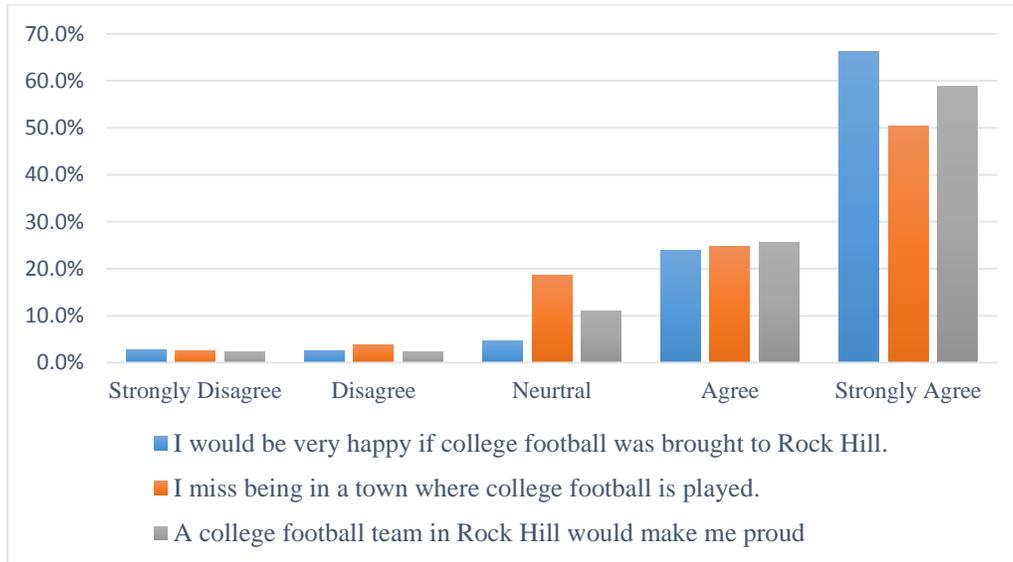
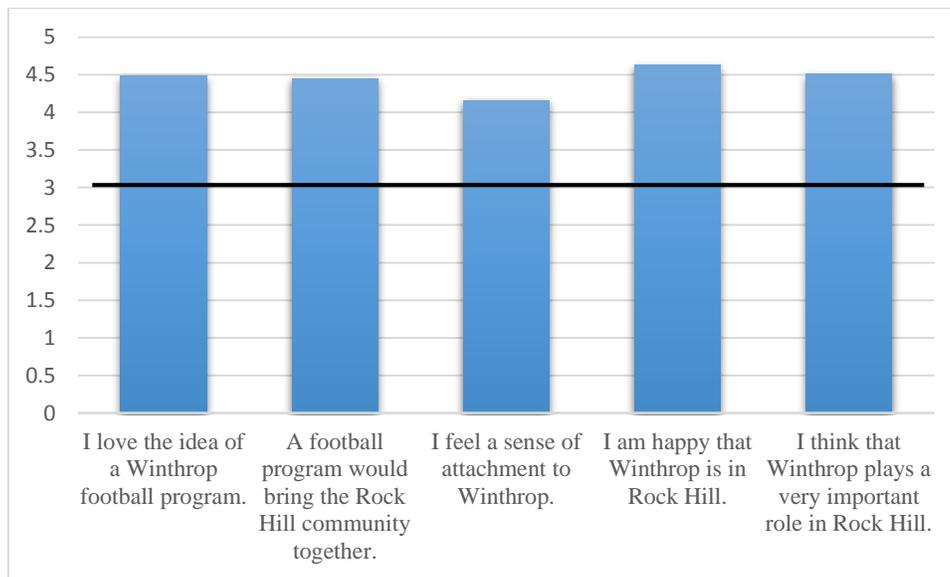


Figure 2.7 shows the perception respondents had regarding the importance of Winthrop in the local community. All responses are significantly higher than 3.0, which indicates that the local football fans generally see Winthrop as a strong part of the community and believe that football would improve Winthrop’s standing in the community further.

Figure 2.7
Perception of Winthrop in the Community



It is safe to say that local high school football fans are enthusiastic about the potential of Winthrop football and would support it via attendance at games. If a program were initiated at Winthrop, it would be crucial to actively include those in the community who didn't attend Winthrop but have a very strong commitment to Rock Hill and to locally produced football.

Winthrop Faculty and Staff Survey

An online survey in Qualtrics was designed and administered in early February 2016 after obtaining IRB clearance. The link was emailed out to 1459 faculty and staff (all listed members of the "faculty-staff" email list as of early February). A total of 575 completed surveys were received, giving us an overall response rate of 39.41 percent. Out of these, 502 surveys were fully completed. A reminder email was sent out roughly a week after the initial email. The survey was short, with 24 questions including some dealing with respondents' demographics.⁸

Forty-seven percent of survey respondents identified themselves as 'staff' members while 53 percent identified themselves as 'faculty'. Of the faculty that responded, 20 percent were Assistant Professors, 25 percent were Associate Professors and 29 percent were Full Professors. Remaining faculty respondents were instructors or adjunct faculty members. In addition, 44 percent of the faculty respondents were members of the College of Arts and Sciences faculty, 19 percent were faculty members in the College of Visual and Performing Arts, 14 percent were faculty members in the College of Business, and 18 percent were faculty in the College of Education. The remaining faculty work in the Dacus Library and University College. Fifty-nine percent of all respondents to the faculty-staff survey were female.

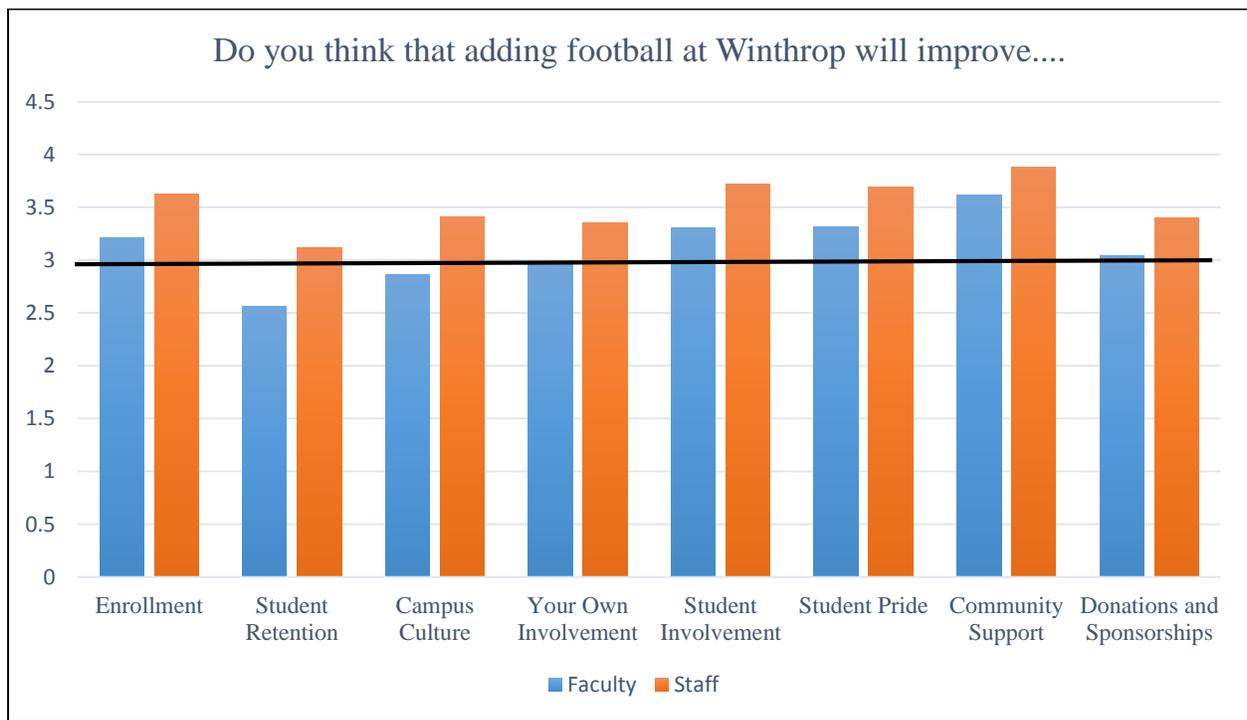
Descriptive findings show many faculty and staff (42 percent) believe adding a football program at Winthrop is not a good idea. However, if certain conditions are met, one third of faculty and staff (33 percent) feel it could be a good idea. When asked what conditions needed to be met, the majority of respondents cited the need to obtain new funding for the program and/or the need to maintain academic standards. Other faculty and staff mentioned that they would not like to see changes to other athletic programs and that they would support a program if a well designed plan was followed. Faculty and staff who did not believe starting football was a good idea most often cited the increase in costs, the low likelihood of net positive revenue, and the lack of a supportive culture for football on campus. Many faculty and staff did support the idea of football, and those in support most frequently cited a probable increase in enrollment, increased visibility, increased revenue and an increase in school spirit as their primary reasons for supporting the idea of Winthrop football.

⁸ Full survey results are included in the appendix.

Faculty and staff cautiously agree that a football program would have a positive impact on enrollment (mean=3.43), their own involvement (mean=3.17), student involvement (mean=3.52), local community support (mean=3.75), and student pride in Winthrop (mean=3.51). Overall, they believe it will not have an impact on retention (mean=2.86), will not create security issues (mean=2.76), will not impact our culture negatively (mean=3.15), and will not bring down our education standards (mean=2.77). However, considering other issues facing the university, football is perceived by many to be relatively unimportant (mean=2.46). When asked how much it should cost the university, 70 percent of respondents were not able to give an estimate.

Figure 2.8 presents some of these findings broken down by status as faculty or staff. It is clear from the chart that staff members were generally more positive than faculty regarding the addition of football. Recall, as discussed earlier in the report, any value greater than 3.0 shows a generally positive response regarding the impact football would have on each category. While all staff averages are above 3.0, in two cases faculty members had a negative response, on average. Faculty, overall, did not believe that adding football would improve student retention or the campus culture. They did, however, believe that it would increase enrollment, community support, donations, student involvement, and student pride. Statistical analysis showed that staff responses were significantly more positive than faculty responses ($p < 0.05$). Gender differences in responses to the questions were not significant.

Figure 2.8



The length of tenure of the faculty-staff respondent also affected one's perception of the importance of adding football. Recent hires (less than 1 year had a mean=3.37 and 1 -5 years had a mean=2.62) perceive football to be of greater importance than older hires (more than 20 years had a mean = 2.07). The rating of the importance of a football program declines progressively with length of tenure, with the oldest hires (more than 20 years) believing football to be significantly less important than all others (p=0.00). This is further supported by the finding that recent hires think a football program is a good idea, whereas older hires think it is not a good idea (p=0.00).

It is interesting to note that a person's perception of whether football is a good idea or not is related to that person's involvement. Testing reveals that those who believe it is not a good idea felt it would negatively impact their involvement with the university. However, those who believed it could be a good idea if certain conditions are met, were inclined to believe that their involvement would not be affected or could be improved (p=0.00).

Winthrop Alumni Survey

An online survey in Qualtrics was designed and administered in mid-February 2016 after obtaining IRB clearance. According to the Alumni Office, a total of 20,790 invitations to participate were sent out. A total of 2,898 responses were received. This is a response rate of 13.93 percent. This was a relatively short survey with 26 questions, including respondent demographics.⁹

A large number of respondents were recent graduates, with 15.5 percent of them graduating since 2010 and the majority graduating sometime between 2000 and 2015. Respondents were mainly females (63.6 percent) and Caucasian (76.4 percent). The College of Arts and Sciences was the largest college represented (42.8 percent) and the College of Visual and Performing Arts was the smallest (7.4 percent). Results show that 26.4 percent of respondents live in York County. An additional 12.5 percent live in the greater Charlotte area. This is important, as many of these respondents live close enough to be active participants in the program if they support the addition of football and it is indeed added at Winthrop.

Most alumni supported the idea of adding football, with 54 percent saying it was a good idea, and another 25 percent saying it would be a good idea if certain conditions were met. Those that liked the idea of a Winthrop football program most frequently referenced that they believe that a football program would increase University revenue as their main reason for support. They also frequently responded that alumni and community involvement would increase, that they believed

⁹ Full survey results can be found in the appendix.

that a Winthrop football program would increase enrollment, and that a football program would improve retention and the ‘college town’ atmosphere.

Those that said they would support a football program if certain conditions were met, most frequently mentioned that adding football could work if appropriate funds were raised. They also frequently mentioned concerns over the maintenance of academic standards, the need to add additional facilities and staff, and the concern over other university sports being under-supported or eliminated.

Twenty-one percent of alumni stated that they were not currently in favor of adding football at Winthrop University under any circumstance. These alumni gave a wide range of reasons for their lack of support, but the most frequent reasons included the fact that it is very expensive and that they thought it would reduce the quality of academics at Winthrop. Other common responses included that it would negatively change Winthrop’s culture, that academic programs should be better funded, safety concerns (mainly related to concussions), and that Winthrop is unique in that they don’t have a football team.

Figure 2.9 shows responses to survey questions that indicated how likely they were to increase their support of Winthrop if football were added. Alumni indicated a strong desire to attend home games and to buy Winthrop merchandise if there were a Winthrop football team. They were also enthusiastic about promoting the program to their family and friends.

Figure 2.9

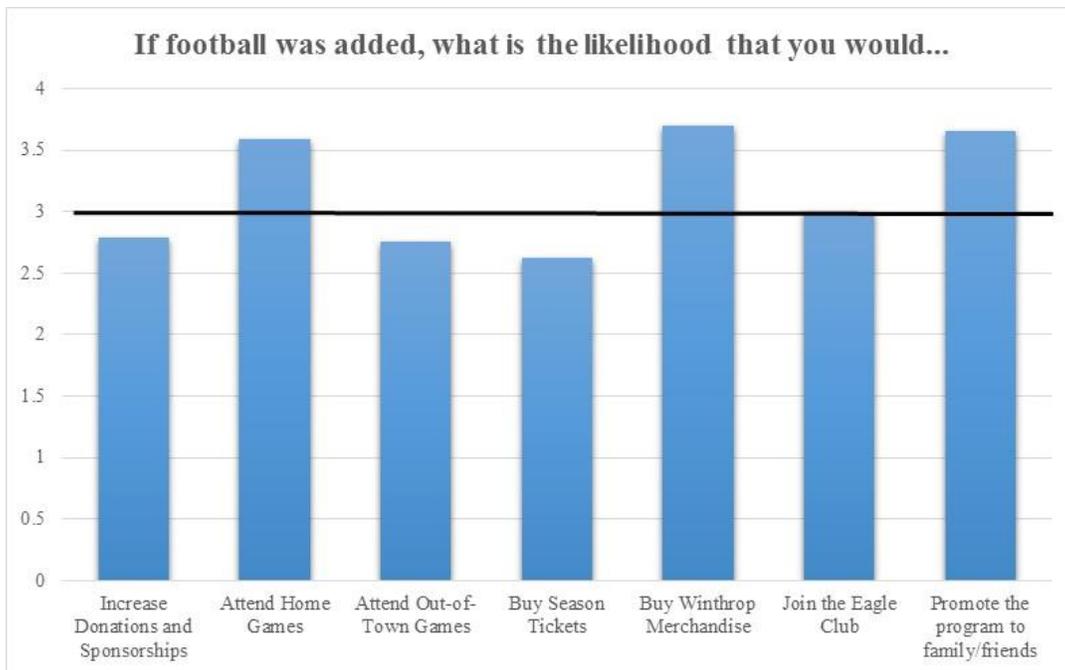


Figure 2.9 also indicates some weak spots when it comes to alumni support. There was an average response below 3.0 for the possibility of attending out-of-town games and buying season tickets. They also did not show strong support for increasing their donations and sponsorships of Winthrop events if football were added. Lastly, alumni were willing to pay between \$15 to \$50 per home game, with the mode being \$20 and the mean being \$25.85 per ticket.

The likelihood of support for various activities was combined into one variable (Support) which was regressed against whether respondents thought football was a good idea. The relationship is significant ($p=0.00$) suggesting that those that thought football is a good idea would support the program in various ways like attending games, buying merchandise, promoting it among friends, etc. Similarly, those that supported the idea of a program were also willing to pay more for a game ticket. The relationship is positive and significant ($p=0.00$).

Survey Summary

From the four constituencies, area residents, students and alumni are inclined to be more enthusiastic about the idea of Winthrop football than faculty/staff. Those three groups would support the initiative in various ways. Faculty and staff are more circumspect about expressing their enthusiasm, with most suggesting it is not a good idea although it would have some beneficial effects.

It is difficult to know how to interpret some of these results given the inherent bias. The community members surveyed at the football stadiums have obvious biases, as they are clearly football fans and may even have children (or other family members or friends) that have an interest in playing college football. Students who currently attend Winthrop chose to apply to and attend a university that does not have a football team. It is not surprising, therefore, that they may be less enthusiastic than alumni, whose favored activities have likely evolved since graduation. Similarly, faculty members are not typically the most enthusiastic college football supporters in a community. They have deep interests in their fields of study as academics, and they are often involved in activities related to those interests during their off-campus time. In addition, given recent budgetary concerns at Winthrop faculty/staff seem concerned that the addition of more athletic opportunities will further delay potential pay increases. While it is certainly very important to listen to all Winthrop stakeholders, the biases should be recognized and put into context closely.

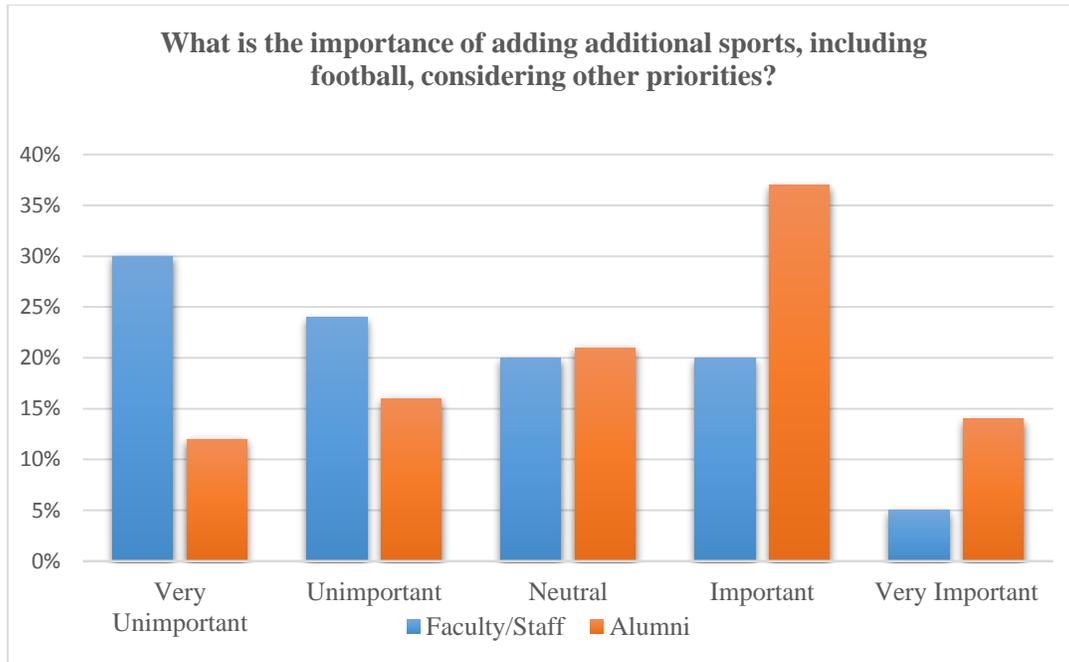
Table 2.2 compares alumni and faculty-staff responses on common questions. On every question, the alumni exhibit a more favorable attitude to football, greater involvement, more favorable perceptions of the effects on enrollment, retention, culture, etc. In sum, more alumni believe the football program is a good idea and that it would be good for the university.

Table 2.2
Comparison of Faculty/Staff and Alumni Responses

Question	Faculty and Staff	Alumni
N	575	2,898
Is the football program a good idea	No: 42%	No: 21%
	Yes: 25%	Yes: 54%
	Conditional Yes: 33%	Conditional Yes: 25%
	Mean	Mean
Impact their involvement	3.17	3.70
Increase student enrollment	3.43	3.90
Increase student retention	2.86	3.51
Change university culture (for the better)	3.15	3.65
Cultivate greater student pride	3.51	4.04
Increase student involvement	3.52	4.06
Attract local and community support	3.75	4.25
Attract private donations and sponsorships	3.23	3.89
Bring down education standards	2.77	2.31
Adverse impact on campus security and safety	2.76	2.51
Importance of football given other priorities	2.46	3.23

A very important question was asked on both the faculty/staff and alumni surveys that deserves a bit more discussion. The question asked respondents, “Considering other current priorities of the university, how do you view the importance of adding additional sports, including football?” This question was intended to measure how important these stakeholder groups believe the addition of football to be, given the financial realities of the university. In response to this question, alumni had an average positive response (mean=3.23), indicating that they think football is important. Faculty and staff had an average negative response (mean=2.46). Figure 2.10 shows the specific responses, broken down by faculty/staff and alumni. A very significant difference can be observed. While 54 percent of faculty and staff indicated that, given other priorities, adding a football team is “Unimportant” or “Very Unimportant”, 51 percent of alumni responded that it was “Important” or “Very Important”.

Figure 2.10



3. Geographic Information System Analysis

Maps and ESRI Business Analyst Data Related to Football

Introduction/Background

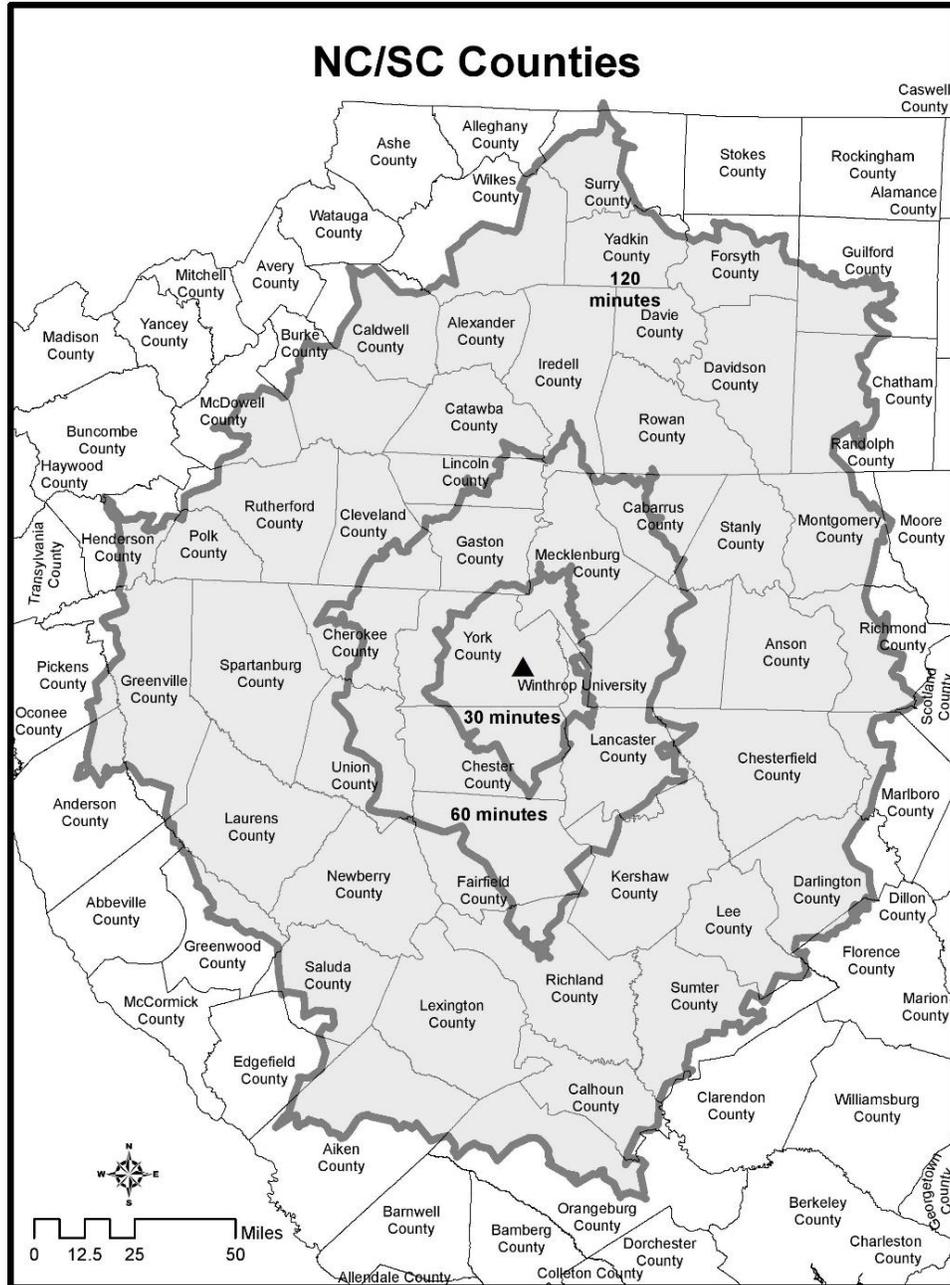
Geographic Information System (GIS) analysis can be used to investigate the interest and activity surrounding football in the geographic area surrounding Winthrop University. Business Analyst data from Environmental System Research Institute (ESRI) comes from GfK MRI's Survey of the American Consumer® which is the country's largest and most current consumer database. Three data points are provided for each product or service area: expected number of users, the percentage of users, and the Market Potential Index (MPI).

- The Expected Number is the estimated number of adults or households that use a particular product or service.
- The Penetration Percent is a measure of the percentage of adults or households that use a particular product or service compared to the Total Households or Total Adults in the geography.
- The Market Potential Index measures the likelihood of adults or households in a specified area to exhibit certain consumer behavior compared to the U.S. national average. The index is tabulated to represent a value of 100 as the overall demand for the base area. A value of more than 100 represents high demand; a value of less than 100 represents low demand. For example, an index of 120 implies that demand in the trade area is likely to be 20 percent higher than the U.S. national average; an index of 85 implies demand is 15 percent lower than the national average.

Based on the results from the GfK MRI's Survey of the American Consumer®, data and maps were produced looking at the current behavior of people living in the area surrounding Winthrop University in relationship to football events. Each map has the location of Winthrop University as its origin and looks at three drive time areas around the campus (30 minutes, 60 minutes and 120 minutes). These market areas were chosen based on the idea that it is reasonable to believe that people within a two hour drive time might participate in a football program at Winthrop. All data are separated into the three drive times so that variations can be seen.

The following map shows the counties located in the 30, 60 and 120 minute drive time market areas.

Figure 3.1: Counties within the 30-60-120 minute drive times



Within the available data, there are 11 questions asked that are related to football. It is important to note that questions were not asked about the frequency of attendance or viewership. Residents

were only asked if they participated in, attended, listened to, or watched football in the last 12 months. One cannot interpret the data to indicate intensity such as high attendance rates, but rather that someone attended or participated in the event at least once.

The 11 questions ask on the survey about football were:

- Did you participate in football in last 12 months?
- Did you attend sports events: football game (college)?
- Did you attend sports events: football game-NFL Mon/Thurs?
- Did you attend sports events: football game - NFL weekend?
- Did you listen to football (NFL Mon/Thurs) on radio often?
- Did you listen to football (NFL weekend games) on radio often?
- Did you listen to football (college) on radio often?
- Did you watch on TV: football (college)?
- Did you watch on TV: football (NFL Mon/Thurs night games)?
- Did you watch on TV: football (NFL weekend games)?
- Did you watch on TV: football (NFL playoffs/Super Bowl)?

Results from 30-60-120 Minute Drive-Time Rings

Data in Table 3.1 show the results from residents living inside each of the three 30-60-120 minute drive-time rings on the 11 questions on football. Keep in mind that while numbers and percentages are interesting, the index shows a comparison of the local region with the US national average. Therefore, the index allows one to see where the local community ranks in relationship to national standings. Any index level above 100 indicates that interest or participation in football, depending of the question, is above the national average, while an index level below 100 indicates interest or participation below the national average.

Table 3.1 presents both a demographic summary of the drive time areas as well as a summary of the answers to the questions related to football. All data are from the 2015 survey. Demographic data are presented as of 2015, and are also estimated for 2020. This is important to note, as our geographic area is in a period of significant growth and median household income continues to rise in the area.

Table 3.1

Current Football Behavior 30-60-120 Minute Drive Times from Winthrop University									
<i>Based on ESRI Business Analyst Data for 2015</i>									
	Drive Time: 30 minutes			Drive Time: 60 minutes			Drive Time: 120 minutes		
Demographic Summary		2015	2020		2015	2020		2015	2020
Population		444,957	491,262		2,113,242	2,297,431		6,309,361	6,629,986
Population 18+		334,757	370,062		1,593,915	1,741,726		4,850,896	5,117,091
Households		174,207	192,595		811,245	882,446		2,453,858	2,580,808
Median Household Income		\$54,874	\$60,897		\$53,822	\$60,283		\$46,775	\$53,551
Product/Consumer Behavior	Number of Adults 18+	Percent	MPI	Number of Adults 18+	Percent	MPI	Number of Adults 18+	Percent	MPI
Participated in football in last 12 months	17,924	5.4%	107	85,459	5.40%	107	247,998	5.10%	102
Attend sports events: football game (college)	21,920	6.50%	116	103,160	6.50%	115	286,227	5.90%	105
Attend sports events: football game-NFL Mon/Thurs	8,586	2.60%	99	41,523	2.60%	101	108,708	2.20%	87
Attend sports events: football game - NFL weekend	16,319	4.90%	105	78,734	4.90%	106	202,220	4.20%	90
Listen to football (NFL Mon/Thurs) on radio often	6,716	2.00%	105	30,408	1.90%	99	90,386	1.90%	97
Listen to football (NFL wknd games) on radio often	7,486	2.20%	101	35,306	2.20%	100	102,808	2.10%	96
Listen to football (college) on radio often	8,482	2.50%	117	39,176	2.50%	113	122,052	2.50%	116
Watch on TV: football (college)	95,488	28.50%	108	455,289	28.60%	108	1,381,454	28.50%	108
Watch on TV: football (NFL Mon/Thurs night games)	120,562	36.00%	105	569,653	35.70%	105	1,678,675	34.60%	101
Watch on TV: football (NFL weekend games)	127,702	38.10%	105	604,043	37.90%	105	1,784,611	36.80%	101
Watch on TV: football (NFL playoffs/Super Bowl)	130,756	39.10%	105	619,345	38.90%	104	1,838,987	37.90%	102

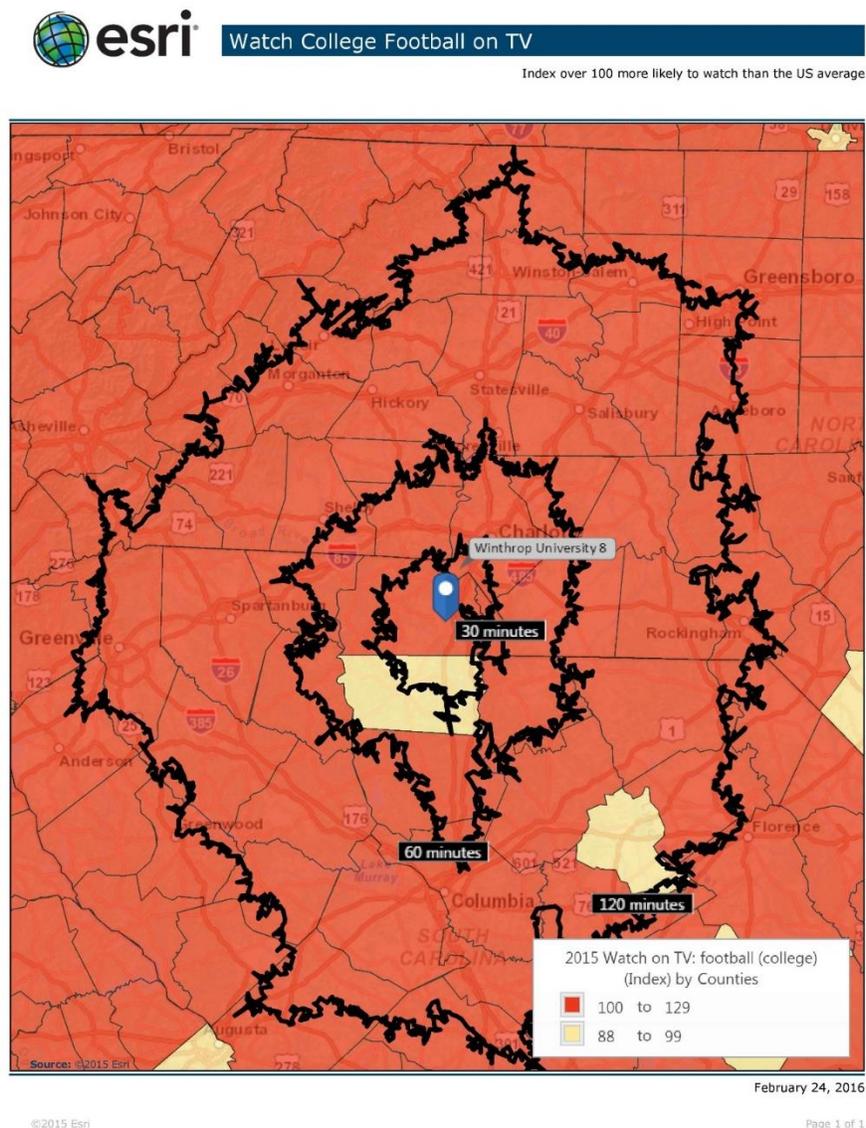
The data presented in Table 3.1 indicate that TV is the most preferred way to enjoy football. All four categories have the highest percentage of viewership (28.5% - 39.1%). In addition, residents in Winthrop's drive-time area all watch football on TV at rates greater than the U.S. average, with indices ranging from 101 to 108. While the percentage of people actually attending a football game is lower, ranging from 5.9 percent to 6.5 percent, the indices are higher with values ranging from 105 to 116. The indices tend to be higher in the 30-minute drive-time ring (116) and lower (105) in the 120-minute drive-time ring as you move away from the university. Listenership of college football games tends to have lower percentages (2.5 percent across the rings), but higher indices (113-117). This indicates that although the percentages may not be high, overall attendance and listenership of football games are both higher than the U.S. national average. The percentage participation in football in the last 12 months also tends to be low (around 5 percent), but again indices for participation are higher with values ranging from 102 to 107.

It is clear from the data shown in Table 3.1 that residents in Winthrop's drive-time area are more interested and involved in football, at both the college, NFL and participation level, than average Americans.

Results of Map Data by County

Four maps were developed looking at the 30-60-120 minute drive-time rings by county.¹⁰ The first map, Figure 3.2, examines the “Watch College Football on TV” question and indicates that viewership in almost all counties in the 120-minute drive-time ring around Winthrop University is at or above the U.S. national average. The indices range from 88 to 129. York County has an index of 112 meaning that residents are 12 percent more likely than the US national average to watch football on TV. Richland County (the University of South Carolina) has an index of 105 and Laurens County (Clemson University) has an index of 104.

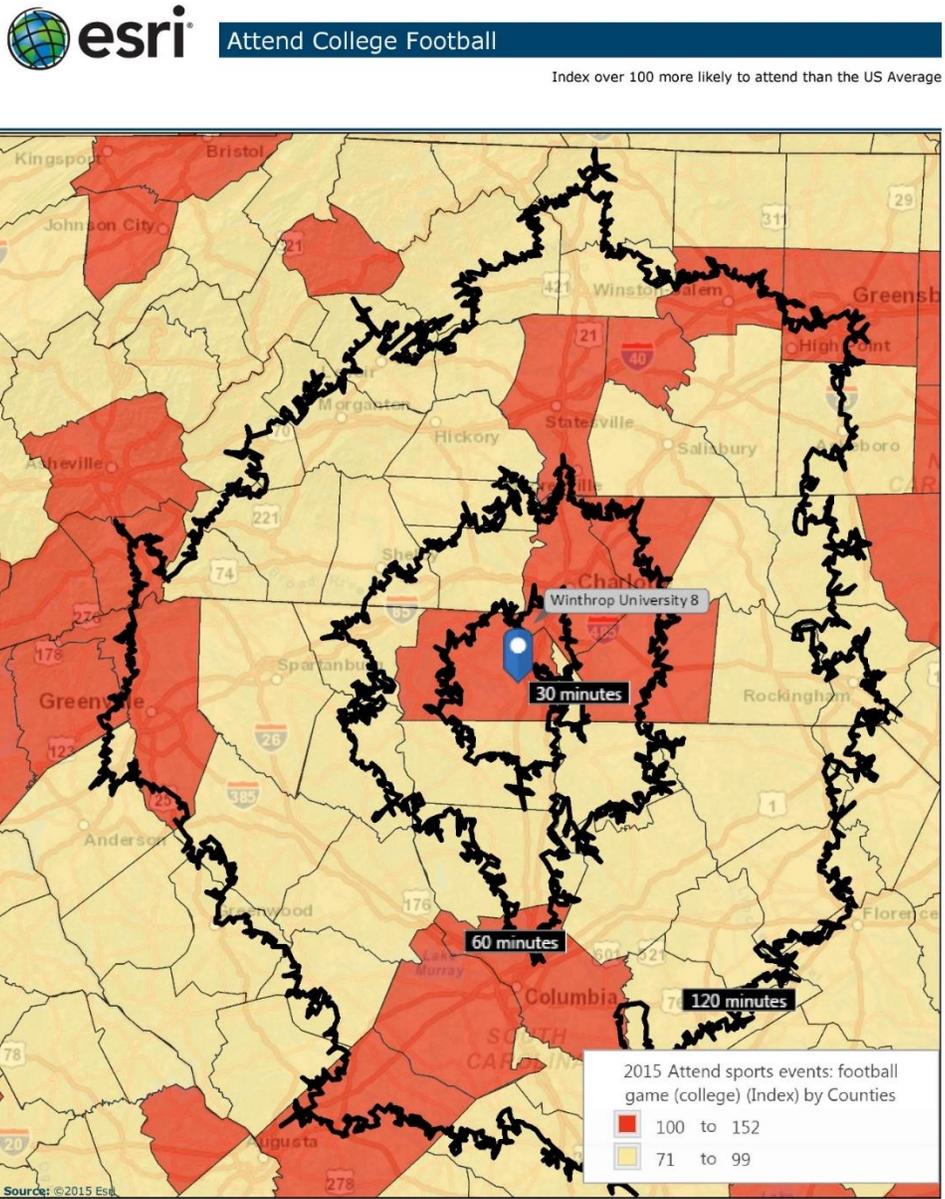
Figure 3.2



¹⁰ In the report appendix, there is a table with the data, percentages, and indices for each included county that is fully or partially inside the 120 minute drive-time ring. This is true for each of the GIS maps presented.

Figure 3.3, which focuses on “Attend College Football”, shows pockets of college football attendance in larger metropolitan areas and college towns with indices larger than the U.S. average. Indices range from 71-152. York County has an index of 114 meaning that its residents are 14 percent more likely than the US national average to attend football games. Mecklenburg County (119), Union County NC (132) and Richland County (112) are a few of the counties with indices over the US national average. Laurens County, where Clemson is located, has an index of 84. It is interesting to note that York County residents are more likely to attend college football games than residents in the counties where both USC and Clemson are located.

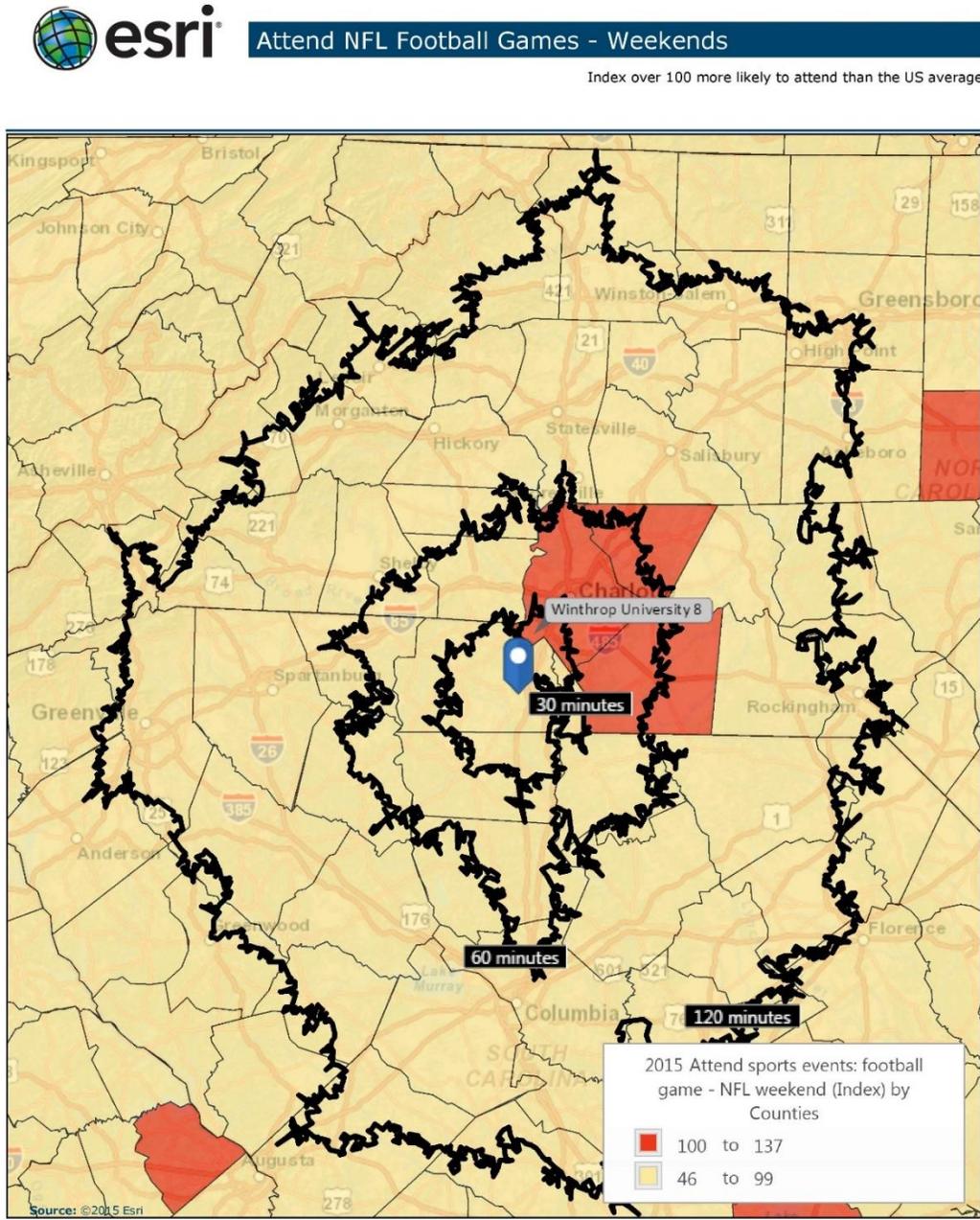
Figure 3.3



February 24, 2016

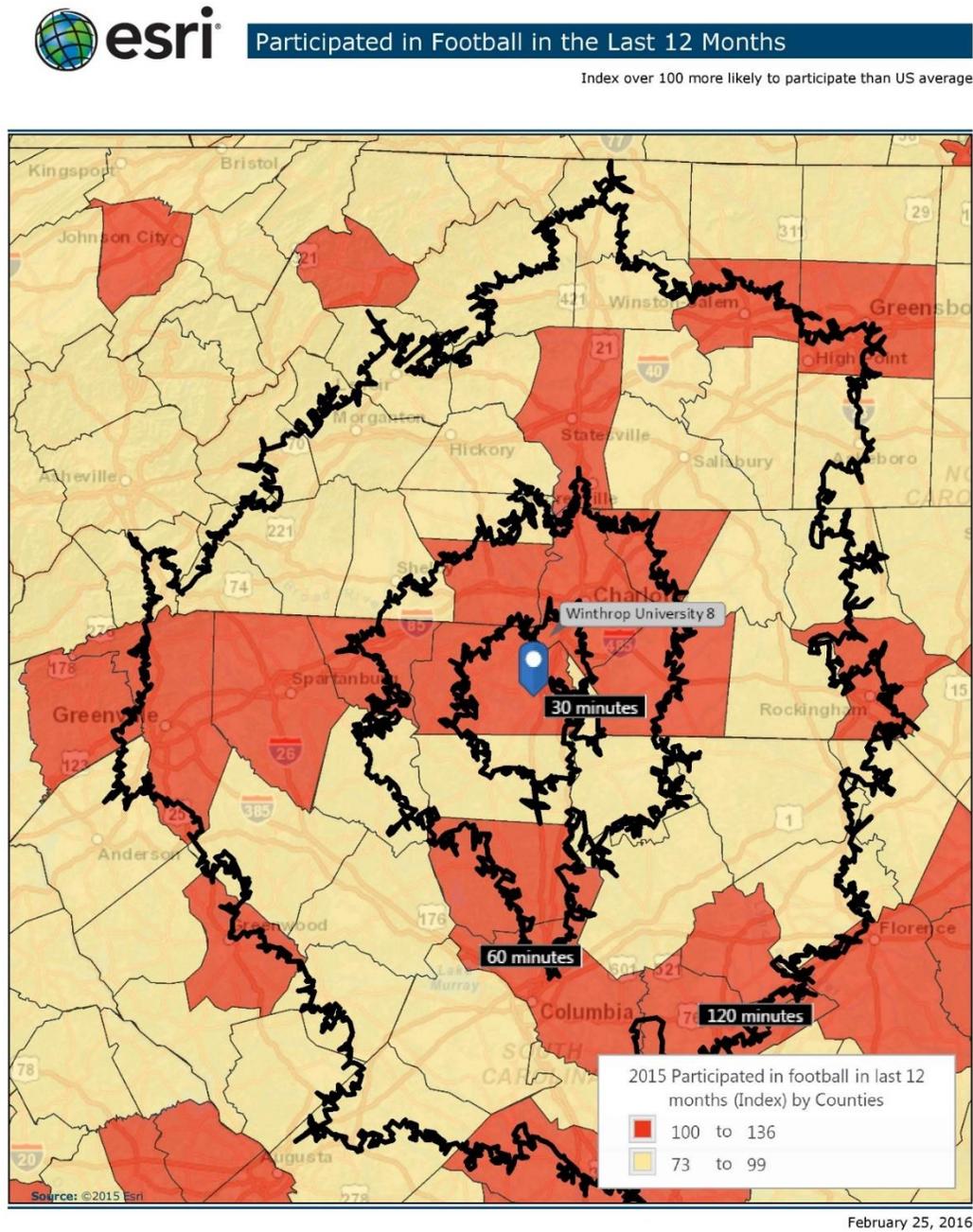
Figure 3.4, which shows the indices related to “Attend NFL Football Games – Weekends,” shows overall lower attendance by residents than the U.S. average. Indices range from 46 to 137. York County has an index of 97 indicating that attendance at NFL weekend games is 3 percent below the US national average. Mecklenburg (119), Union, NC (116) and Cabarrus (110) counties are the only three counties in our study area that exceeded the U.S. national average. This isn’t surprising given their proximity to Charlotte and the Carolina Panthers.

Figure 3.4



The final map on “Participates in Football in the Last 12 Months,” Figure 3.5, looks at resident participation in the sport of football. The indices range from 73 to 136. York County has an index of 106 meaning that York County resident are 6 percent more like than the US national average to participate in football. Mecklenburg County has an index of 111 indicating its residents are 11 percent more likely to participate in football. Richland County has an index of 109 and Laurens County has an index of 92.

Figure 3.5



The GIS analysis supports the assertion that Winthrop is located in an area where demand for football-related entertainment, both on television as well as in-person attendance, is strong. Most of the counties surrounding Winthrop, and York County, have football participation and interest levels above U.S. national averages. Interestingly, people in York County actually attend college football games at rates equal to, or higher than, the counties directly surrounding USC and Clemson.

4. Statistical Analysis

Cohort Analysis

The community, students, alumni and faculty/staff believe that adding a football program will increase both enrollment and student involvement. The question remains as to whether or not this is a realistic expectation at Winthrop. It is clear that adding a football program will be expensive and will require significant yearly expenses for operation. Both costs and benefits will be fully addressed later in this report. However, the cost of the program could potentially be made up by increasing the tuition and fee revenues received by the university via increased enrollment.

In order to examine this possibility, two cohorts of universities were created. The “Football Cohort” includes 10 universities, mostly in the Southeast region, who added football between 2003 and 2013. All data included in the analyses in this section were pulled from the Integrated Postsecondary Education Data System (IPEDS), collected and maintained by the U.S. Department of Education.

Table 4.1
Football Cohort

School	Location	Public/Private	2014 Full-Time Undergrad Enrollment	Year Football was Added	Current Athletic Conference
Campbell University	Buies Creek, North Carolina	Private	3,449	2008	Big South (Pioneer Football League)
Coastal Carolina University	Conway, South Carolina	Public	8,502	2003	Sun Belt
Georgia State University	Atlanta, Georgia	Public	18,982	2010	Sun Belt
Lamar University	Beaumont, Texas	Public	6,460	2010	Southland
Mercer University	Macon, Georgia	Private	3,833	2013	Southern
Old Dominion University	Norfolk, Virginia	Public	15,261	2009	Conference USA
Stetson University	DeLand, Florida	Private	2,804	2013	Atlantic Sun (Pioneer Football League)
University of North Carolina - Charlotte	Charlotte, North Carolina	Public	18,983	2013	Conference USA
University of South Alabama	Mobile, Alabama	Public	9,090	2010	Sun Belt
University of Texas - San Antonio	San Antonio, Texas	Public	20,248	2011	Conference USA

There have not been a large number of new Division I football programs added since 2003. Most Division I schools already have football teams in place. The large majority of new programs are at schools that compete in Division II, Division III or NAIA. Since 2008, only 22 percent of all new football programs were Division I, which amounts to 12 new programs. Two of these programs were started in 2015, so data on them are not yet available.¹¹ This Football Cohort includes all Division I schools that added football during the years in question, 2003 - 2014. Although some of these universities are quite large compared to Winthrop, they are similar to Winthrop by having Division I athletics and a long sports history without football.

¹¹ Kennesaw State University in Georgia and East Tennessee State University have programs that began in 2015.

A “Non-Football Cohort” was also created. This group contains 13 schools, including Winthrop University. This cohort includes all of the Division I schools in the states represented in the Football Cohort that do not currently have a football team.¹² These states include Georgia, Florida, North Carolina, South Carolina and Texas. The Non-Football Cohort includes 13 Division I schools, across the 6 states, that did not have a football program at any time between 2001 and 2014.

Table 4.2
Non-Football Cohort

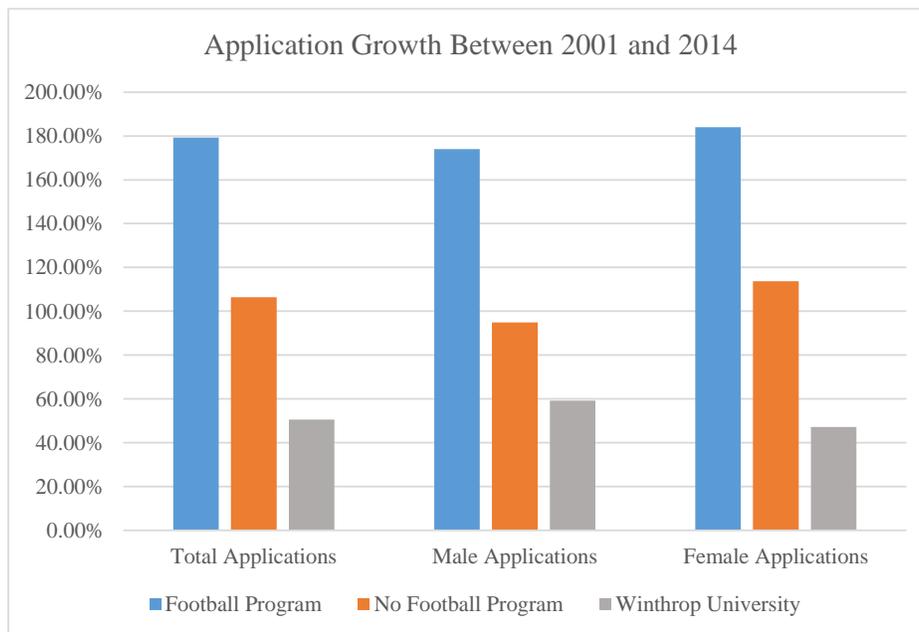
School	Location	Public/Private	2014 Full-Time Undergrad Enrollment	Current Athletic Conference
College of Charleston	Charleston, South Carolina	Public	9,608	Colonial
George Mason University	Fairfax, Virginia	Public	17,818	Atlantic 10
Longwood University	Farmville, Virginia	Public	4,183	Big South
Radford University	Radford, Virginia	Public	8,507	Big South
High Point University	High Point, North Carolina	Private	4,165	Big South
University of North Florida	Jacksonville, Florida	Public	9,901	Atlantic Sun
University of North Carolina - Asheville	Asheville, North Carolina	Public	3,183	Big South
University of North Carolina - Greensboro	Greensboro, North Carolina	Public	12,773	Southern
University of North Carolina - Wilmington	Wilmington, North Carolina	Public	11,690	Colonial
University of Teaxas - Arlington	Arlington, Texas	Public	15,957	Sun Belt
University of South Carolina - Upstate	Spartanburg, South Carolina	Public	4,218	Atlantic Sun
Virginia Commonwealth University	Richmond, Virginia	Public	20,056	Atlantic 10
Winthrop University	Rock Hill, South Carolina	Public	4,421	Big South

Multiple analyses were conducted using these cohorts.¹³ This was done to see if there were differentiated patterns between schools which added football and those that did not. First, the growth in freshman applications was measured between 2001 and 2014. Those dates were chosen based on data availability and the time period over which the schools added football. Figure 4.1 shows the growth in total applicants, as well as female and male applicants over the time period analyzed.

¹² There are two other schools that do not currently have football teams that were not included in the analysis. Florida Gulf Coast University does not have a team, but they did not transition to Division I until 2011, so they were not included. Additionally, Texas A&M – Corpus Christi does not have a football team, but they had two years of incomplete data in the IPEDS data system. Therefore, they could not be included.

¹³ A summary of data used in the analysis are included in the appendix.

Figure 4.1



Between 2001 and 2014, Winthrop saw a 50.58 percent growth in applications, from 3,019 in 2001 to 4,546 in 2014. Winthrop’s application peak was in 2007, with a total of 5,328 applications. On average, the Non-Football Cohort saw application growth of 106.42 percent between 2001 and 2014. Application growth in the Non-Football Cohort ranged from 28.50 percent (Radford University) to 391.7 percent (High Point University). Four of the 13 universities in the Non-Football Cohort saw application growth of greater than 100 percent.

The Football Cohort saw larger application growth, with an average of 179.29 percent growth over this fourteen-year period. Seven of the 10 schools saw applicant growth of greater than 100 percent between 2001 and 2014. Some of the universities saw staggering growth in the number of applications. For example, Coastal Carolina saw growth of 484.25 percent and Stetson University saw growth of 466.29 percent! Coastal Carolina is an especially interesting case, as they have competed with Winthrop in the Big South Conference and compete for many of the same South Carolina students. In 2001, Coastal Carolina had 2,533 applicants to their undergraduate program, 486 fewer than Winthrop. In 2014, they had an incredible 14,799 applicants, 10,253 more applicants than Winthrop. There are other differentiating factors between the two schools, including Coastal Carolina’s proximity to the beach, but this is an increase that should be closely examined. Given the College of Charleston’s application growth of only 33.8 percent and UNC-Wilmington’s growth of 54.3 percent, it is clear that proximity to the beach can’t explain the entire picture.

Similar patterns are seen when the applicants are broken down by gender. This was done to see if the effect of football on applications is different between men and women. The Football

Cohort saw higher average applicant growth for both men and women, but the gap between application growth was greater between Non-Football and Football universities when considering male applicants. These data are shown in the previous chart, but the exact breakdown of numbers is also shown in Table 4.3.

Table 4.3

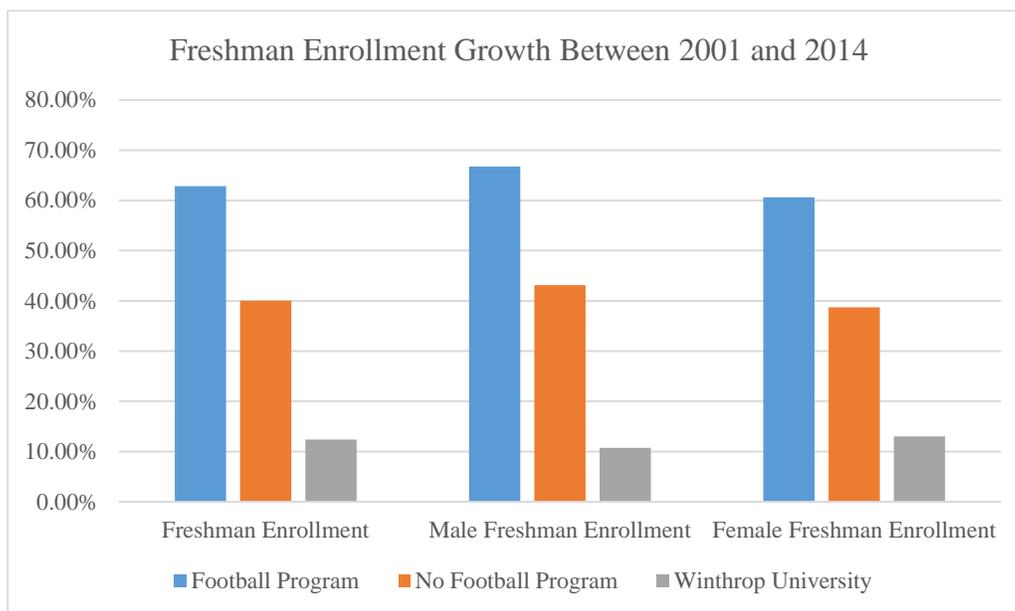
	Total Applications	Male Applications	Female Applications
Football Program	179.29%	174.06%	183.94%
No Football Program	106.42%	94.85%	113.68%
Winthrop University	50.58%	59.20%	47.18%

In the Football Cohort, 7 of the 10 schools saw male application growth of greater than 100 percent between 2001 and 2014. All schools in the Football Cohort saw male applicant growth of greater than 50 percent. Only 4 of the 13 schools in the Non-Football Cohort saw male applicant growth of greater than 100 percent (George Mason, High Point, Texas-Arlington and USC-Upstate). In addition, 4 schools in the Non-Football Cohort had male applicant growth below 50 percent. Winthrop saw a growth of 59.2 percent in male applications, which ranks 8th among the 23 total schools in the analysis.

Schools that added football also saw higher female application growth than the Non-Football Cohort, 183.94 percent compared to 113.68 percent. However, the gap is a bit smaller than that of male applicants. Five of 10 schools in the Football Cohort saw female application growth greater than 100 percent, while 4 of 13 of the Non-Football Cohort saw female application growth greater than 100 percent. While additional statistical analysis is needed, it appears from these basic numbers that adding football has a bigger impact on the number of male applicants than it does on the number of female applicants. This is not surprising since football is a male sport.

While all schools certainly seek to increase their number of applications each year, an increase in applications does not necessarily result in an increase in enrollment. Further analysis was also conducted to examine freshman enrollment growth over the same time period for both cohorts. Figure 4.2 shows these results.

Figure 4.2

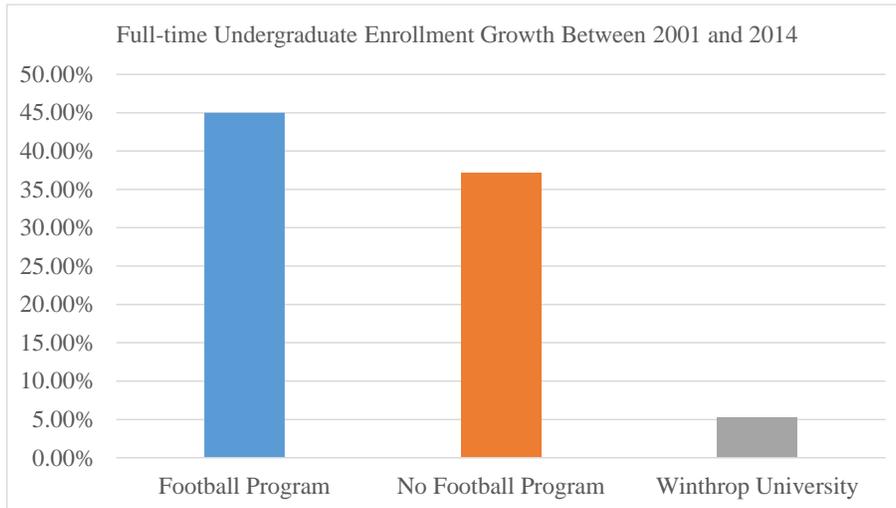


A similar pattern appears with regard to enrollment data. Universities that added a football program during the period of analysis had higher overall freshman enrollment growth than those that did not, with average rates of 62.82 percent and 40.04 percent respectively. The gap between freshmen enrollment growth was slightly larger when comparing male enrollment to female enrollment. Schools in the Football Cohort saw average male freshman enrollment growth of 66.77 percent and female freshman enrollment growth of 60.65 percent. The Non-Football Cohort saw male freshman enrollment growth of 43.14 percent on average and female freshman enrollment growth of 38.72 percent over the same time period.

The most significant freshman enrollment growth rates were seen at High Point (217.16 percent), Coastal Carolina (199.87 percent), University of Texas – San Antonio (95.55 percent), and Old Dominion University (92.10 percent). Three of these four schools added football during the period analyzed. Winthrop ranked near the bottom of the Non-Football Cohort with total freshman enrollment growth of 12.35 percent between 2001 and 2014. This growth ranks 18th out of the 23 included schools, and 10th out of the 13 schools in the Non-Football Cohort. Winthrop’s male freshman enrollment grew at a rate of 10.73 percent, while its female freshman enrollment grew 13.00 percent.

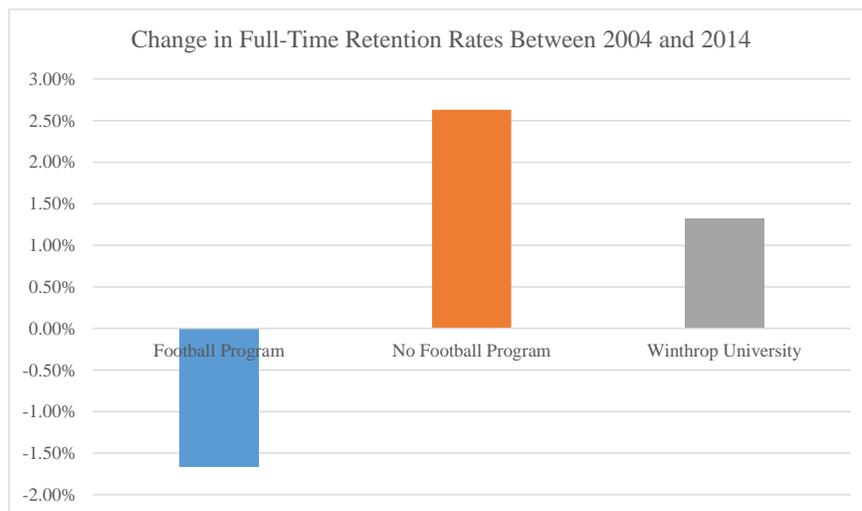
In addition to examine application and freshman enrollment growth, it is also important to consider what impact football may have on total enrollment. For the purpose of this analysis, total undergraduate full-time enrollment was considered. Figure 4.3 presents the growth in total full-time undergraduate enrollment between 2001 and 2014.

Figure 4.3



An interesting pattern emerges here. While the gap between the Non-Football and Football Cohorts are over 20 percentage points when considering freshman enrollment growth, the gap is less than 8 percentage points when considering the growth in full-time undergraduate enrollment. To investigate this further, the change in retention rates was also considered. Data regarding full-time retention rates at each institution were collected between the years 2004 and 2014.¹⁴ The Department of Education defines the full-time retention rate as the percentage of the full-time students in the fall cohort that re-enroll at the institution as either a full-time or part-time student the following year. Those who graduated are excluded. Figure 4.4 presents the growth in retention rate in each cohort, as well as Winthrop University.

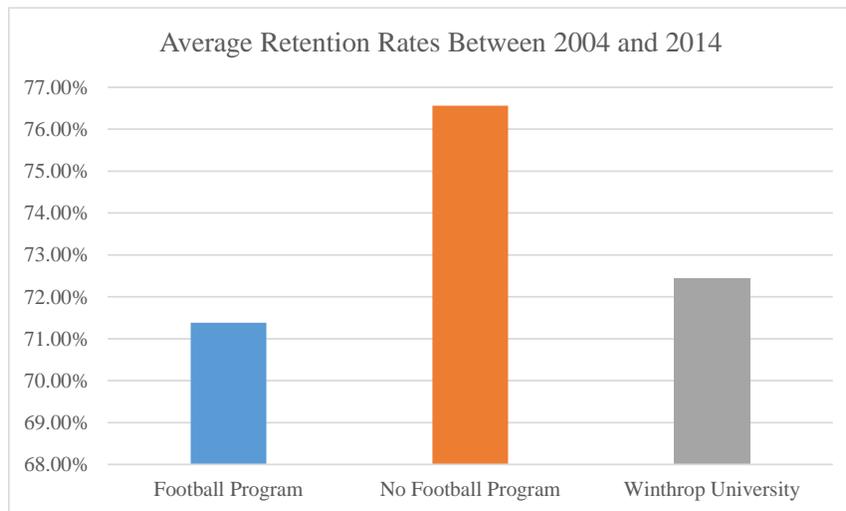
Figure 4.4



¹⁴ This data was not available in IPEDS for 2001 and 2002, and was only available for some schools in 2003.

To further analyze the situation, Figure 4.5 presents the average full-time retention rates in each of the cohorts.

Figure 4.5



From the basic statistical analysis, it appears that having a football team leads to a higher average application growth as well as higher growth in freshman full-time enrollment. However, schools in the Football Cohort have lower retention rates than those in the Non-Football Cohort, so the difference in the growth of total full-time undergraduate enrollment does not appear to differ as significantly as is seen when only freshman enrollment is analyzed.

It is important to note that Winthrop significantly lags behind schools in both the Football Cohort and the Non-Football Cohort in application, freshman enrollment, and total enrollment growth. In each case, Winthrop is not only well below the schools that added football, but it also lags by a large margin behind those who did not add football. What does this mean about the potential for growth via a football program at Winthrop? On one hand, one could believe that Winthrop has a lot of opportunity for growth because growth has been stagnant in recent years. In this case, Winthrop might see even larger than average applicant and enrollment growth if football were added. On the other hand, it could also indicate that there are additional factors, external to this report, which are impeding growth, and without addressing those factors, growth in enrollment will be low with or without a football team. Additional analysis and thought are needed to better predict the impact football might have on Winthrop in terms of enrollment.

Regression Analysis

While it is certainly valuable to look at the data presented in the cohort analysis, we can get more specific, and likely more substantive, results by conducting a regression analysis using additional collected data. It is important to look further into the causes of the growth in enrollment and applications. Is football really a significant driver? Instead, could it be tuition costs or laxer application standards for entering students? Could it also be due to the football subdivision in which the school plays?¹⁵ We can control for these and other factors by conducting regression analyses, which measure the variation in one variable explained by variations in other variables.

For the following analyses all 23 colleges and universities in the cohort analysis were included and data were collected for all years from 2001 until 2014. The analyses investigate whether university characteristics, including football, led to a significant increase in freshman enrollment and retention rates. In addition, analyses were conducted to see if football had a differentiated impact on male enrollment as compared to female enrollment. The university characteristics included in the analyses were driven by the data that were consistently available for all schools in the IPEDS database. Some variables that would be desirable to collect were either not available, or were not available for all schools.

In each case, a random effects panel data model was utilized to estimate effects. In short, this model is used in cases in which we have multiple periods (years) of data for a group of entities (universities). This model allows us to control for both university specific effects and year fixed effects. University specific effects control for any characteristics that exist at the university that are not correlated with the independent variables. For example, in the case of Winthrop, this may be the desirable location of the school, the small class sizes, the beautiful campus, etc. Similarly, year fixed effects control for anything that is fixed across universities during a given year. For example, many schools saw significant financial woes during 2009. This would be controlled within the 2009 fixed effect and would control for the impact these fiscal issues might have on enrollment and application growth.

¹⁵ There are two football subdivisions in Division I football. The Football Bowl Subdivision (FBS) contains the largest and most competitive schools in the NCAA. As of 2014, there were 128 schools competing in the FBS. These programs are 'bowl eligible' and include the "Power Five Conferences" in the NCAA. The Football Championship Subdivision (FCS), formerly known as Division I-AA, contains the remaining Division I conferences, including the Big South, and determines its national championship in a single-elimination tournament each year. NCAA rules regarding squad size and scholarship requirements differ between subdivisions, with lesser requirements applied to FCS programs.

The random effects model has the following specification,

$$y_{it} = \mu + \omega_1 F_{it} + \lambda_{it} \hat{Z}_{it} + f_i + x_t + \xi_{it}$$

where y_{it} represents the dependent variable (which varies from model to model) and μ is the constant. F_{it} represents whether or not the university has football as a varsity sport that year, and \hat{Z}_{it} represents a vector of university variables that are available in the IPEDS data portal. These variables include the racial composition of the university, the 75th percentile math SAT, full time enrollment, whether the school is a private institution, whether it plays in the FBS subdivision and the total price for in-state students living on campus. The variables f_i and x_t represent university-specific random effects and year fixed effects which are included in all models.

These models are mathematically sophisticated and quite complicated, but the results from the model are relatively easy to interpret. The statistical software STATA was used to estimate all models.

The first set of models utilizes the number of freshman, full-time students enrolled as the dependent variable. Three models were considered: Total Freshman Enrollment, Female Freshman Enrollment and Male Freshman Enrollment. The same independent variables were considered in each case. Table 4.4 presents the results of these models.

Table 4.4
Regression Model – Freshman Enrollment

	TOTAL FRESHMAN ENROLLMENT	FEMALE FRESHMAN ENROLLMENT	MALE FRESHMAN ENROLLMENT
FOOTBALL	86.211* (48.925)	-1.687 (25.841)	101.947*** (21.660)
AFRICAN AMERICAN	-7.376** (3.671)	-4.035* (2.086)	-4.590** (1.867)
HISPANIC	-4.937 (3.828)	-4.001* (2.175)	-2.505 (1.945)
OTHER RACE	-15.239*** (4.156)	-7.507*** (2.236)	-7.830*** (1.901)
75th_SAT MATH	-1.713* (0.876)	-0.989** (0.473)	-0.620 (0.403)
IN-STATE COST	0.014** (0.006)	0.011*** (0.003)	-0.620 (0.403)
FULL-TIME ENROLLMENT	0.199*** (0.010)	0.100*** (0.006)	0.100*** (0.005)
PRIVATE	-111.649 (179.069)	-246.929** (109.120)	159.795 (110.924)
FBS	106.808 (141.177)	-11.767 (90.745)	120.876 (96.280)
CONSTANT	1061.781	749.569	295.967
R-Squared	0.950	0.919	0.907
Standard errors shown in parentheses.			
*, **, and *** represent significance at the 10%, 5%, and 1% levels respectively.			
Year fixed effects are not shown in order to save space, but are included in all calculations presented.			

The results in Table 4.4 indicate that in the three freshman enrollment models, football is a significant determinant of *total* and *male* freshman enrollment. Results show an average of 101.95 more male full-time freshmen for schools that have football, everything else held constant.¹⁷ Football is not a significant driver for female freshman enrollment. Clearly some of this additional male enrollment comes from football itself. With a roster size of around 90 players, and natural attrition of some student-athletes via transfers to other schools, injuries or decisions to no longer play, it is reasonable to expect around 30 new freshman football players each year. Therefore, this model predicts that schools with football see around 71 additional male freshman beyond those who actually play on the football team. This report does not address students involved with a marching band, but some of these additional freshman may

¹⁷ For the purpose of this report, only the coefficients related to football will be specifically interpreted and analyzed. However, the authors are open to addressing additional results in the future if requested to do so.

come to campus to participate in marching band or some other football-related activity beyond playing the sport itself. Others may just want to attend a school where football is a part of the university culture and/or there are games to attend.

It is reasonable to wonder if these significant results are similar across football subdivisions: FBS and FCS, or if they are limited to the larger football programs that participate in one of the larger conferences. To address this question, freshman enrollment models were investigated using *only* the FCS schools (both with and without football) in the cohorts. FCS was isolated because this is the division Winthrop would compete in if football were added, as both the Big South and the Pioneer Football League (non-scholarship) compete in the FCS. Table 4.5 presents those results.

Table 4.5
Regression Model – Freshman Enrollment – FCS

	TOTAL FRESHMAN ENROLLMENT	FEMALE FRESHMAN ENROLLMENT	MALE FRESHMAN ENROLLMENT
FOOTBALL	108.446** (50.894)	32.702 (32.365)	71.215*** (25.169)
AFRICAN AMERICAN	-7.552*** (2.750)	-5.275** (2.082)	-2.303*** (1.479)
HISPANIC	-11.790*** (2.856)	-7.999*** (2.155)	-3.643** (1.536)
OTHER RACE	-12.610*** (3.184)	-7.043*** (2.113)	-3.997** (1.609)
75th_SAT MATH	-2.079*** (0.636)	-1.215*** (0.435)	-0.636* (0.327)
IN-STATE COST	0.013*** (0.005)	0.010*** (0.003)	0.002 (0.002)
FULL-TIME ENROLLMENT	0.187*** (0.008)	0.099*** (0.007)	0.081*** (0.005)
PRIVATE	-139.185 (122.500)	-208.307* (111.598)	40.881 (68.380)
CONSTANT	1454.321	951.258	423.364
R-Squared	0.981	0.914	0.947
Standard errors shown in parentheses.			
*, **, and *** represent significance at the 10%, 5%, and 1% levels respectively.			
Year fixed effects are not shown in order to save space, but are included in all calculations presented.			

Table 4.5 presents the enrollment models utilizing the 18 schools in the cohorts that are a part of an FCS division conference.¹⁸ The results indicate that schools with football have significantly higher total freshman enrollment, all else equal. FCS schools with football have full-time freshman enrollment that is 108.45 students higher than non-football schools, all else equal. This result is significant at the five percent level. This increase in enrollment related to football is higher in the FCS model than the result seen in the full model presented in Table 4.4. This result could be due to several factors including the fact that football may raise consciousness regarding offerings at smaller, FCS schools more than it does larger, FBS programs.

It is interesting to note that this model estimates Winthrop's enrollment well and indicates that Winthrop would have had 1,048.45 full-time enrolled freshman in 2014. In reality, Winthrop had 1,019 full-time freshman. In addition, results indicate that if Winthrop had football in 2014, freshman full-time enrollment would have been 1,156.89. This would represent a growth of 13.53 percent above actual enrollment.

Anecdotal evidence from other universities and admissions staff indicated that there may be a difference regarding how the presence of a football team impacts male and female enrollment, with the hypothesis being that football is more of a draw for male students. In order to test this hypothesis, two other models were investigated that separated enrolled full-time freshman by gender. These results are also seen in Table 4.5. Indeed, the results show that the response to a football program does appear to be greater with male students, with football schools seeing an average of 71.215 more male full-time freshman than non-football schools, all else equal. This result is significant at the one percent level. The coefficient of the football variable in the Female Freshman Enrollment model is insignificant. The model indicates that Winthrop would have had 351.5 male full-time freshman in 2014 with no football team, and 422.72 male full-time freshman if Winthrop had a football team in 2014. In fact, Winthrop had 289 male freshman in 2014, which is significantly below what the model predicts for schools with similar characteristics. This puts into question whether or not Winthrop would actually see high levels of male enrollment growth or if there is some other factor that is discouraging male enrollment.

The cohort analysis previously presented indicated that while there seemed to be a relatively large difference between freshman enrollment growth at schools with football as compared to those without football, only small differences were observed when examining total undergraduate enrollment. In order to investigate this further, additional models were run using total, full-time undergraduate enrollment as the dependent variable. Table 4.6 presents these models for the full cohorts, as well as just those in the FCS.

¹⁸ Five schools in the Football Cohort play in the FBS division. This includes Georgia State University, Old Dominion University, University of Texas – San Antonio, University of North Carolina – Charlotte, and University of South Alabama.

Table 4.6
Regression Model – Full-time Undergraduate Enrollment

	ALL SCHOOLS	FCS SCHOOLS
FOOTBALL	542.257** (213.581)	-355.410 (265.832)
AFRICAN AMERICAN	21.108 (20.233)	15.000 (18.609)
HISPANIC	32.054 (20.976)	39.656 (18.972)
OTHER RACE	60.497*** (18.906)	61.303*** (17.288)
75th_SAT MATH	10.851*** (4.029)	9.245** (3.616)
IN-STATE COST	-0.217*** (0.025)	0.130*** (0.026)
PRIVATE	-2154.050 (1895.108)	-3630.769* (1891.597)
FBS	4450.862*** (1702.377)	- -
CONSTANT	2171.769	2530.723
R-Squared	0.508	0.407
Standard errors shown in parentheses.		
*, **, and *** represent significance at the 10%, 5%, and 1% levels respectively.		
Year fixed effects are not shown in order to save space, but are included in all calculations presented.		

The results in Table 4.6 indicate that football does appear to have a positive, and significant, impact on total, full-time, undergraduate enrollment when all 23 schools are included in the analysis. However, when the dataset is limited to FCS schools, that significant result is no longer present. The variable FBS also indicates a high level of significance, showing that schools with football programs in FBS conferences see significantly higher enrollment. Some schools that add football appear to do so in order to move their school from an FCS conference to an FBS conference. Within the schools analyzed in this report, this can be observed at Coastal Carolina (who moves to the FBS as of 2016 as a part of the SunBelt Conference) and Old Dominion (who moved to the FBS as a part of Conference USA in 2014).

How can freshman enrollment increase at FCS schools while total enrollment does not? Could it be due to differences in retention rates? The Cohort Analysis showed that the schools in the

Non-Football Cohort had higher average retention rates, but are the rates significantly higher after controlling for other factors? In order to test this, regressions were run using the full-time retention rate as the dependent variable.¹⁹ The results are shown in Table 4.7.

Table 4.7
Regression Model – Retention Rates

	ALL SCHOOLS	FCS SCHOOLS
FOOTBALL	-1.384** (0.680)	-3.782*** (1.056)
AFRICAN AMERICAN	-0.201*** (0.057)	-0.222*** (0.059)
HISPANIC	-0.203*** (0.059)	-0.217*** (0.061)
OTHER RACE	0.064 (0.059)	0.049 (0.064)
75th_SAT MATH	0.030** (0.013)	0.033** (0.014)
IN-STATE COST	0.000 (0.000)	0.000 (0.000)
FULL-TIME ENROLLMENT	0.001*** (0.000)	0.001*** (0.000)
PRIVATE	5.655* (3.077)	3.786 (3.070)
FBS	-2.611 (2.267)	- -
CONSTANT	56.800	54.703
R-Squared	0.514	0.719
Standard errors shown in parentheses.		
*, **, and *** represent significance at the 10%, 5%, and 1% levels respectively.		
Year fixed effects are not shown in order to save space, but are included in all calculations presented.		

These results provide a great deal of evidence as to the reasons why increased freshman enrollment does not appear to translate, on average, to higher total enrollment. The presence of a football team significantly impacts full-time retention, all else equal, reducing retention rates by 1.384 percentage points when all schools are included. This result is larger when the model is

¹⁹ This model uses years 2004-2014 due to the lack of IPEDS data for 2001-2003. Data were not collected in 2001 or 2002, and schools were not required to report until 2004.

limited to FCS schools. Based on the results presented in Table 4.7, having a football team that plays in the FCS is associated with retention rates that are 3.78 percentage points lower than FCS conference schools without football programs, all else equal. Therefore, while schools with football may experience higher levels of applications and freshman enrollment, it appears that they also have lower retention rates and lose more students as they move beyond freshman year. In addition, this decrease is significantly related to the presence of a football team. If freshman enrollment increases while retention rates fall, this may result in a relatively stable level of total enrollment on average. This could also be impacted by the number of transfers students enrolled at the university. These students are not captured in the freshman enrollment numbers, but would be counted as a part of total enrollment. While transfer students are not directly examined in this analysis, it is possible that total enrollment remains relatively stable due to a combination of decreased retention rates and lower numbers of transfer students, all else equal. This is not true for all schools, of course. Coastal Carolina University saw an increase in total, full-time undergraduate enrollment of 112.18 percent between 2001 and 2014. However, three of the FCS schools with football actually saw falling full-time, undergraduate enrollment over the same period. Table 4.8 shows the growth rate of full-time, undergraduate enrolment all schools in the analyses between 2001 and 2014.

Table 4.8
Change in Full-Time Undergraduate Enrollment 2001-2014

Non-Football Cohort	Subdivision	Change in Full-Time Undergraduate Enrollment
College of Charleston	FCS	7.23%
George Mason University	FCS	57.28%
High Point University	FCS	79.91%
Longwood University	FCS	21.60%
Radford University	FCS	13.03%
University of North Carolina - Asheville	FCS	28.09%
University of North Carolina - Greensboro	FCS	46.65%
University of North Carolina - Wilmington	FCS	33.42%
University of North Florida	FCS	37.42%
University of South Carolina - Upstate	FCS	42.66%
University of Texas - Arlington	FCS	44.90%
Virginia Commonwealth University	FCS	66.12%
Winthrop University	FCS	5.24%
Football Cohort		
Campbell University	FCS	-18.31%
Coastal Carolina University	FCS	112.18%
Georgia State University	FBS	63.72%
Lamar University	FCS	-3.03%
Mercer University	FCS	-3.23%
Old Dominion University	FBS	74.59%
Stetson University	FCS	35.92%
University of North Carolina - Charlotte	FBS	67.40%
University of South Alabama	FBS	52.03%
University of Texas - San Antonio	FBS	68.69%

Based on these results, and coupled with the cohort analysis previously presented, it is clear that the addition of a football team typically leads to increases in the number of applicants to a university as well as freshman enrollment, at least in Division I programs that have been started since 2001. In addition, these application and enrollment impacts appear to be much more significant with regard to male students, at levels that are beyond the number of males that actually play football at the university. However, there also appear to be negative impacts to retention rates, which may result in a negation of the observed freshman enrollment growth. This is a relatively small dataset, so it is important not to overstate the results, however, it is clear that the Division I football programs started since 2001 have not led to significant increases in total full-time undergraduate enrollment, all else equal. For Winthrop, working from 2014 numbers, a 3.78 percentage point decrease in the full-time retention rate would result in the loss of 167.11 students. If Winthrop experienced changes similar to those observed in the models calculated, football would need to bring a significant number of new students to campus in order to make up for the loss attributed to a decreased retention rate.

While these models are useful, this analysis, as presented thus far, does not consider the costs associated with the addition of football, the potential revenues or the Title IX impact of the change. In order to analyze the full impact football may have on the university, it is important to consider each of these factors.

5. Costs and Benefits

It is important to consider both the costs and benefits associated with adding football as a sport at Winthrop. While it is impossible to estimate exact costs, considerable effort has been made in the past few years to calculate the cost of building the facilities, hiring new staff, and maintaining the program.

COSTS

In late 2013, Quackenbush Architects and Planners were hired to estimate the cost of building football facilities. In the 2013 plan, it was assumed that the new buildings and fields would be constructed at the Winthrop Lake property, between the location of the current soccer and softball fields. However, after considering other options on campus-owned land, it appears that construction could be done at a lower cost on the 24-acre piece of property located near the Winthrop Facilities Management building. The facilities and athletic departments concurred that the estimates projected by Quackenbush remain reasonable if the facilities were constructed on the land near the Facilities Management building rather than on the land at Winthrop Lake.

Construction Costs

Football operations center (with practice fields):

Site construction cost	\$1,712,623
Building construction cost	\$6,164,550
Equipment building	<u>\$ 60,000</u>
Subtotal	\$7,937,173

Contingency /Escalation:

Site design contingency	\$ 342,525
Design contingency	\$ 616,455
Construction contingency	\$ 308,228
Escalation	<u>\$ 317,487</u>
Subtotal	\$1,584,695

Total Construction Budget	\$9,521,868
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<u>Soft Costs</u>	
Site design fee	\$ 171,262
Building design fees	\$ 666,531
Geotechnical/testing	\$ 190,437
FF&E/AV/technology	\$ 500,000
Graphics/branding	<u>\$ 100,000</u>
Subtotal	\$1,628,230

<u>Additional One-Time Costs</u>	
Marching band start-up costs	\$ 170,000
Improvements to District 3 Stadium	<u>\$ 160,000</u>
Subtotal	\$ 330,000

<u>Total Project Budget</u>	
Construction	\$9,521,868
Soft Costs	\$1,628,230
One-Time Costs	<u>\$ 330,000</u>
Total	\$11,480,098

One other potential cost should be acknowledged here before moving on to annual operating costs. The opportunity may exist to purchase District 3 Stadium rather than renting (which will be discussed in the operating costs). While this would be a significant increase in cost, it would also allow Winthrop to fully brand the stadium and to sell naming rights and advertising in and around the stadium. Purchasing the stadium, rather than renting it, may be a better investment both in the short and long terms and should be closely investigated.

Football Operating Costs (annual costs)

These data were provided by Amanda Magshoud, Winthrop's Associate Vice President for Finance and Business. She obtained the estimates from Tom Hickman, Winthrop Athletic Director. These figures were collected in 2013, but are believed to still be reasonable (per Ms. Magshoud and Walter Hardin, Associate Vice President for Facilities Management).

	<u>Non-Scholarship Program</u>	<u>Scholarship Program</u>
Personnel	\$ 978,880	\$1,185,030
Football operations	\$ 458,231	\$ 556,174
Marching band	\$ 181,900	\$ 181,900
Operation/maintenance of plant	\$ 384,275	\$ 384,275
Stadium rental/personnel costs	\$ 30,000	\$ 30,000
Scholarship awards*	\$ 234,720	\$1,519,416
Facility annual debt service**	<u>\$ 911,015</u>	<u>\$ 911,015</u>
Total	\$3,179,021	\$4,767,810
*Scholarships	\$ 234,720	\$1,519,416
	(90 x \$2,608)	(63x\$23,000 + 27x\$2,608)

** Based on \$12 million for 20 years @ 4.5% (adjusted from data of Amanda Magshoud)

It is important to acknowledge that these cost estimates are limited to the establishment and operation of the football program. There are undoubtedly additional expenses related to the addition of football, including the need for additional faculty, tutoring services, housing, etc. Winthrop's campus can currently absorb some additional students, but this potential is limited and will eventually require significant additional spending.

Generally, before a football team begins play, there is a preparation year and a practice year. During the preparation year, coaches are put into place and facilities are upgraded/built, but no student-athletes are on campus. During the practice year, some student-athletes are on campus and practice in preparation for playing the following year. During these two years, coaches must be paid and facilities maintained. Additional preparation and practice-year costs would include the institution of additional women's sports, production of football marketing materials, advertising, etc. Based on estimates from other schools, it is believed that Winthrop's cost for the two years prior to play would be about \$4-5 million.²⁰

The Knight Commission has done recent work showing the increased growth in athletic spending compared to the growth in academic spending.²¹ Based on these data, one can see that since 2005, Winthrop has increased its per-athlete spending by 12 percent, from \$36,657 in 2005 to \$40,882 in 2013. This spending is adjusted for cost inflation and includes total athletic operating expenses and scholarships. Coastal Carolina had relatively similar per-athlete spending levels in

²⁰ <http://www.fgcu.edu/president/files/FGCU-FootballFeasibilityStudy-M011511.pdf>

²¹ <http://spendingdatabase.knightcommission.org/reports>

2005 (\$33,736), which grew to \$52,335 in 2013, an increase of 55 percent. UNC-Charlotte, which also recently added football, saw per-athlete spending grow from \$45,345 in 2005 to \$65,634 in 2013, an increase of 45 percent.

While per-athlete spending was increasing at nearly all universities over the past decade, and seems to have risen by higher amounts at schools that added football, academic spending per full-time enrolled student grew at relatively lower rates. Winthrop saw an increase of 6 percent between 2005 and 2013, while Coastal Carolina and UNC-Charlotte saw increases of 20 percent and 3 percent, respectively.

It seems reasonable to expect per-athlete funding at Winthrop to go up if football were added. Interestingly, based on the Knight Commission data, one can see that Coastal Carolina's per-athlete spending in 2013 excluding football players was \$39,727, while with football players included it was \$52,335.²² Football appears to be more expensive per athlete than other athletic programs in the case of all of the schools in the Football Cohort.

Only one athletic department in the FCS Division earned more revenue in 2013 than it had in expenses. Therefore, as per-athlete spending increases, and revenues from athletics remain relatively flat, the additional funding must often come from university subsidies to the athletic department.²³ According to *USA Today*, only 7 athletic departments in Division I public universities did not receive university subsidies in 2012.²⁴ Additionally, of the 234 Division I public universities, 129 received more than 50 percent of their athletic funding via university subsidies. Winthrop is a part of that group. A recent report showed that Winthrop's athletic program was subsidized by the university at an annual rate of 84 percent between 2010 and 2014.²⁵ This ranked 15th highest out of the 234 Division I colleges and universities examined by the *Chronicle of Higher Education* and the *Huffington Post*.²⁶ The report showed that between 2010 and 2014, Winthrop's \$60,102,600 in athletic department revenue came from the following sources:

Ticket Sales:	1%
NCAA Distributions:	4%
Other Revenue:	11%
Subsidy:	84%

Further, the report showed that 57 percent of Winthrop's \$50,404,856 athletic subsidy came from student fees while 43 percent came from institutional support, much of which was raised via

²² <http://spendingdatabase.knightcommission.org/reports/d7d688c0>

²³ <http://www.usatoday.com/story/sports/college/2013/05/07/ncaa-finances-subsidies/2142443/>

²⁴ Texas, Ohio State, LSU, Oklahoma, Penn State, Nebraska and Purdue did not use university subsidies to fund their athletic departments last year. <http://sports.usatoday.com/ncaa/finances>

²⁵ <http://projects.huffingtonpost.com/projects/ncaa/sports-at-any-cost>

²⁶ <http://projects.huffingtonpost.com/projects/ncaa/sports-at-any-cost>

tuition dollars.²⁷ With an already high level of student/university subsidization of the athletic department, balancing additional and increasing costs would be a challenging feat.

When discussing costs, it is also important to mention the opportunity cost of adding football, potentially alongside other female sports. Using enrollment growth to fund football prevents the ability to use enrollment growth dollars for academic, capital or cultural improvements. Winthrop has an aging campus with a deferred maintenance issue that is not unique in the state of South Carolina. While tuition and fees from increased enrollment can be used to begin and sustain a football program, having additional students on campus will increase the need for additional faculty, staff, academic space, dorms, cafeterias, etc. Spending additional enrollment income on athletic subsidies, above the high levels already sustained, would put additional pressure on already stressed university resources. Because of the current fiscal picture of Winthrop and its athletic department, a careful look at the benefits of a football program is needed.

BENEFITS

The benefits related to adding a Winthrop football team are much harder to estimate than the costs. There are several different categories of benefits that could be predicted. These include increased enrollment, sponsorships, game revenue, community relations, donations, sales of Winthrop merchandise, and several others discussed below.

Increased Enrollment

It is difficult to estimate the exact change a football program would have on enrollment at Winthrop. Based on the models presented in Section 4 of this report, it is believed that adding football could significantly increase the number full-time freshman each year. While freshman enrollment would likely increase, there is a larger question mark surrounding what might happen to total undergraduate enrollment. As discussed in Section 4, using the data collected, football is significantly linked to a decrease in retention rates, and does not result in increased total enrollment, on average. The problem is the difficulty in knowing what Winthrop's exact experience would be. While some programs have been started extremely well and have led to large enrollment increases, others have struggled. It is hard to know what impact football would have on Winthrop's enrollment without knowing exactly how it would be rolled out and operated.

Game Day Receipts

Based on alumni and community surveys, the projected revenue from home games is \$600,000 for a six game home season. The average per-season ticket revenue from home games for FCS

²⁷ <http://projects.huffingtonpost.com/projects/ncaa/subsidy-scorecards/winthrop-university>

programs, per the NCAA®, was slightly over \$500,000 in 2014.²⁹ However, given the higher-than-average regional interest in football shown in the GIS analysis, it is estimated that Winthrop could expect ticket sales of around \$600,000 a year. This number was calculated by assuming that people in the vicinity of Winthrop would be 20 percent more likely to attend games than the national average. The previously presented GIS analysis showed that residents in York County are already 14 percent more likely to attend college football games than the national average. Since there are no local college teams, these York County residents are traveling to attend games. It therefore seems reasonable to believe that they would be 20 percent more likely to attend *local* college football games than the national average.

Increased Sports Sponsorships

NCAA data from 2014 show that Division I public universities with FCS football have sponsorship levels that are 576 percent higher than Division I public universities without football. More specifically, the data show median sponsorship and advertising revenues of \$54,000 a year for Division I schools without football and \$365,000 a year for athletic programs that compete in the FCS subdivision.³⁰ An official from a school similar to Winthrop that added football recently indicated that they saw an increase of 500 percent in sports sponsorships during the first year of the program. The potential increase is difficult to estimate specifically for Winthrop, but it is believed that it would be much higher if District 3 Stadium were purchased rather than rented. If purchased, the stadium could be fully branded and naming rights could be sold. During the 2015-2016 academic year, Winthrop received \$268,800 in sponsorship dollars.³¹

Increased Donations to the University

Donations to the athletic department, as well as to the academic units, would be expected to increase if football were added. NCAA data from 2014 show median athletic donations of \$504,000 a year for public Division I universities without football and \$862,000 a year for public universities in the FCS subdivision, a 71.03 percent difference.³² Since Winthrop's current donation levels for the athletic department are relatively low, it is possible that Winthrop would obtain relatively large increases in donations. During the 2015-2016 academic year, cash donations to the athletic department equaled \$110,500. This does not include in-kind gifts or the receipts of the annual Eagle Club Auction. However, Winthrop's relatively low level of current donations may indicate a lower propensity to give amongst Winthrop alumni and friends. Additional money would likely need to be spent in order to put a more significant emphasis on giving.

²⁹ <http://www.ncaa.org/sites/default/files/2015%20Division%20I%20RE%20report.pdf>

³⁰ <http://www.ncaa.org/sites/default/files/2015%20Division%20I%20RE%20report.pdf>

³¹ This does not include trade amounts or the Adidas contract.

³² <http://www.ncaa.org/sites/default/files/2015%20Division%20I%20RE%20report.pdf>

Improved Community Relations

Survey results indicate that both alumni and community members would have a greater connection to Winthrop University if football were added. This is important to the community overall and helps students obtain internships, employment, etc.

Increased Sales of Winthrop Merchandise

With the addition of football, more Winthrop merchandise would be sold both on and off campus. All of the surveys conducted show that people would be more likely to buy Winthrop merchandise if there were a football team.

Potential to Move into a More Financially Lucrative Athletic Conference

Several of the comparable schools analyzed for this study noted that the addition of a successful football team served as a catalyst for the movement into a more financially lucrative conference. For example, in 2014 Mercer University moved from the Atlantic Sun Conference to the Southern Conference. For Mercer, this move will mean a significant increase in exposure, as well as higher levels of revenue sharing. In addition, because many of the Southern Conference schools are closer to Mercer than the Atlantic Sun schools, travel costs will decrease for all sports, not just football. However, it is important also to note that changing conferences also can increase travel costs, as Coastal Carolina University will see as a result of its move to the Sun Belt Conference and their transition to the FBS in 2016. As mentioned previously, some schools have started football as a way to enter FBS conferences, which provides additional benefits and exposure to all sports, including football.

Potential to Play Large, Major Conference Schools and Receive Payment

If scholarship football were chosen, Winthrop would have the potential to play schools in the large athletic conferences for additional revenue (called guarantees). For example, Coastal Carolina was paid \$375,000 to play the University of South Carolina in 2013.³³ Because of the travel distance, Georgia State was paid \$900,000 to play the University of Washington in 2014.³⁴ Schools the size of Winthrop typically play one or two of these games per season in order to make additional revenue and to obtain greater national exposure. NCAA data indicate that public universities competing in the FCS receive a median amount of \$751,000 a year from guarantee games (across all sports). This is nearly \$500,000 higher than the median amount of revenue from guarantees seen at Division I public universities without football programs.³⁵

³³ http://www.myhorrynews.com/sports/college/football/article_0c0f1978-62b1-11e3-9909-0019bb30f31a.html

³⁴ <http://www.seattletimes.com/sports/uw-huskies/here-is-why-washington-is-playing-an-apparently-overmatched-georgia-state/>

³⁵ <http://www.ncaa.org/sites/default/files/2015%20Division%20I%20RE%20report.pdf>

Table 5.1 presents 2014 median levels of the top five generated revenue categories for public universities in the FCS and Division I public universities without football. All data are from the NCAA Division I Intercollegiate Athletics Programs Report.³⁶ The data indicate that the median levels of the top 5 revenue categories are \$1.81 million higher per year for FCS athletic programs than those seen at Division I schools without football.³⁷

Table 5.1
Top 5 Generated Revenue Categories
(median annual levels for public universities)

Revenue Category	FCS Programs	Division I - No Football	Difference
Ticket Sales	\$509,000	\$151,000	\$358,000
Guarantees and Options	\$751,000	\$264,000	\$487,000
Donations from Alumni and Others	\$862,000	\$504,000	\$358,000
NCAA and Conference Payments	\$785,000	\$485,000	\$300,000
Sponsorships and Advertising	\$365,000	\$54,000	\$311,000
Total from 5 Primary Revenue Sources	\$3,272,000	\$1,458,000	\$1,814,000

Costs versus Benefits

The question remains, will the revenues from a football program exceed its costs? It is impossible to know for sure, but the potential certainly exists. If the program was supported at the levels reported by alumni and community surveys, it is reasonable to expect that total revenue growth at the university related to football *could* exceed the cost of football. The information presented earlier estimates the cost to be in the range of \$4.7 million a year for a scholarship program. Based on estimated revenue from increased enrollment, home games and paid away games, it would be possible to exceed this amount if a football program was implemented. However, even if revenues exceeded direct costs, when factoring in the additional costs of athletic and academic supporting jobs, as well as additional campus housing, food, etc., it is not clear that Winthrop itself would experience a significant net revenue benefit from the addition of football.

Given the data presented in the Cohort and Statistical Analyses, it is also entirely possible that football would not bring the large increases in enrollment that some survey participants indicated they would expect. When examining the schools that have added football most recently, football does not appear to have led to highly significant undergraduate enrollment growth, with the

³⁶ <http://www.ncaa.org/sites/default/files/2015%20Division%20I%20RE%20report.pdf>

³⁷ This does not include additional revenue sources such as concessions, sports camps, investment income or other miscellaneous revenues.

exception of Coastal Carolina and Stetson. It would be possible for Winthrop to experience this strong growth as well, but it is far from guaranteed.

In 2014, FCS public universities had a median level of \$4.16 million per year in generated revenues. Division I schools without football only generated a median level of \$2.48 million in revenues.³⁸ This is only one part of the story, however. The median level of total revenues, much of which comes from university subsidies, was \$13.64 million at FCS public universities and \$12.28 million at Division I public universities without football. This means that FCS public schools' athletic departments lost an average \$9.43 million and Division I athletic departments without football lost an average of \$9.60 million. In other words, FCS universities subsidized their athletic programs via institutional support at a median rate of around \$9.43 million and schools without football subsidized their athletic programs at a median rate of around \$9.60 million.³⁹ They are nearly identical. FCS schools generate more revenue than schools without football, but they also tend to have higher expenses. According to NCAA data, FCS public universities receive around 69.13 percent of their athletic department revenues from institutional support, while Division I public universities without football receive around 78.16 percent from institutional support.

The implementation of a successful football team would take time, careful planning and execution. Some schools that initiated a football team have witnessed success and some schools have struggled. It is important to note that it is not possible to see how much football directly increases school revenue or how it impacts school morale. A student's reason for applying or an alumni's reason for giving cannot typically be fully identified.

³⁸ <http://www.ncaa.org/sites/default/files/2015%20Division%20I%20RE%20report.pdf>

³⁹ Institutional support from universities includes revenue from university operating funds and revenue from student athletic fees.

6. Title IX Compliance

Title IX of the Education Amendments of 1972 prohibits discrimination on the basis of sex in education programs and activities by those who received funding from the federal government. Title IX is enforced by the Office for Civil Rights (OCR), which in 1979 outlined the three-part test to assess whether or not an institution is providing participation opportunities in a nondiscriminatory manner. The three-part test is as follows:

“The 1979 Policy Interpretation provides that as part of this determination OCR will apply the following three-part test to assess whether an institution is providing nondiscriminatory participation opportunities for individuals of both sexes:

- Test 1: Whether intercollegiate level participation opportunities for male and female students are provided in numbers substantially proportionate to their respective enrollments; or
- Test 2: Where the members of one sex have been and are underrepresented among intercollegiate athletes, whether the institution can show a history and continuing practice of program expansion which is demonstrably responsive to the developing interests and abilities of the members of that sex; or
- Test 3: Where the members of one sex are underrepresented among intercollegiate athletes, and the institution cannot show a history and continuing practice of program expansion, as described above, whether it can be demonstrated that the interests and abilities of the members of that sex have been fully and effectively accommodated by the present program.”⁴⁴

In addition to the three-part test, the OCR also considers the quality of competition offered to both sexes in order to determine compliance. This examination is done for the program as a whole. There are 13 program components that are reviewed for Title IX compliance. The first two are the most well-known and are the primary focus of this analysis: **Accommodation of Interest and Abilities** and **Athletic Financial Assistance**. These two areas cover the proportionality of athletic opportunities as well as the proportionality of scholarship dollars. The proportionality of athletic opportunities is calculated using full-time undergraduate student enrollment by gender. In other words, if 56% of the students are female, then 56% of athletes would need to be female in order to pass the first part of the three-part test. Scholarship dollars are required to be awarded to men and women at the same proportion as their respective participation rates.

⁴⁴ *Clarification of Intercollegiate Athletics Policy Guidance: The Three-Part Test*, U.S. Department of Education, Office for Civil Rights, January 16, 1996.

The other 11 (of 13) program components that are analyzed by the OCR for compliance are as follows:

Equipment and Supplies	Tutoring
Scheduling of Games and Practice Times	Travel and Per Diem Allowances
Coaching	Locker Rooms, Practice and Competitive Facilities
Publicity	Housing and Dining Facilities and Services
Medical and Training Facilities and Services	Recruitment of Student-Athletes
Support Services	

The OCR examines the treatment of the athletes, coaches and staff, on the basis of sex, for the entire athletic department at the university. Because Winthrop has a long history of Title IX compliance in these 11 areas, this analysis will focus on the first two areas, the proportionality of athletic opportunities and the proportionality of scholarship dollars.

The current state of Winthrop’s Title IX compliance:

Proportionality of Athletic Opportunities:

	<u>Number</u>	<u>Percent</u>
Full-time Undergraduate Female Students:	3,092	67.94%
Full-time Undergraduate Male Students:	<u>1,459</u>	32.06%
Total Full-Time Undergraduates:	4,551	
Female Student-Athlete Participants:	197	49.00%
Male Student-Athlete Participants:	<u>205</u>	51.00%
Total Student-Athlete Participants:	402	

Because the percentage of female student-athletes is below the percentage of female students, Winthrop does not currently meet Test 1 as defined by Title IX for the proportionality of athletic opportunities.⁴⁵

Since Test 1 is not met, Test 2 must now be considered. Winthrop has remained compliant under Title IX by showing a “history and continuing practice of program expansion which is demonstrably responsive to the developing interests and abilities of the” underrepresented sex. This was most recently shown in 2010, when the Winthrop Board of Trustees voted to begin a

⁴⁵ It is important to note that some of the student-athlete participants are counted more than once per NCAA guidelines. For example, a female athlete may be counted for both cross-country and track and field.

women’s lacrosse program. This program began play in 2012, and currently has 38 participants. Similarly, women’s soccer was added in 2003, and now has a roster of 35 women. No male sports have been added at Winthrop during that span of time.

Proportionality of Scholarship Dollars:

	<u>Number</u>	<u>Percent</u>
Female Student-Athlete Scholarships:	\$2,605,280.75	56.20%
Male Student-Athlete Scholarships:	<u>\$2,033,431.00</u>	43.80%
Total Student-Athlete Scholarships:	\$4,638,711.75	

Proportionality of scholarship dollars is measured differently than the proportionality of athletic opportunities. Unlike the proportionality of athletic opportunities, the scholarship dollars do not have to be proportional to the gender distribution of the student body. Instead, the amount of scholarship dollars, broken down by gender, should be proportional to the percentage of men and women athletes participating in sports. Since Winthrop has 49 percent female athletes, it should have at least 49 percent of all athletic scholarships distributed to female athletes.

Because the percentage of scholarship dollars received by female student-athletes (56.2 percent) exceeds the participation levels of female student-athletes (49 percent) Winthrop does currently meet the Test 1 as defined by Title IX for the proportionality of scholarship dollars. Tests 2 and 3 do not need to be considered in this case.

To summarize, Winthrop University currently remains Title IX compliant by meeting Test 2 with regard to the proportionality of athletic opportunities and Test 1 with regard to the proportionality of scholarship dollars.

Potential Impact of Football

If we assume that football would add 90 new male student-athletes, the numbers previously presented would change quite a bit, as this would be a 22.4 percent increase in the total number of student athletes on campus. For the following analysis, we assume that the only change to the student body is the addition of 90 new male student-athletes. Of course, it is logical to believe that the addition of football could lead to student body changes as well, but since we do not know the impact it would have, we will assume that it only brings 90 new male students to campus.

Scenario 1: Only football is added to the available sports at Winthrop

	<u>Number</u>	<u>Percent</u>
Full-time Undergraduate Female Students:	3,092	66.62%
Full-time Undergraduate Male Students:	<u>1,549</u>	33.38%
Total Full-Time Undergraduates:	4,641	
Female Student-Athlete Participants:	197	40.04%
Male Student-Athlete Participants:	<u>295</u>	59.96%
Total Student-Athlete Participants:	492	

The addition of 90 new male student-athletes, reduces the percentage of women student-athletes from the current 49.00 percent to 40.04 percent. This is an 18.29 percent reduction in the share of female student-athletes. Clearly Winthrop would be moving further away from Test 1 in this scenario, and would no longer be complying with Test 2 without further adjustments to the rosters of female student-athletes, or without eliminating some of the options for male student-athletes.

In order to comply with Test 1 under Title IX, assuming 90 football players are added to the male student-athlete roster, Winthrop would need to add several new women’s sports and/or eliminate male sports as well. Specifically, assuming we have **295** male student-athletes, and the student body is 66.62 percent female, Winthrop would have to show a roster of **589** female student-athletes, an increase of **392** female athletes. This is not possible considering the current roster of 197 female student-athletes and the costs of additional facilities and staff needed to comply with this standard. This would be a 120 percent increase in the number of student athletes at Winthrop (from 402 to 884).

	<u>Number</u>	<u>Percent</u>
Full-time Undergraduate Female Students:	3,092	66.62%
Full-time Undergraduate Male Students:	<u>1,549</u>	33.38%
Total Full-Time Undergraduates:	4,641	
Female Student-Athlete Participants:	589	66.63%
Male Student-Athlete Participants:	<u>295</u>	33.37%
Total Student-Athlete Participants:	884	

There is another option to comply with Test 1, which is an addition of female student-athletes coupled with a decrease in the opportunities available to male student-athletes. If we assume that Winthrop added **100** new roster spots for women, increasing the number of female student-athletes to **297**, we would need to eliminate **146** male roster spots (from sports other than football) in order to be compliant with Test 1 of the Title IX statute with regard to the

proportionality of athletic opportunities. Based on current numbers, this would mean the elimination of at least 4 male sports at Winthrop.

	<u>Number</u>	<u>Percent</u>
Full-time Undergraduate Female Students:	3,092	66.62%
Full-time Undergraduate Male Students:	<u>1,549</u>	33.38%
Total Student-Athlete Participants:	4,641	
Female Student-Athlete Participants:	297	66.60%
Male Student-Athlete Participants:	<u>149</u>	33.40%
Total Student-Athlete Participants:	446	

Based on these numbers, it appears nearly impossible to comply with Test I of Title IX with regard to the proportionality of athletic opportunities if football is added to the list of intercollegiate sports at Winthrop. The question becomes, can we comply with Test 2? Adding football, without adding significant numbers of new opportunities for female student-athletes, is clearly a move away from Test 2 compliance. Winthrop would likely need to add several new female sports opportunities in conjunction with football in order to remain compliant with Test 2. It would not be necessary to add all female sports in the first year football was played, but it would be important to demonstrate a commitment to adding significant female athletic opportunities. More specifically, Winthrop would likely need to add at least 90 new female athletic opportunities to remain at current compliance levels, and significantly more than 90 new female athletic opportunities to improve current Title IX standing.

Scholarship vs. Non-Scholarship Football

The decision of adding scholarship or non-scholarship football will also impact the proportionality of scholarship dollars. If we assume that we add 90 non-scholarship male athletes, while adding no female athletes, we would have 40.04 percent female participation while providing 56.16 percent of scholarship dollars to females, which is clearly in compliance with Test 1 of the scholarship proportionality rule.

Adding a scholarship program would result in quite different numbers. The Big South Conference, to which Winthrop currently belongs, plays football in the Football Championship Subdivision (FCS). FCS Football is an equivalency sport, which means that participants can receive partial scholarships, and the number of full-ride scholarships permitted by the NCAA can be spread over a larger number of student-athletes. Per NCAA guidelines, FCS programs can offer a maximum of 63 full-ride football scholarships, which can be spread over a maximum of 85 student-athletes. If it is assumed that each of the 63 scholarships were equal to the in-state cost of attendance, \$27,152, then scholarship football would add an additional \$1,710,576 in

scholarship dollars each year. This would amount to an 84 percent increase in the dollar amount provided to male student-athletes via scholarships. This changes the scholarship proportionality as follows (assuming no female scholarships are added).

**Proportionality of Scholarship Dollars
With Scholarship Football:**

	<u>Number</u>	<u>Percent</u>
Female Student-Athlete Scholarships:	\$2,605,280.75	41.03%
Male Student-Athlete Scholarships:	<u>\$3,744,007.00</u>	58.97%
Total Student-Athlete Scholarships:	\$6,349,287.75	

Based on equivalency of female student-athletes, Winthrop would appear to remain in compliance regarding scholarship dollars, as only 40.04 percent of student-athletes would be female, and 41.03 percent of scholarship dollars would be allocated toward scholarships for female student-athletes.

However, it is important to remember that the overall result of adding football (scholarship or not) without adding female sports and/or eliminating male sports would be a reduction in the level of female participation from 49.00 percent currently to 40.04 percent. Considering Winthrop has a full-time undergraduate student body that is 67.94 percent female, this is a significant move away from Test 2 of Title IX and could potentially result in compliance issues.

Additional Female Sports

It is difficult to estimate the cost of adding new female sports at Winthrop without knowing exactly what sports they might be. Several of the schools contacted for this report added women’s lacrosse, women’s track and field, and/or women’s beach volleyball. Since Winthrop already has a large number of female sports, including lacrosse and track and field, options are limited. Beach volleyball has a maximum roster size of 14, so additional sports would have to be added as well to reach the 90-player equivalence to football (assuming that was the goal). Other options include swimming and diving, rowing, field hockey, bowling, equestrian, and gymnastics. While Winthrop has facilities that could be utilized for some of these sports, most would involve significant new expenditures.

The NCAA® Revenues/Expenses Division I Report contains the median expenses in 2013 for male and female sports.⁴⁶ Table 6.1 shows the median revenues, expenses and the difference between the two for the female intercollegiate sports that Winthrop does not currently have.

⁴⁶ <http://www.ncaapublications.com/productdownloads/D1REVEXP2013.pdf>

Figures shown are for FCS schools, as this is the division Winthrop would compete in if football were added.

Table 6.1
 Median Revenues and Expenses for Female Sports FCS Schools
 (only includes sports not currently played at Winthrop)

Intercollegiate Sport	Median Revenues	Median Expenses	Median Revenues - Median Expenses
Beach Volleyball	\$0.00	\$80,000.00	-\$80,000.00
Bowling	\$3,000.00	\$156,000.00	-\$153,000.00
Crew	\$70,000.00	\$435,000.00	-\$365,000.00
Equestrian	\$30,000.00	\$197,000.00	-\$167,000.00
Fencing	\$45,000.00	\$131,000.00	-\$86,000.00
Field Hockey	\$45,000.00	\$472,000.00	-\$427,000.00
Gymnastics	\$44,000.00	\$395,000.00	-\$351,000.00
Ice Hockey	\$80,000.00	\$737,000.00	-\$657,000.00
Rugby	\$1,000.00	\$97,000.00	-\$96,000.00
Skiing	\$116,000.00	\$375,000.00	-\$259,000.00
Swimming	\$35,000.00	\$406,000.00	-\$371,000.00
Water Polo	\$39,000.00	\$288,000.00	-\$249,000.00

As Table 6.1 demonstrates, none of the female sports Winthrop could add are profitable (at the median level). In addition, these figures represent yearly operating revenues and expenses. They do not include the start-up cost of beginning the program and building/purchasing of capital resources. Sports such as swimming, beach volleyball and rugby could (at least partially) utilize resources already present at Winthrop. However, others, such as gymnastics, crew and equestrian would require substantial upfront costs in the form of new equipment, staff and facilities.

Even if it is assumed that Winthrop were to add the least expensive of the women’s sports based on current facilities, to get to an additional 90 (or more) female athletes would likely cost at least \$700,000 in additional annual operating expenses. This doesn’t include the start-up costs or the additional athletic department staff/facilities or academic staff/facilities that would be needed to accommodate so many new student athletes. There is no doubt that adding that many sports is very expensive and significant revenues from these sports would be extremely unlikely.

Additional Related Issues

If Winthrop needed to add 5 sports (football plus 4 women's sports) to remain Title IX compliant, that would put Winthrop's total number of intercollegiate sports at 21.⁴⁷ According to the NCAA® Revenues/Expenses Division I Report, FCS division schools with football (which includes schools in the Big South Conference) had a median number of 18 sports as of 2013.⁴⁸ It is reasonable to believe that having 21 sports would lead to higher than median costs as well. Table 6.2 shows the number of sports in which schools in the Football Cohort (that are also FCS schools) participate.

Table 6.2
FCS Football Schools Available Sports by Gender⁴⁹

	Men's Sports	Women's Sports	Total
Winthrop University	7	9	16
Campbell University	10	10	20
Coastal Carolina University	8	10	18
Lamar University	7	8	15
Mercer University	8	10	18
Stetson University	8	10	18

As of spring 2016, Winthrop had 197 female participants and 205 male participants. This is well above the Division I median for schools without football (189 female and 177 male). Winthrop is nearly 30 male athletes above the median currently. If we assume that we add 90 male athletes with the addition of football and 100 female athletes via the addition of new sports, Winthrop would then have 297 female participants and 295 male participants. According to the same NCAA® report, the median FCS school has 227 female athletes and 285 male athletes. This would mean Winthrop would have 70 female athletes and 10 male athletes above the median. Given Winthrop's enrollment, budget and current endowment, it is difficult to surmise that Winthrop should participate at levels above the FCS median.

Another option available to Winthrop is the addition of football and one to two female sports in conjunction with the elimination of one or more male sports. Although this is a difficult topic to confront, it is one that must be considered when trying to remain Title IX compliant while adding football. If Winthrop decides to begin a football program, it will be necessary to weigh

⁴⁷ These figures count track and field as one sport. These are often counted as two (indoor and outdoor), which would put Winthrop's current number of sports at 18. However, these figures count it as one, which means that Winthrop currently has 16 intercollegiate sports.

⁴⁸ <http://www.ncaapublications.com/productdownloads/D1REVEXP2013.pdf>

⁴⁹ Counts track and field as one sport rather than separating it out as indoor and outdoor.

the costs of adding several additional female sports with the cost of adding fewer female sports and eliminating one (or more) male sports.

7. Conclusion

The decision regarding the addition of football at Winthrop University is a complicated one, as there are clear positives and negatives to consider. It is important to look at all issues thoroughly and to compare the opportunities that exist if football is added to the risks involved in starting such a large, and expensive, new program.

On one hand, it seems there is a high level of support from students, alumni and the local community, and those stakeholder groups are the ones that would likely be the largest supporters of the program. It is also expected that football would significantly increase freshman enrollment at Winthrop, and, more specifically, increase male freshman enrollment. This is desirable for several reasons. Additional revenue from students is a clear positive, and Winthrop's campus can currently absorb many new students without much additional new construction, since the campus has been built to accommodate growth. In addition, with a current female population that represents more than 68 percent of undergraduates, adding a significant number of male students would likely be seen as a positive change by most stakeholders. Winthrop desires to have a diverse campus, not just in terms of racial diversity, but also in terms of gender. The addition of more male students would also help Winthrop's Title IX compliance, since the proportionality of opportunities test relies on the proportion of undergraduate women as its standard. It is unclear if football would translate to higher total enrollment on campus, but there would be some benefit, at least in the short-run, from increased freshman enrollment.

There are also obvious benefits to the local community. For years, Winthrop and Rock Hill have worked hard to create more of a college town atmosphere around campus. This can be observed in the College Town Action Plan initiated in 2009 in Rock Hill and the recent plans to include Winthrop in the Knowledge Park development near campus. The economic impact from the addition of football would almost certainly increase the number of restaurants, bars, and hotels in the areas near campus.

All that being said, there are clear issues that need close consideration as well. Simply put, adding a college football team is very expensive. Winthrop is lucky to have access to a stadium adjacent to campus, but significant expenditures would still be required. Many of the programs analyzed in the Football Cohort received significant gifts of \$5 million or greater to aid in their starting of a football program. Carolina Panthers owner, Jerry Richardson, donated \$10.25 million to the UNC-Charlotte football program in order to get naming rights to their newly built stadium.⁵⁰ Coastal Carolina University hired the retired CEO of TD Bank as their coach, and the bank donated \$5 million to the program in his second year on the job.⁵¹ Is it reasonable to expect

⁵⁰ http://www.bizjournals.com/charlotte/blog/queen_city_agenda/2013/06/jerry-richardson-gives-10-million-for.html

⁵¹ <http://www.coastal.edu/newsarticles/story.php?id=3501>

this at Winthrop? Is there a donor who would take on this opportunity? If not, how will the money be raised?

Coastal Carolina has been discussed much throughout this report as they have recently added football, have competed alongside us in the Big South Conference and are a rival state institution. In addition, they have had significant increases in enrollment since adding football. It is relevant to discuss them one more time in this report. In fiscal year 2008, Coastal Carolina worked alongside the South Carolina legislature to amend a law that allows higher education to participate in the sharing of education sales tax revenue. As a result of the amendment of the state law, Coastal Carolina was included in a 1 percent sales tax referendum that passed in November 2008. Coastal Carolina receives 13.3 percent of the tax collected from the 1 percent sales tax. Horry County Schools and Horry Georgetown Technical College receive the remaining 86.7 percent. Coastal Carolina began receiving the tax revenue in March 2009 and will receive for at least the next 15 years. Between March 2009 and June 2015, Coastal Carolina received over \$48 million in sales tax revenue from Horry County. They expect the total amount from the tax to exceed \$133 million over the 15 year period.⁵² This amounts to an expected average of \$8.9 million per year. To put it into perspective, Coastal Carolina received \$10.8 million in state appropriations in 2015.⁵³ There is no doubt that the additional support from the county provides Coastal with the ability to take part in activities and initiatives that would be impossible without the sales tax revenue. This puts Coastal Carolina in a unique position within the South Carolina institutions of higher education that allows for additional capital projects and the addition of new programs.

The other major issue that must be closely considered is Title IX. Winthrop has done a good job thus far remaining compliant by adding additional female sports over time. However, adding a football program would be a significant departure from that pattern, and it would likely be necessary to add additional women's sports at the same time (or soon after) football was added. While some additional women's sports would require relatively small investments, beach volleyball for example, some others would be quite expensive. Can Winthrop afford to add three to four women's sports while adding football? Is the better option to eliminate a male sport in conjunction with adding one or two female sports? How would stakeholders respond?

There are many questions that must be considered as Winthrop moves forward in the process of deciding whether it should add a football program. There exists the potential for higher revenue and greater recognition. However, if it is not executed well, or if corners are cut due to budgetary concerns, it could also lead to significant losses to the university. The addition of football is

⁵² The money received from the 1 cent sales tax is restricted to pay for campus construction, capital improvements, renovations and land acquisitions.

⁵³

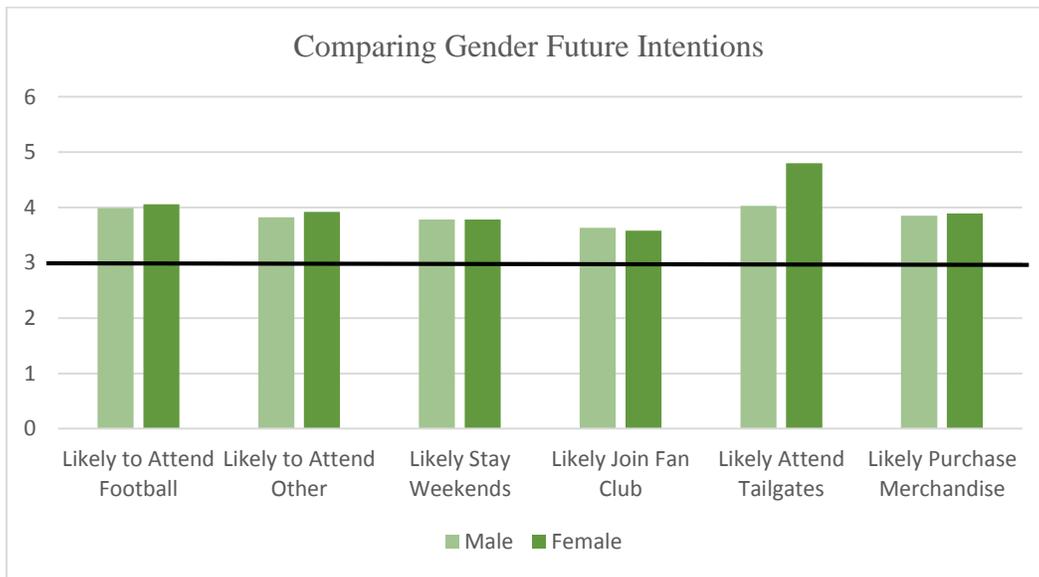
<https://www.coastal.edu/media/administration/vpforfinance/docs/cafr/2015%20CAFR%20Book%20updated%202-15-16.pdf>

certainly not a panacea. It only produces positive results when done well and when a significant financial investment is made.

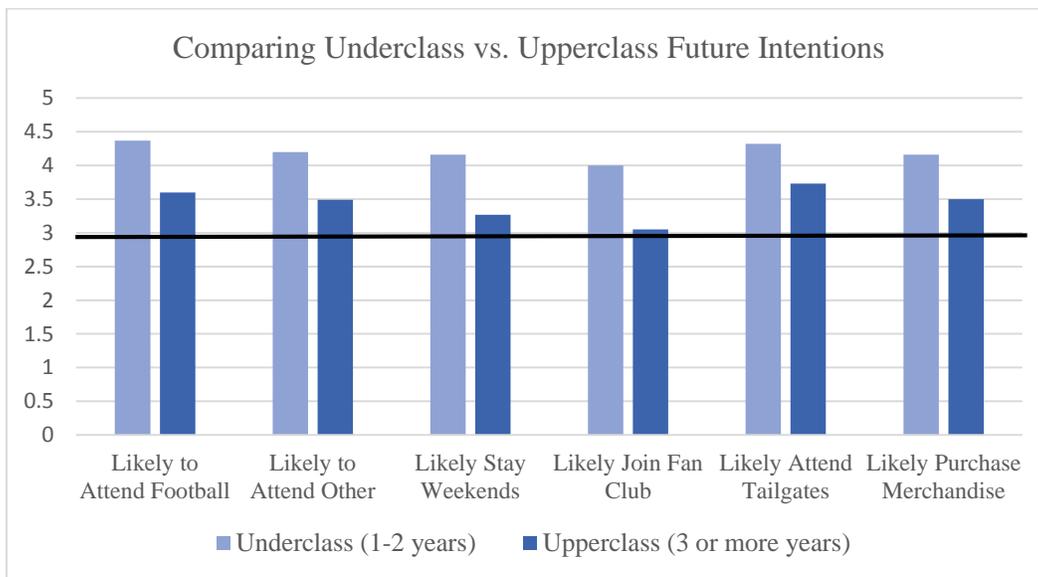
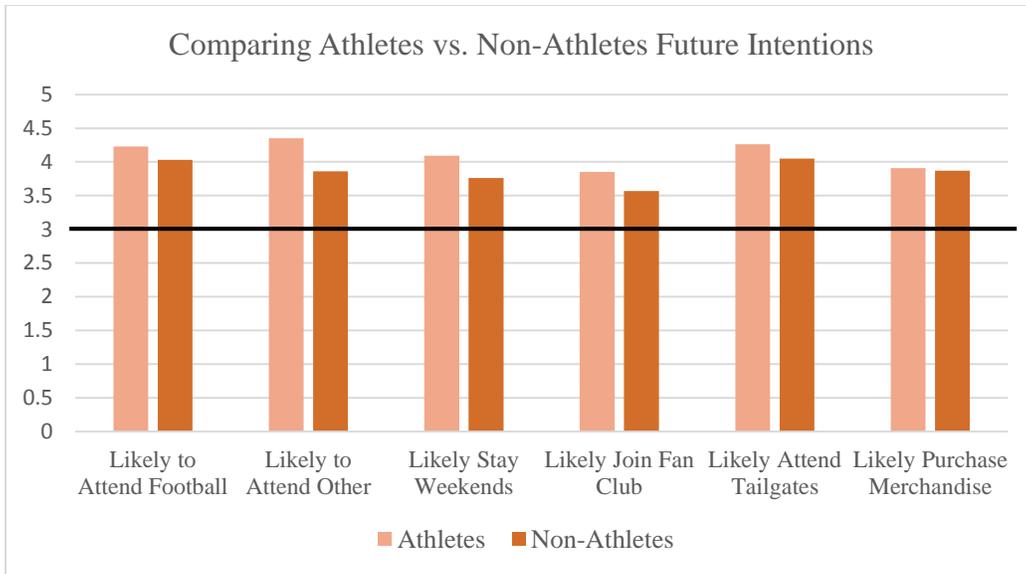
APPENDIX

Student Survey

The survey questions were broken down by gender to see if males and females have different views regarding the impact of Winthrop football. There was no difference found between genders. The only difference that can even be observed in a meaningful way in the figure below is the likelihood of attending tailgates, which indicates that women are more likely than men to attend.



The questions were also separated based on whether or not a respondent is a Winthrop athlete and whether or not they are an underclassmen (freshman/sophomore) or an upperclassmen (junior/senior/grad). These results are shown in the following two figures.



Independent T-tests were conducted comparing gender, athletes, and upperclassmen vs. underclassmen. Among those surveyed, there were no significant differences between males and females except that females would likely attend more tailgates if a football team were started at the university. There were also no significant differences between the athletes' attitudes regarding starting a football team. The differences were apparent when comparing underclassmen (1st and 2nd year students) and upperclassmen (3rd year and higher). The underclassmen significantly scored higher on all 6 future behavior variables.

Community Survey

Demographic Data

1. Gender

- a. Male (53.5%)**
- b. Female (46.5%)

2. Family Income

- a. Below \$25,000 (7.3%)
- b. \$25,001 - \$50,000 (19.9%)
- c. \$50,001 - \$75,000 (25.9%)**
- d. \$75,001 - \$100,000 (21.8%)
- e. Above \$100,000 (25.1%)

3. Race

- a. Caucasian (63.0%)**
- b. African-American (31.8%)
- c. Native American (1.6%)
- d. Hispanic (3.4%)
- e. Asian and Pacific Islander
- f. Other
- g. Rather not say (0.3%)

4. Age Group

- a. Below 15 yrs. (4.1%)
- b. 15 – 24 yrs. (16.3%)
- c. 25 – 34 yrs. (7.8%)
- d. 35 – 44 yrs. (27.6%)**
- e. 45 – 54 yrs. (21.7%)
- f. 55 – 64 yrs. (13.4%)
- g. Above 64 yrs. (8.8%)

5. Where do you currently live?

- a. York County, SC (94.3%)**
- b. Mecklenburg County, NC (1.0%)
- c. Lancaster County, SC (1.3%)
- d. Chester County, SC (0.7%)
- e. Union County SC (0.5%)
- f. Cherokee County, NC
- g. Gaston County, NC (0.8%)
- h. Cabarrus County, NC
- i. Union County NC
- j. None of the above (1.3%)

Questions:

1. If Winthrop does start a football program, please tell us how you would support the program by rating your agreement with the following statements.

	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	Mean	N
I would attend home games.	1.7%	2.5%	5.7%	36.0%	54.1%	4.38	403
I would attend out-of-town games.	7.0%	13.0%	35.7%	24.9%	19.5%	3.37	401
I would proudly buy Winthrop University merchandise to show my support for the team.	2.2%	3.2%	9.7%	34.4%	50.2%	4.40	404
I believe my attachment to Winthrop University would increase if they had a football program.	3.5%	2.5%	14.0%	26.9%	53.1%	4.24	401

2. How often have you attended the following football games in the last one year?

	1 Never	2 Rarely	3 Occasionally	4 Frequently	5 Always	Mean	N
High School Football	3.7%	5.2%	10.9%	24.4%	55.8%	4.23	405
College Football	23.8%	21.7%	27.6%	13.2%	13.7%	2.71	387
Professional Football	33%	26.5%	24.4%	7.3%	8.8%	2.32	385

3. Please indicate your agreement with the following statements.

	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	Mean	N
I would be very happy if College Football was brought to Rock Hill.	2.7%	2.5%	4.7%	24.0%	66.2%	4.48	405
I miss being in a town where college football is played.	2.5%	3.8%	18.7%	24.7%	50.3%	4.16	396
I travel to other places to watch college football.	9.8%	8.3%	16.3%	25.9%	39.7%	3.77	398
A college football team in Rock Hill would make me a proud resident of this area.	2.3%	2.3%	11.0%	25.6%	58.9%	4.37	399

4. Please indicate your agreement with the following statements.

	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree	Mean	N
I love the idea of a Winthrop University football program.	3.5%	1.7%	4.9%	23.5%	66.4%	4.48	405
I believe a Winthrop University football program would bring the Rock Hill community together.	2.5%	2.0%	8.4%	22.3%	64.8%	4.45	403
I am proud to be a part of the Rock Hill community.	1.3%	0.8%	4.1%	27.9%	65.9%	4.56	390
I feel a sense of attachment to Winthrop University.	1.3%	2.6%	19.6%	31.7%	44.8%	4.16	388
I am happy that we have Winthrop University as an integral part of the Rock Hill community.	0.8%	0.5%	6.4%	31.5%	60.5%	4.63	390
I think Winthrop University plays a very important role in the Rock Hill community.	1.5%	1.0%	4.4%	30.6%	62.5%	4.51	389

5. How much would you be willing to pay for a Winthrop University game ticket \$_____

Mean: \$ 22.0557; Mode: \$ 10 (15.5%)

Other notable numbers: \$5 (6.8%); \$15 (11.5%); \$20 (11.1%); **\$25 (13.3%)**; \$30 (10.2%); \$40 (3.7%); \$ 50 (8.7%)

What is the highest price you would be willing to pay for a ticket to a Winthrop University football game? Mean = \$22.06 Mode = \$10								
	\$5	\$10	\$15	\$20	\$25	\$30	\$40	\$50
% of respondents	6.8%	15.5%	11.5%	11.1%	13.3%	10.2%	3.7%	8.7%

Faculty/Staff Survey

Respondent demographics:

Responses were spread fairly evenly across the campus. The following is the composition of the respondents (the mode is shaded yellow):

Question	Frequency percent
1. Length of tenure at Winthrop	1-5 yrs. 25% 6-10 yrs. 22% 11-15 yrs. 19% Above 20 yrs.16%
2. Faculty or staff	Faculty: 47% Staff: 53%
3. Faculty breakdown	Full professor: 29% Associate Professor: 25% Assistant Professor: 20% Adjunct/Instructor: 24%
4. Faculty college association	CAS: 44% CVPA: 19% CBA: 14% CoE: 18%
5. Gender	Male: 41% Female: 59%
6. Ethnicity:	Caucasian: 87%

Frequency distributions for each survey question (frequencies in percentages), the mode (shaded yellow) and the mean (if applicable), are given below:

Question	Frequency percent
1. Is starting a football program at Winthrop a good idea?	Yes: 25% No: 42% Conditional Yes: 33%
2. What impact will a football program have on faculty and staff involvement?	1. Definite negative Impact: 12% 2. Probable negative impact: 13% 3. Neutral: 34% 4. Probable positive Impact: 28% 5. Definite positive impact: 13% Mean: 3.17 / Mode: Neutral
3. Will a football program increase student enrollment?	1. Definitely not: 5% 2. Probably not: 26% 3. No opinion: 11% 4. Probably will: 40% 5. Definitely will: 19% Mean: 3.43 / Mode: "Probably will"
4. Will a football program increase student retention?	1. Definitely not: 10% 2. Probably not: 39% 3. No opinion: 16% 4. Probably will: 27% 5. Definitely will: 9% Mean: 2.86 / Mode: "Probably Not"
5. Will a football program change the Winthrop culture?	1. Definitely for the worse: 8% 2. Probably for the worse: 29% 3. No impact: 13% 4. Probably for the better: 39%

	<p>5. Definitely for the better: 11%</p> <p>Mean: 3.15 / Mode: “Probably for the better”</p>
6. Will a football program result in greater student pride in Winthrop?	<p>1. Definitely not: 5%</p> <p>2. Probably not: 20%</p> <p>3. No opinion: 16%</p> <p>4. Probably will: 39%</p> <p>5. Definitely will: 21%</p> <p>Mean: 3.51 / Mode: “Probably will”</p>
7. Will a football program increase student involvement?	<p>1. Definitely not: 3%</p> <p>2. Probably not: 24%</p> <p>3. No opinion: 12%</p> <p>4. Probably will: 41%</p> <p>5. Definitely will: 21%</p> <p>Mean: 3.52 / Mode: “Probably will”</p>
8. Will a football program attract support from Rock Hill and York county communities?	<p>1. Definitely not: 4%</p> <p>2. Probably not: 16%</p> <p>3. No opinion: 10%</p> <p>4. Probably will: 40%</p> <p>5. Definitely will: 30%</p> <p>Mean: 3.75 / Mode: “Probably will”</p>
9. Will a football program attract private donations and sponsorships?	<p>1. Definitely not: 5%</p> <p>2. Probably not: 29%</p> <p>3. No opinion: 21%</p> <p>4. Probably will: 30%</p> <p>5. Definitely will: 16%</p> <p>Mean: 3.23 / Dual Mode: “Probably not” and “Probably will”</p>
10. Will a football program bring down education standards?	<p>1. Definitely not: 15%</p> <p>2. Probably not: 37%</p>

	<p>3. No opinion: 13%</p> <p>4. Probably will: 26%</p> <p>5. Definitely will: 9%</p> <p>6. Mean: 2.77 / Mode: “Probably not”</p>
11. Will a football program adversely impact campus security and safety?	<p>1. Definitely not: 10%</p> <p>2. Probably not: 42%</p> <p>3. No opinion: 18%</p> <p>4. Probably will: 25%</p> <p>5. Definitely will: 6%</p> <p>Mean: 2.76 / Mode: “Probably not”</p>
12. What is the importance of adding additional sports, including football, considering other priorities?	<p>1. Very Unimportant: 30%</p> <p>2. Unimportant: 24%</p> <p>3. Neutral: 20%</p> <p>4. Important: 20%</p> <p>5. Very important: 5%</p> <p>Mean: 2.46 / Mode: “Very Unimportant”</p>
13. What do you think will be the annual cost of a football program at Winthrop?	“I don’t know: 69%
14. What is the maximum annual financial support the university should commit to a football program?	“I don’t know” : 71%

Alumni Survey

Respondent demographics:

Responses came mainly from more recent graduates. Respondents were mainly females (62.4%), Caucasian (76.1%), alumni of the College of Arts and Science (42.8%), and lived in York County (26.4%). The modal age group was 25 – 34 years. (33%) and the modal annual income was \$25,000-\$50,000 (30.4%).

Question	Frequency percent
1. What was your year of graduation?	<p>2015: 6.7%</p> <p>2014: 4.3%</p> <p>2013: 4.3%</p> <p>2012: 3.9%</p> <p>2011: 3.5%</p> <p>2010: 2.8%</p> <p>2009: 3.4%</p> <p>2008: 2.4%</p> <p>Responses from recent graduates were generally higher.</p>
2. Where do you live?	<p>York County: 26.4%</p> <p>Greater Charlotte region: 12.5%</p> <p>Greater Columbia region: 10.6%</p> <p>Greenville-Spartanburg region: 11.3%</p> <p>Other: 39.3%</p>
3. What is your annual Income?	<p>Below \$25,000: 7.1%</p> <p>\$25,000 - \$50,000: 30.4%</p> <p>\$51,000 - \$75,000: 24.1%</p> <p>\$76,000 - \$100,000: 15.8%</p> <p>More than \$100,000: 22.6%</p>
4. What is your age group?	<p>Below 25 years.: 9.7%</p> <p>25 – 34 years.: 33%</p>

	35 – 44 years.: 21.7% 45 – 54 years. :16.9% 55 – 64 years.: 9.6% Above 64 years.: 9.1%
5. Of which college are you a graduate?	CAS: 42.8% CVPA: 7.4% CBA: 26.9% CoE: 22.7% UC: 0.2%
6. What is your gender?	Male: 37.3% Female: 62.4%
7. What is your ethnicity?	Caucasian: 76.1% African America: 20.1% Other: 3.8%

Frequency distributions for each survey question (frequencies in percentages), the mode (shaded yellow) and the mean, are given below:

Question	Frequency percent
1. Is starting a Winthrop University football program a good idea?	Yes: 54% No: 21% Conditional Yes: 25%
2. What do you feel will be the impact on alumni involvement?	1. Definite negative Impact: 7% 2. Probable negative impact: 7% 3. Neutral: 24% 4. Probable positive Impact: 31% 5. Definite positive impact: 30% Mean: 3.71 / Dual mode: “probable positive” and “definite positive” impact
3. Do you feel a football program will increase student enrollment?	1. Definitely not: 2% 2. Probably not: 13% 3. No opinion: 6% 4. Probably will: 48% 5. Definitely will: 31% Mean: 3.91 / Mode: “Probably will”
4. Do you feel a football program will increase student retention?	1. Definitely not: 4% 2. Probably not: 21% 3. No opinion: 14% 4. Probably will: 40% 5. Definitely will: 21% Mean: 3.53 / Mode: “Probably will”
5. Will a football program change the Winthrop culture?	1. Definitely for the worse: 7% 2. Probably for the worse: 16% 3. No impact: 7%

	<p>4. Probably for the better: 47%</p> <p>5. Definitely for the better: 24%</p> <p>Mean: 3.68 / Mode: “Probably for the better”</p>
6. Will a football program result in greater student pride in Winthrop?	<p>1. Definitely not: 3%</p> <p>2. Probably not: 11%</p> <p>3. No opinion: 7%</p> <p>4. Probably will: 35%</p> <p>5. Definitely will: 44%</p> <p>Mean: 4.06 / Mode: “Definitely will”</p>
7. Will a football program increase student involvement at Winthrop?	<p>1. Definitely not: 2%</p> <p>2. Probably not: 1%</p> <p>3. No opinion: 6%</p> <p>4. Probably will: 39%</p> <p>5. Definitely will: 42%</p> <p>Mean: 4.07 / Mode: “Definitely will”</p>
8. Will a football program attract support from Rock Hill and York county communities?	<p>1. Definitely not: 1%</p> <p>2. Probably not: 7%</p> <p>3. No opinion: 6%</p> <p>4. Probably will: 35%</p> <p>5. Definitely will: 51%</p> <p>Mean: 4.26 / Mode: “Definitely will”</p>
9. Will a football program attract private donations and sponsorships?	<p>1. Definitely not: 2%</p> <p>2. Probably not: 11%</p> <p>3. No opinion: 13%</p> <p>4. Probably will: 40%</p> <p>5. Definitely will: 34%</p> <p>Mean: 3.92 / Mode: “Probably will”</p>

<p>10. Will a football program bring down education standards?</p>	<p>Definitely not: 31%</p> <p>1. Probably not: 38%</p> <p>2. No opinion: 9%</p> <p>3. Probably will: 16%</p> <p>4. Definitely will: 7%</p> <p>Mean: 2.31 / Mode: “Probably not”</p>
<p>11. Will a football program adversely impact campus security and safety?</p>	<p>1. Definitely not: 18%</p> <p>2. Probably not: 42%</p> <p>3. No opinion: 17%</p> <p>4. Probably will: 17%</p> <p>5. Definitely will: 6%</p> <p>Mean: 2.51 / Mode: “Probably not”</p>
<p>12. What is the importance of adding additional sports, including football, considering other priorities?</p>	<p>1. Very Unimportant: 12%</p> <p>2. Unimportant: 16%</p> <p>3. Neutral: 21%</p> <p>4. Important: 37%</p> <p>5. Very important: 14%</p> <p>Mean: 3.25 / Mode: “Important”</p>
<p>13. What is the likelihood of a football program increasing your support via donations and sponsorships?</p>	<p>1. Very unlikely: 27.9%</p> <p>2. Unlikely: 13.4%</p> <p>3. Undecided: 22.6%</p> <p>4. Likely: 24.3%</p> <p>5. Very likely: 11.8%</p> <p>Mean: 2.79</p> <p>Mode: “Very unlikely”</p>
<p>14. What is the likelihood of you providing support to a football program by attending home games?</p>	<p>1. Very unlikely: 16.2%</p> <p>2. Unlikely: 9.2%</p> <p>3. Undecided: 7.8%</p> <p>4. Likely: 32.9%</p> <p>5. Very likely: 33.9%</p>

	<p>Mean: 3.59</p> <p>Mode: Dual Mode: “likely” and “very likely”</p>
<p>15. What is the likelihood of you providing support to a football program by attending out-of-town games?</p>	<p>1. Very unlikely: 23.8%</p> <p>2. Unlikely: 17.8%</p> <p>3. Undecided: 23.8%</p> <p>4. Likely: 26.8%</p> <p>5. Very likely: 7.8%</p> <p>Mean: 2.77</p> <p>Mode: “Likely”</p>
<p>16. What is the likelihood of you supporting a football program by buying season tickets?</p>	<p>1. Very unlikely: 29.3%</p> <p>2. Unlikely: 19.9%</p> <p>3. Undecided: 21.4%</p> <p>4. Likely: 18.3%</p> <p>5. Very likely: 11.1%</p> <p>Mean: 2.62</p> <p>Mode: “Very unlikely”</p>
<p>17. What is the likelihood of you supporting a football program by buying Winthrop merchandise?</p>	<p>1. Very unlikely: 15.8%</p> <p>2. Unlikely: 5.1%</p> <p>3. Undecided: 7.9%</p> <p>4. Likely: 34.9%</p> <p>5. Very likely: 36.3%</p> <p>Mean: 3.71</p> <p>Mode: “Very likely”</p>
<p>18. What is the likelihood of you supporting a football program by joining the Eagle Club?</p>	<p>1. Very unlikely: 20.9%</p> <p>2. Unlikely: 11.9%</p> <p>3. Undecided: 27.5%</p> <p>4. Likely: 24.6%</p> <p>5. Very likely: 15%</p>

	<p>Mean: 3.00</p> <p>Mode: “Undecided”</p>
<p>19. What is the likelihood of you providing support to a football program by promoting it among friends, etc.?</p>	<p>1. Very unlikely: 16.4%</p> <p>2. Unlikely: 6.1%</p> <p>3. Undecided: 8.5%</p> <p>4. Likely: 33.5%</p> <p>5. Very likely: 35.5%</p> <p>Mean: 3.66</p> <p>Mode: “Very likely”</p>
<p>Overall Support (Combined variable)</p>	<p>Mean: 3.15 (closer to neutral position)</p>
<p>20. How much would you be willing to pay for a ticket to a Winthrop home football game?</p>	<p>Mean: \$25/- (15.6%)</p> <p>Mode: \$20/- (17.4%)</p> <p>Other notables: \$50: 7.5%; \$40: 5.7%; \$35: 5%; \$30: 9.8%; \$15: 9.7%</p>

Attended Sports Events: College Football Games

Breakdown by County - Number, Percentage and Index

Counties	Attended sports events: football game (college)	Attended sports events: football game (college) (%)	Attended sports events: football game (college) (Index)*
Abbeville County, SC	943	4.78%	85
Aiken County, SC	7,473	5.73%	102
Alexander County, NC	1,448	4.75%	84
Anderson County, SC	7,891	5.31%	94
Anderson County, TN	3,417	5.65%	100
Anson County, NC	939	4.41%	78
Bristol city, VA	780	5.58%	99
Burke County, NC	3,516	4.85%	86
Cabarrus County, NC	9,828	6.91%	123
Caldwell County, NC	3,227	4.96%	88
Calhoun County, SC	540	4.48%	80
Catawba County, NC	6,712	5.56%	99
Cherokee County, SC	2,009	4.63%	82
Chester County, SC	1,133	4.38%	78
Chesterfield County, SC	1,669	4.58%	81
Cleveland County, NC	3,772	4.85%	86
Darlington County, SC	2,525	4.75%	84
Davidson County, NC	6,967	5.41%	96
Davie County, NC	1,978	6.02%	107
Fairfield County, SC	882	4.63%	82
Florence County, SC	5,576	5.23%	93
Forsyth County, GA	12,464	8.58%	152
Forsyth County, NC	17,713	6.33%	112
Gaston County, NC	9,013	5.49%	97
Greenville County, SC	23,776	6.44%	114
Greenwood County, SC	2,819	5.24%	93
Guilford County, NC	25,288	6.41%	114
Henderson County, NC	5,179	5.77%	102
Iredell County, NC	7,964	6.21%	110
Kershaw County, SC	2,708	5.56%	99
Lancaster County, SC	3,135	4.87%	86
Laurens County, SC	2,478	4.76%	84
Lee County, SC	600	4%	71
Lexington County, SC	13,427	6.27%	111
Lincoln County, NC	3,463	5.55%	98
Marlboro County, SC	1,068	4.62%	82
McDowell County, NC	1,779	4.81%	85
Mecklenburg County, NC	50,647	6.71%	119
Montgomery County, NC	957	4.4%	78
Newberry County, SC	1,504	5.07%	90
Orangeburg County, SC	3,374	4.73%	84
Pickens County, SC	5,689	5.82%	103
Polk County, NC	885	5.09%	90
Randolph County, NC	5,676	5.13%	91
Richland County, SC	20,017	6.32%	112
Richmond County, NC	1,572	4.39%	78
Rowan County, NC	5,375	4.95%	88
Rutherford County, NC	2,686	4.93%	87
Saluda County, SC	729	4.65%	83
Sampson County, NC	2,279	4.64%	82
Scotland County, NC	1,236	4.38%	78
Spartanburg County, SC	12,487	5.51%	98
Stanly County, NC	2,516	5.19%	92
Sumter County, SC	4,218	5.12%	91
Surry County, NC	2,878	4.99%	88
Union County, NC	11,627	7.44%	132
Union County, SC	988	4.45%	79
Wilkes County, NC	2,814	5.04%	89
Wilson County, NC	3,437	5.45%	97
Yadkin County, NC	1,430	4.71%	84
York County, SC	11,764	6.45%	114

*NOTE: Index based on 100. An index of 120 means the people in that county are 20% more likely to engage in the activity than the average person.

Attended Sports Events: Football Games - NFL Weekend

Breakdown by County - Number, Percentage and Index

Counties	Attended sports events: football game - NFL weekend	Attended sports events: football game - NFL weekend (%)	Attended sports events: football game - NFL weekend (Index)*
Abbeville County, SC	513	2.6%	56
Aiken County, SC	5,126	3.93%	85
Alexander County, NC	845	2.77%	60
Anderson County, SC	5,209	3.5%	75
Anderson County, TN	2,205	3.64%	78
Anson County, NC	490	2.3%	50
Bristol city, VA	548	3.92%	84
Burke County, NC	2,297	3.17%	68
Cabarrus County, NC	7,245	5.09%	110
Caldwell County, NC	2,061	3.17%	68
Calhoun County, SC	288	2.39%	51
Catawba County, NC	4,473	3.7%	80
Cherokee County, SC	1,240	2.86%	62
Chester County, SC	622	2.41%	52
Chesterfield County, SC	906	2.49%	53
Cleveland County, NC	2,323	2.98%	64
Darlington County, SC	1,500	2.82%	61
Davidson County, NC	4,751	3.69%	79
Davie County, NC	1,351	4.11%	88
Fairfield County, SC	491	2.58%	56
Florence County, SC	3,672	3.44%	74
Forsyth County, GA	9,218	6.34%	137
Forsyth County, NC	12,695	4.54%	98
Gaston County, NC	6,543	3.99%	86
Greenville County, SC	16,701	4.52%	97
Greenwood County, SC	2,009	3.73%	80
Guilford County, NC	18,231	4.62%	99
Henderson County, NC	3,734	4.16%	89
Iredell County, NC	5,781	4.51%	97
Kershaw County, SC	1,649	3.38%	73
Lancaster County, SC	1,983	3.08%	66
Laurens County, SC	1,542	2.96%	64
Lee County, SC	323	2.15%	46
Lexington County, SC	8,988	4.2%	90
Lincoln County, NC	2,365	3.79%	82
Marlboro County, SC	568	2.46%	53
McDowell County, NC	1,005	2.72%	58
Mecklenburg County, NC	41,660	5.52%	119
Montgomery County, NC	613	2.82%	61
Newberry County, SC	1,011	3.41%	73
Orangeburg County, SC	2,005	2.81%	60
Pickens County, SC	3,378	3.46%	74
Polk County, NC	524	3.02%	65
Randolph County, NC	3,567	3.22%	69
Richland County, SC	14,345	4.53%	98
Richmond County, NC	973	2.72%	58
Rowan County, NC	3,566	3.28%	71
Rutherford County, NC	1,545	2.83%	61
Saluda County, SC	425	2.71%	58
Sampson County, NC	1,317	2.68%	58
Scotland County, NC	759	2.69%	58
Spartanburg County, SC	8,347	3.68%	79
Stanly County, NC	1,610	3.32%	72
Sumter County, SC	2,749	3.34%	72
Surry County, NC	1,777	3.08%	66
Union County, NC	8,385	5.37%	116
Union County, SC	549	2.47%	53
Wilkes County, NC	1,546	2.77%	60
Wilson County, NC	2,575	4.08%	88
Yadkin County, NC	849	2.8%	60
York County, SC	8,254	4.52%	97

*NOTE: Index based on 100. An index of 120 means the people in that county are 20% more likely to engage in the activity as the average person.

Watch College Football on TV

Breakdown by county - Numbers, Percentages and Indices

Counties	Watch on TV: football (college)	Watch on TV: football (college) (%)	Watch on TV: football (college) (Index)*
Abbeville County, SC	5,496	27.83%	105
Aiken County, SC	37,756	28.93%	109
Alexander County, NC	8,380	27.5%	104
Anderson County, SC	42,592	28.65%	108
Anderson County, TN	17,674	29.2%	110
Anson County, NC	5,765	27.08%	102
Bristol city, VA	3,994	28.56%	108
Burke County, NC	20,209	27.9%	105
Cabarrus County, NC	43,420	30.53%	115
Caldwell County, NC	18,524	28.47%	107
Calhoun County, SC	3,205	26.62%	100
Catawba County, NC	34,997	28.97%	109
Cherokee County, SC	11,643	26.86%	101
Chester County, SC	6,789	26.27%	99
Chesterfield County, SC	10,014	27.47%	104
Cleveland County, NC	21,778	27.97%	106
Darlington County, SC	14,785	27.81%	105
Davidson County, NC	37,283	28.96%	109
Davie County, NC	9,813	29.87%	113
Fairfield County, SC	5,195	27.29%	103
Florence County, SC	29,472	27.63%	104
Forsyth County, GA	47,575	32.74%	124
Forsyth County, NC	80,088	28.63%	108
Gaston County, NC	47,338	28.83%	109
Greenville County, SC	107,937	29.24%	110
Greenwood County, SC	15,018	27.91%	105
Guilford County, NC	112,295	28.46%	107
Henderson County, NC	27,346	30.45%	115
Iredell County, NC	38,025	29.64%	112
Kershaw County, SC	14,230	29.21%	110
Lancaster County, SC	17,994	27.95%	106
Laurens County, SC	14,353	27.59%	104
Lee County, SC	3,910	26.08%	98
Lexington County, SC	62,524	29.2%	110
Lincoln County, NC	18,167	29.1%	110
Marlboro County, SC	6,501	28.13%	106
McDowell County, NC	10,149	27.44%	104
Mecklenburg County, NC	207,592	27.49%	104
Montgomery County, NC	5,976	27.48%	104
Newberry County, SC	8,333	28.08%	106
Orangeburg County, SC	19,702	27.62%	104
Pickens County, SC	30,734	31.45%	119
Polk County, NC	4,798	27.61%	104
Randolph County, NC	31,358	28.33%	107
Richland County, SC	88,370	27.92%	105
Richmond County, NC	9,828	27.43%	104
Rowan County, NC	30,505	28.09%	106
Rutherford County, NC	15,117	27.73%	105
Saluda County, SC	4,421	28.23%	107
Sampson County, NC	13,352	27.17%	103
Scotland County, NC	7,593	26.89%	102
Spartanburg County, SC	65,139	28.75%	109
Stanly County, NC	14,090	29.08%	110
Sumter County, SC	22,715	27.59%	104
Surry County, NC	16,276	28.2%	106
Union County, NC	48,662	31.16%	118
Union County, SC	5,941	26.75%	101
Wilkes County, NC	15,443	27.68%	104
Wilson County, NC	17,558	27.83%	105
Yadkin County, NC	8,492	27.98%	106
York County, SC	54,294	29.75%	112

*NOTE: Index are based on 100. An index of 120 means the people in that county are 20% more likely to engage in the activity than the average person.

Participated in Football in the Last 12 Months

Breakdown by Count - Number, Percentage, an Index

Counties	Participated in football in /12 mos	Participated in football in /12 mos (%)	Participated in football in /12 mos (Index)
Abbeville County, SC	896	4.54%	91
Aiken County, SC	6,248	4.79%	96
Alexander County, NC	1,297	4.26%	85
Anderson County, SC	7,351	4.94%	99
Anderson County, TN	2,750	4.54%	91
Anson County, NC	1,001	4.7%	94
Bristol city, VA	596	4.26%	85
Burke County, NC	3,210	4.43%	89
Cabarrus County, NC	7,702	5.42%	108
Caldwell County, NC	2,921	4.49%	90
Calhoun County, SC	550	4.57%	91
Catawba County, NC	5,748	4.76%	95
Cherokee County, SC	2,202	5.08%	101
Chester County, SC	1,212	4.69%	94
Chesterfield County, SC	1,763	4.84%	97
Cleveland County, NC	3,605	4.63%	93
Darlington County, SC	2,583	4.86%	97
Davidson County, NC	6,300	4.89%	98
Davie County, NC	1,454	4.43%	88
Fairfield County, SC	969	5.09%	102
Florence County, SC	5,446	5.11%	102
Forsyth County, GA	7,779	5.35%	107
Forsyth County, NC	15,057	5.38%	108
Gaston County, NC	8,356	5.09%	102
Greenville County, SC	18,851	5.11%	102
Greenwood County, SC	2,716	5.05%	101
Guilford County, NC	22,447	5.69%	114
Henderson County, NC	3,777	4.21%	84
Iredell County, NC	6,413	5%	100
Kershaw County, SC	2,327	4.78%	95
Lancaster County, SC	2,988	4.64%	93
Laurens County, SC	2,389	4.59%	92
Lee County, SC	789	5.26%	105
Lexington County, SC	10,159	4.74%	95
Lincoln County, NC	2,889	4.63%	92
Marlboro County, SC	1,147	4.96%	99
McDowell County, NC	1,605	4.34%	87
Mecklenburg County, NC	42,020	5.56%	111
Montgomery County, NC	978	4.5%	90
Newberry County, SC	1,453	4.9%	98
Orangeburg County, SC	3,665	5.14%	103
Pickens County, SC	5,220	5.34%	107
Polk County, NC	771	4.44%	89
Randolph County, NC	4,956	4.48%	89
Richland County, SC	17,308	5.47%	109
Richmond County, NC	1,808	5.05%	101
Rowan County, NC	5,304	4.88%	98
Rutherford County, NC	2,370	4.35%	87
Saluda County, SC	700	4.47%	89
Sampson County, NC	2,162	4.4%	88
Scotland County, NC	1,388	4.92%	98
Spartanburg County, SC	11,597	5.12%	102
Stanly County, NC	2,268	4.68%	94
Sumter County, SC	4,132	5.02%	100
Surry County, NC	2,520	4.37%	87
Union County, NC	8,293	5.31%	106
Union County, SC	1,043	4.7%	94
Wilkes County, NC	2,430	4.36%	87
Wilson County, NC	3,284	5.21%	104
Yadkin County, NC	1,335	4.4%	88
York County, SC	9,685	5.31%	106

*NOTE: Index based on 100. An index of 120 means the people in the county are 20% more likely to engage in the activity than the average person.

Data from Cohort Analyses

	Applications		Freshman Enrollment		Total Full-Time Undergraduate Enrollment		Full-Time Retention Rate	
	2001	2014	2001	2014	2001	2014	2004	2014
Football Cohort								
Campbell University	2,884	6,770	834	881	4,222	3,449	82%	72%
Coastal Carolina University	2,533	14,799	792	2,375	4,007	8,502	70%	67%
Georgia State University	8,134	12,858	2,200	3,701	11,594	18,982	83%	81%
Lamar University	2,101	4,572	1,340	1,403	6,662	6,460	65%	60%
Mercer University	2,771	4,375	656	807	3,961	3,833	83%	80%
Old Dominion University	6,162	9,161	1,455	2,795	8,741	15,261	78%	81%
Stetson University	1,940	10,986	529	773	2,063	2,804	78%	79%
University of North Carolina - Charlotte	7,533	15,610	2,203	3,319	11,340	18,983	77%	82%
University of South Alabama	2,647	5,465	1,457	2,073	5,979	9,090	72%	71%
University of Texas - San Antonio	4,791	14,933	2,586	5,057	12,003	20,248	62%	64%
Non - Football Cohort								
College of Charleston	8,356	11,179	1,974	2,166	8,960	9,608	82%	79%
George Mason University	8,106	22,532	2,146	3,080	11,329	17,818	81%	88%
High Point University	1,507	7,410	437	1,386	2,315	4,165	73%	77%
Longwood University	2,792	4,593	895	1,103	3,440	4,183	77%	79%
Radford University	6,021	7,737	1,877	2,015	7,526	8,507	76%	75%
University of North Carolina - Asheville	1,858	3,090	455	633	2,485	3,183	80%	77%
University of North Carolina - Greensboro	6,729	10,040	1,894	2,593	8,710	12,773	77%	78%
University of North Carolina - Wilmington	7,466	11,523	1,673	2,159	8,762	11,690	86%	84%
University of North Florida	6,314	11,154	1,781	1,862	7,205	9,901	78%	83%
University of South Carolina - Upstate	1,558	4,069	616	801	2,911	4,218	66%	73%
University of Texas - Arlington	4,376	10,245	1,965	2,714	11,185	15,957	69%	69%
Virginia Commonwealth University	7,071	13,758	2,729	3,531	12,073	20,056	79%	86%
Winthrop University	3,019	4,546	907	1,019	4,201	4,421	76%	77%