Annual Report of the
Athletic Board
1959-1960

Organization and Responsibilities of the Athletic Board

The authorization for an intercollegiate athletic program was included in the report of the Committee of Thirty which specified that the program be under control of the Intercollegiate Athletic Board. (Rules and Regulations, University of Wisconsin--Milwaukee, p. 26.) Further authorization is inferred in the section of the report of the Committee which stipulated that all existing programs be continued subject to subsequent change by the faculty or regents.

The membership of the Athletic Board includes five faculty members, one alumni representative, one student representative, and the Director of Intercollegiate Athletics (ex-officio). The faculty and alumni representatives are appointed annually by the Provost, and the student representative is appointed by the Student Government.

The responsibilities of the Board include the following. (Rules and Regulations Governing the University of Wisconsin--Milwaukee, p. 26).

"The athletic board (1) shall approve and submit the budget for the Department of Intercollegiate Athletics; (2) shall approve the assignment of personnel of the Physical Education Department to the coaching positions of the Department of Athletics; (3) shall approve schedules for intercollegiate athletic contests; (4) shall rule upon questions of eligibility of students under institutional and conference regulations; (5) and shall establish, in conjunction with the athletic board of Madison, a conference committee for the purposes of coordinating rules and regulations governing intercollegiate athletics at Milwaukee and Madison."

Since the merger, the Athletic Board has annually reported its actions and recommendations to the faculty. Copies of these reports are on file in the office of the Secretary of the Faculty.

Coaching Staff

All members of the coaching staff are assigned one-half time in the department of Intercollegiate Athletics and one-half time in the Department of Physical Education. The Athletic Board has periodically reaffirmed its belief that such a division of responsibilities is highly desirable in maintaining a proper relationship between the physical education program and the athletic program.

Three full-time positions are allocated among the following one-half time assignments.

- W. Burns - Wrestling, Assistant Football.
- H. Kluge - Athletic Director, Swimming.
- A. Kraeft - Football, Golf.
- R. Rebholz - Basketball, Tennis.
W. Ritter - - - Baseball, Assistant Football.
J. Tierney - - - Track, Cross Country.

The Board is presently interviewing candidates for the football coaching position. Professor Kraeef has requested a reassignment of duties, effective September, 1960.

Intercollegiate Competition

As stipulated by the University Regents, the University of Wisconsin--Milwaukee is a member of the Wisconsin State College Conference which establishes the basic regulations concerning eligibility, rules, schedules, etc. The ruling body of the Conference is the Conference Committee composed of faculty representatives from each member school. The University of Wisconsin--Milwaukee representative is appointed by the Provost.

In addition to conference competition, University of Wisconsin--Milwaukee teams have competed with a large number of midwestern colleges and universities such as Marquette, Northern Illinois, Central Michigan, Winona, Lawrence, etc. However, as stipulated by the Board of Regents, the University of Wisconsin--Milwaukee "...shall continue to participate as a member of the Wisconsin State College Conference as long as such membership is mutually agreeable to the Conference and to the institution." (University of Wisconsin Regents, May 12, 1956.)

The University of Wisconsin--Milwaukee is also a member of the National Collegiate Athletic Association and competed in the college division basketball tournament this year.

Competitive Record

As of March 1, 1960, competition had been completed in three of the nine sports. The following is a brief summary of the competitive records of these teams.

a. The football team won four games and lost four games. In conference competition the record was 3 wins and 3 losses. This was the best football record posted in several years.

b. The basketball team won 18 games and lost 3 games. They won the Conference Championship with a 10-2 record and were selected to compete in the National Collegiate Athletic Association College Division Tournament.

c. The Cross Country team won 8 meets and lost 3.

d. The swimming team won 2 meets and lost 6.

3. The wrestling team has won 6 meets, lost 6, and tied 1 to date.

Student, Faculty, and Community Participation

In the four years since the merger, the number of players participating in all sports has remained relatively constant as indicated by the data in Table 1.
TABLE 1

Player Participation in Intercollegiate Athletics

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td>25</td>
<td>52</td>
<td>40</td>
<td>?</td>
</tr>
<tr>
<td>Basketball</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Cross Country</td>
<td>10</td>
<td>12</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Football</td>
<td>75</td>
<td>58</td>
<td>56</td>
<td>60</td>
</tr>
<tr>
<td>Golf</td>
<td>15</td>
<td>15</td>
<td>18</td>
<td>?</td>
</tr>
<tr>
<td>Swimming</td>
<td>25</td>
<td>18</td>
<td>20</td>
<td>25</td>
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<td>Tennis</td>
<td>12</td>
<td>15</td>
<td>20</td>
<td>?</td>
</tr>
<tr>
<td>Track</td>
<td>35</td>
<td>40</td>
<td>40</td>
<td>?</td>
</tr>
<tr>
<td>Wrestling</td>
<td>25</td>
<td>18</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>272</td>
<td>253</td>
<td>259</td>
<td>?</td>
</tr>
</tbody>
</table>

Contrary to the practice at most schools, there are no athletic scholarships available at the University of Wisconsin-Milwaukee. Of course athletes are eligible for consideration for scholarships which are available to the general student body.

The value of an intercollegiate athletic program cannot be assessed solely by examining the number of participants and the team records. An important part of the value lies in the participation of spectators; in the entertainment which is provided for students, faculty, and members of the community; and the "esprit de corps" which is developed among the student body. While specific attendance figures are not available, Table 2 presents some evidence of the increasing spectator interest.

TABLE 2

Football and Basketball Receipts
1956-57 to 1959-60

<table>
<thead>
<tr>
<th>Source</th>
<th>1957-58</th>
<th>1958-59</th>
<th>1959-60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Athletic Tickets</td>
<td>$1701.00</td>
<td>$3625.00</td>
<td>$3972.50</td>
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<tr>
<td>Faculty Athletic Tickets</td>
<td>0.00</td>
<td>0.00</td>
<td>35.00</td>
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<tr>
<td>Alumni and Community Football Season Tickets</td>
<td>0.00</td>
<td>1858.00</td>
<td>4545.00</td>
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<tr>
<td>Football Gate Receipts</td>
<td>932.25</td>
<td>1090.00</td>
<td>1548.50</td>
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<tr>
<td>Basketball Gate Receipts</td>
<td>2211.75</td>
<td>5801.39</td>
<td>9000.00*</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>$4845.00</td>
<td>$12374.39</td>
<td>$19101.00</td>
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</tbody>
</table>

*Estimated

The data in Table 2 indicates a definite increase in student, faculty, and community support for the intercollegiate athletic program since the merger.
The impact of publicity concerning intercollegiate athletic activities is difficult to assess, but it is a proven factor in attracting students to a college or university. A successful intercollegiate athletic program also assists in developing community interest and public relations.

Finances

At the present time, the intercollegiate athletic program is financed jointly from receipts and from the general university budget. As shown by the data in Table 2, the Athletic Department is making considerable progress in increasing the amount of revenue.

As the program continues to develop and as student, faculty and community interest increases, it is likely that a much closer balance between revenue and expenses will be achieved. The record of receipts and expenditures for the past three years is presented in Table 3.

TABLE 3

<table>
<thead>
<tr>
<th>Intercollegiate Athletic Budget</th>
<th>1957-58</th>
<th>1958-59</th>
<th>1959-60**</th>
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</thead>
<tbody>
<tr>
<td>Receipts*</td>
<td>6342.29</td>
<td>14,475.79</td>
<td>20,364.22</td>
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</table>

Expenses
Salaries (staff, civil service, and student help)

<table>
<thead>
<tr>
<th>23,306.00</th>
<th>24,522.00</th>
<th>29,876.00</th>
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<tbody>
<tr>
<td>Capital</td>
<td>1,939.00</td>
<td>622.00</td>
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Supplies and Expense

<table>
<thead>
<tr>
<th>32,215.00</th>
<th>33,084.00</th>
<th>35,946.00</th>
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<tbody>
<tr>
<td>TOTALS</td>
<td>57,360.00</td>
<td>58,228.00</td>
</tr>
</tbody>
</table>

*Includes ticket sales, gate receipts and guarantees for games away from home.

**Estimated

Examination of Table 3 makes it clear that it is likely to be some time before complete self-support of the intercollegiate athletic program will be achieved. However, the steady increase in receipts and the scheduling changes indicated previously are likely to result in continuous improvement.

Utilization of Facilities

At the present time, there is virtually no space or building facility which is used solely by the intercollegiate athletic program. Rather, all space and facilities are used coordinately with the physical education program, the intramural program, the Campus Elementary School, ROTC, and other campus organizations. In addition the intercollegiate program utilizes these facilities only during non-peak-load hours.
The projected campus plan presented to the faculty at the December meeting indicated that a continued coordinate use plan is foreseen and that the space and facilities demands of the intercollegiate athletic program will continue to be relatively modest.

Summary

In summary, the Athletic Board believes that the intercollegiate athletic program has continued to be a vital and integral part of the University of Wisconsin--Milwaukee program; that measures are in effect which maintain a realistic degree of emphasis on the program; and that the growth and development of the program should be coordinated with the growth and development of the total program of the University of Wisconsin--Milwaukee.

The Intercollegiate Athletic Board
1959-60

Gerald Gleason (Chairman)
Robert Jaggard
Herman Kluge (Ex-officio)
Edward Knoblock
Earl Ratledge (Secretary)
Arthur Schoeller
Ralph Tillema (Conference Representative)

Harold Morgan (Alumni Representative)
Wayne Youngquist (Student Representative)