Intercollegiate Athletics at the University of Wisconsin - Milwaukee

RESOLUTION

Whereas, an intercollegiate athletic program properly conceived, integrated into the total educational program of a university, and supported by students, faculty and administration, contributes to the total process of education, and

Whereas, the well-balanced intercollegiate athletic program contributes to unifying institutional loyalty, the establishment of group identification, the development of a healthy school spirit and the enrichment of campus life while bringing to the institution local, statewide, and national attention and recognition, and

Whereas, an intercollegiate athletic program contributes to institutional visibility and provides opportunities for continuing institutional identification by alumni and friends, and

Whereas, an intercollegiate program contributes an essential correlative area for a comprehensive program for the recently approved Physical Education Major and Recreation Program, and

Whereas, a parallel development of an intramural and recreational program should be stimulated and encouraged to broaden active participation of the student body and the university community in physical activity,

Be It Resolved That the Faculty of the University of Wisconsin - Milwaukee recommends to the Administration and the Board of Regents,

That, the intercollegiate program, including football, be continued, and

That, the University of Wisconsin - Milwaukee withdraw from the Wisconsin State College Conference and competition be continued on an independent basis with the ultimate aim of future association with a conference consisting of schools of comparable size and stature within competitive possibilities, and

That, present financial arrangements be continued by the Administration with the understanding that continual effort will be made to reach a point of self-sufficiency, and

That, the Physical Education Department be encouraged by the Faculty to expand its facilities and staff toward the development of a more comprehensive intramural program, and

That, present plans should be followed in the acquisition of land and the construction of buildings which envisions joint and high-intensity use of these facilities by the Physical Education Department, the intramural and recreational program, the Military Science Department, intercollegiate athletic teams, residents of University dormitories, and the University community.

The Athletic Program at the University of Wisconsin - Milwaukee

On its own initiative prior to the receiving of the directive from the University Board of Regents, the Athletic Board had undertaken a study of the entire athletic program at the University of Wisconsin - Milwaukee. A directive was received from the Board of Regents requesting the Board to specifically:

a. consider dropping football as an intercollegiate sport
b. consider the role of intercollegiate athletics in the University of Wisconsin-Milwaukee

c. propose an intramural and recreational program.

As a result, the Board intensified its efforts and expanded its studies. Open meetings were held in which members of the Faculty and student leaders were invited to express their opinions and recommendations. Long hours of research and discussion were conducted in order to properly assess the problem and to allow the Board to come to an objective conclusion based on past experiences, similar programs at other institutions and future plans for the University of Wisconsin-Milwaukee. The following four-part discussion of the Athletic Board's view is the result of these efforts.

The Value of Intercollegiate Athletics to the University

An intercollegiate athletic program properly conceived, integrated into the total educational program of a university, and wholeheartedly supported by students, faculty, and administration, contributes to the total process of education.

The intercollegiate athletic program provides student participants with opportunities for developing physical and mental control and maturity, leadership ability and an accurate concept of self as related to expression and improvement in performance that demand utmost skill and ability. The well-proportioned athletic program can and should encourage personal and social improvement through self-discipline, perseverance and cooperative group effort while giving full and real meaning to the "unified nature" of the human organism.

As a practical vehicle, intercollegiate athletics serves as an excellent medium for counseling, guidance, and teaching, while putting democratic ideals and moral and ethical concepts into action. The athletic program serves as a behavioral laboratory where continually changing conditions demand excellence in the performance of individuals and groups while engaged in wholesome competition. In this context, the program provides educators as well as students with a laboratory for experimentation and research in the social and physical sciences as well as in physical education and recreation.

A sound program in physical education must provide opportunities for the development of all areas of its curriculum. Class work and the teaching of numerous skills, health concepts, and leadership, must be provided for and augmented by practical and varied workshop experience in the intercollegiate and intramural program. Provision of both intercollegiate and intramural athletics takes into consideration all levels of aspiration and competition and fulfills the needs of those possessing the skills and motivation to excel on the highest level.

Preparation in coaching is a part of our Physical Education Major curriculum and is an important one particularly for prospective high school teachers. UW-M graduates who have participated in the athletic program have been actively sought by school administrators for teaching-coaching positions and general supervision of co-curricular activities. This does not imply that the intercollegiate program is dependent upon students majoring in physical education for team personnel, but does imply that students, particularly men, wishing to major in physical education look more favorably to attending a school which supports a healthy, sound, wholesome and complete intercollegiate program.

At the present time, it is generally felt by students and Faculty alike that the UW-M lacks group unity and identity. It is also felt that this situation has come about because of the recent merger and subsequent rapid growth of the University. It should be emphasized that a university is not just an academic cloister or ivory tower. Student life extends well beyond the classroom into enriching experiences by a complete co-curricular program. The well-balanced intercollegiate athletic program contributes greatly to unifying
institutional loyalty, the establishment of group identification, and the development of a healthy school spirit and the enrichment of campus life while bringing to the institution local, statewide, and national attention and recognition.

Predicated upon these basic and sound educational principles and dedicated to the pursuit of excellence, the intercollegiate athletic program can provide for participants and spectators, values and opportunities that are more difficult to duplicate in other facets of education. As a basic program in virtually all major tax-supported institutions of higher learning, intercollegiate athletics complement and supplement the curricular and extra-curricular offerings of these institutions.

**Contributions of an Intercollegiate Athletic Program to the Community Image of the University of Wisconsin - Milwaukee**

The problem of the image of the University of Wisconsin - Milwaukee in the greater metropolitan area, the state and nation is extremely pressing. Because of the merger, the University does not have a well-defined, well-organized, and visible alumni group. Rather, the alumni have few opportunities for continuing relationships which enable them to maintain a sense of identification with the University of Wisconsin - Milwaukee. An intercollegiate athletic program can provide a vehicle for such a relationship. At the present time, many alumni attend football and basketball games and follow the activities of the athletic teams through the various news media. The University of Wisconsin - Milwaukee Club, an alumni organization of former athletes, is perhaps one of the few alumni groups which has a continuing relationship with the University.

Institutional visibility is absolutely essential if the needs and problems of the University of Wisconsin - Milwaukee are to receive the attention and subsequent support of the people of the state. As a new University, we must capitalize on every opportunity to make the people of the greater Milwaukee area and the State of Wisconsin aware that we exist as a separate, unique and contributing University. The University of Wisconsin - Milwaukee must reach the community in a wide variety of activities and through a wide variety of contributions. If the intercollegiate athletic program can contribute to the activities and contributions which make the institution visible to a large segment of the community, we believe the program will serve an extremely valuable function.

**Space Problems and the Intercollegiate Athletic Program**

Our present location presents the problem of finding space for any and all facilities and functions of the University. Faculty Document #1, 59-60, contains a study on the needs of space for joint use by intramural, recreational, physical education, military science and intercollegiate athletic programs. It was prepared by the University Planner, reviewed, approved and submitted by a Special Committee on Land Needs and based on the established needs of some four or five colleges ranging in size from 6,000 to 25,000 students. The land needs established for this University as a result of study were based on a future enrollment of 15,000. Since that time, our enrollment estimates have been revised upwards to the range of 20,000 full-time students; however, this has been offset by the elimination of compulsory ROTC and physical education (at least by some of the colleges and/or departments).

The conclusions of the Special Committee were that some 29.5 acres would eventually be necessary for the purposes stated and that this land plus any facilities should be acquired or built over a period of time so as to permit these various activities to grow in scope and number with the increasing student body and the University community. At the present time, there is included in the list of recommended projects the acquisition of some 11 acres of land prior to 1970 to replace land lost to buildings on present areas and to expand the facilities available by that date so as to provide adequate space for all the aforementioned activities.
It was envisioned by the Committee and the Planner that this land would receive a high intensity of use in order to justify its procurement for these activities and that it would support these activities concurrently. It is the opinion of the present Campus Planner that elimination of intercollegiate athletics, and more specifically football, would not materially reduce the amount of land necessary to carry on these other activities at the level desired by most universities in our situation. Rather, it would lessen the intensity of use of this land. This opinion would indicate less than full implementation of an intramural and recreational program commensurate with the contemplated size of this University and its related community.

It would seem apparent that our recreational and intramural program and our Intercollegiate Athletic Program are interdependent in the requirements for, and the use of, the space and facilities necessary for either. Added to this use, of course, is the concurrent use of these facilities by the ROTC and the Physical Education Departments. Therefore, it is the opinion of the Athletic Board that:

a. the conclusions of the Special Committee on Land Needs as They Apply to Recreational, Physical Education, and Athletic Programs (Committee consisting of George Elmergreen, Gerald Gleason, Grace Hildreth, Leo Jakobson, Herman Kluge, Robert Roeming, James Van Vleet, and Herman Weil) are still valid, and the estimated requirements they forecast still correct and necessary of implementation;

b. the elimination of the Intercollegiate Athletic Program, or any part of it, will not substantially reduce the future requirement for space;

c. present plans for land acquisition should be followed and space made available to improve and expand the intramural and recreational program as well as the physical educational program;

d. a stadium or other facility used exclusively for intercollegiate athletics should not be included or contemplated in the overall program; and

e. in the interim period, growth be continued and interest of the student body and University community be stimulated by the use of community facilities.

Financial Analysis of the Intercollegiate Athletic Program

Any financial analysis of the Intercollegiate Athletic Program cannot be appreciated without reference to the special budgetary framework that exists for this program. The budget, as submitted by the Athletic Director, reviewed and approved by the Faculty through its duly selected Athletic Board, is evaluated and determined by the Administration. The budget is financed by revenues of the intercollegiate program and state funds. The state funds are budgeted only to the extent that revenues do not meet expenses. The amount of state funds budgeted has never, and by established policy cannot, exceed $48,000. This entire procedure is an attempt to make the Intercollegiate Athletic Program self-supporting.

The Intercollegiate budget consists of the operating expenses for the various sports, coaches' salaries, salary of the Athletic Director and salaries of the civil service staff. The attached tables include all these items except the salaries of the civil service staff. Since these individuals divide their time between services to the Physical Education Department and the Intercollegiate Athletic Program on a need basis, their salaries would have to be incorporated into some other University budget.

The salaries of the three full-time coaching positions budgeted out of Intercollegiate Athletic funds were prorated among the sports that each individual coached. The column headed "salaries", therefore, represents the total amount paid to the coaching staff for that particular sport. It is not necessarily the salary of an individual coach.
It is important to point out that with the exception of two part-time coaches, the remainder of the staff hold University appointments and all but one of these have tenure. Therefore, any change in the Intercollegiate Athletic Program would not materially affect the cost to the University.

Because of these factors, a fair comparison of the costs of the various sports appears in the column headed "Total expenses less salaries and revenues." This represents the real costs of the Program and as shown, the STATE could save approximately $5,500 in operating expenses if football were to be discontinued and $23,000 if the entire Intercollegiate Athletic Program was eliminated. The word "STATE" is emphasized because the Intercollegiate Athletic funds are a separate budgetary item and the curtailment of the athletic program or any part of it would not necessarily result in increased funds for other University activities.

The Athletic Board wishes it to be noted that:

a. Football represents approximately 25% of the entire intercollegiate program but provides approximately 60% of the revenue.

b. On a cost-per-student basis, football ranks fourth.

c. While the spectator interest as evidenced by gate receipts is difficult to evaluate, the seven to eight thousand spectators at the four home games last year indicates considerable enthusiasm on the part of many students as compared to other University activities. The plans for more night games and increased stature of competition are likely to increase the spectator interest with considerably increased revenues.

In view of the above analysis, the Athletic Board concludes that:

a. From a financial viewpoint, the elimination of football is not justified more than the elimination of some other sports.

b. Since football is the primary revenue-producing sport, its discontinuance would make a self-supporting intercollegiate athletic program virtually impossible.

c. The cost of the over-all intercollegiate program cannot be considered excessive in view of its contributions to the University.

d. The finances of the intramural program are the direct responsibility of the Physical Education Department and are not the concern of the Athletic Board.

INTERCOLLEGIATE ATHLETIC BOARD

M. N. Besel, Chairman
J. G. Hill
R. A. Jaggard
H. Kluge
D. Koehler
H. Morgan, Alumni Representative
L. C. Stamatakos
## INTER-COLLEGIATE ATHLETIC PROGRAM FINANCIAL SUMMARY 61-62

<table>
<thead>
<tr>
<th>Sport</th>
<th>Operating Expenses</th>
<th>Salaries</th>
<th>Misc.</th>
<th>Guarantees Paid Out</th>
<th>Total Expenses</th>
<th>Total Expenses Minus Salaries</th>
<th>Total Expenses Less Salaries &amp; Revenue</th>
<th>Student Participation After Cut</th>
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<td>Baseball</td>
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**TOTAL** 25,479.02 24,671.98 5,205.67 2,557.29 57,913.96 33,241.98 47,964.06 23,292.08 180

## INTER-COLLEGIATE EXPENDITURES 62-63

<table>
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<tr>
<th>Sport</th>
<th>Operating Expenses</th>
<th>Salaries</th>
<th>Misc.</th>
<th>Guarantees Paid Out</th>
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<th>Total Expenses Minus Salaries</th>
<th>Total Expenses Less Salaries &amp; Revenue</th>
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