

CHAPTER 2: Contributions

Table 7 Rate the following channels in terms of their usefulness in raising money for the athletics department

Table 7.1.1 Blogs developed for specific campaigns

	Critically important	Important	Somewhat important	Unimportant
Entire sample	2.04%	16.33%	46.94%	34.69%

Table 7.1.2 Blogs developed for specific campaigns Broken out by Public/Private

Public/Private	Critically important	Important	Somewhat important	Unimportant
Public	3.45%	17.24%	44.83%	34.48%
Private	0.00%	15.00%	50.00%	35.00%

Table 7.1.3 Blogs developed for specific campaigns Broken out by Enrollment

Enrollment	Critically important	Important	Somewhat important	Unimportant
0-3,000	0.00%	33.33%	50.00%	16.67%
3,001-8,000	0.00%	6.67%	33.33%	60.00%
8,001-16,000	0.00%	18.18%	27.27%	54.55%
16,001+	9.09%	9.09%	81.82%	0.00%

Table 7.1.4 Blogs developed for specific campaigns Broken out by Division

Division	Critically important	Important	Somewhat important	Unimportant
Division I	3.85%	15.38%	50.00%	30.77%
Division II	0.00%	13.33%	46.67%	40.00%
Division III	0.00%	25.00%	37.50%	37.50%

Table 7.1.5 Blogs developed for specific campaigns Broken out by Type

Type	Critically important	Important	Somewhat important	Unimportant
CC or 4-year degree	2.70%	13.51%	45.95%	37.84%
MA/PhD-granting	0.00%	28.57%	57.14%	14.29%
Research University	0.00%	20.00%	40.00%	40.00%

Table 7.2.1 YouTube

	Critically important	Important	Somewhat important	Unimportant
Entire sample	6.25%	29.17%	33.33%	31.25%

Table 7.2.2 YouTube Broken out by Public/Private

Public/Private	Critically important	Important	Somewhat important	Unimportant
Public	10.34%	31.03%	37.93%	20.69%
Private	0.00%	26.32%	26.32%	47.37%

Table 7.2.3 YouTube Broken out by Enrollment

Enrollment	Critically important	Important	Somewhat important	Unimportant
0-3,000	0.00%	45.45%	18.18%	36.36%
3,001-8,000	7.14%	7.14%	28.57%	57.14%
8,001-16,000	8.33%	41.67%	25.00%	25.00%
16,001+	9.09%	27.27%	63.64%	0.00%

Table 7.2.4 YouTube Broken out by Division

Division	Critically important	Important	Somewhat important	Unimportant
Division I	11.11%	29.63%	40.74%	18.52%
Division II	0.00%	23.08%	38.46%	38.46%
Division III	0.00%	37.50%	0.00%	62.50%

Table 7.2.5 YouTube Broken out by Type

Type	Critically important	Important	Somewhat important	Unimportant
CC or 4-year degree	8.11%	24.32%	32.43%	35.14%
MA/PhD-granting	0.00%	50.00%	33.33%	16.67%
Research University	0.00%	40.00%	40.00%	20.00%

Table 7.3.1 Vimeo

	Critically important	Important	Somewhat important	Unimportant
Entire sample	0.00%	4.55%	27.27%	68.18%

Table 7.3.2 Vimeo Broken out by Public/Private

Public/Private	Critically important	Important	Somewhat important	Unimportant
Public	0.00%	3.70%	29.63%	66.67%
Private	0.00%	5.88%	23.53%	70.59%

Table 7.3.3 Vimeo Broken out by Enrollment

Enrollment	Critically important	Important	Somewhat important	Unimportant
0-3,000	0.00%	9.09%	36.36%	54.55%
3,001-8,000	0.00%	0.00%	8.33%	91.67%
8,001-16,000	0.00%	10.00%	10.00%	80.00%
16,001+	0.00%	0.00%	54.55%	45.45%

Table 7.3.4 Vimeo Broken out by Division

Division	Critically important	Important	Somewhat important	Unimportant
Division I	0.00%	4.17%	33.33%	62.50%
Division II	0.00%	8.33%	16.67%	75.00%
Division III	0.00%	0.00%	25.00%	75.00%

Table 7.3.5 Vimeo Broken out by Type

Type	Critically important	Important	Somewhat important	Unimportant
CC or 4-year degree	0.00%	5.88%	20.59%	73.53%
MA/PhD-granting	0.00%	0.00%	33.33%	66.67%
Research University	0.00%	0.00%	75.00%	25.00%

Table 9.1 How much has the athletics department raised over the past ten years for naming rights to stadiums, arenas and other athletic facilities?

	Mean	Median	Minimum	Maximum
Entire sample	\$6,074,342.51	\$2,000,000.00	\$0.00	\$45,000,000.00

Table 9.2 How much has the athletics department raised over the past ten years for naming rights to stadiums, arenas and other athletic facilities? Broken out by Public/Private

Public/Private	Mean	Median	Minimum	Maximum
Public	\$3,556,608.17	\$1,500,000.00	\$0.00	\$29,406,988.00
Private	\$10,900,000.00	\$3,500,000.00	\$0.00	\$45,000,000.00

Table 9.3 How much has the athletics department raised over the past ten years for naming rights to stadiums, arenas and other athletic facilities? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
0-3,000	\$5,416,818.18	\$50,000.00	\$0.00	\$40,000,000.00
3,001-8,000	\$4,135,000.00	\$1,625,000.00	\$0.00	\$25,000,000.00
8,001-16,000	\$5,958,373.50	\$3,500,000.00	\$0.00	\$29,406,988.00
16,001+	\$10,666,666.67	\$3,500,000.00	\$0.00	\$45,000,000.00

Table 9.4 How much has the athletics department raised over the past ten years for naming rights to stadiums, arenas and other athletic facilities? Broken out by Division

Division	Mean	Median	Minimum	Maximum
Division I	\$8,154,784.86	\$3,500,000.00	\$0.00	\$45,000,000.00
Division II	\$2,250,000.00	\$1,500,000.00	\$0.00	\$7,000,000.00
Division III	\$8,648,125.00	\$75,000.00	\$0.00	\$40,000,000.00

Table 9.5 How much has the athletics department raised over the past ten years for naming rights to stadiums, arenas and other athletic facilities? Broken out by Type

Type	Mean	Median	Minimum	Maximum
CC or 4-year degree	\$4,636,851.85	\$1,000,000.00	\$0.00	\$45,000,000.00
MA/PhD-granting	\$9,666,666.67	\$4,000,000.00	\$2,000,000.00	\$40,000,000.00
Research University	\$14,703,494.00	\$14,703,494.00	\$0.00	\$29,406,988.00

What in-kind contributions of food, drink, supplements and other health and nutrition aids does the athletic department receive?

1. One vehicle for department use, event staffing use and use by coaches.
2. One school owned vehicle.
3. Coaches in football, men's basketball, women's basketball and a few others receive cars.
4. Nine vehicles donated for head coaches and/or administrators.
5. None.
6. None.
7. Vehicle transportation is available for all trips within 400 miles for meetings, conferences, et cetera, up to 12 passenger vans.
8. We receive in-kind contributions for vehicles for staff members and coaches.
9. Courtesy Cars.
10. Courtesy cars from 10 dealers.
11. Car Dealership Program.
12. None.
13. None.
14. 12 courtesy cars from local dealers.
15. None.
16. Car dealer program with approximately ten cars.
17. None.
18. None.
19. SOD and gator vehicle.
20. One pickup truck donated.
21. None.
22. Food, car wash, dry cleaning, etc.
23. None.
24. None.
25. None.
26. We have a courtesy car program with approximately 85 cars; also have 6-10 donor planes that we use on a GIK basis
27. None that I know of.
28. None.
29. Two courtesy cars - first year for this.
30. None.
31. Three cars.
32. Two cars for recruiting.
33. None.
34. Vehicles, building materials, restaurant credits, hotel rooms.
35. Recruiting cars.
36. Vans for community service and travel for competitions.
37. All head coaches have use of a lease or dealer vehicle.
38. Big Wheels Program. Local dealerships contribute low mileage cars and trucks to specific athletic department personnel. In return they receive Tiger Scholarship Fund priority points.

39. Coaches cars.
40. Some courtesy vehicles provided.
41. None
42. Seventeen cars from car dealers, alumni.
43. Cars, not sure what else.
44. Four coaches receive cars.
45. We have a courtesy car program with various dealerships.
46. One vehicle for the Athletic Director.
47. Roadrunner Big Wheels Program.

Table 16.1 What percentage of funds raised in the past year by the college athletics department advancement effort was accounted for by funds raised from current and former athletes of the college?

	Mean	Median	Minimum	Maximum
Entire sample	26.48%	10.00%	0.00%	85.00%

Table 16.2 What percentage of funds raised in the past year by the college athletics department advancement effort was accounted for by funds raised from current and former athletes of the college? Broken out by Public/Private

Public/Private	Mean	Median	Minimum	Maximum
Public	22.37%	10.00%	2.00%	75.00%
Private	33.00%	29.00%	0.00%	85.00%

Table 16.3 What percentage of funds raised in the past year by the college athletics department advancement effort was accounted for by funds raised from current and former athletes of the college? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
0-3,000	29.00%	7.50%	0.00%	85.00%
3,001-8,000	35.70%	40.00%	0.00%	80.00%
8,001-16,000	13.22%	5.00%	1.00%	60.00%
16,001+	28.25%	15.00%	8.00%	75.00%

Table 16.4 What percentage of funds raised in the past year by the college athletics department advancement effort was accounted for by funds raised from current and former athletes of the college? Broken out by Division

Division	Mean	Median	Minimum	Maximum
Division I	21.57%	6.50%	1.00%	80.00%
Division II	23.09%	10.00%	0.00%	75.00%
Division III	44.17%	55.00%	0.00%	85.00%

Table 16.5 What percentage of funds raised in the past year by the college athletics department advancement effort was accounted for by funds raised from current and former athletes of the college? Broken out by Type

Type	Mean	Median	Minimum	Maximum
CC or 4-year degree	19.41%	9.00%	0.00%	60.00%
MA/PhD-granting	60.00%	75.00%	5.00%	85.00%
Research University	30.80%	10.00%	1.00%	80.00%

Table 17.1 Evaluate your athletics department advancement effort vis a vis your peers in other colleges

	I think we are ahead of the pack	We do about as well as others	I think we are falling short but can catch up	We're falling short and I don't think we'll catch up in the short term
Entire sample	10.42%	37.50%	27.08%	25.00%

Table 17.2 Evaluate your athletics department advancement effort vis a vis your peers in other colleges Broken out by Public/Private

Public/Private	I think we are ahead of the pack	We do about as well as others	I think we are falling short but can catch up	We're falling short and I don't think we'll catch up in the short term
Public	13.79%	44.83%	24.14%	17.24%
Private	5.26%	26.32%	31.58%	36.84%

Table 17.3 Evaluate your athletics department advancement effort vis a vis your peers in other colleges Broken out by Enrollment

Enrollment	I think we are ahead of the pack	We do about as well as others	I think we are falling short but can catch up	We're falling short and I don't think we'll catch up in the short term
0-3,000	7.69%	15.38%	38.46%	38.46%
3,001-8,000	7.14%	50.00%	28.57%	14.29%
8,001-16,000	18.18%	27.27%	18.18%	36.36%
16,001+	10.00%	60.00%	20.00%	10.00%

Table 17.4 Evaluate your athletics department advancement effort vis a vis your peers in other colleges Broken out by Division

Division	I think we are ahead of the pack	We do about as well as others	I think we are falling short but can catch up	We're falling short and I don't think we'll catch up in the short term
Division I	8.00%	36.00%	32.00%	24.00%
Division II	14.29%	42.86%	21.43%	21.43%
Division III	11.11%	33.33%	22.22%	33.33%

Table 17.5 Evaluate your athletics department advancement effort vis a vis your peers in other colleges Broken out by Type

Type	I think we are ahead of the pack	We do about as well as others	I think we are falling short but can catch up	We're falling short and I don't think we'll catch up in the short term
CC or 4-year degree	8.11%	37.84%	32.43%	21.62%
MA/PhD-granting	16.67%	16.67%	16.67%	50.00%
Research University	20.00%	60.00%	0.00%	20.00%