

## Overall Research Notes:

Question: What benefits are there of athletic spending in higher ed?

- Normalize for school population

Independent variable: athletic operating expenses:

- Athletic operating expenses
- Look at overall spending
- Categorical spending
- Public vs. private

Dependent variables:

- Research spending
- Scholarships directly from the school
- Gifts from donors
- Grad rates
- Possible alumni involvement

Data:

NCES IPEDS from DOE

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Sports Expenditures Data:

Potential Data Points:

- Total Operating Expenses
- Athletic Student Aid
- Home-Game Guarantees
- Coaching Staff Compensation
- Coaching Staff Compensation Paid by Third Party
- Support Staff, Admin Compensation
- Support Staff, Admin Compensation Paid by Third Party
- Severance Payments
- Recruiting
- Team Travel
- Sports Equipment, Uniforms and Supplies
- Game Expenses
- Fundraising and Marketing
- Sports Camp Expenses
- Spirit Groups
- Athletic Facilities Debt Service, Leases and Rental Fee
- Overhead and Administrative Expenses
- indirect Institutional Support (Expenses)
- Medical Expenses and Insurance
- Memberships and Dues

- Student-Athlete Meals (non-travel)
- Other Operating Expenses
- Bowl Expenses
- Profit/Deficit
- Bowl Game Coaching Compensation