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Group E

What Variables Best Predict Total Athletics Recruiting Expenses
for Post-Secondary Educational Institutions?

Purpose

The general topic we want to study is athletic recruitment costs of different U.S. post-secondary educational institutions.

- Do private or public schools have higher recruitment costs?
    - We believe that private schools will have a stronger and more positive relationship with higher recruitment costs than public schools.
- Which Division has the higher recruitment costs?
    - We believe that Division I schools will have a stronger and more positive relationship with higher recruitment costs than Division II and Division III schools.
    - We believe that Division II schools will have a stronger and more positive relationship with higher recruitment costs than Division III schools.
- Does the number of student athletes have a significant impact on recruitment costs?
- Does the number of coaches have a significant impact on recruitment costs?

The data set is separated by male, female, and coed if the school has coed teams. For now, we will study them combined, but we will explore whether separating the data set by gender is significant.

Data

[Excel Sheet of where the data set can be found](#)

This data set includes information regarding athletic participation, athletic student aid, staffing, revenues, and expenses, by men's, women's, and coed varsity teams. It was collected by the U.S. Department of Education Office of Postsecondary Education.

Population

Our population of interest includes post-secondary educational institutions in the US. We will only observe the main campus of an institution if there are multiple campuses to maintain independence.

Response Variable

The response variable we are interested in predicting is the Total Recruiting Expenses of Men's and Women's teams. The units of this variable are dollars. The response variable may range from about $100,000 to $500,000.

Explanatory Variables

Word Doc with Variable Descriptions

Attached is a document of all the variables in the dataset. We plan to primarily explore the variables Classification Name, Number of Students by men, women, and total, Sector Name, Athletic Student Aid by men, women, and total, Average salary of FTE Head Coaches for men's and women's teams, and total number of participants by men and women.