

**PROPOSAL FOR ADOPTION
OF
VARSITY STATUS FOR
MEN'S SOCCER
AT THE UNIVERSITY OF MICHIGAN
FOR PRESENTATION TO THE
BOARD IN CONTROL OF INTERCOLLEGIATE ATHLETICS**

APRIL 17, 1997

Members of the Board In Control Of Intercollegiate Athletics,

The University of Michigan Men's Soccer Club would like to thank you for the opportunity to present this proposal for the addition of a men's varsity soccer program. The goal of the athletic administration is to provide opportunities for the student-athlete to compete in intercollegiate athletics and enrich their college experience. The athletic program is an essential element in the overall education process of the University of Michigan. Based on the growth, popularity, affordability, and interest of the sport for both participants and fans, the addition of a men's varsity soccer program will enhance the image and reputation of both the University of Michigan and its Athletic Department.

This proposal contains full documentation on the growth of the game within the state of Michigan at the boy's high school and youth levels. Michigan ranks as the 8th highest state in terms of soccer participation and soccer is by far this state's fastest growing boy's high school sport. This proposal also offers suggestions as to how questions regarding facilities, finances, and gender equity may be or have been answered.

The University of Michigan enjoys an international reputation for academic excellence. A university with such a worldwide reputation should include the world's most popular sport within the varsity athletic program that it offers to its students.

Accordingly, we ask the Board in Control to carefully review this proposal and the actions taken in regard to past proposals and recommend to the Athletic Department that a men's varsity soccer program be established in the Fall of 1998.

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Appendix:

Letters of Support From: Michigan Student Assembly, Big Ten Men's Soccer Coaches, Michigan High School Coaches, Legislators, Faculty, Alumni

"I in addition, will endow the University of Michigan with a One Million Dollar life insurance policy if men's soccer becomes a reality..."

Jack Stead, Alumnus
Michigan Football, 1966, 1967

"Let it therefore be resolved that the Assembly recommends to the Board in Control of Intercollegiate Athletics and to the Athletic Director the establishment of a men's varsity soccer program."

Michigan Student Assembly
March 25, 1997

"As well as being the country's fastest growing collegiate sport, soccer leads all other sports in growth at the youth and scholastic levels for both girls and boys. This is an important implication for athletic administrators when considering sports trends in our society."

Jerry Yeagley, Indiana University
Head Men's Soccer Coach

"Since my constituency includes a portion of Ann Arbor, I am particularly interested in this issue."

Mary B. Schroer
State Representative, 52nd District

"As the President of the United States Soccer Federation and as a proud and loyal alum of the University of Michigan, of both undergraduate and law school, I would like to strongly urge..."

Alan I. Rothenberg, Alumnus
President, U.S.S.F.

"We do not want to miss this opportunity to carry on the great tradition of Michigan Athletics."

Roger Zatkoff, Alumnus
Michigan Football

1. The Michigan Athletic Department and Varsity Soccer- A Brief History

Although the records indicate that soccer has been a men's club sport at the University of Michigan beginning in 1921, it appears that the first formal proposal to the Board In Control for men's and women's varsity soccer was not submitted until October, 1988.

At that time, a joint proposal was submitted for both men's and women's varsity soccer because it was believed that both varsity teams could share facilities, equipment, coaches, and trainers (as Michigan State University was then doing) in order to promote the maximum number of college athletes at a minimum cost.

This initial proposal included a detailed budget and was supported by letters of endorsement from Big Ten conference soccer coaches, Michigan high school coaches and from numerous University of Michigan faculty, alumni and students. It was further supported by statistics concluding that the number of Michigan high schools adding varsity soccer programs had increased by 103% in the 5 years prior to 1988, easily making soccer the fastest growing high school sport in Michigan on record.

The Athletic Department declined to consider the joint proposal and directed that the proposals be separated. It then created a committee of the Board in Control to draft an application form to be used by club sports seeking varsity status. The Athletic Department also determined that the application for women's varsity soccer would be the first application to be reviewed.

A period of delay ensued while the designated application form was created. Finally, however, a committee of the Board in Control chaired by Athletic Director, Jack Weidenbach, interviewed certain members of the Athletic Department and representatives of the Women's Soccer Club and issued its report in 1990. The report stated that it is "the unanimous recommendation of the Committee that the petition for varsity status by the Women's Soccer Club at the University of Michigan be denied at this time." The report cited a number of factors in support of its conclusion such as a lack of numbers of women participating in soccer as compared to men, no Big Ten Conference competition for women, pool of women coaches is non-existent, etc. The report concluded in bold print, as follows:

GIVEN THE FISCAL UNCERTAINTY AND BUDGET DEFICITS, DELETION OF A VARSITY SPORT SEEMS A MORE LIKELY AND PRUDENT ACTION THAN ADDITION. A COMPELLING CASE MUST BE MADE, THEREFORE, FOR ADDITION OF A NEW VARSITY SPORT AT THIS TIME. WE DO NOT BELIEVE THAT SUCH A CASE HAS BEEN MADE FOR ADDING WOMEN'S SOCCER.

A couple of years later, a committee of the Board in Control with different members issued its report in regard to men's varsity soccer. The report began on an optimistic note that men's soccer was growing at a rapid rate and that it would soon be a Big Ten conference sport

but, once again, the matter of Athletic Department fiscal problems still presented an apparently insurmountable obstacle. The report introduced its discussion with the following sentence: "Absent financial restraints, the time is ripe to add men's soccer in Michigan's varsity program." The report then continued to recite that the Athletic Department anticipated a deficit of more than \$1,500,000 in 1991 but that the restructuring of major cost-cutting changes was underway and, "once the direction of those changes becomes clear, it will be appropriate to consider the time and manner for incorporating soccer into the varsity program. Until then, there is little to offer the soccer team other than a plea for Job-like patience."

In 1993, the "Job-like" patience and efforts of the advocates of varsity soccer programs was finally rewarded when it was announced that a women's varsity soccer program had been approved to be added in the fall of 1994 and a men's program in the fall of 1995. Jack Weidenbach was quoted as concluding: "Soccer has been one of the fastest growing high school sports in this state for the past decade, and it just makes sense for us to bring these programs into the fold."

The women's varsity soccer program was established in 1994 in accordance with the announced schedule; however, 1995 and 1996 have come and gone and no further action has been taken in regard to the men's varsity soccer program. The purpose of this petition is to request that the Board in Control move forward with the commitment previously made to the men's soccer program that it would be elevated to varsity status in 1995.

Over 5 years ago, the Board in Control concluded that the time was then "ripe to add men's soccer to Michigan's varsity program." Since the time of that report, over 100 Michigan high schools have added new boy's varsity soccer programs, a Big Ten men's soccer conference has been established, a Big Ten school has won the NCAA National Championship in men's soccer, the United States has hosted World Cup 1994, a thriving professional soccer league has been created in the United States, and participation in the most popular sport in the world has continued to grow while the support for a men's varsity soccer program at the University of Michigan from faculty, alumni and students is greater than ever. If the time was "ripe" for men's varsity soccer five years ago, it surely is now long overdue.

2. Current Status of the University of Michigan Men's Soccer Club

Records attest that soccer has been a men's club sport at the University of Michigan beginning in 1921, and has been in continuous existence since 1948. A restructuring occurred in 1985 in an effort to operate the club as if it were a varsity program governed by the rules of the NCAA. To this day, all players must maintain eligibility requirements in regards to grades, full-time enrollment, and number of seasons of intercollegiate competition.

The club plays a 20 game season, excluding post-season tournaments, from the middle of August to late November. Tryouts are held in mid-August with one week of two-a-day sessions. Tryouts annually draw over 60 undergraduate players. The final roster of 24 field players and 3 goalkeepers is set after this week of tryouts. Structured and supervised practices are held Monday-Friday from 6-8pm through the fall season at Elbel and Mitchell Fields. Games are played on both weekends and weekdays. The club practices indoors in the Coliseum twice a week from January through March, and in April has a three week outdoor training season with scrimmages against varsity level opponents. The club is self-governed by an elected board of student officers who hold one year positions. The club employs one full-time head coach and one assistant coach.

The fall game schedule is composed of approximately one half varsity level opponents and the other half collegiate club opponents. The varsity level opponents range from NCAA Division I to junior college, with heavy emphasis placed on playing as many quality in-state opponents as possible. The club is a member of the National Collegiate Soccer Association (NCSA). The NCSA is composed solely of other collegiate soccer clubs and divided up into regional and national level play. The top teams from the region advance to the NCSA National Championship Tournament in late November. The University of Michigan Men's Soccer Club has qualified for the NCSA National Championship Tournament in 1989, 1993, 1994, 1995 (semifinalists), 1996 (finalists), and 1997 (national champions). The club has been coached by Steve Burns since the 1993 season (overall record of 81-37-23). The club finished the 1997 season with a record of 22-8-3, highlighted by a win over the University of Arizona and the NCSA National Championship Trophy.

Since 1994, the club has drawn 800-1100 paying customers per year to watch the "Washtenaw Cup", a showcase game between Eastern Michigan University (NCAA Div. I) and the U-M club team. The "Washtenaw Cup", played at Ann Arbor Pioneer High School on a mid-October Wednesday night, is marketed to local high school players, players in the Ann Arbor Youth Soccer Association, and other local youth soccer leagues. Opponents regularly take advantage of marketing the "University of Michigan" name to increase ticket sales at their gate. For instance, in 1996 the University of Detroit (NCAA Div. I) and Oakland University (NCAA Div. II) both had 500-1000 paying customers at games held with the U-M club team. Western Michigan University (NCAA Div. I) showcased a 1994 game in their football stadium against the U-M club team and drew over 3,000. And in 1989 Ohio State University (NCAA Div. I) arranged a game with the U-M club team in Tiffin, OH, which brought out over 4,000 spectators,

(see Ohio State University letter of support). Also in 1989, Oakland University hosted a game with the U-M club team at Rochester Adams High School that was attended by over 4,000 fans.

The Recreational Sports Department subsidizes travel expenses, referee fees, equipment, and field usage with an annual budget of \$2900, roughly 10% of the club's overall operating budget of \$29,000. The bulk of the expenses for coaching salaries, transportation, lodging, warm-up suits, first-aid and training supplies, and administrative costs are covered through fundraising, player dues, and alumni support. Player dues for the 1997 season were \$400 per player. Out of pocket expenses added up to over \$1000 per player. The main source of fundraising is in the form of selling advertisement space in the annual season program.

The University of Michigan Men's Soccer Club is extremely competitive at the collegiate club level. The current roster is composed of more than 80% Michigan residents. Most players were recruited to play at other NCAA Division I, II, or III programs. In recognizing the quality, value, and prestige of their education, they chose to attend the U-M. The cumulative grade point average of these student-athletes is 3.124.

3. Soccer Participation

The popularity of the sport of soccer is no longer questioned in this country. Soccer has become mainstream. The term “soccer mom” was popularized by the media in the last presidential election as a reference to an important demographic group of suburban women. Hundreds of millions of dollars are being spent on soccer as corporate America has awakened to the sport’s global impact.

The University of Michigan Athletic Department has already recognized the popularity and potential of soccer. The question is not “if” men’s soccer will be granted varsity status, rather “when” men’s soccer will be granted varsity status. As a testament to the popularity of the game at the youth, high school, collegiate, and minority levels, the following statistics have been gathered:

3.1 National Participation Survey

3.2 Youth Participation

National, Michigan, and Local Levels

3.3 Boy’s High School Participation

National and Michigan Levels

3.4 Men’s Collegiate Participation

National Level, Big Ten Conference

3.5 Hispanic Participation

3.2 Youth Participation

Youth Team Sports National Rankings

Age 12-17		Age 6-11	
Basketball	13,284,000	Basketball	10,037,000
Volleyball	9,950,000	Soccer	7,899,000
Softball	5,637,000	Baseball	6,033,000
Soccer	5,372,000	Softball	4,572,000
Football	5,175,000	Volleyball	4,202,000
Baseball	4,396,000	Football	2,645,000
Hockey	793,000	Hockey	348,000

Source: 1997 Soccer Industry Council of America (SICA)

Table 3.2

Michigan and Local Participation

The Detroit/Ann Arbor/Flint area is the 6th largest soccer market in the country with 344,000 participants. (A participant is defined as someone over the age of six that participates in the sport at least once per year.) The state of Michigan is ranked 8th out of all states in terms of soccer participation. As of August, 1996, there were 61,920 youth soccer players registered in the Michigan State Youth Soccer Association (MSYSA). The greater Ann Arbor area has over 10,000 registered youth players. Locally, there are over 2,200 youth players registered in the Ann Arbor Youth Soccer Association (AAYSA), and over 1,600 more youth players that play in the Ann Arbor recreational leagues.

The market exists. Instead of labeling men's soccer as a non-revenue producing sport, as hockey was viewed in the late 1980's, men's soccer, with energy put into proper marketing, could be a revenue-recovery sport.

Sources: Ann Arbor Youth Soccer Association, Michigan State Youth Soccer Association

3.3 High School Participation

The University of Michigan sponsors 11 men's sports at the varsity level. Table 3.3 and Graph 3.3.2 (page 10) compare soccer with those same 11 sports at the boy's state high school level.

3.4 College Participation

1995-1996 NCAA Division I Participation Study-Men's Sports

<u>Rank</u>	<u>Sport</u>	<u>Teams</u>	<u>Athletes</u>	<u>Average Squad Size</u>
1.	Football I-A	108	12344	114.3
2.	Baseball	277	9266	33.5
3.	Track, Outdoor	253	9062	35.8
4.	Track, Indoor	237	8402	35.5
5.	Soccer	193	5138	26.6
6.	Basketball	306	4715	15.4
7.	Cross Country	292	4304	14.7
8.	Swimming	155	3686	23.8
9.	Golf	277	3180	11.5
10.	Wrestling	98	3062	31.2
11.	Tennis	274	2973	10.9
12.	Hockey	50	1464	29.3
13.	Gymnastics	27	409	15.1

Source: NCAA News

Table 3.4.1

All of the men's sports listed above are sponsored at the varsity level by the University of Michigan, except men's soccer.

NCAA Div. I- Men's Soccer National Championship Tournament

The tournament field for the NCAA Division I Men's Soccer National Championship Tournament is composed of 32 teams. Semifinals and finals are played at the University of Richmond, (1995-1998), seating capacity is 21,329. For second straight year attendance at both the semifinals and finals has topped 20,000.

Men's Soccer in the Big Ten Conference

The Big Ten Men's Soccer Conference consists of: Indiana, Michigan State, Wisconsin, Northwestern, Penn State, and Ohio State (See Appendix: Letters of Support From Big Ten Schools). The Big Ten is ranked as the second strongest conference in Division I, behind the ACC. The Big Ten has a post-season conference championship tournament, from which the winner receives an automatic bid to the NCAA Men's Soccer National Championship Tournament.

3.5 Hispanic Participation

The University of Michigan remains strongly committed as an institution to the principle that its student body should reflect the cultural diversity of this society, despite the limitations recently placed on the implementation of Affirmative Action Programs by the federal courts. Notwithstanding the University's arduous efforts to recruit Hispanic students, however, data compiled by the school's Affirmative Action Office indicates that only 4.6% of the undergraduate student body is Hispanic, whereas US Census Bureau statistics in 1992 put the percentage of the country's Hispanic population at over 10% (and estimates that there will be 30,000,000 Hispanic citizens by the turn of the century). Of course, these are not uncommon ratios at any university (and especially for one located in a region not densely populated by Hispanics), because relatively fewer Hispanics have pursued degrees in higher education (the census bureau estimates that only 9% of the nation's Hispanics have earned undergraduate degrees, compared to approximately 25% of non-Hispanics). It is the university's concern with the negative social impact of this disparity which inspires its affirmative action policies.

According to the University's 1995 NCAA Athletic Certification Report (the last year available), no Hispanic males were playing varsity sports and 3 Hispanic women were members of the varsity teams in that year. (The men's soccer club reports 2 Hispanic men on its 27 player roster). Out of a total of 373 varsity athletes at the U-M, less than 1% were Hispanic.

Soccer in the United States has received the enthusiastic support of the Hispanic community. It was no surprise that last year's successful debut of Major League Soccer (MLS) was largely dependent upon the support of Hispanics. With over \$70 million in sponsorship and an average regular-season attendance of 17,417, MLS estimates that 40% of its customers were Hispanic. (Wall Street Journal, 10-18-96) There is no doubt that the addition of a men's varsity soccer program would increase the participation of Hispanics in the University's

4. Finances

4.1 1998-1999 Proposed Men's Varsity Soccer Budget

The following proposed budget outlines an estimate of the expenditures required to operate a men's varsity soccer program at the University of Michigan. These figures are based upon confidential records from two Big Ten men's varsity soccer budgets from 1996.

Proposed 1998-1999 Men's Varsity Soccer Budget			
Expense	Big Ten Univ. X	Big Ten Univ. Y	U-M
Equipment	1590.00	6934.00	8000.00
Recruiting	8200.00	7000.00	21000.00
Hotel/Meals	16559.00	25725.00	9400.00**
Transportation	17000.00	8800.00	8000.00**
Vacation Board	*	*	3000.00
Film and Video	590.00	*	200.00
Officials	3000.00	3500.00	2000.00
Home Game Expense	*	*	800.00
Entry Fees	*	*	500.00
Miscellaneous	4570.00	5450.00	2000.00
Property Additions	*	*	*
Telephone	900.00	2000.00	2400.00
Publications	2290.00	250.00	1000.00
Payroll	*	*	*
TOTAL	54699.00	59659.00	58300.00

*No data compiled

** Figures for Transportation and Hotel/Meals are substantially lower than other programs because all opponents on the 1998 sample schedule are within the region. There are no air travel trips and a minimum of overnight trips requiring hotel stays. (See 1998 Sample Schedule, pg. 14).

Grants-In-Aid	Number Available	Cost(In-State/Out-of-State)
Year 1	3.3	37,290/78,467
Year 2	6.6	74,580/156,934
Year 3	9.9	111,870/235,402

The maximum allowable limit on the value of financial aid awards that an institution may provide in men's soccer at the Division I level in any academic year is 9.9. It is proposed that the University of Michigan build up to this level over a period of 3 years. Therefore, the equivalent of 3.3 grants-in-aid will be added per year until this limit reached. The equivalent cost above is based on the 1996-1997 value for tuition and room and board of \$11,300 for in-state and \$23,778 for out-of-state student-athletes.

Salaries			
Head Coach	*	*	35000.00
Assistant Coach	*	*	15000.00
Trainer	*	*	5000.00
TOTAL			55000.00

This budget does not include any fixed costs or overhead required to initiate a new athletic program. However, soccer is a non-gender specific sport. Many of the initial start-up expenses are minimized because of the existence of the women's soccer program. Additionally, the implementation of an activity-based budget into varsity sports will allow for better utilization of unanticipated revenues and line-item surpluses.

4.2 University of Michigan Fall 1998 Sample Varsity Men's Soccer Schedule

<u>DATE</u>	<u>OPPONENT</u>	<u>LOCATION</u>
August 23	University of Detroit	Home
August 27	Depaul University	Away
August 30	Bowling Green State University	Away
September 5	Northwestern University	Home
September 9	Eastern Michigan University	Home
September 13	University of Wisconsin	Away
September 19	University of Louisville	Away
September 20	University of Kentucky	Away
September 23	Oakland University	Home
September 27	Penn State University	Home
October 3	Universtiy of Notre Dame	Away
October 7	Western Michigan University	Away
October 10	University of Cincinnati	Away
October 11	University of Akron	Away
October 17	Michigan State University	Home
October 24	University of Dayton	Home
October 25	Butler University	Home
October 31	Indiana University	Away
November 1	University of Evansville	Away
November 7	Ohio State University	Home
November 13-15	Big Ten Tournament	
November 21	Begin NCAA Tournament	

Denotes Big Ten Conference Opponent

The above schedule represents a possible schedule for the Fall 1998 season for a Michigan men's varsity soccer team. Within the states that house Big Ten institutions that support soccer at the varsity level there are 47 Division I men's soccer programs. Including

states that are contiguous to Big Ten states, there are over 60 Division I varsity soccer programs. All of these potential opponents are within driving distance from Ann Arbor.

This is a nationally competitive schedule. Of the 20 Division I games that are scheduled above, 6 of those teams qualified for the 1996 NCAA National Championship Tournament. All away contests are within driving distances by van. There are a total of only 60 hotel nights. In addition, the student-athletes on this team would miss less than five days of classes. Of the teams on the schedule, five are NCAA Division I programs within the state of Michigan; Western Michigan University, Michigan State University, Eastern Michigan University, University of Detroit, and Oakland University which begins Division I play in 1998.

4.3 Long Term Profitability

Soccer is the world's most popular sport. It transcends diverse cultures and generations. Although many feel that this is not the case in the United States, the participation statistics assembled in this proposal are consistent with the national belief that soccer has emerged as this country's fifth major sport. We believe that if marketed properly, soccer at the University of Michigan can become profitable.

Youth participation has grown at a record setting rate, creating a solid foundation of support for soccer's future. The state of Michigan is number eight among all states in soccer participation. The Detroit/Ann Arbor/Flint market is the sixth largest soccer market in the entire country. Soccer has larger participation rates for kids ages 6-17 than football, baseball, and hockey. (Table 3.2, pg. 8) To draw from this pool of youth is the prospect of summer camps at the University of Michigan. In the past, camps have been left to the direction of the head coaches. However, in the 1995-96 Equity in Athletic Disclosure Act it was put forth to the NCAA that the university would make steps to take over the sport camps and their infrastructures. A rough estimate of what the U-M could earn: **6 one week camps** with an average of **120 overnight campers** at **\$340/camper** would bring in **\$245,000**. After expenses, there is still enough money left over to cover a men's varsity soccer program's operating expenses.

As stated in the Current Status of the Michigan Men's Soccer Club Section (pg.4), the local soccer market has already proven to be a source of income. The "Washtenaw Cup", a game played at Pioneer High School between U-M and EMU, has drawn 800-1100 paying spectators since 1994. Proceeds from gate receipts and concessions from this event, help subsidize the club's operating expenses. Increasing the marketing efforts at similar contests would not only boost attendance figures, but also potential revenues. Additionally, opponents have found success in marketing the "University of Michigan" name as a way to increase revenue at their gate. The reputation of the University of Michigan paves a path for potential income, especially with soccer's continued surge in popularity.

Two large pieces of evidence that highlight the popularity of soccer in this country are the successes of World Cup '94 and MLS (Major League Soccer). World Cup '94 was a paramount event which the United States hosted that engrossed the entire world between mid-June and mid-July. Record crowds showed up to support their country's teams and those

American cities hosting games profited tremendously. The city of Pontiac, MI, hosted four games. An average of over 70,000 people came to the Pontiac Silverdome for those four games. This is a good indicator of the interest and support for the sport of soccer in our own backyard.

The debut of MLS (Major League Soccer) last spring/summer was a smashing success. Corporate sponsorship totaled over \$70 million. With an average regular-season attendance of 17,417, this figure of 2.9 million fans surpasses the attendance figures of the NHL, NBA, and NFL in their first years of configuration. As reported by the Wall Street Journal (10-18-96), more than 78,000 fans packed Giants Stadium in New Jersey for the MLS All-Star game in July. The Los Angeles franchise attracted 69,225 for its opener in the Rose Bowl, and 92,000 for a doubleheader with a US-Mexico match. On television, MLS games were broadcast on ABC, ESPN, ESPN2, and Univision. Broadcasts of 23 games on ESPN2 were seen in 142,000 homes, better than college basketball and just below National Hockey League games on the same network.

4.4 NIKE and Soccer

The NIKE corporation has 7% of the global soccer shoe market. NIKE's approach to the growth of soccer is clear; invest in opportunity. NIKE paid \$200 million in 1995 to sponsor the Brazilian national soccer team for the next ten years. It also spent hundreds of millions of dollars to sponsor the United States national team, and the national federations of Italy, Nigeria, Netherlands, Poland, South Korea, and South Africa. "(Analysts) applaud NIKE's emphasis on soccer, the world's most popular sport. One (international) soccer match, for instance, might initially garner \$750,000 from ticket sales, \$1 million in TV rights, and some \$200,000 for sponsorships. On top of that, experts estimate that NIKE could snap up as much as \$10 million more annually from sales of soccer shoes and apparel." (Business Week, 1-27-97, pg. 88) Although these figures allude to international prospects, one can not deny the possibilities in the US given the strides soccer has made.

NIKE has a unique contract with the University of Michigan and one that we feel could be used to soccer's advantage. In NIKE's 1994 contract with the university, it was reported in the Ann Arbor News that \$100,000 was specifically set aside to be used to finance a new women's varsity athletic program. Because of NIKE's views of soccer as a growth sport, could a similar arrangement be made with the company to finance the first year of a men's soccer program when the contract is re-negotiated?

Conclusion

In a recent Detroit News article ("Dollar Signs" by Fred Girard, 3-3-97), the reported 1996 profit for the University of Michigan's varsity sports programs was \$8,782,676. The proposed men's soccer varsity operating budget is .66% of that figure. The article also mentions that the U-M is tenth in the Big Ten in revenue gained from sports excluding football and basketball. We sincerely feel that men's soccer at the University of Michigan, a parallel to men's hockey, can be a revenue recovery sport in the short term, and a revenue generating sport in the long term.

5. Gender Equity

Although Title IX of the Educational Amendments was passed in 1972 and was enacted in 1975, this amendment did not affect college athletics heavily until the early 1990's. Currently, Title IX policies are governed by the United States Department of Education's Office for Civil Rights (OCR). In her statement before the House Subcommittee on Postsecondary Education, Training, and Lifelong Learning on May 9, 1995, Norma V. Cantú, the Assistant Secretary for OCR, summarized OCR's approach to regulating gender equity:

A school will be found to provide nondiscriminatory participation opportunities if it meets any part of a three-part test: (1) by providing athletic participation opportunities in numbers that are substantially proportionate to enrollment by gender; or (2) by establishing a history and continuing practice of program expansion for members of the underrepresented sex; or (3) by fully and effectively accommodating the interests and abilities of the underrepresented sex.

In the 1990's, the University of Michigan has proven itself committed to the fulfillment of all of the three prongs, despite the fact that compliance depends on the fulfillment of only one of the three prongs. This commitment to equity is underscored by the University's NCAA Athletic Certification Report of 1995-1996.

In particular, the [Equity] Subcommittee concluded that the University of Michigan's intercollegiate athletic program is in substantial conformity with each of the NCAA equity operating principles and that the activities of the program are consistent with the mission and purposes of the University of Michigan.

This commitment is also captured by two statements of the Vision of the University. "As we enter the twenty-first century, the University of Michigan intends.... To be recognized as a university that honors human diversity. To be a scholarly community in which ideas are challenged, while people are welcomed, respected, and nurtured" (<http://www.umich.edu/contents/URelations/Vision.html>).

The University's efforts have been successful. The great disparity between gender-calculated athletic participation ratios and the gender-calculated student ratios of 1972 has been virtually eliminated. In 1995-1996, women accounted for forty-nine percent of the undergraduate students and forty percent of the student-athletes (USA TODAY, March 5, 1997). But, since these data do not include the additional women's participants of the 1996-1997 academic year, the Self-Study Committee's report is an even better estimate of current participation ratios:

With the addition of what is anticipated to be a sizable [women's crew] squad and with the expansion of participation opportunities for women in a number of other sports, [female/male] participation ratios could reach 45% in this academic year [1996-1997].

In its recent overview of Title IX and collegiate athletics, USA TODAY remarks that a five-percent disparity “meets the proportionality test” (i.e. is considered generally acceptable) (March 5, 1997). Accordingly, universities whose ratios fall within this range comply with the first prong of Title IX. With the anticipated forty-five percent female/male student athlete ratio, the University will meet the proportionality test for the 1996-1997 school year.

These percentages also exceed the requirements of the Big Ten Gender Equity Action Policy, a sixty/forty male/female participant ratio, before its deadline of June 30, 1997. The University is in compliance with all Big Ten gender-equity guidelines and in compliance with the NCAA “proportionality test.” Thus, the University currently complies with the first prong of Title IX and with NCAA guidelines.

Compliance with the first two prongs of Title IX, and more importantly, the Vision of the University, will not be compromised by the addition of a men’s varsity soccer team.

First, a men’s soccer team consists of 24-26 student-athletes. Since the addition of a men’s team could not occur until the fall of 1998 (when additional women’s crew athletes will have raised the participation ratio even higher), and since 24-26 new male athletes would create a variation in the gender ratio no greater than two percent, the effect will be slight. This step “backward” will not affect the University’s compliance with the first prong of Title IX by the USA TODAY definition.

Second, even if compliance by the first prong be not met, compliance by the second prong, the University’s commitment to gender equity, will not be brought into question by the addition of a men’s soccer team. In the last five years, the University has added two women’s varsity sports. With eighty new female student athletes, these sports continue to add female athletes. Those increases, the Vision Statement, and the overall precedent in the University to promoting and protecting diversity and equity, prove forcefully the University’s dedication to achieving gender equity. This satisfies the second prong of Title IX.

The true purpose of Title IX is not to deplete or reduce men’s college athletics but to increase and strengthen the opportunities for women. The University of Michigan has been a leader in achieving the true purpose of Title IX by refusing to advance its women’s athletic programs at the direct expense of men’s athletic programs. Since the University of Michigan will comply with NCAA and Big Ten regulations and, more importantly, since the University’s vision and its commitment to the promotion of equity will not be altered, the University of Michigan has no gender-based reason to deny this proposal for the addition of a men’s varsity soccer program.

6. Proposed Facilities

Over two hundred colleges at the Division One level support both a men's and women's varsity soccer program. Of the Big Ten programs that were interviewed, the respondents said that their men's and women's teams work in harmony with one another. Instead of viewing their male or female counterparts as rivals for money, equipment, and facilities, they tend to look upon one another as teammates, and indeed complement each other. (See Appendix: Letters of Support from Big Ten Coaches).

Soccer is a non-gender specific sport. Both male and female programs can use most of the same equipment and share resources and facilities at a much lower cost than could one program on its own.

When the University of Michigan Women's Soccer program achieved varsity status in 1994, the team practiced and played games at Elbel field. The athletic department borrowed Elbel field from the recreational sports department for the 1994 season while the varsity game field was under construction. To provide a men's varsity soccer team with a cost effective practice field, the athletic department could again borrow Elbel field from the recreational sports department. (Elbel field is currently home to the U-M Rugby Club.) Locker room facilities could also be made available at Elbel field. The building next to the field, which used to be home to the U-M Boxing Club, is currently being used only for equipment storage by the marching band and intramural sports department. With a minimal amount of work to this structure and to the playing surface, Elbel field would be a viable practice facility for a men's varsity soccer team.

Short Term Proposal

It is proposed that if the University of Michigan were to adopt a men's varsity soccer team, that the program would practice and have locker rooms on Elbel field and play games on the varsity soccer field. And the women's soccer program would continue to both practice and play games on the varsity field. Because of its proximity to the U-M athletic campus and its potential availability, Elbel field is an ideal place to put a men's varsity soccer team in the short term.

Long Term Proposal

In talking with members of the Athletic Department staff concerning available space that could be developed for a men's varsity soccer team practice facility, the undeveloped land surrounding the new tennis building on State St. was mentioned. It is proposed that two acres of this available land be developed as a practice facility for a men's soccer program.

Alternatives

The Ann Arbor Youth Soccer Association has purchased 55 acres of land and begun work on a 15-field soccer complex on Textile Rd. near the Ann Arbor airport. Plans for this complex include a championship quality stadium field with seating for 3,000, as well as multiple practice fields. As an alternative sight for a men's varsity soccer program, the feasibility of renting space from the AAYSA could be explored.

Appendix:

Letters of Support From: Michigan Student Assembly, Big Ten Men's Soccer Coaches, Michigan High School Coaches, Legislators, Faculty, Alumni