The NCAA Just Misses $1 Billion In Annual Revenue

“Maxwell Strachan, Huffington Post 3/13/2015

The NCAA pulled in $989 million in its 2014 fiscal year, according to an audited financial statement cited by USA Today on Wednesday.

Since the association had $908.6 million in expenses, it ended up with a nearly $80.5 million surplus for the year. A large percentage of the surplus will go to an ever-growing endowment fund whose main purpose is to safeguard the institution against a financial catastrophe, particularly related to its primary moneymaker: the March Madness basketball tournament.

The annual surplus is the NCAA's greatest in at least 10 years and $20 million more than its surplus in 2013, according to calculations made by USA Today. But the NCAA has been generating surpluses in the tens of millions of dollars for years now, and its assets have grown tremendously as a result.

Ninety percent of its revenue comes from television and marketing rights fees -- see: March Madness -- and almost all the rest comes from championship ticket sales, according to the NCAA’s website.

That same website says that more than 90 percent of that revenue goes straight back to student-athletes in some form -- whether as scholarships, catastrophic injury insurance, emergency travel expenses, etc. -- and “the remainder is used to administer day-to-day operations of the Association.”

“As a non-profit organization, we put our money where our mission is: equipping student-athletes to succeed on the playing field, in the classroom and throughout life,” Stacey Osburn, the NCAA's director of public and media relations, said in a statement provided to The Huffington Post. “The NCAA and our member colleges and universities together award $2.7 billion in athletic scholarships every year to more than 150,000 student-athletes.”

Roughly $547 million of the NCAA’s revenue was handed out to Division I conferences and schools in the last financial year, according to USA Today.

The association has faced a series of public battles over how it spends its money, particularly its unwillingness to pay student-athletes. It lost a key court fight last August, in which former student-athletes, led by onetime UCLA basketball star Ed O’Bannon, challenged the NCAA’s refusal to share revenue derived in part from use of the players’ likenesses and images in video games and elsewhere.

NerdWallet, a personal finance website, recently calculated that the average value of a male basketball player at a top 25 school is $487,617. Duke freshman Jahlil Okafor alone is worth $2.6 million.
COMPLIANT ALL-STAR LINEUP OF THE MONTH

Congratulations to the “All-Star of the Month!”

This month’s all-star has been compliant his whole life. Here are the pictures to prove it.
Congrats to this handsome gentleman!
Everyone else, keep up the great work and Happy April Fools’ Day!!!

Secondary Infraction of the Month—Bylaw 13.2.1

Facts of the Case
An institution’s head basketball coach (HC) paid two twin professional athletes (PAs) to fake their identity so that HC could recruit them to come to the institution. HC paid PAs each $100,000 to provide the NCAA Eligibility Center false information regarding their age and academic history (both ended up being non-qualifiers). HC was aware it was a violation to do so but HC was under a lot of pressure from the athletic director to win now and was desperate.

Offers and Inducements

Institutional Action
Institution fired HC after a 0-92 record. PAs were required to do up-downs every day for five years and complete one hour of community service.

Enforcement Action
The NCAA enforcement staff wrote a letter praising the institution’s actions.

Legislative References
Too many to list them all

Please note, this violation did not occur at Dartmouth College or any other institution. Entertainment purposes only! 😊
# Recruiting Reminders for the Month of April

## Baseball
- **Contact period:** April 1-12; 17-30
- **Dead period:** April 13-16

## Cross Country/ Track & Field
- **Contact period:** April 1-12; 17-30
- **Dead period:** April 13-16

## Men’s Basketball
- **Quiet period:** April 1; 23; 27-30
- **Dead period:** April 2-9 (noon); 13-16
- **Recruiting period:** April 9 (noon); 17-22
- **Evaluation period:** April 10-12; 24-26

## Women’s Basketball
- **Contact period:** April 1-2
- **Dead period:** April 3-9; 13-16
- **Quiet period:** April 10-12; 17-23; 29-30
- **Evaluation period:** April 24-28

## Football
- **Quiet period:** April 1-14; 19-26
- **Evaluation period:** April 15-18; 20-25; 27-30

## M. Lacrosse
- **Contact period:** April 1-12; 17-30
- **Dead period:** April 13-16

## W. Lacrosse
- **Contact period:** April 1-12; 17-30
- **Dead period:** April 13-16

## Softball
- **Contact period:** April 1-12; 17-30
- **Dead period:** April 13-16

## Volleyball
- **Contact period:** April 1-12; 17-30
- **Dead period:** April 13-16

### Dead Period: April 13 - 16
For the following sports:
- EQUESTRIAN
- WOMEN’S ROWING
- GOLF
- FIELD HOCKEY
- ICE HOCKEY
- SWIMMING & DIVING
- TENNIS
- ALPINE & NORDIC SKIING

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**Reminder for Coaches**

**Dead Period: 24** of our Sports will be in a Dead Period in April - Are you one of them?
- During a Dead Period: You MAY NOT;
  - Have in-person contact on or off-campus with a recruit; including Official & Unofficial Visits
  - Speak at or attend meetings or banquets with recruits present
- During a Dead Period: You MAY;
  - Answer phone calls initiated by recruits and their family
  - Call recruits of permissible age
  - Send emails to those who can receive them

For the recruits that have officially committed there are no restrictions for on/off-campus contact, evaluations, or telephone calls, except when visiting their High School.

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