

PAST PRESIDENTS

2013-14.....MIKE ALDEN
University of Missouri
2012-13.....KEVIN ANDERSON
University of Maryland
2011-12.....DAN GUERRO
UCLA
2010-11.....DAVE ROACH
Colgate University
2009-10.....RANDY SPETMAN
Florida State University
2008-09.....JOAN CRONAN
University of Tennessee
2007-08.....KEVIN WHITE
University of Notre Dame
2006-07.....LEE McELROY
University at Albany
2005-06.....TIM CURLEY
Penn State University
2004-05.....GENE DeFILIPPO
Boston College
2003-04.....JUDY ROSE
University of North Carolina Charlotte
2002-03.....JOE CASTIGLIONE
University of Oklahoma
2001-02.....BILL BRADSHAW
DePaul University
2000-01.....DEBORAH YOW
University of Maryland
1999-2000.....DAVE HART, JR.
Florida State University
1998-99.....JIM LIVENGOOD
University of Arizona
1997-98.....VINCE DOOLEY
University of Georgia
1996-97.....BARBARA HEDGES
University of Washington
1995-96.....W. JAMES COPELAND
Southern Methodist University
1994-95.....EUGENE SMITH
Iowa State University
1993-94.....JOHN SWOFFORD
University of North Carolina
1992-93.....JIM JONES
Ohio State University
1991-92.....BILL BYRNE
University of Oregon
1990-91.....FRANK WINDEGGER
Texas Christian University
1989-90.....JACK LENGYEL
U.S. Naval Academy
1988-89.....GARY CUNNINGHAM
Fresno State
1987-88.....CARL MILLER
University of the Pacific
1986-87.....HOMER RICE
Georgia Institute of Technology
1985-86.....ANDY MOORADIAN
University of New Hampshire
1984-85.....JOHN CLUNE
U.S. Air Force Academy
1983-84.....BOB KARNES
Drake University
1982-83.....GEORGE KING
Purdue University
1981-82.....MIKE LUDE
University of Washington
1980-81.....JOHN TONER
University of Connecticut
1979-80.....BEN CARNEVALE
College of William & Mary
1978-79.....FRED MILLER
Arizona State University
1977-78.....BILL FLYNN
Boston College
1976-77.....STAN MARSHALL
South Dakota State University
1975-76.....BILL ROHR
Ohio University
1974-75.....HARRY FOUKE
University of Houston
1973-74.....JOHN WINKIN
Colby College
1972-73.....CECIL COLEMAN
University of Illinois
1971-72.....BUD JACK
University of Utah
1970-71.....AL TWITCHELL
Rutgers University
1969-70.....BILL ORWIG
Indiana University
1968-69.....MARSH TURNER
Johns Hopkins University
1967-68.....BOB BRONZAN
San Jose State University
1966-67.....DICK LARKINS
Ohio State University
1965-66.....JIM CORBETT
Louisiana State University

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NACDA

Written Testimony of William D. Bradshaw
Past President of the National Association of Collegiate
Directors of Athletics (NACDA)
Before the Senate Commerce, Science, and Transportation Committee
July 9, 2014

Chairman Rockefeller, ladies and gentlemen of the Committee, good afternoon. Your invitation to me to testify today about promoting the well-being and academic success of our student-athletes is much appreciated.

It is an honor for me, this afternoon, to represent the 1600-plus institutions and 11,000-plus individual members of NACDA and its athletics administrators who are the practitioners of our enterprise and representing in excess of 500,000 student-athletes across all three NCAA divisions, as well as the NAIA and junior/community colleges. NACDA serves as the professional association for those in the field of intercollegiate athletics administration. It provides educational opportunities and serves as a vehicle for networking, the exchange of information and advocacy on behalf of the association.

My 45 years of experience in higher education includes completion of a bachelor's degree at La Salle University, one year as a walk on member of the baseball team, followed by three years on an athletic scholarship. Following graduation, I played two years of professional baseball in the Washington Senators organization and, following two broken ankles, I completed my master's degree at Niagara University, while serving as a resident assistant and volunteer baseball coach. I continued at Niagara as the head baseball coach for two years, followed by two years as the director of alumni.

These experiences proved valuable to my subsequent 36 year career as a Division I Athletics director at La Salle (9), DePaul University (16) and Temple (11), retiring from this wonderful profession one year ago.

During the five decades of my career, I have seen significant improvements in the commitment by universities to the academic, athletic and personal experiences of student-athletes. From state-of-the-art academic support services, elite coaching and training, athletic facilities, to the much improved equipment, safety requirements, and emerging NCAA permissive benefits – our student-athletes have never had it better. And yet, we know we can do better. We, as educators, are committed to maximizing and developing the enormous academic, athletic and personal potential that our talented student-athletes bring to our universities.

In assessing the well-being of student-athletes, it's important to examine our universities performances and trends in the areas of academics, financial security, health/safety and life skills.

ACADEMICS

Over the past 20 years graduation rates, by any metric, have drastically improved for student-athletes. In 2013, the Graduation Success Rate (GSR) measure for all student-athletes in Division I was 82%, including 71% for DI FBS football participants, and 73% for men's basketball student-athletes.

Among the reasons for this dramatic and continued upward momentum are:

- The NCAA has increased academic requirements for initial eligibility and mandated progress toward a specific degree for a student-athlete to maintain eligibility once enrolled.
- The NCAA also initiated the Academic Progress Rate (APR) metric, measuring progress of teams' academic performance each semester, with penalties for those teams that do not meet a minimum threshold.
- Universities have responded vigorously to the new standards by committing resources, additional hires, facilities and summer school opportunities, to improve academic advising for student-athletes.

FINANCIAL SECURITY

As we all know, the real costs to attend college have risen above inflation for years, causing many students to have massive debt upon graduation and proving too costly for others to even attend their college of choice.

Currently, Division I student-athletes receive \$2.1 billion in athletic scholarships, and this total will only increase with anticipated permissive NCAA legislation covering real costs of education, together with annual increases in tuition, room/board, books and fees.

- In addition to the real dollar value of an athletic scholarship, and according to the U.S. Census data, a college graduate, on average, earns \$1 million more over a lifetime than a non-graduate.
- The universities ability to cover health insurance, and the NCAA's catastrophic injury insurance program that picks up medical costs above \$90,000, provide full and unlimited coverage for student-athletes.
- Multi-year athletic grants now can provide security to student-athletes as they complete their degree requirements at the institutions they originally enrolled in.
- Many student-athletes also take advantage of student assistance funds, managed by the athletic conferences and funded by the NCAA, which provides emergency and other necessities to student-athletes with documented, miscellaneous needs.

HEALTH AND SAFETY

While universities strive to utilize best practices, hire certified trainers and strength and conditioning coaches, provide personnel certified in CPR and first aid at practices and contests, we can never do too much to insure the health and safety of our student-athletes.

As we hire dietitians and nutritionists to help our student-athletes with healthy choices, we are continuously challenged to find solutions to prevent drug and alcohol abuse by student-athletes. Comprehensive drug testing programs and policies are provided by the NCAA and each member institution. The prevention and detection of concussions, particularly in the sport of football, remain as one of the highest priorities for every athletic director at every level.

At the same time, many of our athletic departments require student-athletes to attend seminars which address issues of drugs and alcohol, assault, date rape and gambling.

LIFE SKILLS

At the vast majority of Division I institutions, there are required life skills programs organized for student-athletes, many requested by the student-athletes themselves. These programs often utilize an outside expert, and include topics such as:

- Career counseling
- Etiquette training
- Resume preparation/job interviews
- Financial planning after graduation

In addition, many of the student-athletes most meaningful and memorable experiences come from the myriad of community service projects available to each team during the academic year. And quite helpful to many of us are the individual questionnaires and exit interviews we conduct with our graduating seniors. Their candid evaluations of their student-athlete experience are invaluable toward best practices in the future.

The vastly improved conditions afforded student-athletes have resulted in their unprecedented performances in the classroom, on the playing fields, and in preparation for life.

Few other campus activities or clubs produce such natural diversity as intercollegiate athletics, bringing together young men and women from various races, religions, nations and beliefs, with the common denomination being their academic profiles and athletic skills.

Less than 1% of Division I student-athletes will ever participate in professional sports, and that professional career, on average, lasts only a few years. This reality underscores the value of a college education, an education that many young men and women could not afford without an athletic scholarship.

In our profession of intercollegiate athletics, the student-athletes under our care are the center of our universe, and the most important people to consider in our decision making. If we always ask ourselves, before allocating resources, building facilities, or hiring coaches – is this decision in the best interest of our student-athletes? – then I believe that answer has helped us to arrive at the right decision.

Any of your questions are most welcome.

Thanks again for inviting me to be with you this afternoon.