

MORE OR JUST MORE OF THE SAME?
A CLOSER LOOK AT THE NCAA DIVISION II FOOTBALL PLAYOFF
EXPANSION

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ABSTRACT

**DANNY H. GALE JR.: MORE OR JUST MORE OF THE SAME?
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(Under the direction of Dr. Ed Shields)

In 2004, the NCAA expanded from a 16-to a 24-team playoff format for Division II football. However, many institutions out there felt as though this was not enough. One Rocky Mountain Conference Chancellor summed it up best when he said, “At some point the question is not ‘Do I reduce scholarships,’ but ‘Do I do this anymore?’” To combat this conflict, Division II football has had three different task forces established since 2001 to examine competitive balance and the playoff structure. Yet, no one has examined what changes, if any, occurred from the format change in 2004. This study compares the three years pre-and post-expansion and examines what effect expansion had on the financial makeup of schools that qualified for postseason play and compares them to the overall means of all Division II (with football) colleges and universities to analyze the extent to which expansion has worked.

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CHAPTER I

INTRODUCTION

STATEMENT OF PROBLEM

Since 2000, the National Collegiate Athletic Association (NCAA) Division II football playoff system and the competitive balance associated with it has been an emotional topic among the competing members. In 2001, an NCAA task force was composed to examine the potential for expansion of the 16-team playoff format to help produce a better balance of postseason competing teams. At the time, Division II had approximately 151 colleges or universities that sponsor football, which had not expanded since 1989 when the playoff format went from eight to 16 teams. The task force proposed to expand the Division II playoffs to a 24-team format (Scandura, 2003). However, this measure did not completely solve the problem as the NCAA was forced to revisit the issue less than five years later.

Even after the expansion, the competitive state of Division II football was still in question due to the dominance of higher funded programs in post-season play. In the four years following the expansion to a 24-team format, every team to reach the National Championship game was of fully funded status. This led the Rocky Mountain Athletic Conference (RMAC) and the Pennsylvania State Athletic Conference (PSAC) to sponsor legislation at the 2005 NCAA annual conference to reduce the maximum number of grants-in-aid from 36 to 24 for all Division II member institutions sponsoring football as

a means of competitive balance. The PSAC has in its bylaws that no institution can allocate more than 25 grants-in-aid for its football program (PSAC Handbook, 2006). The proposed decrease in maximum grants-in-aid was voted down by a two-to-one margin, but the outcome of the proposal led to further investigations on the overall competitiveness of Division II football.

Even more recently, competitive balance became an issue of concern for Division II football due to potential termination of programs and reclassifications. On one side many schools were concerned about not realistically being able to compete in postseason play, and the thought of terminating programs came to a head. This was illustrated by one Rocky Mountain Athletic Conference Chancellor who stated, “At some point the question is not ‘Do I reduce scholarships,’ but ‘Do I do this anymore,’” (“Blueprint for a...”, 2006, p. 2)”. This statement showed the feelings of some lower-funded programs which felt little desire to compete if they had no shot of success.

However, not only were the lower-funded institutions concerned, those institutions with fully funded status were possibly on the move. Reclassification of Division II programs became a major issue with eleven football-playing schools, highlighted by five traditional football powers, University of California-Davis, North Dakota State University, University of Central Arkansas, South Dakota State University, and University of Northern Colorado, all leaving for Division I Football Championship Subdivision since 2004. Also two institutions from Minnesota reclassified to Division III (NCAA Reclassification Report, 2006). The state of Division II football fell into jeopardy.

In response to the failed legislation and the threat of folding and reclassification of programs, the Division II President's Council established a task force in April of 2005 to examine the current competitive state of Division II football. This task force included representatives from each Division II football-playing conference with an extra representative of each independent institution, representatives from the Division II Management Council, the chairs of the NCAA Football Committee, Membership Committee, the Championships Committee, and representatives from the Division II Collegiate Commissioners Association ("Blueprint for a...", 2006). The committee devised a proposal that would separate Division II into two separate championship brackets with separate National Championships based on set criteria of number of grants-in-aid offered by the schools.

The issue of the split playoff format came to the floor at the NCAA Convention in January of 2007. Proposal No. 7 was voted down by a majority of 117-29-1 (Pickle, 2007). This would seem to have put an end to this issue; however, Charles Ambrose, chair of the Division II Presidents Council wanted to continue to examine the current competitive balance in Division II to determine if any changes need to be made to the playoff structure. This is shown clearly when Mr. Ambrose stated, "We should continue this examination but maybe not seek to alter championships or make aggressive plays on equivalencies." (Pickle 2007 p. 4)

Unless evidence is discovered to show the state of the competitive balance in post-season play, more and more schools are likely to terminate or reclassify without proper knowledge. This lack of information may lead many Athletic Directors to make uninformed decisions and may leave the future of Division II in question.

PURPOSE

The purpose of this study is two-fold. The first purpose is to examine if the change to a 24-team playoff format has affected the make-up of the teams participating in the NCAA Division II football playoffs by comparing pre-change vs. post-change participants.

The second purpose of this study is to examine if the change to a 24-team playoff format has affected the makeup of the teams participating in the NCAA Division II football playoffs compared to all Division II (with football) colleges and universities.

RESEARCH QUESTIONS

1. Are there significant differences between pre-expansion (2001-2003) and post-expansion (2004-2006) of NCAA Division II (with football) playoff participants for each of the following:
 - a. Overall Athletic Expenditures
 - b. Football Expenditures
 - c. Football Regular-Season Attendance
 - d. Athletically Related Aid for Men's Sports
2. Are there significant differences between NCAA Division II (with football) playoff participants from 2001-2006 compared to overall averages for Division II (with football) during the same time frame for each of the following:
 - a. Overall Athletic Expenditures
 - b. Football Expenditures
 - c. Football Regular-Season Attendance
 - d. Athletically Related Aid for Men's Sports

DEFINITIONS

National Collegiate Athletic Association (NCAA)- Headquartered at Indianapolis, Indiana, the NCAA functions as a general legislative and administrative authority, formulating and enforcing rules of play for various sports and eligibility criteria for athletes. Volunteer Association has over 1,200 member schools and conducts about 80 national championships.

Athletically Related Aid – refers to “scholarship” or grants-in-aid given for athletic abilities. In Division II there is a maximum of 36 allocated for the sport of football.

Competitive Balance- the overall balance between the financial state of each institution’s athletic departments as well as their overall general structure. The more evenly balanced the financial aspects of the teams that make up Division II, theoretically, the more uncertain the outcomes of each match up or game.

Division II- the intermediate division of intercollegiate athletics as stipulated by the National Colligate Athletic Association. Members of this division may offer athletic grants-in-aid and must sponsor a minimum of 10 athletic teams per athletic department.

Football Issues Project Team-Established in 2001 to examine the possible expansion of the NCAA Division II Football Playoff Bracket from 16- to 24-participants.

President’s Task Force-Established in 2005 to examine the current status of Division II Football. This committee established a proposal to split into two play-off subdivisions.

NCAA Division II Playoff Bracket-NCAA Division II currently sponsors a 24-team playoff bracket that is composed of four regions.

Fully-funded program-An institution that offers the maximum (36) grants-in-aid for football.

LIMITATIONS

The limitation of this study is that in 2004 and 2005 the NCAA realigned the regional format. This format moved some conferences from one region to another. Another limitation of this study will be looking at reports submitted by athletic departments to satisfy the Equity in Athletics Disclosure Act. There is a limited criterion used by athletic departments for the submission of these reports. Also, in looking at athletically related aid for men's sports, it is tough to assume or compare the number of grants given for football due to the difference in cost of attendance at each school. However, it is still a good indication since football can be assumed to account for the highest percentage of aid given.

DELIMITATIONS

This Study has been delimited to the three years prior (2001, 2002, and 2003) to and the three years post the expansion (2004, 2005, and 2006) of the NCAA Division II football playoff bracket to a 24-team format. This has been done to have two groups with matching data as a means for comparison.

SIGNIFICANCE OF STUDY

This study will be useful for the NCAA to determine if the expansion to a 24-team playoff bracket has changed the competitive balance of institutions competing rather than only increasing the number of teams competing. These findings will provide information for Directors of Athletics, Institutional Presidents and other administrators so they can make informed institutional decisions about their status in Division II. The study will also examine whether or not the expansion to a 24-team playoff bracket has affected the dynamic of the type of institutions competing in post-season play and how they relate

to Division II as a whole. These findings will relate to the 2005 task force on the state of NCAA Division II football. Lastly, as Charles Ambrose, the chair of the Division II Presidents Council stated, “We should continue this examination but maybe not seek to alter championships or make aggressive plays on equivalencies (Pickle, 2007 p. 4),” there is a need for this information to assist the NCAA in allowing for better assessment of the current state of football on the NCAA Division II level.

CHAPTER II
REVIEW OF LITERATURE
THE NCAA

The National Collegiate Athletic Association (NCAA) can be dated back to 1905 when President Theodore Roosevelt summoned leaders of collegiate athletic departments across the country to the White House for two meetings to examine a manner in which to reform the “brutal nature” of football. After this meeting failed to produce any major restructuring, New York University’s Henry McCracken brought together the Presidents of 13 football-playing institutions at a “Reform Conference” in New York. This meeting led to what we now know as the NCAA. The organization was originally called Intercollegiate Athletic Association of the United States (IAAUS) and was started by 62 founding members on March 31, 1906 (Crowly, 2006).

The name IAAUS lasted until 1910 when the name changed to what we now know as the NCAA. For the first decade, the NCAA was little more than a discussion group that formulated rules. Then, in 1921, the NCAA sanctioned its first championship in Track and Field. Since then the NCAA has continued to grow over the past century into one of the most prominent amateur organizations in the world (Crowly, 2006).

Until 1973, the NCAA divided its members into two divisions, the University Division and the College Division. After years of debate, a special convention was held and the NCAA decided in August of 1973 to change the structure into a three-division

format, Division I, Division II, and Division III. There are many differences between the divisions; however, the main concept from the convention was that Division I and Division II institutions were able to offer athletically related aid to athletes for playing a sport and Division III is unable to offer athletically related aid (*In the Arena*, 2006). In 1978, Division I Football was split into two subdivisions, Division I-A and Division I-AA. Once again there were many differences, but the main difference between the subdivisions was the amount of athletically related aid available for institutions to offer athletes in their football programs. Division I-A was allowed to offer 85 grants-in-aid, Division I-AA offers a maximum of 63 grants-in-aid, and Division II a maximum of 36 grants-in-aid. (Crowly, 2006).

In 2006, the terms Football Bowl Subdivision (FBS) and Football Championship Subdivision (FCS) were used to replace the terms Division I-A and Division I-AA that was used to decipher divisions. This change reflected the manner in which the champion was chosen and the positive differences between the subdivisions. FBS concluded the season with a series of Bowl games and ultimately the Bowl Championship Series (BCS) to crown a national champion, while the FCS implemented a playoff format used to crown its national champion (NCAA Memorandum, 2006)

NCAA DIVISION II MEMBERSHIP GUIDELINES

NCAA Division II has a set criterion in order for an institution to continue membership. The following outline highlights seven of the fourteen requirements for NCAA Division II membership as outlined in the NCAA Manual (actual bylaw used in parenthesis):

1. *Sports-Sponsorship*
 - a. *Must sponsor at least five sports for men and five sports for women. (20.10.3) or four sports for men and six for women.*
 - b. *Must have at least two team sports in each gender. (20.10.3)*
 - c. *Must meet minimum contests/participant requirements for a sport to count. (20.10.3.5)*
2. *Must meet three-season requirement in each gender (i.e. must have at least one men's team and one women's team competing in the fall, winter and spring). (3.2.1.4)*
3. *Must have eligibility certification procedures approved by chief executive officer. (3.2.4.3)*
4. *Must utilize the Initial-Eligibility Clearinghouse for certifying freshman student-athletes prior to receiving financial aid, practice and competition during the first year and thereafter of the provisional and reclassifying process. (14.3.1)*
5. *Must have annual athletics budget approved by chief executive officer (or designee). (6.2.2)*
6. *Must conduct an institutional self-study of the intercollegiate athletics program at least once every five years. (6.3.1)*
7. *A member of Division II shall annually provided financial assistance that equals one of the following:*
 - (a) *A minimum of 50 percent of the maximum allowable equivalencies in four separate sports, at least two of which must be women's sports;*
 - (b) *A minimum total expenditure of \$250,000 in athletically related financial aid with at least \$125,000 in women's sports; or*
 - (c) *A minimum of 20 total full equivalency grants with at least 10 total full equivalency grants in women's sports. (20.10.1.2)*

TABLE 1
NCAA DIVISION II MEMBERSHIP REQUIREMENTS

	Sports Sponsorship: Number of Sports			Three-season Requirement	Scheduling Requirement	Financial Aid Requirement	
	All-Male or Mixed-Team Sports	All-Female Sports	Minimum Number of Team Sports				
Active Division II	5 4	OR	5 6	2-All male/mixed 2-All female	One sport, per gender, per season per Bylaw 20.10.4	Must meet minimum contests and participant requirement per Bylaw 20.10.3.5	Must meet minimum financial aid requirement per Bylaw 20.10.1.2
Provisional members After 8/1/07	5 4	OR	5 6	2-All male/mixed 2-All female	One sport, per gender, per season per Bylaw 20.10.4	Must meet minimum contests and participant requirement during year one of the provisional period per Bylaws 20.3.1.2 and 20.10.3.5	Must meet minimum financial aid requirement during year one of the provisional period per Bylaws 20.3.1.2 and 20.10.1.2

(NCAA, 2008)

Along with reaching all of the aforementioned requirements to be considered an active Division II member, all NCAA schools must also comply with Title IX. Title IX, an education amendment, passed in 1972 and stated that no person can be excluded from participation in any educational program that received any federal assistance. There are three ways in which a school can be compliant with Title IX: provide athletic opportunities that are substantially proportionate to the student enrollment, demonstrate a continual expansion of athletic opportunities for the underrepresented sex, or full and effective accommodation of the interest and ability of underrepresented sex (Title IX:.. , 1972).

FINANCIAL STATUS OF NCAA DIVISION II

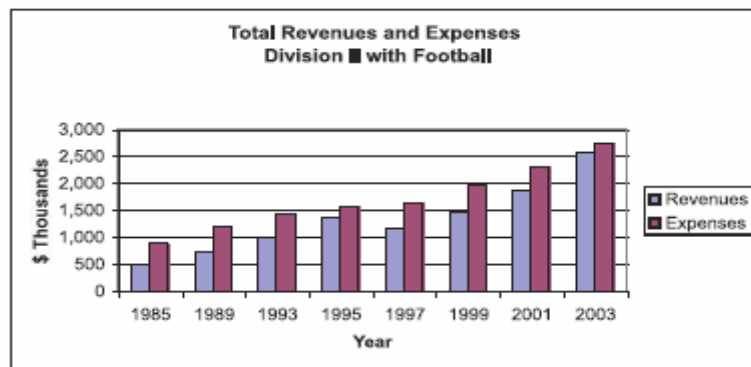
NCAA Division II institutions are in a unique financial situation to any of the other division that offers grants-in-aid for the sport of football. In the Division I Football Bowl Subdivision, the average revenue and expenditures for athletic departments are \$29.2 and \$27.2 million respectively; in the Division I Championship Subdivision, the revenues and expenditures are \$7.2 and 7.5 million dollars respectively. In Division II (with football) the averages are \$2.56 million in revenue and \$2.74 million in expenditures (Fulks, 2005). When comparing the averages for Division II athletic department with Football, it's clear that Division II athletic departments are dealing with revenues that are 10% of FBS revenue and less then 33% of FCS revenue.

Within Division II there have been financial trends that have occurred over the past few years, such as increases in overall expenditures from \$1.95 million in 1999 to \$2.3 million in 2001 to \$2.74 million in 2003. Revenue production has also seen a sharp

increase from \$1.45 million in 1999 to \$ 1.86 million in 2001 to \$2.56 million in 2003 (Fulks, 2005). At first glance,

it would appear as though there has been a solid increase in revenue production to coincide with the increase in expenditures; however, when institutional support is not taken into account as revenue there is a sharp contrast. In 2003, Division II athletic departments reported an average overall loss of \$1.6 million without institutional support which is up from \$1.15 million in 1999 and \$1.3 million in 2001 (Fulks, 2005). One can see that there is a very strong reliance on institutional support as evidenced by that support accounting for an average of 62% of an athletic department's revenue production.

FIGURE 1
TOTAL REVENUES AND EXPENSES

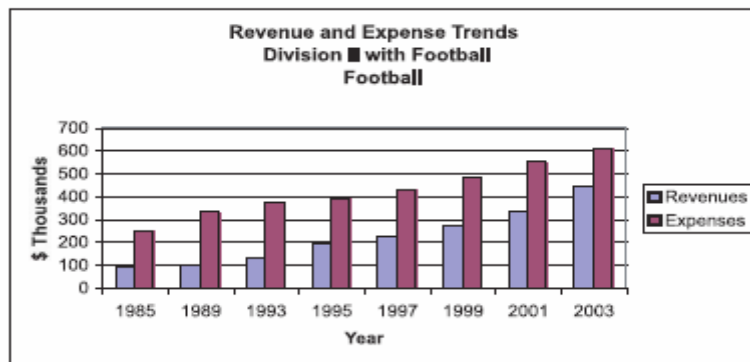


(Fulks, 2005)

Institutional support and financial disparities are also prevalent in the sport of football on the Division II level. In 1999, the average football revenue for an institution was \$270,000 while expenses were \$480,000. In 2001, the average football revenue for an institution was \$330,000 while expenses were \$550,000. Lastly in 2003, average football revenue for an institution was \$450,000 while expenses were \$610,000 (Fulks, 2005). These numbers are even more staggering when it is noted that they include

institutional support. The only positive account from these numbers is that in 2003, 29% of institutions sponsoring football reported an excess of revenues over expenditures, which was up 8% from 2001(Fulks, 2005). However for the other 71% of schools, Division II level football has not been a profitable sport.

FIGURE 2
REVENUE AND EXPENSE TRENDS IN DIVISION II FOOTBALL



(Fulks, 2005)

On the Division II level, athletic grants-in-aid accounts for a large amount of the expenditures of institutions, with the largest expense coming in the sport of football. Until 2007, there were no minimum financial aid requirements for active Division II members, but now there is one, the same as the one for those reclassifying into Division II. As outlined in NCAA Bylaw 20.10.1.2, institutions moving into Division II are required to offer a set amount of scholarships and must meet one of three set criterion: minimum of 50 percent of the maximum allowable equivalencies in four separate sports (minimum two female sports), a minimum total expenditure of \$250,000 (minimum \$125,000 for female sports) in athletically related financial aid, or a minimum of 20 (minimum 10 for female) total full equivalency grants-in-aid. Because of this requirement, it is little wonder that grants-in-aid account for 15% of Public School

expenditures and 28% of Private School expenditures for Men's sports, and 9% of Public School's Expenditures and 17% of Private School's expenditures for female sports (Fulks, 2005).

In comparison to Division I, Division II has a much greater burden in terms of the total percent of the budget being allocated for grants-in-aid. When looking at the numbers, one would see that Division I FBS's average of 9% for male sports and 6% for female sports is much lower than Division II amounts of 15% for Public School expenditures and 28% for Private School expenditures (Fulks, 2005). The cost of grants-in-aid takes a large part of an institution's budget, especially in the sport of football as evidenced by having a maximum allowable amount of 36 grants-in-aid which must also be offset by an equal amount of female grants-in-aid so that an institution can be Title IX compliant.

NCAA DIVISION II FOOTBALL PLAYOFF HISTORY AND FORMAT

In 1973, Louisiana Tech defeated Western Kentucky 34-0 in what came to be known as the first NCAA Division II National Championship game. Ironically, both institutions became members of the NCAA Division I Football Bowl Subdivision. This first national champion was crowned by using the original 8-team Playoff format. This format lasted for 15 years until the NCAA expanded to 16 teams in 1988 (Scandara, 2003).

The 16-team format was a staple of Division II for over 16 years until it became an issue at the 2000 NCAA Convention. A task force was composed to look into the current postseason access ratio for the sport of football. The task force came up with a proposal that increased the amount of postseason participants to 24 teams from the

current 16-team format (Scandura, 2003). This increase in access moved football into a greater alignment with the other Division II championships that prided themselves on offering the most favorable postseason access ratio in the NCAA (“Benefits of NCAA...”, 2007).

However, this did not totally solve the problem because in less than five years the topic was revisited. In April of 2005, the Division II President’s Council established a task force to examine the competitive state of Division II football. This task force included... “...representatives from each Division II football playing conference; representatives from the Division II Management Council (including the chair); chair of the Football Committee; chair of the Membership Committee; chair of the Championships Committee; a representative for independent institutions in the sport of football; and representatives from the Division II Collegiate Commissioners Association and the Division II Athletics Directors Association Chancellor (“Blueprint for a...”, 2006).

The Task Force developed a proposal for what it felt might even the playing field for Division II football. The following is a direct quote from the committee’s proposal in April of 2005:

“The Division II membership should consider establishing a new “NCAA Division II College Football” structure. The new structure will offer two national championships. Institutions and/or conferences would select from two different championships classifications, based on set criteria (e.g., total football equivalencies offered by the school). The NCAA Freedom Football Championship could be established for upper level scholarship programs, and the NCAA Liberty Football Championship could be established for lower level scholarship programs. Both national championships should be conducted on the same weekend and, preferably, at the same location. Perhaps a community could create an NCAA Division II College Football Festival for these two national championships. All Division II rules and regulations (e.g., recruiting,

academic requirements, playing and practice seasons) shall be the same for both football championships. The only exception is for the total maximum financial-aid equivalencies that would be permitted in each championship (“Blueprint for a...”, 2006 p. 3).”

The proposed format on how many schools would be housed in each playoff bracket was never finalized. It was proposed that 16 would be in the Freedom Division and 8 in the Liberty Division. This number could have been adjusted in accordance with how many institutions declared for each division. The NCAA performed a survey of 470 Division II presidents and chancellors, conference commissioners, athletic directors, and football coaches on their support or non-support of the split playoff format. The data showed a tremendous split in the attitudes of each playing conference (Pickle, 2006).

TABLE 2
NCAA SURVEY ON LEVELS OF SUPPORT FOR SPLIT PLAYOFF

Conference	Support	Oppose
	%	%
GLIAC	0.0	100.0
MIAA	22.2	77.8
South Atlantic	26.7	73.3
Lone Star	27.6	72.4
CIAA	28.6	71.4
North Central	43.8	56.3
Gulf South	46.2	53.8
Independents	55.6	44.4
Great Northwest	60.0	40.0
WVIAC	60.0	40.0
Northeast-10	64.7	35.3
SIAC	66.7	33.3
PSAC	72.7	27.3
Northern Sun	73.3	26.7
RMAC	94.4	5.6

(Pickle 2006)

The issue of the split playoff format came to the floor at the NCAA Convention in January of 2007. Proposal No. 7 was voted down by a majority of 117-29-1 (Pickle, 2007). This might have put an end to this issue, but Charles Ambrose, chair of the Division II Presidents Council wanted to continue examining the competitive balance in Division II, and see if any changes needed to be made. This was shown when Mr. Ambrose stated, “We should continue this examination but maybe not seek to alter championships or make aggressive plays on equivalencies.” (Pickle, 2007 p. 4).

Currently, Division II football has a committee that selects the participants of the playoffs by evaluating each team’s finish in their respective region. There are four regions that delegate six representatives each into the current playoff format (Division II Championship..., 2005 pg.15). The following excerpt is taken directly from the Division II Championship handbook and outlines how the current system is laid out:

“The Division II Football Championship provides for a maximum field of 24 teams. Eight first-round games will be conducted on the campus of one of the competing institutions. The top two seeds in each region will receive a bye in the first round of the playoffs. The winners of the first-round games in each region will advance to play one of the teams that received a bye in their region in the second round, on the campus of one of the competing institutions. The winners will meet in the quarterfinals on the campus of one of the competing institutions. Quarterfinal winners advance to play in the semifinals on the campus of one of the competing institutions (Division II Championship... 2005 pg.11)

The Division II National Championship is played in the city of Florence, AL at the host institution of the University of North Alabama. The game is housed in Braly Municipal Stadium with a capacity of 14,215. This has been the site of the NCAA Division II National Championship for the last twenty years.

RELATED RESEARCH

In the area of competitive balance and postseason access in Division II football, there is little research completed that focuses solely on the topic as it relates to Division II. Most of the research on competitive balance focuses on Division I athletics or professional sports. In actuality, there has been very little research done on any aspect of Division II football, with the expectation of studies focusing on attendance factors.

One of few articles on NCAA Division II Football was done by DeSchrive & Jenson (2002) and focused on attendance factors for NCAA Division II football teams. The authors found that success and marketing events had the highest impact on attendance factors. Success was defined as the win-loss record of each team. It was shown that a 10% increase in winning percentage yielded a 6% increase in attendance early in the season, but only a 0.6% increase in the later portion of the season. It was also discovered that attendance averages doubled on Homecoming events. This study built on two previous studies, DeSchrive (1999) and Wells, Southall, and Peng (2000). Both studies examined attendance at Division II and found similar results. However, none of the studies took into account the winning percentage of opponents into their demand model as a potential factor on attendance.

The above articles are the only official research published on any competitive aspect of football at the Division II level. These articles do not look into the manner in which competitive balance is affected on the Division II level. In order to look into that topic, one must take a broader scope of research and look at articles done on football at the Division I level. Studies on this topic are also few and far between, but unlike on the Division II level there is research available.

COMPETITIVE BALANCE

Competitive Balance refers to the overall balance between the financial state of each institution's athletic department as well as its overall general structure. The more evenly balanced the financial aspects of the teams that make up Division II, theoretically, the more uncertain the outcome of each match. As previously stated, there is little research that directly relates to competitive balance in Division II football. However, Sutter & Winkler (2003) examined scholarship limits in Division I Football Bowl Championship Subdivision. Their research concluded that the relationship formed between parity and grants-in-aid limits is complex. The study showed the reason greater parity has not been reached in NCAA Division I football may be due to the fact that 85 grants-in-aid (the maximum allowed by NCAA Division I bylaws) is still a high number. However, the authors also showed evidence that if the grants-in-aid number was decreased to a lower limit (i.e. 60), it may have an inverse effect because institutions that do not have the "intangibles"(tradition, academics, other factors) associated with traditional power programs cause them to have trouble in recruiting walk-on players. It can be concluded that the data here was inconclusive as to the overall effect scholarship have on Division I Football Bowl Subdivision. This research examined Division I Football Bowl Subdivision and failed to examine any other division. It would be a stretch to use this study to examine Division II football, due to that fact that Division I Football Bowl Subdivision requires all schools to give the allotted 85 grants-in-aid where as Division II schools can offer 0-36 grants-in-aid (determined by each individual institution or conference). Yet, this study does show that at the Division II level "intangibles" can be looked at as a greater factor due to the amount of grants-in-aid available for athletes.

Other research available on competitive balance mainly looks at Major League Baseball (MLB). Schmidt & Berri (2003) looked at revenue sharing and reverse order drafts in MLB to determine how they affected the competitive balance in the league. They used the Coase theorem that states wherever a free market exists the allocation of property rights do not effect resource distribution (Schmidt & Berri, 2003). The article concluded that the revenue sharing was an insignificant variable in competitive balance and the main way in which MLB should look to increase parity is to increase the labor pool it uses to find athletic talent. This information is also a stretch to associate with Division II football due to the fact there is no draft for players, but rather a recruitment period. The issue of revenue sharing could be associated with scholarship parity, but in MLB there are different levels of pay given to athletes on a team, where as the NCAA regulates the maximum any athlete can receive (known as the full cost of attendance).

Another study focusing on competitive balance in MLB was done by Sanderson and Siegfried (2003). As did Schmidt and Berri, their study mainly focused on baseball and the financial structures of the teams in regard to competitive balance, but it failed to examine the fact that structure of competition and playoff structure aids in competitiveness. Data was discovered on how the increasing length of a season and the playing of multiple game series allowed for the better team to win more often. Research showed that because of the shorter divisional series (best of 5 as compared to best of 7 in championship series) and more playoff participants (expansion from 2 to 4 teams per division that make the playoffs) the “best” team rarely came out on top. Only 2 of 17 playoff series from 2000-2002 were won by teams with better overall win-loss records. The study also showed what factors affected competitive balance such as uncertainty, fan

interest, atmosphere; however, no real data is given to show any positive relationships (Sanderson and Siegfried, 2003).

Very little data is available on what factors truly affect competitive balance, especially as it relates to Division II football. Sanderson and Siegfried (2003) and Schmidt and Berri (2003) showed the most data, but by looking at an industry as distinct as professional athletics it is hard to assume the information will transfer over to amateur athletics. The main point that can be drawn from Sanderson and Siegfried (2003) is that by expansion of the playoff format and by shorter series, it is more likely for an underdog to win. This data can be indirectly translated to Division II football because of the one game postseason format that was expanded in 2005.

CHAPTER III
METHODOLOGY

INSTRUMENT

The Equity in Athletics Report consists of athletics data as required by the Equity in Athletics Disclosure Act of 1994. This data is reported on an annual basis by all colleges and universities that receive Title IV funding and that have an intercollegiate athletics program (Department of Education). This report is used for information on gender in athletics. The report contains items such as sport sponsorship, revenues, expenses, coaches' salaries, number of coaches, as well as recruiting information.

SUBJECTS

To be in this data, one must have been classified as Division II (with Football) and have participated in the sport of football during 2001-2006 to be considered for the overall averages. Further analyses will be done and compiled only from these members of Division II (with football) who qualified for postseason play. This study will analyze those Division II football playing institutions that competed in postseason play for the years of 2001-2006. In 2001-2003, the playoff format allowed for 16 teams to compete each season while in 2004-2006 the playoff format allowed for 24 teams to compete.

PROCEDURE

Data for this study will be obtained through two sources, EADA website for data for each of the six years of the study and the NCAA Football attendance reports. The study will analyze the following data from each source:

- EADA Website Data Base
 - Overall Expenditures
 - Football Expenditures
 - Athletically Related Aid for Men's Sports
- NCAA Attendance Report
 - Average attendance numbers

STATISTICAL ANALYSIS

To answer Research Question #1, an Independent Samples T-Test was used.. Data will then be analyzed using an Independent One Way ANOVA to examine the trends of each year with the Independent Variables looking at the year's pre and post expansion. For Post Hoc analysis, LSD tests were run if any significant findings were found during the ANOVA tests. An alpha rating of .05 was used to determine whether or not a finding was considered significant. The dependant variables for each individual question are overall athletic department expenditures, football expenditures, athletically related student aid for men's sports and average attendance.

To answer Research Question #2, scores were then compared against the averages for each category from all Division II (with football) colleges, not just those competing in the playoffs, by performing simple graph analyses. The slopes from each graph were compared to examine what trends, if any, can be related to Division II as a whole.

CHAPTER IV

RESULTS

PROCEDURE

For research questions 1 through 4, an Independent Samples T-test was run to determine if there had been any significant change after the playoff format was expanded in 2004 from 16 to 24 teams. Data was then further analyzed by performing a One-way ANOVA to determine if a change was prevalent not only between groups but between each individual year. Upon the completion of analysis, the data was then compared to overall Division II (with football) averages by graphing the means of the averages from each playoff year and comparing it to the means of all Division II football teams. This would help to further see if significant findings are truly significant or related to trends of increases in spending as illustrated through the Fulks' Report on Intercollegiate Athletics (2005).

1. Are there significant differences between pre-expansion (2001-2003) and post-expansion (2004-2006) of NCAA Division II (with football) playoff participants for each of the following:

OVERALL EXPENDITURES

T-Test on Overall Expenditures

The results indicate that there was a significant increase in the Overall Expenditures of Athletic Departments from playoff participants who competed post expansion from pre expansion as evident by, $t(118) = 2.783, p = .006$. That is, the average Overall Expenditures of Athletic Departments by those schools who competed in postseason play from 2004-2006 ($M = \$4,324,341, SD = \$2,078,426$) was significantly higher than the expenditures by playoff participants in 2001-2003 ($M = \$3,317,496, SD = \$1,714,906$). This shows a 30% increase in overall expenditures when comparing pre-expansion participants with post-expansion participants.

TABLE 3
OVERALL EXPENDITURES T-TEST

Overall Exp	N	Mean	Std. Deviation	Std. Error Mean
Pre-(2001-03)	48	\$3,317,496.35	\$1,714,906.218	\$247,525.392
Post-(2004-06)	72	\$4,324,341.50	\$2,078,426.292	\$244,944.888

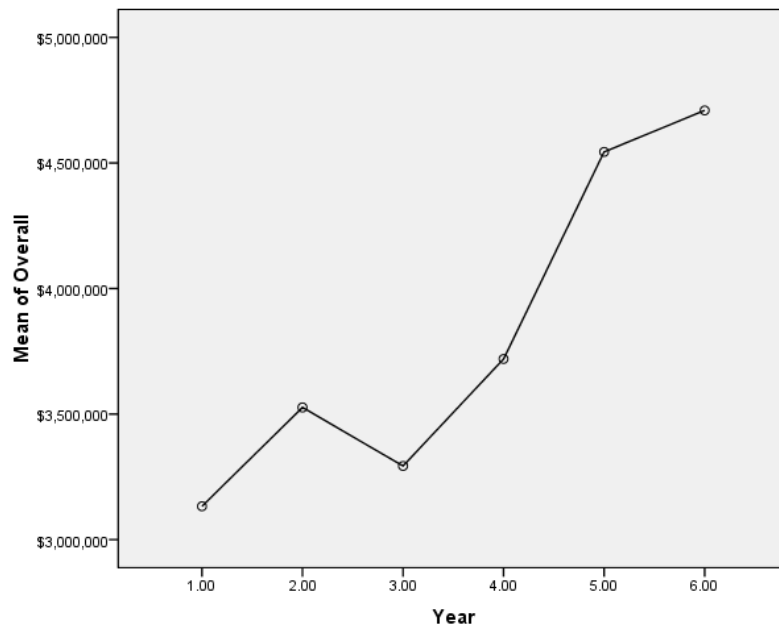
One-way ANOVA on Overall Expenditures

A one-way ANOVA revealed that there were significant differences in the Overall Expenditures of Athletic Departments between Pre and Post Expansion, $F(2.329) = 5, p = .047$. Post Hoc comparisons revealed that a significant increase in overall mean was prevalent when comparing Year 1 ($M = \$3,132,584$) to Year 5 and Year 6 (Year 5 ($M = \$4,544,049$) and Year 6 ($M = \$4,709,416$)). Year 5 and Year 6 also had a significant increase when comparing it to Year 3 ($M = \$3,393,419$). However, no significant difference was found in comparisons to any other years and no direction change was seen in comparing the Expansion years of 2003 directly to 2004.

TABLE 4
OVERALL EXPENDITURES ANOVA

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
2001	16	\$3,132,584.25	\$1,453,879.737	\$363,469.934	\$861,913	\$6,483,923
2002	16	\$3,526,484.88	\$1,646,098.159	\$411,524.540	\$1,195,762	\$8,334,612
2003	16	\$3,293,419.94	\$2,075,511.205	\$518,877.801	\$297,042	\$7,443,105
2004	24	\$3,719,558.79	\$1,931,580.366	\$394,282.191	\$1,420,247	\$9,958,728
2005	24	\$4,544,049.42	\$2,032,701.335	\$414,923.423	\$1,710,888	\$10,080,241
2006	24	\$4,709,416.29	\$2,210,331.410	\$451,182.010	\$1,797,963	\$11,250,249
Total	120	\$3,921,603.44	\$1,996,063.041	\$182,214.792	\$297,042	\$11,250,249

FIGURE 3
OVERALL EXPENDITURES



FOOTBALL EXPENDITURES

T-Test on Football Expenditures

The results indicate that there was a significant increase in the Football Expenditures of Athletic Departments between playoff participants who competed post expansion when compared to pre expansion as evident by, $t(118) = 2.934, p = .004$. That is, the average Football Expenditures of Athletic Departments by those schools who

competed in postseason play from 2004-2006 ($M = \$908,813$, $SD = \$342,856$) was significantly higher than the expenditures by playoff participants in 2001-2003 ($M = \$730,421$, $SD = \$299,558$). This shows a 24% increase in football expenditures when comparing pre-expansion participants with post-expansion participants.

TABLE 5
FOOTBALL EXPENDITURES T-TEST

FB Exp	N	Mean	Std. Deviation	Std. Error Mean
Pre-(2001-03)	48	\$730,421.23	\$299,558.225	\$43,237.505
Post-(2004-06)	72	\$908,813.50	\$342,856.626	\$40,406.041

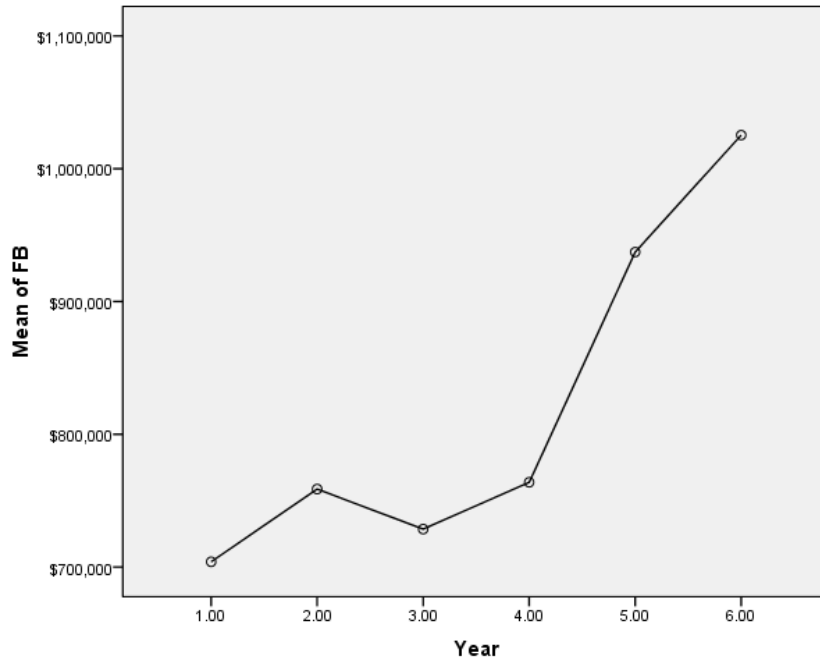
One-way ANOVA on Football Expenditures

A one-way ANOVA revealed that there were significant differences in the Football Expenditures of Athletic Departments between Pre and Post Expansion, $F(3.492) = 5, p = .006$. Post Hoc comparisons revealed that a significant increase in football expenditures was prevalent when comparing Year 6 ($M = \$1,025,344.92$) to every year except Year 5. In addition to their differences with Year 6, Year 1 ($M = \$703,939$) and Year 3 ($M = \$728,571$) were significantly less than Year 5 ($M = \$937,257$). However, no significant difference was found in comparisons to any other years and no direction change was seen in comparing the Expansion years of 2003 directly to 2004.

TABLE 6
 FOOTBALL EXPENDITURES ANOVA

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
2001	16	\$703,939.38	\$219,449.625	\$54,862.406	\$334,507	\$1,026,657
2002	16	\$758,753.25	\$228,630.045	\$57,157.511	\$333,424	\$1,072,919
2003	16	\$728,571.06	\$423,240.275	\$105,810.069	\$87,845	\$1,606,406
2004	24	\$763,838.21	\$347,120.965	\$70,855.770	\$180,137	\$1,558,045
2005	24	\$937,257.38	\$320,590.675	\$65,440.297	\$563,817	\$1,531,396
2006	24	\$1,025,344.92	\$320,400.653	\$65,401.509	\$606,572	\$1,847,027
Total	120	\$837,456.59	\$336,569.120	\$30,724.417	\$87,845	\$1,847,027

FIGURE 4
 FOOTBALL EXPENDITURES



AVERAGE ATTENDANCE

T-Test on Average Attendance

The results indicate that there was no significant difference in average yearly attendance between playoff participants who competed either pre or post expansion, t

(118) = .285, $p = .776$. That is, the average attendance for playoff participants in 2004-2006 ($M = 5549$, $SD = 2756$) was not significantly different from that of playoff participants in 2001-2003 ($M = 5690$, $SD = 2538$).

TABLE 7
ATTENDANCE T-TEST

Attendance	N	Mean	Std. Deviation	Std. Error Mean
Pre-(2001-03)	48	5690.75	2538.263	366.367
Post-(2004-06)	72	5549.04	2756.965	324.911

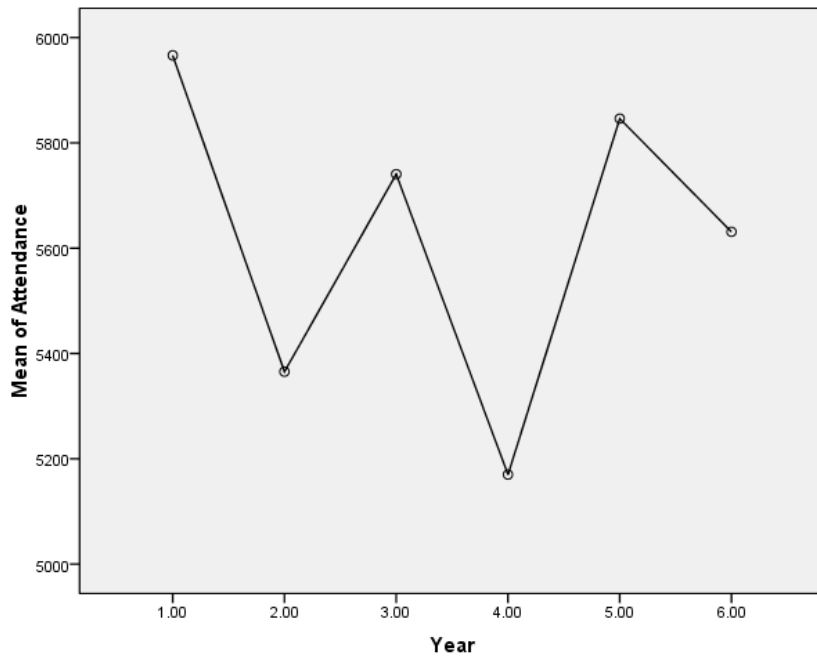
One-way ANOVA on Attendance

A one-way ANOVA revealed that there were no significant differences in average yearly attendance between any pre and post expansion groups, $F(5) = .253$, $p = .938$.

TABLE 8
ATTENDANCE ANOVA

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
2001	16	5966.19	2493.810	623.453	2562	10517
2002	16	5365.44	2341.952	585.488	2391	9842
2003	16	5740.62	2878.730	719.683	1785	10446
2004	24	5169.96	2757.201	562.811	1972	11582
2005	24	5846.12	2811.594	573.914	1794	13089
2006	24	5631.04	2776.188	566.687	1508	10367
Total	120	5605.72	2661.663	242.975	1508	13089

FIGURE 5
ATTENDANCE



ATHLETICALLY RELATED STUDENT AID FOR MEN'S SPORTS

T-Test on Athletically Related Aid for Men's Sports

The results indicate that there was a significant difference in the amount of Athletically Related Financial Aid for Men's Sports between playoff participants who competed either pre or post expansion as evident by $t(115) = 3.263, p = .001$. That is, the average Athletically Related Financial Aid for Men's Sports given out by those schools who competed in postseason play from 2004-2006 ($M = \$725,710$ SD, = \$370,498) was significantly higher than the amount given from playoff participants in 2001-2003 ($M = \$538,987$, SD = \$288,026). This shows a 35% increase in athletically related aid for men's sports when comparing pre-expansion participants with post-expansion participants.

TABLE 9

ATHLETICALLY RELATED AID FOR MEN'S SPORTS T-TEST

Athletic Aid	N	Mean	Std. Deviation	Std. Error Mean
Pre-(2001-03)	48	528,987.06	288,026.513	41,573.046
Post-(2004-06)	72	725,710.43	370,498.281	43,663.641

One-way ANOVA on Athletically Related Aid for Men's Sports

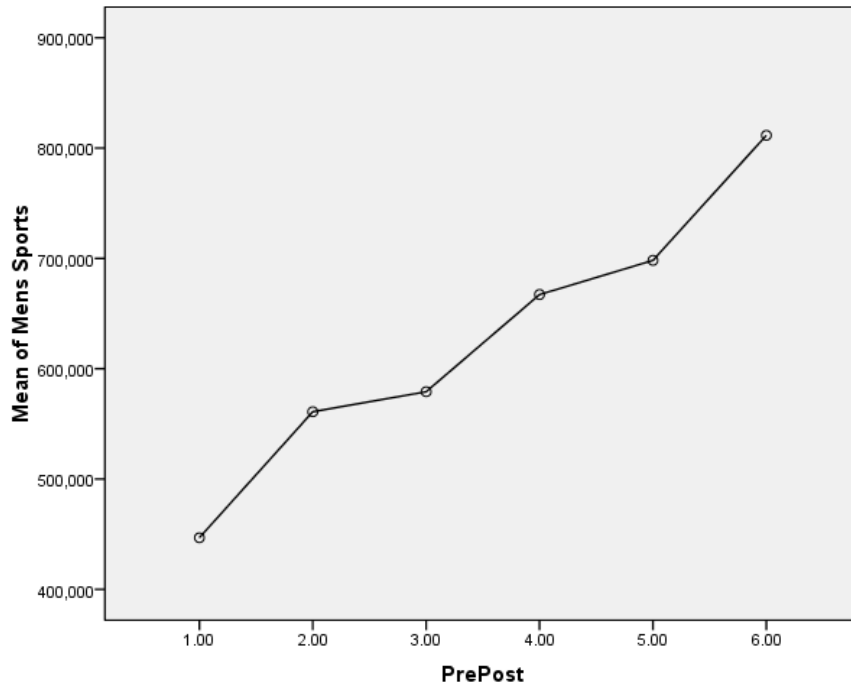
A one-way ANOVA revealed that there were significant differences in the averages of Athletically Related Aid given for Men's Sports between pre and post Expansion, $F(2.688) = 5, p = .025$. Post Hoc comparisons revealed that a significant increase in overall mean was prevalent when comparing Year 1 ($M = \$446,809$) to ALL of the post expansion years (Year 4 ($M = \$667,285$), Year 5 ($M = \$698,247$), and Year 6 ($M = \$811,600$)). Year 2 ($M = \$560,995$) and Year 3 ($M = \$579,158$) also had a significant difference when comparing it to Year 6 ($M = 811,599.96$). However, no significant difference was found in comparisons to any other years and no direct change was seen in comparing the expansion years of 2003 and 2004.

TABLE 10

ATHLETICALLY RELATED AID FOR MEN'S SPORTS ANOVA

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
2001	16	446,808.19	307,990.192	76,997.548	121,350	1,440,500
2002	16	560,994.62	297,877.448	74,469.362	191,821	1,251,935
2003	16	579,158.38	255,673.180	63,918.295	163,910	1,043,801
2004	24	667,284.79	365,424.130	74,591.888	211,921	1,504,235
2005	24	698,246.54	327,296.682	66,809.155	213,075	1,313,647
2006	24	811,599.96	413,568.214	84,419.258	255,382	1,945,098
Total	120	647,021.08	352,181.026	32,149.582	121,350	1,945,098

FIGURE 6
ATHLETICALLY RELATED AID FOR MEN'S SPORTS



PLAYOFF PARTICIPANTS COMPARED TO DIVISION II AS A WHOLE

2. Are there significant differences between NCAA Division II (with football) playoff participants from 2001-2006 compared to overall averages for Division II (with football) during the same time frame for each of the following:
 - a. Overall Athletic Expenditures
 - b. Football Expenditures
 - c. Football Regular-Season Attendance
 - d. Athletically Related Aid for Men's Sports

In order to compare the means for each variable of postseason participants to Division II (with football), averages had to be compiled from the EADA report. For each year, an average was computed by using the variables from all active Division II

members for each specific year and where then compared to the averages for those institutions that qualified for postseason play.

The following graphs and chart show the post season participant averages from 2001 to 2006 compared to all active Division II members for the variables of overall expenditures, football expenditures, average attendance, and athletically related aid-men's sports.

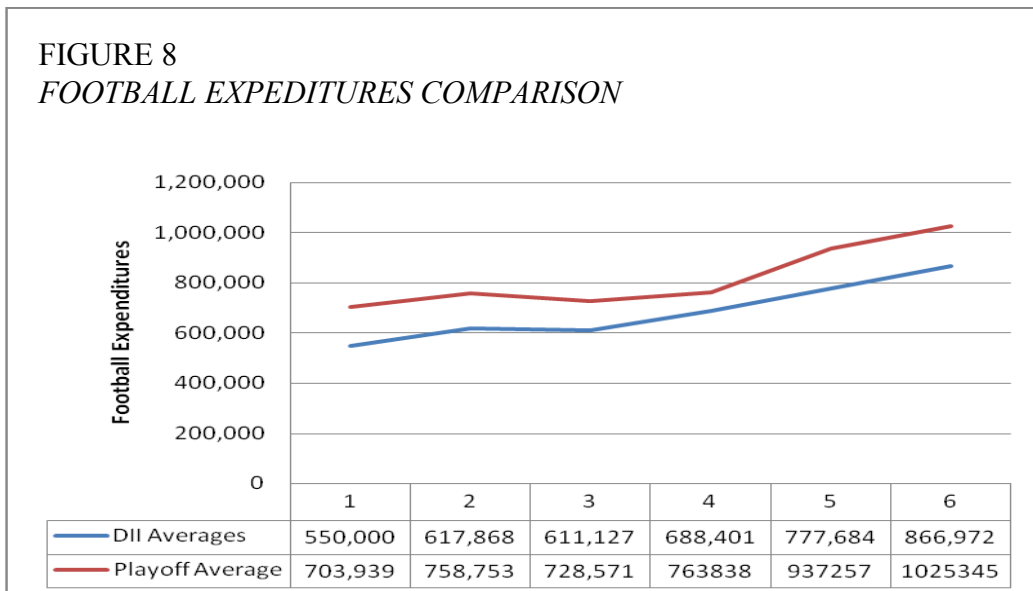
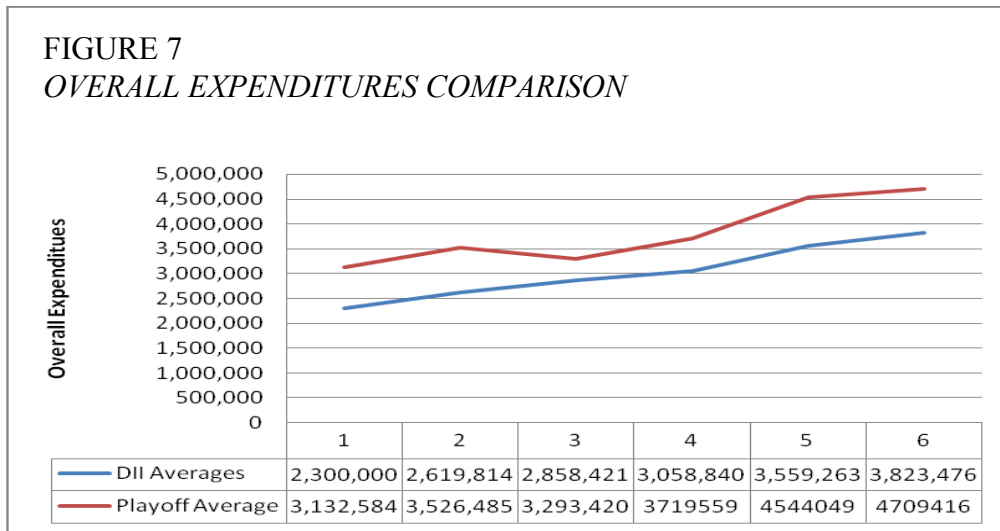


FIGURE 9
ATTENDANCE COMPARISON

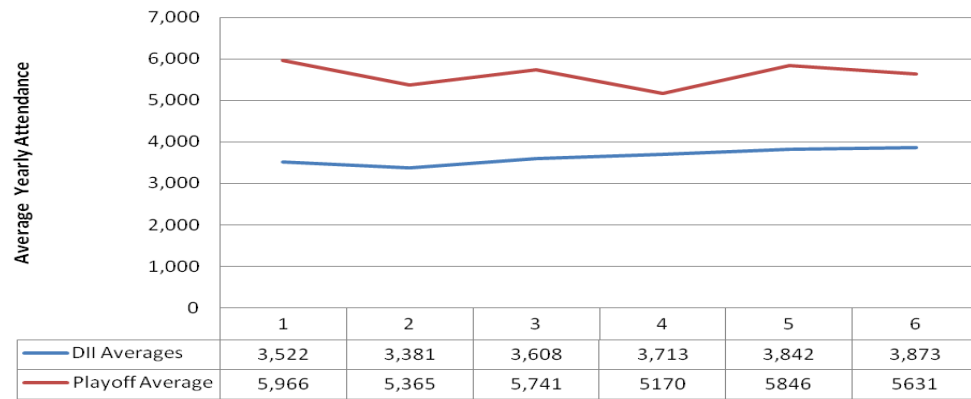


FIGURE 10
ATHLETICALLY RELATED AID FOR MEN'S SPORTS COMPARISON

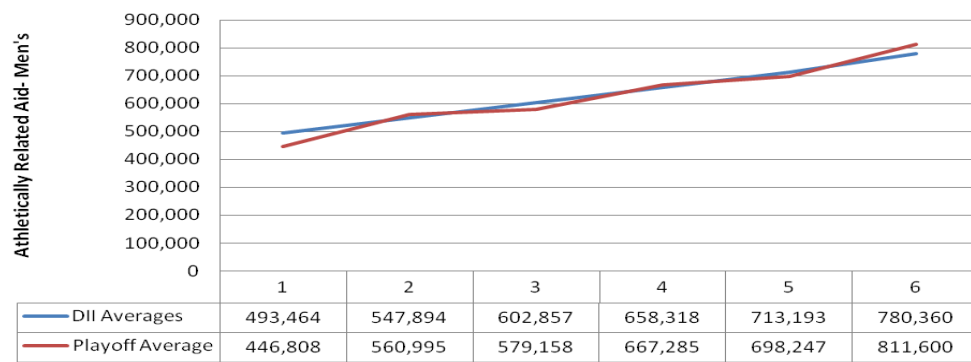


TABLE 11
SLOPE COMPARISON

	Overall Expenditures		Football Expenditures		Attendance		Athletically Related Aid	
	DII Averages	Playoff Average	DII Averages	Playoff Average	DII Averages	Playoff Average	DII Averages	Playoff Average
2001	2,300,000	3,132,584	550,000	703,939	3,522	5,966	493,464	446,808
2002	2,619,814	3,526,485	617,868	758,753	3,381	5,365	547,894	560,995
2003	2,858,421	3,293,420	611,127	728,571	3,608	5,741	602,857	579,158
2004	3,058,840	3,719,559	688,401	763,838	3,713	5,170	658,318	667,285
2005	3,559,263	4,544,049	777,684	937,257	3,842	5,846	713,193	698,247
2006	3,823,476	4,709,416	866,972	1,025,345	3,873	5,631	780,360	811,600
SLOPE	303,890	324,657	61,188	62,223	93	-23	56,738	66,396

These graphs and descriptive statistics in the table display how playoff participants for each year compared to the overall averages of Division II schools that competed in football during the same time period. Each graph shows the rate of increase between those teams that participated in postseason play is almost parallel to all Division II institutions. The slopes for overall expenditures, football expenditures, and athletically related financial aid for men's sports are very similar to the overall Division II increase over the same six year trend.

CHAPTER V

DISCUSSION

Statistical analysis yielded strong significant results for increases in overall expenditures, football expenditures, and athletically related aid in men's sports when comparing the years post expansion to the three years prior to expansion. The increases when comparing the groups are staggering when taking into account that expansion was designed to increase the access of lower funded programs. If one only takes into account the two groups (pre and post expansion), it appears that not only has there not been an increase of access for lower-funded programs, in turn larger-funded programs seem to have occupied more of the expanded spots. As evidenced by the increase of overall expenditures to a mean average for 2004-2006 to \$4,324,341, that is over a \$1 million and a 30% increase from the 2001-2003 mean of \$3,317,496. Average football expenditures increased for 2004-2006 to a mean of \$908,813, up over \$200,000 and 24% from the 2001-2003 mean of \$730,421. Significant increases in athletically related aid for men's sports were evident by an increase to \$725,710 mean for 2004-2006 from the \$538,987 for 2001-2003 and increase of almost 35%!

If one were only to look at pre-expansion groups and compare them to post-expansion groups it would appear that the NCAA has failed miserably on expansion and increase accessibility for lower funded programs. However, when comparing the increases to the financial trends of Division II over the same time period, the results

appear less significant. As evidenced by Figures 7-10, one will see that the increase in overall expenditures, football expenditures, and athletically related aid-men's sports was a trend throughout Division II. The graphs appear to be an increasing at a similar rate, with post season participants' rate slightly higher than Division II (with football) averages.

If we look even further, Table 11 outlined the closely related rates of change for each significant finding. Simple observations show an essentially parallel increase between participants in post season over 2001-2006 and Division II as a whole. All three categories where significant findings occurred (overall expenditures, football expenditures, and athletically related aid) have had an increase of spending that is close to a 1 to 1 ratio when compared to Division II as a whole.

EFFECTS OF EXPANSION

When looking at the data it is very easy to show that *little to no change* has been a result of the expansion from 16 to 24 teams. The financial trends of Division II are essentially a 1 to 1 ratio over the same time period. To show an increase of opportunity, one would hope to see that the rate of increase for the aforementioned categories would at least be less than the Division II trends as a whole. This is not the case as the rate of increase is *higher* for all significant findings even when compared to Division II as a whole.

To bring these numbers to reality, it shows the same "type" (higher expenditures and offering higher athletically related aid) of schools are still competing in postseason play. Essentially the eight expanded spots have increased the access for higher-funded programs and have continued to keep lower-funded programs out. Although the numbers do not look at the actual number of grants-in-aid given, they still paint the picture that the

colleges and universities that allocate more dollars to athletics are the ones that are participating in postseason play.

RECOMMENDATIONS

The 2005 President's Task Force proposed a split playoff that was voted down by an overwhelming margin; however surveys showed a varying array of feelings from conferences. Of the 15 groups that were surveyed (14 conferences and independents group), eight conferences were for a split playoff, while only seven were against (Pickle, 2007). It is a wonder why this issue was voted down with such a strong margin. It might behoove the NCAA to reexamine this and see was it just the manner the legislation was written or was it that schools were pressured into not voting in favor? In either case, this is an area that might want to be revisited.

After this analysis, one can see that the expansion to 24 teams has done little to help accessibility for those lower funded programs, but it is tough to generalize. More research needs to be done looking at the exact amount of athletically related financial aid given solely for the sport of football. One area this study did not focus on was specific football-related aid, it only examines overall rates for all athletic aid given to men's sports and does not decipher between public or private schools. Further research should look into the amount of aid given solely for football and compare those numbers to determine accessibility for lesser funded programs.

That being said, the numbers of this study are significant enough that the NCAA might want to take a closer look at the competitive balance within NCAA Division II and the accessibility of the playoffs for all programs. Further research should also look not only at accessibility, but also at the realistic chances of non-fully-funded programs to win a national championship. This further research could help the NCAA clarify the alarming

numbers that were discovered in this study. The NCAA may want to establish yet another task force to make some changes regarding regional alignments or postseason access ratios. If the NCAA does not take into account these numbers and recommendations, the state of Division II football will continue to be in jeopardy. Change needs to occur or Division II will see *'More of the same!'*

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