


[SPORTS](#) | [SCHOOLS](#) | [SCORES](#) | [BLOG](#) | [VIDEO](#) | [CHAMPIONSHIPS](#) | [SHOP](#)

[HOME](#) > [SPORTS](#) > [FOOTBALL](#)

SPORTS FOOTBALL

[SCORES](#)
[SCHEDULE](#)
[STANDINGS](#)
[STATISTICS](#)



12/16/2010
THIS WEEK IN PAC-10 FOOTBALL

HIDE

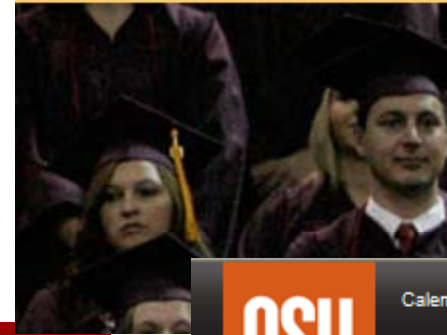
O UNIVERSITY OF OREGON

[UO WEBMAIL](#) | [DUCKWEB](#) | [BLACKBOARD](#) | [LIBRARIES](#) | [A-Z INDEX](#) | [FIND PEOPLE](#) | [MAP](#)

[About UO](#) | [Admissions](#) | [Academics & Research](#) | [Out](#)

A THE UNIVERSITY OF ARIZONA.

ASU ARIZONA STATE UNIVERSITY



STANFORD
UNIVERSITY

[Maps](#) | [A-Z Index](#)

OSU
Oregon State
UNIVERSITY

[Calendar](#) | [Library](#) | [Maps](#) | [Or](#)

[About OSU](#) | [Academics](#) | [Research](#)

[About Stanford](#) | [Admission](#) | [Academics](#) | [Research](#)

Show Expanded Menu



The Bowl Championship Series will distribute **\$142.5 million** of revenue from its five bowl games, with 81 percent of it — **\$115.2 million** — going to the big six conferences.

The majority of the rest — **\$24 million** — goes to the coalition conferences: Mountain West, Western Athletic, Conference USA, Mid-American and Sun Belt. Notre Dame, as an independent member of the BCS, takes \$1.3 million.

2010 BCS Payouts

Big Six conferences

SEC	\$22.2 million
Big Ten	\$22.2 million
ACC	\$17.7 million
Big East	\$17.7 million
Big 12	\$17.7 million
Pac-10	\$17.7 million

Total **\$115.2 million**

Non-Big Six conferences

Mountain West	\$9.8 million
Western Athletic	\$7.8 million
Conference USA	\$2.8 million
Mid-American	\$2.1 million
Sun Belt	\$1.5 million

Total **\$24 million**

Other recipients

FCS conferences	\$1.8 million
Notre Dame	\$1.3 million
Army	\$100,000
Navy	\$100,000

Total revenue distribution **\$142.5 million**

More Than Money.....

The Importance of Branding

- A *brand* is the essence or promise that a product, service or company will deliver or be experienced by a buyer.

- An educational brand is often equated to an institution's academic reputation. But, that explanation is far too limiting. Think of a college or university brand as being synonymous with the institution's personality— congruent with its mission, defined by its values. Perhaps the most significant benefit of branding in higher education is the focus it brings to an institution
 - Dr. Jim Black
 - Higher Education Marketing Firm SemWorks

The Importance of Athletic Affiliations and Branding

The screenshot displays the Ivy League website's interface. At the top left is the 'THE IVY LEAGUE' logo. A horizontal bar contains logos for the eight member institutions: Brown (bear), Columbia (lion), Cornell (bear), Dartmouth (green 'D'), Harvard (red 'H'), Princeton (blue 'P'), Penn State (yellow/black stripes), and Yale (blue bulldog). Below this is a news ticker with the text 'IVY NEWS: I Division I Directors' Cup Standings for the 2010-11 Season' and 'Ten Ivies Selected in Major'. A green navigation bar lists 'MEN'S SPORTS | WOMEN'S SPORTS | CHAMPIONSHIPS | THE IVY LEAGUE | HISTORY | IVY INTERACTIVE | SHOP IVY'. The main content area has tabs for 'TOP STORIES', 'RESULTS', and 'CALENDAR'. A large 'P' logo with orange and black stripes is on the left. The main text area features a headline: 'Princeton Ranked 10th in the Second Division I Directors' Cup Standings for the 2010-11 Season'. Below it are three news snippets: 'Softball Know-How Takes Four Former Ivy Leaguers To The Silver Screen', 'Ivy League Photo Store Now Open!', and 'Princeton Ranked 10th in the Second Division I Directors' Cup Standings for the 2010-11 Season'. A right sidebar contains 'IVIES IN THE NEWS' with a list of articles and a 'More News by Sport' dropdown, and 'IVY VIDEO' with a large play button over the Ivy League logo.

THE IVY LEAGUE

IVY NEWS: I Division I Directors' Cup Standings for the 2010-11 Season Ten Ivies Selected in Major

MEN'S SPORTS | WOMEN'S SPORTS | CHAMPIONSHIPS | THE IVY LEAGUE | HISTORY | IVY INTERACTIVE | SHOP IVY

TOP STORIES RESULTS CALENDAR

Princeton Ranked 10th in the Second Division I Directors' Cup Standings for the 2010-11 Season

Softball Know-How Takes Four Former Ivy Leaguers To The Silver Screen
Current Harvard assistant softball coach doubles as a Hollywood star.

Ivy League Photo Store Now Open!
The Official Ivy League Photo Store is now open, featuring images from all of the League's championship events.

Princeton Ranked 10th in the Second Division I Directors' Cup Standings for the 2010-11 Season
On the strength of a strong fall, Princeton remained in the top 10 in the second set of rankings for the 2010-11 season.

Ten Ivies Selected in Major League Lacrosse Supplemental Draft

IVIES IN THE NEWS

- On Tap with ... Laura Martindale
- Senior Spotlight: Julia Garrison '11CC
- Columban Bill Shannon Memorialized on Campus
- Princeton Moves into the Fast(er) Lane

More News by Sport

IVY VIDEO

THE IVY LEAGUE



PRINCETON VARSITY CLUB

- **The Princeton Varsity Club**
- **The PVC Mission:**
- **To implement and support programs that perpetuate and enhance the Performance, Values and Community of Princeton Athletics and University, and thereby contribute to "Education through Athletics."**
- **The Princeton Varsity Club (PVC) recognizes the long tradition of athletic, academic and alumni success at Princeton University. It also recognizes that current varsity athletes, alumni letter winners and friends and supporters of Princeton Athletics represent a strong community built upon shared values and experiences.**



- Built on a firm foundation of academic excellence and superior athletic performance, the Conference ushers in a new era with the additions of the University of Colorado and University of Utah, officially becoming the Pac-12 Conference on July 1, 2011.

The Ivy League

- Simply an athletic conference affiliation
- Conference formed in 1950's
 - Similar philosophies about the role of sports
- All eight universities ranked in the top 14 in the USNWR rankings
 - Princeton, Harvard, Yale are 1-3
 - Lead the country in faculty/staff salaries, admissions selectivity, and research activity
- Equated with academic excellence

BREAKING! Ivy League Presidents Discussing Expansion

BY DANIEL D'ADDARIO | APRIL 1, 2010 AT 9:56 AM

An inside source close to a recent meeting of all eight Ivy League presidents in New York has revealed exclusively to IvyGate that the group is strongly considering adding “at least two” schools to the Ivy League. Especially strong proponents of the plan, which had first been floated internally by Columbia Athletic Director M. Dianne Murphy as a means of increasing interest in and profit from the Ivy League as an athletic conference, are Columbia’s Bollinger and Dartmouth’s Kim. Yale’s Levin, predictably, is strongly opposed. A resolution allowing two to four schools conditional acceptance to the Ivy League athletic conference, but forbidding them from capitalizing on the academic cachet the imprimatur grants, may be reached.

What would the revamped Ivy League look like? Our source tells us that the goal is to include one school with a large student body and aggressive expansion plan, though not especially strong athletics: New York University. The other definite in, if expansion is to happen, would be Georgetown, as a means of slightly broadening the geographic reach of the conference. Farther-flung names were bandied about, including Stanford, Vanderbilt, and Rice — no decisions are being made until a meeting in Providence in May. Arbitration might be required to release whatever “new Ivies” are designated, but Bollinger especially seems to view this as a mere formality.



welcome to Yale



Harvard Athletics

Harvard University's 41 varsity teams and Division I status make **athletics** an integral part of the Crimson experience.

Athletic Conferences with Significant Academic Reputations

- Ivy League
- Big 10
- PAC-12
- ACC



The Most-Cited Institutions Overall 1999-2009

Scientific Impact

1. Harvard
2. Max Planck Institute
3. Johns Hopkins University
4. University of Washington
5. Stanford
6. UCLA
7. University of California-Berkeley
8. University of Michigan
9. University of California-San Diego
10. University of Pennsylvania

The Penn State Story and Peer Pressure

- Joined the Big 10 in 1990 (the most research productive athletic conference in the country)
- When Penn State joined research expenditures were identical to the University of Texas and Texas A&M (members of the Big 12)
- In 2009:
 - Penn State research expenditures \$780 million
 - University of Texas: \$580 million
 - Texas A&M University: \$600 million

- Penn State graduation rates
 - 1990: 57%
 - 2009: 85%
- SAT scores
 - 1990 mean: below 1100
 - 2009 mean: 1200+

Student Application Numbers Mountain West

School	Undergraduate 2010	Admission Rate
UNLV	11,006	77.28%
Colorado State University	14,509	80.70%
TCU	16,738	51.71%
BYU	10,913	64.33
University of Utah	11,721	82.62%

Student Application Numbers Pac-10

School	Undergraduate 2010	Admission Rate
Arizona	25,258	75.77%
USC	35,794	24.35%
UCLA	57,670	22.69%
Stanford	30,449	7.97%
U Cal-Berkley	48,682	21.63%
Oregon	18,065	27.73%
Oregon State	11,351	31.22%
Washington State	17,333	76.25%
University of Colorado	19,649	84.04%

The nation's top 20 fundraising universities (and dollars received) in 2009 are:

1. Stanford University (\$640.11 million)
2. Harvard University (\$601.64 million)
3. Cornell University (\$446.75 million)
4. University of Pennsylvania (\$439.77 million)
5. Johns Hopkins University (\$433.39 million)
6. Columbia University (\$413.36 million)
7. University of Southern California (\$368.98 million)
8. Yale University (\$358.15 million)
9. University of California, Los Angeles (\$351.69 million)
10. University of Wisconsin-Madison (\$341.81 million)
11. New York University (\$334.79 million)
12. University of Washington (\$323.55 million)
13. Massachusetts Institute of Technology (\$319.07 million)
14. Duke University (\$301.65 million)
15. University of California, San Francisco (\$300.42 million)
16. University of Minnesota (\$272.35 million)
17. University of North Carolina at Chapel Hill (\$270.11 million)
18. University of Michigan (\$263.33 million)
19. University of California, Berkeley (\$255.10 million)
20. University of Chicago (\$248.80 million)

Academic Reputation and Athletic Affiliations

Athletic Conference	Universities in USNWR Top 50	Universities in ARWU Top 100	Average 2009 Research Budget (X1000)
Big 10	5	10	\$574,227
Big 12	1	3	\$201,684
Pac 10	5	7	\$454,506
SEC	1	2	\$237,917
Big East	2	2	\$134,717
ACC	7	4	\$321,413
MWC	0	1	\$106,373
MWC (- Utah)	0	0	\$88,695
CUSA	1	2	\$85,594
WAC	0	0	\$88,498

	College Name and Location	<i>U.S. News Rank</i>
1	Stanford University Stanford, CA	4
2	<u>University of California–Berkeley</u> Berkeley, CA	21
3	University of California–Los Angeles Los Angeles, CA	24
4	University of Southern California Los Angeles, CA	26
5	University of Washington Seattle, WA	42
6	University of Arizona Tucson, AZ	102
7	Washington State University Pullman, WA	106
8	University of Oregon Eugene, OR	115
9	Arizona State University Tempe, AZ	121
10	Oregon State University	Tier 3

PAC-12 Comparisons

University	Students-T	Doctorates	Research \$	Total Budget	
USC	36,896	1034	560 M	2.9B	
UCLA	38,476	1358	1,100 M	4.3B	
UCal-B	35,893	877	649 M	1.8 B	
Stanford	15,319	978	1,1150 M	3.8 B	
Washington	42,907	1125	1,000 M	3.3 B	
Arizona	38,767	824	600 M	2.1 B	
Utah	30,819	782	451 M	2.6 B	

Academic Reputation and Athletic Affiliations

- BCS conference school far more likely to:
 - Be in the U.S. News World Report Top 50
 - $F=6.81, p=.01$
 - Only one non-BCS school in the top 50
 - Be in the Academic Rankings of World Universities Top 100
 - $F=19.42, p<.0001$
 - Only two non-BCS schools in the top 100
 - Have significantly greater research budgets
 - $F=43.67, p<.0001$
 - Average BCS conference school research budget: \$321 Million
 - Average non-BCS conference school research budget: \$88 Million
 - *Excluding University of Utah

Benchmarking and Pressure of Peer Group Comparisons

- Competition extends well beyond the playing field
 - National exposure
 - Recruitment, retention of students, faculty, staff
 - Salaries

Top 10 Universities in Salaries for Full-Time Full Professors

University	Average Salary
1. Harvard University	\$191,200
2. Columbia University	\$188,600
3. University of Chicago	\$184,100
4. Stanford University	\$181,400
5. Princeton University	\$181,000
6. Yale University	\$174,100
7. California Institute of Technology	\$171,900
8. New York University	\$171,700
9. Yeshiva University	\$170,700
10. University of Pennsylvania	\$170,100

Top 10 Public Universities in Salaries for Full-Time Full Professors

University	Average Salary
1. New Jersey Institute of Technology	\$151,500
2. University of California at Los Angeles	\$148,000
3. University of California at Berkeley	\$145,800
4. University of Michigan at Ann Arbor	\$144,000
5. University of North Carolina at Chapel Hill	\$143,000
6. Rutgers University at Newark	\$142,900
7. University of Maryland at Baltimore	\$141,100
8. Rutgers University at New Brunswick	\$140,100
9. Georgia Institute of Technology	\$139,400
10. Rutgers University at Camden	\$137,400