

**Does Spending More Money on College Baseball Recruiting Result in More
Wins for the Baseball Program?**

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Abstract

The purpose of this study was to determine if spending more money on college baseball recruiting produced more wins for the college's baseball program. The college baseball teams that were studied included all eight programs in the College Conference of Illinois and Wisconsin (CCIW). The CCIW teams are located in the Midwest and participate at the NCAA Division III level.

The problem that this study investigated was whether or not spending more money on recruiting college baseball student-athletes to a CCIW program translates into more wins for the baseball programs. This research study sought to determine if there is a direct correlation between spending more on recruiting and more wins for the baseball team.

The methods utilized in the study to analyze the data were t-tests of the data. Other components which helped with background information, statistics of wins and recruiting expenses for the CCIW baseball teams, and tests using the data to determine the results came from each college's website.

The results of this study were that spending more money on recruiting baseball student-athletes does not have an effect on the number of wins for a college baseball team in the CCIW.

In conclusion, the results from this study were that spending more money on college baseball recruiting does not mean more wins for a college baseball team in the CCIW. The study was only able to look at the 2014 season, however, enough information was present to support the data analysis. In the future, more years should be studied.

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Chapter 1

Introduction

Overview

Planning to recruit college baseball players can be a very difficult and challenging task for a collegiate coaching staff because of the amount of thought and preparation needed to make the recruiting trip or visit successful. Many different factors need to be taken into account when preparing to spend money to recruit top notch baseball student athletes. In this study the investigator examined how much athletic departments spend on recruiting baseball athletes to their respective colleges and if spending more money on recruiting yields more wins for the college baseball program.

The first step in doing this study was looking at colleges across the College Conference of Illinois and Wisconsin (CCIW). This conference is an NCAA Division III conference located in the Midwest. There are now nine colleges in the CCIW conference. What was investigated in this study was the spending amount of each of the nine colleges in this conference in the baseball recruiting area. After examining the amount spent by each college individually, their wins and losses were analyzed. The sport studied in this investigation was the baseball programs in the CCIW.

Baseball recruitment at the NCAA Division III level in the CCIW Conference consists of travel, meals, hotels, websites, and showcase events. All of these things cost money and cut into the baseball team's budget. This study examined just how important these aspects are to recruiting high-quality student-athletes and how college baseball teams need money for these recruitment tools. College baseball

teams in the CCIW all use these tools to try and gain an advantage in recruiting the best student-athletes they can get that will hopefully translate into more wins for the college baseball team.

Furthermore, after examining the data over the time period studied, 2012-2016, the data was analyzed to determine if there was a cause and effect correlation between spending more money on baseball recruiting and wins for the college baseball programs in the CCIW. In other words, does spending more money on baseball recruitment mean more baseball program wins? Some colleges place more emphasis on recruiting than others. This study investigated whether colleges that put an emphasis on baseball recruiting by spending more money on baseball recruitment activities results in more wins for the college baseball program.

Statement of the Problem

College athletic department budgeting and spending can be a scary task for many college administrators that have to monitor and plan the budget and spending annually. After reviewing some previous research, it was found that many colleges are against spending a lot of money on athletic expenses such as recruiting while other colleges put athletic recruiting at the top of their list for spending. Many colleges value other factors such as academics or do not put a lot of stock in recruitment spending.

With these factors to consider for an athletic department, it is easy to see why college administrators and coaches might get a little overwhelmed when planning for recruiting and determining how much they can spend on a specific student-athlete and whether this expenditure yields more wins for the baseball

program. Another factor to consider, after looking at data and reading research articles from professional sources would be, what if an athletic department does not budget much money for recruiting but values wins for their athletic programs?

With all of these factors to consider, this study was designed to analyze current recruitment data in the CCIW to determine if athletic programs that value recruiting and spending more money on recruiting, are more successful in terms of college baseball wins. The data analyzed in this study was used to determine if certain college baseball programs that allocate more money for recruitment to find the best baseball student-athletes get rewarded with more wins, post season appearances, and championships for their baseball program.

Purpose Statement

This study investigated whether Division III Athletic Department spending on baseball recruiting in the CCIW resulted in more baseball wins for a college program. After analyzing data from professional sources a determination was made whether there is a correlation between an athletic department spending more money on baseball recruiting to get the best student athletes yields more baseball wins for the athletic program and generates more revenue for not only the baseball program, but the entire athletic department as a whole at the college.

Guiding Questions

Some questions arose after reviewing data found from a number of data sources. The first question is whether there really is a correlation between spending more money on a baseball program yields more wins for an athletic

program? Most people would assume this answer to be yes, but what if spending more money does not equal more wins?

The second question that emerged while examining the data was what if spending more money to try and get more baseball wins does not yield more wins? Who is to blame if more wins do not occur, coaches, administrators, or the college? Who takes the fallout for the results and is there any at all?

A further question-does the college as a whole, meaning the entire campus benefit from spending more money on baseball recruiting, or does it only affect the athletic department in terms of spending, revenues, and overall success? Is bringing in quality student-athletes enough to answer this question? Do these recruits need to succeed on the field and in the classroom as well? The data analysis will determine if certain college baseball programs that allocate more money for recruitment to find the best student-athletes get rewarded with more wins, post season appearances, and championships.

Hypotheses

Two sets of hypotheses were studied.

Data set one:

H01: There is a relationship between the amount of baseball recruitment spending in the CCIW conference and baseball wins among the top four colleges in the conference during the 2014 season.

H11: There is no relationship between the amount of baseball recruitment spending in the CCIW conference and wins among the top four colleges during the 2014 season.

Data set two:

H01: There is no difference in baseball recruitment spending between the top four teams and the bottom four teams during the 2014 season in the CCIW Conference.

H11: There is a difference in the dollar amount for baseball recruitment spending between the top four conference teams and the bottom four teams during the 2014 season.

Definition of Terms

Recruitment: In college athletics, recruitment is the term used for the process whereby college coaches add prospective student athletes to their roster each off season.

Spending: Paying out money for a particular benefit or for the hopeful improvement of something.

Conference: An association of sports teams that play each other on a yearly basis.

CCIW: The College Conference of Illinois and Wisconsin. Colleges include Carthage, North Central, Illinois Wesleyan, Wheaton, North Park, Millikin, Carroll, Elmhurst, and Augustana College.

Chapter Summary

This study investigated the benefits of baseball recruitment and sought to answer the question if spending more money on recruiting baseball student athletes actually correlates to more wins at the Division III college level in the CCIW conference.

Chapter I also presented background information on the recruitment process and a general understand of what was investigated in this study. Spending for

recruiting baseball student-athletes in the CCIW varies from college to college based upon a study of conference spending records of the colleges. Furthermore, this chapter discussed the differences between colleges in spending on baseball recruitment. Some colleges put recruitment as a priority and some do not. Some colleges spend more money in this area in the hopes of winning more games and some colleges do not spend much on recruiting baseball student athletes.

Chapter 2

Review of Related Literature

Overview

Chapter 1 examined the question of whether a correlation exists between spending more money on recruiting college baseball student-athletes results in more wins for the college baseball program and what recruitment expenses are.

Chapter 2 examines the research findings from professional journals and articles on the impact of spending and recruitment. The articles which were reviewed are closely related to the topic of this study and therefore were found to be a great source for designing this study. Each article provided the researcher with a better understanding of the relationship between spending more on recruiting baseball student-athletes and more college baseball wins for a college.

Relationship Between Spending Money and Baseball Wins

A premier research study closely related to this study was reported in “The Impact of Recruiting on NCAA Basketball Success.” (Treme, Burrus, Sherrick, 2011) This article studied whether highly regarded college basketball recruits impacted the number of games won for an NCAA men’s basketball team. The authors went into great detail about how winning basketball programs make more money which contributes to better recruiting efforts. They also mentioned that given the high cost of recruiting efforts, the basketball programs that are successful gain the most money because of more games played, postseason wins, merchandise sold, etc. These programs used some of this money to recruit even better athletes so that they could keep a winning tradition alive and thus the revenue would keep coming in.

The results found and reported in this article stated that highly regarded recruits do effect winning more games and gives those teams with highly regarded recruits more wins than programs with average recruits. Even though this article dealt with basketball, it still presented important applicable evidence to illustrate that spending more money on recruiting baseball student-athletes should mean more wins for the college baseball program and an economic benefit.

Impact of Baseball Wins

The web site EADA, (U.S. Department of Education, 2017) stands for Equity in Athletics Data Analysis provided further interesting information. This web site is a part of the United States Department of Education, and on this site every college in the country is listed as well as information regarding the college's athletic department. The investigator reviewed baseball teams from the College Conference of Illinois and Wisconsin (CCIW) and examined the total expenditures and revenues for baseball. The teams that have been successful over the last few years had higher expenditures and revenues for the sport of baseball. Unfortunately, there is no way of knowing why expenditures were higher and why revenues were higher. Not only were these college baseball teams successful, but, they also brought in more money for the college and it's athletic department. The baseball wins helped the college as a whole because they create a winning atmosphere where other highly regarded recruits want to be involved. More revenue helps the college baseball program have better facilities that attract student-athletes to the college. Overall, more baseball wins means more postseason appearances that the schools get paid for, meaning higher total revenues which lead to possibly more money or extra money to be

spent on recruiting to continue to get quality baseball student-athletes to keep the winning tradition alive.

Quality Athletes and Baseball Wins

Information in the article regarding Quality Athletes and Baseball Wins was the first research article that was found for this study. (Sander, 2008) The article examined if some colleges have an advantage when it comes to spending money for their athletic teams whether it is for recruitment, coaches, etc. This article answered that question with a definite “yes.” This conclusion was reached through data from colleges, interviews of college staff, and analysis of college athletic budgets. Furthermore, the article did an excellent job with its data presentation. It provided a great deal of information from colleges which supported its finding that colleges do have an advantage when they spend more on recruitment because of the likelihood that better players will come to their college and play. This means more wins and more revenue for the athletic program and the institution. Thus, the article suggests that colleges that spend more for the recruitment of highly regarded baseball student-athletes do, in fact, see more wins on the baseball field.

Revenues and Expenses Report

Revenues and expenses are one of the biggest factors determining what a baseball program can and cannot do. This is why the “2004-08 NCAA Revenues and Expenses of Division I Intercollegiate Athletics Programs Report” (Fulks, 2009) was a great source of data and information. This report went over many factors including salaries, operating costs, and differences in men’s and women’s athletic teams. This article was an important piece of information because it showed how

colleges break down their budgets. After examining the report it was clear that colleges have different budget priorities. That is why this report was vital to this study because depending on how large or how small a budget is, that budget affects the way a program is conducted. A program that has a small budget possibly cannot spend a lot on recruiting, whereas a larger budget for a college could result in spending more money on recruitment.

Economic Differences in Colleges

A further article that was studied was “An Assessment of the Economic Differences Associated with reclassification to NCAA Division I-AA.” (Tomasini, 2005) This article looked at colleges moving to higher ranks in the NCAA. Since the move requires more money, more travel, etc. The article went into detail about how programs are affected financially and how those financial decisions could cause issues on the field because of budget constraints. This article was an important piece of literature for this study because it looked at other areas of an athletic budget that need attention such as travel, equipment and facilities. Ultimately, the priorities of the school could severely affect an area such as recruiting. If more money is needed and budgeted in other areas, and less money is spent on recruitment then recruiting high quality players to a baseball program could suffer. This will most likely lead to team performance issues on the field.

Spending the Most and Least on Recruiting

Spending large amounts of money on recruiting for some colleges is extremely important and viewed as a necessity for their athletic programs. At other colleges, spending small amounts in recruiting is only allowed with similar

expectations for the athletic program. In the article, “Which Colleges Spend the Most and Least on Recruiting for Men’s Athletics” (Daughters, 2017) studied which colleges at the Division I level spend the most on recruiting, the least on recruiting, and which colleges have the best ratio of dollars spent per win. The article demonstrated that just because a college spent a lot of money on recruiting it did not mean that it would be successful. Colleges that did not spend much money on recruiting also did not fair too well in terms of wins. The data that was the most interesting in the article was that colleges that were listed had no correlation between spending money and program wins. This article was valuable research for this study because it demonstrated that just because a college was willing to spend a lot of money on recruiting did not mean that a team would be successful. The most successful college teams were the ones that spent an average to below average amount on recruiting and produced average wins to above average wins for a college athletic team.

Recruiting Student-Athletes

Expenses in recruiting can occur from a number of different areas such as travel, hotels, visits, website subscriptions, showcase fees, etc. The article “College Coaches are not coming to your High School games” (Drotar, 2015) examined why college coaches are getting away from high school athletics and instead recruiting student-athletes at the club, AAU, and travel team level. This article also went into detail as to why college coaches are not attending high school games and are choosing to attend showcase games at the club level. The article explains that most college athletic budgets at the NCAA Division III level are not substantial and

coaches need to pick and choose wisely to recruit the best student-athlete possible. College baseball coaches are not attending high school games because of the lack of talent, different class years, and not enough contact information and communication between the college coach, player, and high school coach. Thus, college coaches are not wasting time, energy, and funds on high school games. Desroches suggests that “The vast majority of colleges and universities rely heavily on institutional support as they try to keep up.” (Desroches, 2013) Since athletic programs rely on support from the college, coaches know that budgets will vary depending on the college, and they want to make the most of their funds. College coaches have a better opportunity to recruit at other locations, such as showcases, and games because of better contact information and communication, better talent, and the desire of these athletes to compete at the collegiate level and thus put funds toward those efforts. College coaches want to attend baseball games where there are many players, good contact information, and small expenses. At baseball showcases during the summer and fall months multiple college coaches across all levels are found recruiting the same student-athlete to contribute to their team’s program in the hopes of more wins.

Using the Internet for Recruiting

In NCAA Division III college baseball, recruiting student-athletes over the Internet is an extremely valuable tool. The reason the Internet has played such a large factor for recruiting is that college baseball coaches can recruit from home, the office, and anytime of the day! The article “Using the Internet for Athletic Recruiting” (Fielitz, 2013) studied how businesses have been using the Internet to

attract employees and to conduct business over the Internet. The article also dove into athletic recruiting and discussed why college coaches need to start using the Internet and recruiting websites to recruit athletes. Since this article was published the Internet has “taken off” with baseball recruiting websites varying from player rankings in each state, videos of players in action, and full bios of players listing everything from their American College Test (ACT) score to averages and stats from previous baseball seasons. “A coach received a list of 284 names, and with each name are the prospects grade point average, SAT scores and a series of ratings, based on reports by Baseball Factory scouts, for the player’s skills in throwing, hitting, fielding, and running.” (Pennington, 2006) College baseball coaches are subscribing to websites, such as Prep Baseball Report (PBR), Perfect Game, and Next College Student Athlete (NCSA) Recruiting to gain an edge in the baseball recruiting field. The websites listed above are just a few of the main websites that college baseball coaches go to in order to recruit talent far away or even to recruit talent in the city next to them. Everything about a player is listed on these sites, which helps college baseball coaches narrow down players who would fit their team.

Yes, college baseball coaches do pay for these websites, however, the money to subscribe to these websites is not that much when compared to how much a college baseball coach might spend to visit a player that is a few hours away. These websites are year long subscriptions that even email coaches updates if a player is committed to a school or if a player is interested in their school. Using the Internet has proven to be a valuable tool for college baseball coaches to use as a way to maximize recruiting, spend fewer dollars on recruiting multiple players, and be able

to read and see players in action in videos that are streamed over these websites to recruit.

Operating Expenses

When studying the athletic departments of the teams in the CCIW Conference it was evident that those schools place a higher emphasis on athletics and in baseball than most NCAA Division III athletic departments do. After researching the article, "Athletic Departments' Operating Expenses as a Predictor of their Director's Cup Standing" (Magner, 2014) it was clear that certain schools in NCAA Division III athletics value sports while some schools do not. Through research and data the researcher was able to find every school in the CCIW Conference and determine what each school's Director's Cup standing was. The Director's Cup is a generated report that comes out yearly at the end of an academic calendar year ranking every school across the country. The rankings are based upon how well sports teams do at a school. If teams do well they earn points. The more points will earn a school a higher ranking. "For example, a team is awarded 100 points for winning a national championship. The second place finisher receives fewer points. At the Division III level, the scores for 18 sports are combined to determine the rankings. All sports are weighted equally. About 450 schools compete in the Division III competition." (Kashian, 2014) When examining the data the researcher was able to determine that every school in the CCIW Conference was in the upper to average rankings across all NCAA Division III schools. The researcher was also able to determine by examining the article and charts that schools that had higher to average ranking were identified as having "prosperous athletic departments." (Magner, 2014) Every

team in the CCIW would have been categorized in this area if there was an area.

Recruiting dollars were a large part of the report and played a factor in rankings for schools. It was reported, in the article, that recruiting dollars in a school's athletic department did play a factor in rankings, but, those dollars were not the main reason why teams were successful and had a higher ranking.

Recruiter Characteristics

One of the most important aspects of a successful college baseball team, at the NCAA Division III level, is student-athlete recruitment and training those student-athlete's to be the best baseball players they can possibly be. Those efforts help the students to succeed not only on the field, but, in academics and in life as well. When college coaches recruit they are looking for certain characteristics of players such as passion for the game. They also look for athletes who are hard working and possess, talent, and character. When studying "Recruiting in College Sports: Effects of Recruiter Characteristics on Recruiting Effectiveness in Division I Women's Soccer" (Magnusen, 2011) the researcher was able to identify characteristics that a majority of college coaches look at when recruiting student-athletes to their sports team. The researcher was also able to examine how spending more dollars on recruiting these types of student-athletes for a college baseball team might mean more quality athletes to chose from. When looking at student-athletes that have characteristics such as being hard working, having a passion for the game, possessing talent, and character, it is hard for a coach to see those traits when recruiting during just one game or just watching many prospective baseball players that wanted to get recruited. This research article also

studied why spending more money on recruitment, such as athletic recruiting websites, traveling to showcases with brochures and bios, and recruiting club level teams might be worth the money because of the opportunity for college coaches to fully get to know the player they wish to recruit in addition to what they enjoyed in the player's performance. This effort allowed college coaches to know if they were recruiting a hard working, passion for the game, talented, and quality character player and determine if he was a fit for their team. This also provided information on what the player actually was like across a number of different categories that would influence not only the future college team but help produce more wins.

Recruitment and Enrollment

When studying athletics at the NCAA Division III level, it is widely recognized that athletics and academics go together since at the NCAA Division III level no athletic scholarship money can be awarded. Baseball, at this level, is a sport that does not roster many student-athletes and revenue is hard to gain. The article "How NCAA Division III Colleges and Universities use Athletics as part of their Strategic Enrollment Management Plan: A Case Study of Three Institutions" (Weatherall, 2006) studied how recruiting athletes created high enrollment at three different colleges in the Midwest. Through the Enrollment Management Plan sports teams recruit more student-athletes that fit both the team and the school to ensure participation in that sport will work and that the recruit will love the school and stay at the school for four years until graduation. When looking at the research, the investigator was able to discover that these institutions were giving more money and awarding higher budgets to their athletic departments for recruiting so that

these coaches can recruit high-quality athletes for their teams and high-quality students for academics so that the students would stay at the institution and create high retention numbers. "Schools receive a variety of indirect benefits generated by athletic programs, such as student body unity, increased student body diversity, increased alumni donations, and increased applications. Athletics may act more as a complement to a school's academic mission than a substitute for it." (Pope, 2009)

The researcher was also able to determine, through analysis of the data, that these colleges had higher athletic budgets, especially in the recruiting area so that more quality student-athletes came to the school and helped not only the athletic team, but the enrollment of the school and the dollars generated from the tuition money that the student-athletes were contributing. In baseball at the NCAA Division III level it is imperative to recruit high-quality student-athletes because of limited roster spots. Since roster spots are limited, recruiting players that will help the team win games and be successful students for four years is important. This helps the team win more games and also helps the college enrollment, thus generating more money for the school, which in turn gives more money to athletic budgets for future recruiting.

Recruiting the Right Athlete

Recruiting the right student-athlete to a college's baseball team is a difficult task. Sometimes a player may really like the college that is recruiting him or her, however, that college may not have that individual's desired major. However the student could be sold on the facilities or the tradition of the program. Thus, even though the desired major is not offered the student may attend the college. There is

also the possibility that a player is a right fit and attends a college based on the college baseball coaches' personality and what that coach did for them during the recruiting process. As one can imagine, recruiting at the NCAA Division III level for baseball is tricky, yet compelling! After studying the article "College Athletics Recruitment: A deeper Analysis." (Remillard, 2014) the researcher was able to determine what a prospective student-athlete wants and needs in their own college experience. In today's society, student-athletes have named a variety of different factors that play into making a college attendance decision.

In a pitch to separate themselves from other schools, college baseball coaches are going to great lengths to make each individual's recruitment unique. College coaches are even going as far as digitally sending recruits letters with them posed as what they will "look like in a uniform or picture them winning a title." (NCAA, 2014) Since college baseball coaches want to recruit a player they will demonstrate recruiting tactics so that a prospective player feels wanted by the program. In order to recruit the right athlete, a personal connection is a must, but, that will mean spending more money on that individual while recruiting them. Making a prospective recruit feel important comes at a price, however, it could pay big dividends to the team in terms of wins, help the school for enrollment numbers and generate more tuition money, as well as the overall success of the institution.

Revenues for Wins

When studying the baseball recruiting landscape at the NCAA Division III level it is easy to underestimate what wins accomplish and do for the baseball program, the athletic department, and the school as a whole. When studying the

article "The Bottom Line: Accounting for Revenues and Expenditures in Intercollegiate Athletics" (Matheson, 2012) the researcher was able to study what revenues do for college athletic teams in terms of dollars, enrollment, and overall athletic department respect and success. The researcher was able to tie the information presented in this study to college baseball recruiting and wins for the team. The first area regarding revenue that was studied was the impact of financial aid that a sport was given because of wins and team success. "Financial aid to athletes is considered a payment by the athletic department to other university functions (internal transfer payments) where the marginal cost could be at or near zero." (Matheson, 2012) What this quotation is referring to is that an athletic department gets revenues from team success such as baseball team wins and titles. Since an athletic department gets revenues for that, they in turn are able to distribute that money for financial aid, recruitment of players, and to add to the overall budget. Financial aid is extremely important when recruiting players at the NCAA Division III level since athletic money cannot be awarded. When recruiting players for the baseball team a coach can tell a player that more financial aid money is available because of the baseball team's success. Along with team success, more money is given to recruiting which allows for a better quality of player being selected. "If universities succeed on the field or on the court, this success may present them with an opportunity to increase enrollment or raise study quality or raise tuition." (Alexander, 2009)

Donations & Economics

Donations are always a big part of college athletics, whether the donation is big or small. All colleges rely on donations to keep the program running smoothly and also as a way to separate themselves from other colleges. Part of this separation is providing money that could go to facility improvements. When studying the article "On the Economics of Intercollegiate Athletic Programs" (Padilla/Boucher, 1987) the researcher was able to examine donations to college athletics and how they correlated to team success. Donations take many forms. Donations can be made in the form of money, equipment, and other resources. With a college baseball team, donations could help provide recruiting trips, financial aid to recruits, equipment upgrades, facility upgrades, and travel/meal costs. When a potential recruit walks on to campus and experiences new equipment, great facilities, and more financial aid applied to tuition it is easy to see the impact that donations make for the entire program that could result in wins and more money for the program. "From an economic perspective, indirect revenues from donations are functionally equivalent to revenues generated directly by athletic programs, such as those from ticket sales and television contracts. Growth in direct sources of revenue has two effects: It induces more institutions to launch athletic programs, and it induces those having such programs to invest more heavily in them." (Frank, 2004) Donations go along way in college athletics, especially for a college baseball team. Baseball teams that have good donors will be more successful in terms of recruiting high-quality student-athletes, having better equipment, better facilities,

and more financial aid for recruits because of this money. In turn this will equal more wins for the college baseball team.

Chapter Summary

Chapter 2 reviewed articles and studies that were used as the foundation for this study. These sources helped the author to gain a better understanding and illustrate if spending more money on recruiting baseball student-athletes correlates to more baseball wins for a college program. These articles, even though they did not solely focus on baseball or recruitment, still served a vital role in presenting functional information for this study.

Chapter 3

Methodology

Overview

This chapter describes the methodology used in this study. Included in the methodology are the setting, participants, instruments used, procedures for data collection, and data analysis. This chapter dives deeper into what was examined in this study and looks specifically at colleges in the College Conference of Illinois and Wisconsin (CCIW) to determine if spending more money on recruiting baseball student-athletes correlates to more wins for a Division III college baseball program.

Setting

This study looked at all eight college baseball teams in the CCIW Conference and examined wins/losses over the last five years. The investigator also looked at recruitment spending and sought to determine if spending larger amounts for recruiting baseball student-athletes yielded more wins.

Participants

The participants in this study included all the baseball teams in the CCIW in the year 2014. The team's information was examined using the public web site www.ope.ed.gov. This web site along with professional articles and professional sources in college athletics helped complete the data collection.

Procedures for Data Collection

The investigator gathered the data from the above identified web sites and developed an excel table listing the data numbers for each college baseball team in the CCIW. The excel spread sheet included the number of baseball wins over the last

five years compared to number of losses over the last five years, revenues, expenditures, and amounts spent on recruiting baseball student-athletes. Using this spread sheet the researcher was able to analyze the data to gain a better understanding of which baseball teams in the CCIW are the best, the worst, and if recruitment expenses correlated to baseball wins.

Data Analysis

The excel spread sheet that allowed for comparison of certain categories for each CCIW team was examined to determine which teams were in the top four in the conference and which teams were the bottom four in the conference in terms of baseball wins. This analysis looked at baseball wins and losses over the 2014 season, revenues, expenditures, and finally if there was a correlation between spending more on recruiting baseball student-athletes and wins for the baseball program. After examining all these aspects of the data this study was able to determine which teams were the best in the conference for baseball wins and if spending more on recruitment played a factor in those baseball program wins.

Chapter Summary

Chapter 3 focused on how the investigator went about gathering data to be analyzed and indicated how the analysis of the data was done. The chapter also went over the entire methodology of the study and what data was analyzed and used from the spread sheet that were created for the baseball teams in the CCIW Conference.

Chapter 4

Results

Overview

Chapter 4 presented the data analysis results for this study. Table 1 below presents the student t-test results for the two hypotheses studied to determine if spending more on baseball recruiting relates to more wins for a NCAA Division III college baseball program. The investigator also conducted a regression analysis between the top four and bottom four teams in 2014. A correlation coefficient of .5 was found between the number of baseball team wins in 2014 and the amount spent on baseball recruitment. The p-value was .71 meaning that there was no significant relationship between total baseball wins and amount spent on recruitment. (See Appendix D for complete analysis.)

Table 1 Data Analysis Results

Hypothesis	t Critical 2 Tail	t Value	p Value	Decision
Hypothesis 1	2.44	2.67	.036	Reject H01 Accept H1
Hypothesis 2	2.44	-.359	.731	Accept H02

Please see Appendices and Data Analysis Excel Sheets studying the .05 significance level.

Results

In terms of null hypothesis one, which stated that there is a relationship between the amount of baseball recruitment spending in the College Conference of Illinois and Wisconsin (CCIW) and baseball wins among the top four colleges in the conference during the 2014 season. The investigator rejected null hypothesis one and accepted the research hypothesis one meaning there was enough evidence to reject null one with a p-value of .036.

In terms of null hypothesis two, which stated that there is no difference in baseball recruitment spending between the top four teams and the bottom four teams during the 2014 season in the CCIW Conference. The investigator accepted null hypothesis two since there was not enough evidence to reject it with a p-value of .731. The findings in this study will be further discussed in Chapter Five.

Chapter Summary

Chapter 4 presented the results of the data analysis for the two sets of hypotheses studied that were analyzed in this study. This chapter included a table which showed the t-test results to determine if either of the two null hypotheses could be rejected. The data analysis showed that null hypothesis one could be rejected and null hypothesis two was accepted.

Chapter 5

Discussion, Conclusions, and Recommendations

Purpose of the Study

The purpose of this study was to investigate whether spending more money on recruiting student-athletes to a college baseball team at the NCAA Division III level in the CCIW Conference lead to more wins for the team.

Overview

Chapter 5 discusses the results found in this study and what this researcher found about spending more on recruiting high-quality baseball student-athletes, and whether this results in more wins for a college baseball program. This chapter analyzes the two hypotheses sets, presents conclusions from this study, and makes recommendations for future research in this area.

Discussion

After examining the data analysis findings the researcher found that spending more money for recruiting high-quality baseball student athletes does not have an effect on baseball wins for a college baseball program at the NCAA Division III level in the College Conference of Illinois and Wisconsin (CCIW). The two sets of hypotheses that were invested in this study were:

Data set one:

H01: There is a relationship between the amount of baseball recruitment spending in the CCIW conference and baseball wins among the top four colleges in the conference during the 2014 season.

H11: There is no relationship between the amount of baseball recruitment spending in the CCIW conference and wins among the top four colleges during the 2014 season.

Data set two:

H01: There is no difference in baseball recruitment spending between the top four teams and the bottom four teams during the 2014 season in the CCIW Conference.

H11: There is a difference in the dollar amount for baseball recruitment spending between the top four conference teams and the bottom four teams during the 2014 season.

The investigator found a significant difference between the number of wins of the top four teams versus the bottom four teams in the 2014 season with a t-value of 2.68 and a p-value of .037. However, when a t-test analysis was done comparing the recruitment spending of the top four teams in 2014 and the bottom four teams in 2014 no significance was found in spending more money in recruitment equaling more wins. This was confirmed by a regression analysis comparing baseball wins and recruitment spending among the eight CCIW teams in 2014. A correlation coefficient of .16 with a p-value of .71 was found (See Appendices). This means there is no significant relationship between 2014 baseball wins and recruitment spending.

Conclusions

The conclusions from this study are that spending more on recruiting high-quality baseball student-athletes does not result in a NCAA Division III college baseball program in the CCIW conference being more successful as determined by

winning more baseball games. After examining the data analysis results from the 2014 CCIW baseball season, it was found that spending more on recruiting these players did not show a difference in wins during that season. Unfortunately, the researcher was only able to review the 2014 season in the CCIW in terms of spending on recruiting given the status of the website. This study's conclusions were not consistent with the research that was found in Chapter 2. In most of the research it was determined that spending more money on recruiting athletes meant more wins and success as a team. In the researcher's data it was determined that spending more money on recruiting did not have any effect on wins and success as a baseball team.

Strengths of the Study

The strength of this study was the clear and concise findings. The data analyzed is available to all coaches and personal in the CCIW conference. This study will assist coaches across the CCIW baseball conference and every baseball program across the country affiliated with NCAA Division III. Future studies should be conducted to help create more depth and information to the findings from this study. The results from this study provide key statistics involved with recruiting expenses and wins for a baseball program not only in the CCIW conference, but, across the country at the NCAA Division III level. Coaches will be able to see that spending more on recruiting may not equal more wins for a college baseball program, therefore a coach could budget that money in another area of the program that might benefit the baseball program more. A coach may use money that was suppose to be budgeted for recruiting in areas such as trips to play baseball, hotels,

meals, facility upgrades, and equipment. The use of money being spent in those areas could attract a potential recruit without spending that money on actually recruiting that player.

Limitations of the Study

In order to be able to do further research in this area, collecting more data across years, and conference statistics are a necessity. Being able to research more years, and more NCAA Division III, II and I teams would add support to the findings as well. Unfortunately, data was only found for all CCIW baseball teams during the 2014 baseball season. The research findings may have been different if multiple years of spending and wins were included since the investigator could study if recruiting high-quality baseball student-athletes helped a college baseball team in the CCIW if they were older and more mature with more playing experience over multiple years. Even though a good amount of previous research was found, it was difficult to gather information at the NCAA Division III level and in the CCIW conference in particular to determine if spending more dollars on recruiting high quality student-athletes made a difference in terms of wins for the school.

Chapter Summary

Chapter 5 analyzed the results of this study and determined which null hypothesis could be rejected given the results from the data recorded. After looking at the data analysis results and research findings, it was found that spending more on recruiting high-quality baseball student-athletes for NCAA Division III college baseball programs in the CCIW does not mean more wins for a program. The data analysis results were based on only one year since the researcher was only able to

gather data from the 2014 season because that was the latest information the researcher could get. In the future a researcher should gather more data from these teams in the CCIW conference over a 5 year period to make the data analysis results more meaningful.

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Appendices

Appendix A

Compare t test of wins of top 4 teams vs wins of bottom 4 teams

t-Test: Two-Sample Assuming Equal Variances

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	25.75	16.75
Variance	7.583333333	37.58333333
Observations	4	4
Pooled Variance	22.58333333	
Hypothesized Mean Difference	0	
df	6	
t Stat	2.678326293	
P(T<=t) one-tail	0.018308877	
t Critical one-tail	1.943180281	
P(T<=t) two-tail	0.036617753	
t Critical two-tail	2.446911851	

Difference in recruitment expenses top vs bottom t test

t-Test: Two-Sample Assuming Equal Variances

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	46546.5	56532.25
Variance	2739867675	351498010.9
Observations	4	4
Pooled Variance	1545682843	
Hypothesized Mean Difference	0	
df	6	
t Stat	-0.35919931	
P(T<=t) one-tail	0.365874306	
t Critical one-tail	1.943180281	
P(T<=t) two-tail	0.731748612	
t Critical two-tail	2.446911851	

Appendix B

Regression comparison between 4 losing teams and recruitment expenses

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.570569386
R Square	0.325549424
Adjusted R Square	-
Standard Error	18857.41377
Observations	4

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	343289924.7	343289924.7	0.965376664	0.429430614
Residual	2	711204108	355602054		
Total	3	1054494033			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>L</i>
Intercept	27305.05987	31205.22643	0.875015598	0.473840998	106960.1928	161570.3126	1
X Variable 1	1744.906874	1775.921869	0.982535834	0.429430614	5896.268202	9386.081949	5

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Y</i>	<i>Residuals</i>
1	43009.22173	6717.221729
2	53478.66297	4646.337029
3	67437.91796	16885.91796
4	62203.19734	18956.80266

Appendix C

Regression comparison between 4 winning teams and recruitment expenses

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.570953277
R Square	0.325987645
Adjusted R Square	-
Standard Error	52631.33093
Observations	4

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	2679489033	2679489033	0.967304657	0.429046723
Residual	2	5540113992	2770056996		
Total	3	8219603025			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>L</i>
Intercept	232908.9121	285355.0413	0.816207455	0.500132807	-1460692.56	994874.7354	-
X Variable 1	10852.63736	11034.52523	0.983516475	0.429046723	36625.09274	58330.36747	3

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Y</i>	<i>Residuals</i>
1	81817.57143	39765.42857
2	27554.38462	1856.615385
3	60112.2967	-60112.2967
4	16701.74725	18490.25275

Appendix D

Regression comparison between all teams

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.157190861
R Square	0.024708967
Adjusted R Square	-
Standard Error	39241.65811
Observations	8

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	234081074.3	234081074.3	0.152009805	0.710086177
Residual	6	9239446390	1539907732		
Total	7	9473527464			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>L</i>
Intercept	32689.92857	50297.59851	0.649930206	0.539808079	90383.86131	155763.7185	9
X Variable 1	887.0327731	2275.117677	0.389884349	0.710086177	4679.979632	6454.045179	4

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Y</i>	<i>Residuals</i>
1	58413.87899	63169.12101
2	53978.71513	24567.71513
3	56639.81345	56639.81345
4	53091.68235	17899.68235
5	40673.22353	4381.223529
6	45995.42017	12129.57983
7	53091.68235	2539.682353

8 50430.58403 30729.41597

Appendix E**Team wins and recruitment expenses from 2014**

29	121583
24	29411
27	0
23	35192
9	36292
15	58125
23	50552
20	81160

Augustana -29

Illinois Wesleyan-24

North Central-27

North Park-23

Millikin-9

Elmhurst-15

Wheaton-23

Carthage-20