



XAVIER

UNIVERSITY *of* LOUISIANA

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FOR XAVIER PROFESSOR DR. CARY CARO, THE NUMBERS DON'T LIE

New Orleans LA - According to Dr. Cary Caro, Xavier University of Louisiana assistant professor of management, there has been a revenue explosion in college sports, particularly Division I Football Championship athletics over the last 10 to 15 years. He has unadulterated data to substantiate his claim. His findings has landed him a seat at the table of some of the country's best and leading publications in the country – *The Wall Street Journal* and *The Washington Post* and a network of websites that focus mainly on college football and basketball recruiting in the US called Rivals Recruiting.

“Drive through any major college town and you will see cranes erecting football stadiums, basketball arenas and practice facilities,” he said. “My work has largely been to track the financial inequities between the Power Five schools and everybody else, then determine the outcomes, in most cases winning and how those outcomes are influenced by greater financial investments.

Caro determined that schools in the wealthiest conferences received more money than those that are not, but it did not necessarily translate to a better winning percentage overall. As a matter of fact, he said, 'increased revenue only accounted for 18 percent towards a successful season.'

However, Caro did notice that the schools in the wealthiest conferences would have an excess of money from the revenue generating sports such as football and men's basketball which is distributed among its non-revenue generating sports; i.e., women's basketball, softball and gymnastics, baseball, tennis, water polo, etc... As the money trickles down, coaches in the non-generating revenue sports such as tennis are in a position to earn more than the highest paid professors.

This touched a nerve with Caro and not for reasons you might think. "You want to get my blood boiling, let's talk about some of these inadequacies when it comes to college athletes," he said. "This is not a very popular position, but the inability of student-athletes to be able to take advantage of their namesake and likeness is not right while the universities use their bodies and their skills to generate billions of dollars."

Some would argue that the student-athletes get a full scholarship in exchange for their athleticism. Caro said it is simply amateurism and it does not give student-athletes an opportunity to earn their full value. He said it is a fairness issue.

"Are we really setting up athletes for success when they come to college," he asked. "Can they actually be students? Do they take advantage of the same opportunities that most students do? It's very difficult to find a student-athlete who studies abroad. It's very difficult to find a student-athlete that is able to take an internship. It's very difficult to find a student-athlete that can make all of their labs and be able to take advantage of all of the tutoring services that are available to the general population."

Caro said he understands that society values sports, but that we must move away from the idea of commercialization for universities.

"Coaches have car deals, shoe deals, clothing deals and nice salaries on the side. Why not the student-athletes," he said.

"A coach can move whenever he or she wants too. They can take the buyout and be able to move from one program to the next. Why can't student-athletes do that? Why do they have to sit a year out? Why do we limit the ability for a student athlete to transfer from one school to the next? We're running the National Collegiate Athletic Association (NCAA) as a Cartel."

Caro said he will continue his research, particularly in college sports, which in the past has been recognized locally and nationally. Twice he received the "Best Paper" award at the International Business Conference, for his presentation of "Redesigning MGMT 4010S: Creating a Cause for Social Justice and Social Responsibility in a Business Curriculum" and for "Quantifying the chasm: Exploring the Impact of the BCS on Total Football Revenues for Division One Football Programs from 2002-2012."

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Football Programs From 2002-2012," both received the 2016 Excellence in Research Award from the Clute Institute.

At Xavier, he received the Division of Business Outstanding Research Award for the 2012/2013 and the 2014/2015 academic years, respectively. This award is voted on by the faculty and presented at the annual Divisional Awards Banquet. He was also named as a finalist for the Norman C. Francis Excellence in Scholarship Junior Faculty Award in 2015.

Caro said he loves crunching numbers. He is a scientist at heart, majoring in biology at Notre Dame. He is also a college sports fanatic. "The thing about science is you're looking for outcomes and you want to find relationships and I think for me, being able to do that, understand those relationships is going to be a key part of my research moving forward."

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