

Texas State University: “Since the school joined the FBS [the Football Bowl Subdivision] ranks in 2012, Texas State has seen improvements in facilities, enjoyed increased media coverage, received record-setting donations and sponsorships, and had record-setting attendance at football games. The school has benefitted with record-setting growth in enrollments after being introduced to many high school students through televised games each Saturday during the fall... There has been a tradeoff with the benefits that the University has enjoyed since joining the FBS ranks in 2012 and the rising costs for coaching salaries. We are anticipating the tradeoff to bring more experienced and successful coaches to help us turn the program around and increase the benefits the university and athletics program has enjoyed.” — Athletic Director Larry Teis

University of Texas at San Antonio: “Universities are often seen through the prism of intercollegiate athletics, particularly football. Successful athletic and football programs increase campus and community pride, bring local and national exposure to their universities, add to the student experience and give alumni and the local community a reason to unite... The exposure that successful athletic and particularly football programs bring to a university is invaluable. Every Saturday, when a UTSA football game airs on a local, regional or national broadcast, it offers visibility among new audiences and brings people to UTSA that might otherwise not be familiar with the university.” — Lisa Campos, Vice President for Intercollegiate Athletics and Athletics Director

University of Texas at El Paso: “A football program can bring a campus together for three months on Saturdays like nothing else. The sense of institutional pride that a football team generates among students, faculty and staff is truly one of a kind... While the football program at UTEP is in a rebuilding stage, we have won conference titles and gone to bowl games this millennium. We have packed over 50,000 screaming fans into our stadium. We are committed to returning to that level of achievement, and the surest way to do so is by bringing in the best possible coaches so that our hardworking student-athletes can learn from the best. In order to attract those top-level coaches, however, the salaries we offer them have to be competitive with what is offered by similar FBS institutions.” — Athletics Director Jim Senter

University of North Texas: “At UNT, the enhanced interest of our fans, alumni and donors has led to record giving over the past three years and has increased our national exposure and ‘free air time’ on national television networks... While it’s difficult to directly monetize this, I would note that enhanced donations and donor gifts for both athletics and academics, have been wonderful for our university. When we have winning football and basketball teams, the positive feeling for our campus community and alumni is an intangible benefit... Our goal is to provide contracts that are competitive in the recruitment and retention of highly talented coaches and staff members while not inhibiting growth for the athletic department or institution. We use many tools including performance bonuses, retention pay and mitigation to build contracts that meet the needs of both the institution and the coach.” — a UNT spokesperson

Texas Tech University: “If you want to compete at a high level... you have to confront the market issues, and that dictates to a large extent where we begin those negotiations — what other salaries would be available to the sort of people we want, the quality we seek... I don't think it detracts from our fundamental educational mission. But you have to be very conscious that you control that conversation in some way, that you don't create a perception that you're driven by athletics. You have to make sure that you're not growing athletics on the back of students, and we're very cognizant of that.” — President Lawrence Schovanec

University of Houston: “Having a mediocre athletics program is a liability and having an excellent program is an asset. We want the latter. As we invest in our programs and facilities we see our supporters increase their investment to build teams that compete for championships and strengthen our reputation as a university.” — Chancellor Renu Khator

University of Texas at Austin: “Far from competing with academics or financial aid for resources, Texas Athletics generates resources for students. In 2017, Texas Athletics transferred approximately \$10 million to the university. This revenue allowed the university to eliminate fees for many counseling and mental health services for students. Over the past four years, it has transferred nearly \$40 million, which has been used for a range of purposes benefiting students, including academic programs and chairs, subsidizing student services, and acquiring scholarly and archival materials.” — a UT-Austin spokesperson