

## **Irresponsible? Self-Deception? Just Plain Stupid?**

Let's revisit yesterday's report about [NCAA revenue data](#). What do the last eight years of revenue data tell USM about what to expect from future sports revenues?

Here are a few ways to look at the finances of USM's sports programs:

USM's total sports revenues will catch up with MSU's in about half a century, assuming MSU's revenues don't increase at all from this time forward.

Ticket sales will never cover anymore than 20 cents on the dollar of USM sports costs. Similar revenue structures of a businesses in the private sector would fail forthwith. And rightfully so.

USM students will spend hundreds of millions in tuition and fees to subsidize USM sports over the next century -- to pay for events they rarely, if ever attend. They can borrow more money to support USM sports, because administrators attest that a college education is worth it.

The top teams in big-money college football and basketball programs are now funded far in excess of what USM can hope to raise in a century, assuming those universities do not increase their funding.

Mississippi needs leadership, clear focus, and money to improve its current bottom of the barrel education system.

In the spirit of final exam season, here's the question for the adults in our neighborhood:

For USM to continue to try to compete in big-money college sports programs is \_\_\_\_\_.

- a. irresponsible?
- b. self-deception?
- c. stupid?
- d. all of the above

The same analysis and question is relevant for Mississippi's feeder systems, i.e., Mississippi high schools, for college sports.