

Overhyped

With its \$20 million budget per year, USM's athletics department deserves the kind of scrutiny it received from regional and national media sources throughout 2012. Now that 2013 has dawned, this report examines what new USM athletics director Jeff Hammond accomplished during his first full semester as USMAD. That semester, fall 2012, ran from Aug-2012 through the end of Dec-2012, and included full seasons in football, women's soccer, and women's volleyball, along with partial seasons in both men's and women's basketball. Sadly for USM fans, Golden Eagles sports teams conquered only 29 opponents across these sports during fall 2012, as the table below points out.

Victory	Opponent	Sport
1	Arkansas State University	Women's Soccer
2	East Carolina University	Women's Volleyball
3	East Carolina University	Women's Volleyball
4	Florida A&M University	Women's Basketball
5	Georgia State University	Men's Basketball
6	Grambling State University	Men's Basketball
7	Liberty University	Men's Basketball
8	Louisiana Tech University	Women's Volleyball
9	Loyola University New Orleans	Women's Basketball
10	Marist College	Women's Volleyball
11	Marshall University	Women's Volleyball
12	McNeese State University	Women's Basketball
13	Mississippi State University	Women's Basketball
14	Morehead State University	Men's Basketball
15	Robert Morris University	Women's Volleyball
16	Sam Houston State University	Men's Basketball
17	Savannah State University	Women's Basketball
18	Southeastern Louisiana University	Women's Soccer
19	Southern Methodist University	Women's Soccer
20	Tulane University	Women's Volleyball
21	University of Georgia	Men's Basketball
22	University of California at Irvine	Men's Basketball
23	University of Central Arkansas	Women's Basketball
24	University of Denver	Men's Basketball
25	University of Louisiana at Monroe	Women's Soccer
26	University of Texas at Arlington	Women's Volleyball
27	Western Kentucky University	Men's Basketball
28	William Carey University	Men's Basketball
29	William Carey University	Women's Basketball

Given the data above, the USMAD spent \$10 million (i.e., one-half of its annual budget) producing these 29 victories, a figure that comes to about \$35,000 per victory. With three victories, or more than 10% of all wins, coming against NAIA schools like Loyola New Orleans and William Carey, these results are even more alarming for the USM community. Further examination of the table above reveals only five wins against Conference USA schools – the ones that USM is expected to collect numerous victories against – and a number of wins against schools that USM should be somewhat embarrassed to have even scheduled. As sources indicated, the table above is yet further evidence that the USMAD is one of the more overhyped aspects of the institution as a whole. The fact that the next opponent on the docket is little Dillard University from New Orleans (men's basketball), another NAIA school, makes it difficult to argue the point.