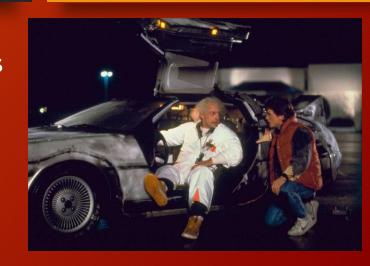
# MatStats - The Moneyball of Wrestling Episode #47 Wednesday September 17, 2025 3PM EDT

## On A Clear Day You Can See College Athletics (Part 3)

Episode 47-1

In this three-part series, MatStats does a business study using stats and financial data to help the viewers understand the drastic changes in college sports. It is so confusing, it is tough to understand the business of college sports in 2025. MatStats investigates how we got here, the financials of college athletic departments, and who is making money from this. Hopefully MatStats has educated the viewers enough to provide us with suggestions for a long-term sustainability of college wrestling (mainly NCAA D1).



### Episode 47-2

### In This Episode

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## The MatStats Show is Here to Create a Library of Statistical Analysis for the NWCA.

- Mike Moyer, the Executive Director of the NWCA, approached the MatStats gang to create a library of statistical analysis for the NWCA.
- This is an effort to help grow the sport and educate the wrestlers, coaches, and fans.
- When MatStats was created in 2020 (book) and 2021 (monthly show), there was a serous need for statistical analysis.

The Opinions Expressed on this show do not necessarily reflect any policies or opinions of the NWCA. Also, the MatStats guys do not always agree on all things discussed on their shows.

- MatStats is a subsidiary of the NWCA but is a separate entity that voices its own opinions on its statistical analysis.
  - MatStats three hosts, Gormley, Bryant, and Hazard are all equally responsible for all the good outcomes. Gormley for the bad feedback.
- Gormley writes the Power Points and selects the topics. Gormley uses the term MatStats often, but many times it is Gormley's opinion alone.
- Gormley does the stats work and then the three hosts & occasionally guests brainstorm about Gormley's findings and ideas.
  - MatStats is designed to have educated thoughts and opinions to help the world's oldest and greatest sport.
- Wrestling is all about settling disagreements. The hosts are too old to settle these disagreements on the mat.
- Sometimes we agree, sometimes we disagree. It makes the world go round.

### MatStats is based on numbers, stats, and analyzation. It starts with facts not opinions.

- MatStats is a numbers show.
- Thus, the name MatStats. Not MatOpinions.
- Gorms was remiss not explaining this from the get-go.
   Gorms lives in a numbers world and is starting to get the feeling not everyone does lol.
- Feedback from the Tribe alumni during this show has made Gorms realize he needs to address this and try to educate people with numbers. Thank you, Dr. Powell, for one of your texts.

If you are under 60, there are more NCAA Men's teams today than there were when you graduated college. The last year we had more than 289 men's NCAA teams was 1986-87.

Episode 47-6

Category	Men	Women	Total
NCAA	289	119	408
NAIA	74	<b>52</b>	126
NCWA	125	81	206
Total 4-Year	488	252	740

Note - The NCWA number here does not include 9 trade/juco teams nor the 4 transitioning to the NCAA. It does include the 5 Puerto Rico schools. If we count Canada, we should count PR.

### Episode #47 - Series topic

•Why are these three episode titled, "On A Clear Day You Can See College Sports?

 Can we have a quick preview on the new topic for this episode?

## The similarities of General Motors in the 70's and College Athletics in 2025 not seeing a clear path to financial security are astounding.

- In 1979, J Patrick Wright published a book called, "On A Clear Day You Can See General Motors".
- It was taken without permission (fear of retribution) from insider notes of former GM executive, John DeLorean.
- GM was the king of corporate revenues in those days. It deals with mismanagement, lack of understanding what was going on, and management conformity.
- GM had great sales, but their profits struggled.
- Things seemed good to the outsider, but the insider saw trouble brewing.

#### The Financial Future of College Athletics

- On Episode #47, we continue to take a business approach using statistics and financial data to explore the future of college athletics -
- 1) College sports seems to be in the glory years, but we need to look under the hood and see how we got here, and we are heading.
- 2) All the outside groups looking to make money on the backs of the college athletes.
- 3) We need a game plan for long-term sustainability of college wrestling.
- 4) We believe it is necessary to get input from the wrestling community to formulate an action moving forward.

#### Review of parts 1 & 2 of this series

Can we get a quick review of part 1 & part
 2 for the series "On A Clear Day You Can
 See College Athletics"?

Part 1 of "On A Clear Day, You Can See College Athletics" dealt with Revenues, Expenses, & Profits (Losses) at NCAA D1 Athletic Departments.

Episode 47-11

• Episode #45, which was part 1 of this topic addressed the Revenues, Expenses, & Profits (losses) across NCAA D1 Athletic Departments.

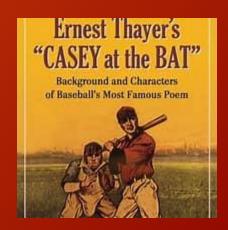
Part 2 of "On A Clear Day, You Can See College Athletics" dealt with Rev Share, NIL, & Roster size limits at NCAA D1 Athletic Departments.

Episode 47-12

• Episode #46, which was part 2 of this topic investigated the House v NCAA Settlement and addressed Rev Share, NIL, & Roster size limits at NCAA D1 Athletic Departments.

#### "The Outlook wasn't brilliant"

- In 2023-24, NCAA D1 college athletic departments lost a total of \$242M or \$1.02M per school.
- College Athletic Departments spend money like drunken sailors.
- 29% of all revenues come from Institutional Support and Student Fees. For FCS & NF it is over 70%.
- They must substantially raise revenues, cut expenses, or a combination of the two to augment the future expenses from Rev Share to be financially sustainable.
- MatStats feels wrestling needs to have a game plan in case Mighty Casey does strikeout.



#### The NCAA dug its own hole

### How did NCAA college athletics get in this predicament?

## For years the NCAA made rules that got us in this predicament and continued to enforce the rules by making more rules which made it worse.

- Governments, courts, colleges, and organizational bodies tend to make rules that follow the mood and morals of the country.
- Rule books tend to get larger over time. The NCAA rulebook got so complicated colleges had to hire people to figure out the rules.
- For decades we had an organizational body (NCAA) pass rules that prohibited adults from making money.
- People making money sitting behind a desk making rules that student athletes can not make money.
- An odd concept in a capitalistic country.

#### Answer to the too many rules problem

### •What seems to be the House v NCAA Settlement's answer for too many rules?

### Create more oversight organizations and establish more rules.

- We have more wolves in sheep's clothing.
- We have all probably heard the joke that communism will work if the right people are in power.
- Does this sound like what we just did here?

#### Who has their hands in the cookie jar?

 Can we get a list of the organizations we have learned have their hands in the cookie jar in their "attempt" to get money to the student athletes.

 Very ironic because they would have never shared their piece of the pie if the Supreme Court did not force them to.

### We now have more people than ever making money off the student-athletes.

- 1) NCAA
- 2) College Sports Commission
- 3) Deloitte
- 4) Lawyers
- 5) Agents
- 6) In House personnel compliance staff
- 7) Private Equity LLCs could be soon be involved
- The old-fashioned bag men were more economically efficient. The bag man was a term that referred to a person that discreetly paid a player against the NCAA rules.
- Suddenly, the Chick-Fil-A bags full of money seem like a good idea.

## The IRS tax code is so complicated we need so many accountants & lawyers to figure it out for the average person.

- Just like we all see with our taxes, we need to hire people to help us financially.
- The college sports world has created an overly complex rules and regulations system that requires people to help us figure it out.
- Less rules and regulations would increase the chances of college athletes making more money for their hard work.
- All of this additional oversight is going to be reflected in a negative way on college income statements.

### The increase in the need for regulatory administrations.

 With these new change to the finances of college athletics, can we discuss how each group is now involved?

## We need to find a less expensive and cumbersome way to insure the long-term sustainability of college athletics.

- The apparent need for more regulatory administrations has created a world where more groups will find a need for their services, thus hurting the income statement for college athletic departments.
- The people with their hands in the cookie are not necessarily bad people, MatStats is just suggesting there may be easier ways to administer this new world.

### NCAA

How many employees does the NCAA have?

 Why did they let what looked like a certain losing case go to the Supreme Court?

#### The NCAA has a lot of hands in the cookie jar.

- The NCAA is a not-for-profit organization.
- The NCAA still has over 500 employees at their HQ and the NCAA President, Charlie Baker, made over \$3.4M in the first 10 months of 2023.
- If the NCAA would have simply changed their bureaucratic rules when the inevitability of the Supreme Court ruling became apparent, perhaps the \$770M the attorneys made in the House Settlement could have gone directly to the athletes.
- Baker has a bachelor's from Harvard and an MBA from Northwestern. He is a bright man. But was he more interested in the NCAA survival and his paycheck than the student-athletes income?

#### College Sports Commission

### • What is the College Sports Commission?

• What do they do?

## The College Sports Commission is a new oversight bureaucracy dealing with Rev Share & NIL.

Episode 47-26

• The College Sports Commission is the organization overseeing the new system that allows schools to share revenue directly with student-athletes and ensures that NIL deals made with student-athletes are fair and comply with the rules.

The College Sports Commission will facilitate more opportunities than ever before for student-athletes to benefit from their participation in intercollegiate athletics and will bring much-needed stability and structure to college sports.

## The College Sports Commission (CSC) is separate from the NCAA.

- Is the College Sports Commission part of the NCAA? How is it different?
- No. The College Sports Commission and the NCAA are independent entities, though they collaborate in certain areas. Each organization maintains authority over its own distinct responsibilities.

The College Sports Commission is responsible for overseeing compliance with the new NCAA rules created in connection with the settlement around roster limits, revenue sharing and student-athlete NIL deals.

The NCAA is responsible for enforcement of matters such as the rules of the game, academic and athletic eligibility and sports betting, among others.

## The CSC fails to answer their own question on their website on how the creation of the CSC helps student-athletes financially.

Episode 47-28

- How will this new system benefit student-athletes?
- Student-athletes have more opportunities than ever before to financially benefit during their participation in intercollegiate athletics.

For the first time, schools across the country are now able to directly share revenue with student-athletes.

Student-athletes can receive this direct compensation in addition to third-party NIL earnings.

These opportunities build on the many benefits student-athletes already receive, including athletic scholarships, access to world-class training facilities, academic counseling, medical care, post-eligibility medical coverage, mental health resources, nutrition guidance and life skills development.

The removal of NCAA scholarship limits allows schools to offer full or partial scholarships to every student-athlete on a team's roster, providing more opportunities for student-athletes to receive scholarships, including those in non-revenue-generating sports.

Additionally, as part of the House settlement, the *House* class counsel will distribute approximately \$2.78 billion in past damages to current and former student-athletes over the next 10 years. For more information on damages, visit <a href="https://www.collegeathletecompensation.com/">https://www.collegeathletecompensation.com/</a>.

## The CSC non-answer in their answer states \$2.78B payment for past damages but does not mention the legal fees of up to \$770M.

- Their answer specifically says the \$2.78B is going to current and former student athletes over the next 10 years.
- The lawyers are getting paid somehow. Of course it is from the \$2.78B settlement.
- This is either a careless oversight or intentionally trying to cover up for all the people making money on the student-athletes hard work.
- Does anyone go to the NCAA wrestling championships to see the attorneys or the oversight organizations?

### Given your role, I expected a direct answer to your own question!

Episode 47-30

- How does this new system benefit non-revenue generating sports?
- Student-athletes across sports have more opportunities than ever before to financially benefit from their participation in intercollegiate athletics.

Schools across the country are now allowed to directly share revenue with student-athletes. Each school is responsible for determining how to allocate permitted funds amongst their sports teams.

Additionally, the removal of NCAA scholarship limits allows schools to offer full or partial scholarships to every student-athlete on a team's roster, providing more opportunities for student-athletes to receive scholarships, including those in non-revenue-generating sports.

This text is taken directly from the CSC website - CollegeSportsCommission.org

### The CSC is not being transparent with their finances.

- The College Sports Commission is a for profit LLC. Why are they not a not-for-profit?
- Since they are a for profit that means, they do not have to release their financials, nor do they seem to have willingness to release them. They appear to be very private with their salaries, revenues, and expenses.
- If it was a not-for-profit the public would have access to their tax returns, and it would show their salaries of their officers.
- So, an organization that was established to ensure transparency in college athletes' income are strict about hiding their own incomes.
- This should raise some eyebrows. Who is monitoring the monitors?

## Bryan Seeley CEO of College Sports Commission

Episode 47-32

- Princeton University BA
- Harvard Law School JD
- Counsel US Senate 10/2012-10/2013 Full Time
- Assistant US Attorney 10/2006-10/2014 Full Time
- MLB 04/2017-06/2025
- Executive VP, Legal & Operations for MLB 03/2022-06/2025
- College Sports Commission President 06/2025 Present

Resume Taken
From his LinkedIn
Account

## Gorms would never have hired one of the top guys in the Secret Service to work security at the door at his college bar.

- An impressive resume like Bryan Seeley's does not come cheap.
- It does not seem logical for someone to leave MLB for a start up without a really lucrative pay package and/or future income.
- The new COO of the CSC, John Bramlette was making \$215K/year at his previous job at a not-for-profit.
- If it is no one's business what employees at the CSC make, then it should be no one's business what a college athlete makes.

#### Power 5 Conferences fund the CSC.

- The Power 5 established the CSC on 4/14/25.
- Power 5 conferences will fund the CSC. Hard to tell if anyone else funds the CSC.
- This is money that could have been distributed to college's athletic departments, but it is being used to fund administrators at the CSC.

- All the Power 5 Conferences are not-for-profit organizations.
- Since their tax returns are public, it increases the chances for the viewers to find out how much the expense is for the conferences for the CSC.
- It could be possible to know some of the revenues of the CSC.
- No idea if they will have revenues on top of the P5 payments.

### Deloitte

• Who is Deloitte?

How are they involved in this?

## Deloitte is a global professional services firm with \$33B in revenues.

- At Deloitte, we make an impact that matters
- For over 175 years, we have worked with leaders around the world—from the Global 500® to private businesses—to help them build better futures. To support their people. To succeed. All while caring for our communities.
- With a workforce made up of the industry's greatest minds, we continue to shape the future by delivering real, measurable results. We go beyond talk—we act.

Text taken from the Deliotte.com website

### Will Deloitte help the student-athletes or the large organizations that work hand in hand with?

Episode 47-38

- Deloitte US by the numbers -
- Deloitte subsidiaries rank among the nation's leading professional services firms in audit, advisory, tax, and consulting services across more than 20 industries. Known as an employer of choice for innovative human resources programs, Deloitte is dedicated to helping clients and people excel.
   Deloitte LLP is the U.S. member firm of Deloitte Touche Tohmatsu Limited.

Text taken from the Deliotte.com website

#### Episode 47-39

#### Is NIL Go a 3-credit hour course?

- What is NIL Go, and how does it work?
- NIL Go is an online platform created by the College Sports Commission and Deloitte to determine whether third-party NIL deals are made with the purpose of using a student-athletes' NIL for a valid business purpose and do not exceed a reasonable range of compensation.

NIL Go offers a simple way for student-athletes to report third-party NIL deals to determine compliance with the new rules, allowing student-athletes to move forward with their deals confidently while protecting their eligibility.

## No telling what T-Shirt that Boz would wear today with all these new rules and regulations.

Episode 47-40

- What are the new requirement for reporting NIL deals?
- Beginning June 7, 2025, NCAA Division I student-athletes must report thirdparty NIL deals with a total value of \$600 or more (including contracts or payments with the potential to meet or exceed \$600 via payment structures including but not limited to royalties, contingencies and bonuses) in aggregate.

Moving forward, student-athletes must report new NIL deals within 5 business days of execution of the NIL contract or otherwise agreement to the contract or payment terms.

NIL Go provides student-athletes the option to clear a third-party NIL deal prior to accepting the deal to confirm that acceptance will not affect their eligibility.

### Perhaps this is what John McEnroe was looking at when he said, "You can't be serious".

Episode 47-41

- What type of NIL deals must be reported in NIL Go?
- All NCAA Division I student-athletes must report third-party NIL deals with compensation that equals or exceeds \$600 (including contracts or payments with the potential to meet or exceed \$600 via payment structures such as royalties or bonuses). Compensation includes both direct payments and other benefits such as free car leases, gym memberships, etc.

If a student-athlete enters into multiple deals with the same payor (or payors with common ownership), they are required to enter those deals if the aggregate value meets or exceeds \$600.

A third-party NIL deal is any deal with an external payor, meaning any entity not owned or controlled by the student-athlete's institution. Payment directly from the student-athlete's institution is not considered a third-party NIL deal and does not need to be reported in NIL Go.

## Add Deloitte to people with their hand in the cookie jar.

- This is nothing more than a huge bureaucracy that will employ many many people.
- Where does the money come from to pay these people?
- It sure seems it is money that is intended for student-athletes and is going to a newly formed bureaucracy.

## Income should be between the IRS and the student-athletes.

- It seems like this should all be between the student-athletes and the IRS and their state tax departments.
- Zoe Baird got sidelined for the US Attorney General in Nannygate in 1993 because she didn't pay her social security taxes on her nanny.
- That was the federal law. The CSC and Deloitte are not government organizations that pass laws.
- An 18-year-old student athlete does not know the laws or organizational regulations like a nominee for US Attorney General.

#### We need to audit the auditors.

- Yes, you could say Gorms is auditing the auditors here.
- As of 9/4/25, the NIL Go approved 8,300 of the 28,342 requests.
- That takes a lot of man hours and money.
- According to the CSC, you do not need to use NIL Go if the job is a traditional employment arrangement and not related to a student's name image or likeness.
- But who is to decide what is traditional? More regulators? Fake/No Show jobs, here we come.

#### Lawyers & Agents

 Can we anticipate more lawsuits from many people including Title IX cases because of Rev Share, NIL, & Title IX?

 Are agents now a part of big-time collegiate sports?

## Lawyers and agents are now a part of collegiate athletics, just as in pro sports.

- There will be more lawsuits. It is open season.
- Agents are here to stay.
- Wherever there is money, lawyers and agents will beat a path to your door.
- Was it intentionally made cumbersome, vague, and tough to figure out just like our tax code?

## We will see a work stoppage/strike in a college sport before too long.

- Sadly, we will see a strike or work stoppage in a college sport before too long.
- No idea when or what sport, but it will happen. Not good for college sports.
- MLB went on strike in 1994 and cancelled the rest of the season.
- It took Ripken in 1995 and the summer of 1998 with McGwire & Sosa to bring fans back.

#### In House Personnel - Compliance Staff

• With all this confusion and new rules, do you think the colleges might need to add compliance staff to their payrolls?

## More rules + more confusion = more compliance payroll expenses.

- With all the confusion and open-ended questions, there is a good chance the colleges will need more compliance staff salaries to follow the new rules.
- In a world where we could have eliminated rules, we created more rules and more outside people looking for money intended for the athletes that was generate by the athletes' hard work and marketing appeal.
- It seemed like the answer to every question asked to the NCAA staff at the NWCA Convention was ask your school's compliance staff.
- A recent NCAA (2021-22) D1 manual is 453 pages.

#### Colleges tend not reduce their staffs

- Colleges are a bureaucracy that has a history of growing their staffs and payroll and not reducing them.
- When that school in Williamsburg, VA wanted to drop wrestling, Gorms suggested the Athletic Department reduce its bloated unneeded staff.
- The Athletic Department made it clear that the AD was here to pay staff not give students opportunities.

#### Private Equity, LLCs, Change of Control

- Is there any scuttlebutt of Private Equity getting involved in college sports?
- Would this bring about LLCs or other forms of corporations apart from the normal college control of the Athletic Departments?
  - If so, this would be a sea change in college sports.

# In a business that needs cash, which is the boat many colleges will be in, you will see Private Equity "rescue" money.

- Along with Rev Share & NIL money comes a need for more revenue/investments in collegiate athletics.
- Some school will be cash strapped and want to keep up with the Joneses and take Private Equity money.
- The University of Kentucky has already restructured its athletic department into an LLC allowing for private equity money.
- When that happens the Private Equity money is calling the shots.
- This could easily lead to the loss of smaller sports that don't turn a profit for the school.

#### Will Congress Get Involved?

 Are there any indications that the US Congress might get involved in the NCAA House Settlement?

## I'm from the government and I'm here to help.

- The 9 most terrifying words in the English language.
- Gorms has no idea what the government might do here, but not confident they will help.
- Although as of 7/21/25, there is some hope with a small part of the proposed SCORE Bill.
- In the proposed SCORE Bill, it codifies existing NCAA sports sponsorship of D1 institutions to establish and maintain at least 16 varsity sports.

- In addition to having at least 16 teams (which is in the SCORE Act), there is talk about keeping the historical tradition of schools using 30% of revenues for non-revenue sports.
- If only Congress would pass a law saying that to receive federal funding a college must have two wrestling teams.
- MatStats stays as far away from politics as possible, but since Congress is involved, the viewers need to know this.

## College Wrestling needs a sustainability game plan with all the changes in college sports.

• We need to be prepared for the light at the end of the tunnel if it is an oncoming train.

• What are some of the ways college wrestling can prepare themselves for these monumental changes we have discussed?

## A sport can succeed without an NCAA Championship.

- Technically North Dakota State is the NCAA D1 Football Champions in 2024.
- The D1 FBS subdivision champions (The Ohio State in 2024) are not part of the NCAA Championships.
- The biggest college sport (FBS Football) & the oldest (Rowing) do not have an NCAA Championship.
- Men's Rowing teams are not an NCAA Championships sport, but essentially all the schools with Intercollegiate Rowing Association teams are on their athletic department's varisty team websites.

## The NCWA is already well established much like the American Collegiate Rowing Association.

- The NCWA has been thriving since its establishment in 1997. It now has 206 college wrestling teams (125 Men & 81 Women).
- It was established by Jim Giunta to create a safe landing spot for college teams to land after they were "dropped".
- It is a budget friendly organization that is a great place for a team to start.
- The NCWA is here to help if monetary conditions create a nonsustainable atmosphere in the NCAA.

#### We Need A Game Plan

• The sport of wrestling needs a gameplan for long term sustainability for collegiate wrestling.

## MatStats is issuing a Call to Arms to insure the long-term sustainability of college wrestling.

- We saw in this 3-part series that the financial outlook of collegiate sports isn't brilliant.
- There is a counter intuitive increase in rules and regulations being put in place to counter issues that arose from too many rules and regulations.
- There are so many groups making money off the athlete's hard work.
- The chances of college athletic departments having to make massive cuts in expenses is 100%.

#### MatStats Needs You

Episode 47-61

• MatStats is asking for input from people in the wrestling community to help us to formulate a gameplan to insure the long-term sustainability of college wrestling.

Please email us at NWCAMatStats@gmail.com



#### Episode 47 Kev's Notes #1

- 1) 47-13 Episode #47 is about the Financial Future of college athletics. "The Outlook wasn't brilliant" as shown in Episodes #45 & #46, college athletics are not in great financial shape.
- 2) 47-19 We now have more groups than ever taking money from college athletes.
  - 3) 47-24 The NCAA has over 500 employees at their HQs.
  - 4) 47-31 The College Sports Commission (CSC) is a for profit LLC. This
    means they do not have to release their financials to the public. This
    makes it easier for the CSC to be non-transparent. The CSC is funded by
    the Power 5 Conferences.
- 5) 47-37 Deloitte, a global professional services is administering the NIL portion of the House v NCAA settlement.

#### Episode 47 Kev's Notes #2

- 6) 47-46 Lawyers and agents now have an even greater part to play in college athletics.
- 7) 47-52 Private Equity will play an increasingly greater role in funding college athletics. The University of Kentucky has already restructured their athletic department into an LLC to make it more accessible to private equity funding.
- 8) 47-55 College wrestling, along with 17 other sports, is actively lobbying US Congress to try and minimize the potential damages to college sports.
- 9) 47-58 All college wrestling survival options need to be explored now, before
  the situation becomes critical Perhaps these options should include breaking
  away from the NCAA if warranted but keeping varsity status.
  - 10) 47-61 MatStats welcomes input from the wrestling community to ensure the long-term sustainability of college wrestling. NWCAMatStats@gmail.com

## The next episode will be MatStats annual look at High School wrestling numbers.

Episode 47-64

- Tune In Next Month
  - Same Mat Time
  - Same Mat Channel

 The MatStats gang will shoot into the High School numbers for boys and girls wrestling. Analyze the data and surveys compiled by the NWCA and see where we were, where we are, and what the future looks like for wrestling.