How the Research was Compiled

For the first time, student-athletes across the entire spectrum of the NCAA membership have had the opportunity to report on their experiences. In all, more than 20,000 student-athletes responded to the GOALS survey, and more than 8,000 former student-athletes responded to the SCORE study.

GOALS

The sampling plan for the GOALS study was designed so that at least 12 percent of the NCAA member institutions that sponsor a given sport would be asked to survey their student-athletes in that sport. Student-athletes in most NCAA championship sports across the three divisions were targeted for participation. This sampling strategy was implemented to achieve an appropriate representation of the NCAA student-athlete population.

The NCAA research staff created a computer program that sampled institutions at random and selected one to three sports at each NCAA school for the study. Ultimately, students from 2,026 individual sport teams at 1,026 member institutions were asked to participate. Responses were collected from teams at 627 institutions (61 percent of NCAA member schools) and data were analyzed from 20,925 student-athletes. Response rates by selected sport groups are provided below.

Data were gathered through a self-administered, anonymous survey presented to student-athletes who were 18 years of age or older, on site at their institution. In a few cases, institutions opted to present students with an electronic version of the questionnaire.

The surveys were administered in a proctored setting through the help of the institution’s Faculty Athletics Representative (FAR). Through collaboration with the Faculty Athletics Representatives Association, FARs often help the NCAA research staff administer various studies. For the GOALS study, only the FAR and the team members were present; no athletics personnel (coaches, athletic trainers, etc.) were allowed in the room during the administration. The FAR was provided a specific protocol and script to read that emphasized that the study was completely voluntary and that each student’s responses were anonymous.

Students had the option to complete a postcard that was attached to the survey, and thus waive their anonymity. By completing the postcard, students provided researchers with their social security number so that their responses to the GOALS survey could be paired with other academic data that the NCAA already possessed (such as high school and college academic performance data). If they chose to return this postcard, it was detached from the survey and placed in a separate envelope to maintain the confidentiality of the survey through transport and coding. This step was completely voluntary. A total of 8,429 postcards (41.5 percent of the total respondents) were completed and returned to the NCAA.

The NCAA research staff created the GOALS survey with input from several outside academic consultants. Survey questions probed seven related components:

- College athletics experiences
- College academic experiences

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<th>Number of GOALS Student-Athlete Respondents by Major Sport Group and Division</th>
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</tr>
<tr>
<td>Number of Division I Respondents (Institutional Response Rate = 66%)</td>
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<tr>
<td>Number of Division II Respondents (Institutional Response Rate = 66%)</td>
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<tr>
<td>Number of Division III Respondents (Institutional Response Rate = 54%)</td>
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• College social experiences
• The student-athlete experience
• Health and well-being
• Time commitments
• Background information

The survey also included an opportunity for open-ended comments.

Once the completed GOALS surveys were received at the NCAA national office, they were sent to an outside vendor for scanning and compilation of a completed database. When the database was returned to the NCAA, it underwent a significant spot-checking process, including hand verifying several hundred surveys in their entirety. Once the data were satisfactorily cleaned, the NCAA research staff and select outside consultants compiled the statistics summarized in this report.

SCORE

To accumulate the pool of former student-athletes needed for the SCORE study, data from more than 100,000 former student-athletes who graduated from high school in 1994 were culled from the Initial Eligibility Clearinghouse (IEC) rosters. In 2005-06, the individuals who graduated from high school in 1994 were about 29-30 years old, and it would have been a little more than 10 years since they graduated from high school and started college.

A subset of 28,079 of these former student-athletes was selected to receive the survey. They were chosen because they fit one of two criteria: (1) They either were recruits of a Division I or II institution who had agreed in 1994 through the IEC application to allow the NCAA to contact them for future research, or (2) they were Division I student-athletes who were a part of the NCAA’s Academic Performance Census (an annual collection of academic performance variables, such as GPA and credit hours, from a representative group of Division I student-athletes) in 1994.

The NCAA research staff located each person’s current address using a credit-reporting agency and mailed a 12-page survey.

The NCAA received 8,529 mailed-in responses (30.4 percent of the sample), along with about 3,000 (less than 10 percent) returned for incorrect addresses, which resulted in about a 34 percent response rate. Response rates by selected sport groups are provided below.

| Number of SCORE Student-Athlete Respondents by Major Sport Group and Division |
|---------------------------------|-----------------|-----------|-----------------|--------------------|-----------------|
|                                 | Baseball | Men’s Basketball | Football | All Other Men’s Sports | Women’s Basketball | All Other Women’s Sports |
| Number of Division I Respondents | 521      | 239              | 1,124    | 1,385              | 456              | 2,314               |
| Number of Division II Respondents | 131      | 50               | 253      | 227                | 126              | 412                 |
| Number of Division III Respondents | 32       | 14               | 69       | 70                 | 34               | 125                 |

(Due to the sampling methodology and responses received, all analyses regarding the SCORE survey in this report focus on former student-athletes who attended a Division I institution.)

As with the GOALS study, a group of outside academic consultants helped the NCAA research staff formulate questions in the SCORE survey. Survey questions probed six related components:

• College sports experiences
• College educational experiences
• Current career and work experiences
• Health and well-being
• Daily life experiences
• Background information

The survey also included an opportunity for open-ended comments.
A database of information was collated by running each returned form through an optical scanner, and the resulting
database was spot-checked for accuracy by hand. Each form contained a five-digit identifier that was linked to the respon-
dent’s identifying information. This allowed prior NCAA data, including high school and college academic information, to
be merged with the mailed-in questionnaire to form a longitudinal database. These longitudinal data were de-identified to
assure confidentiality.