A PROPOSED COMPENSATION PLAN USING THE UNIVERSITY OF KENTUCKY'S MEN'S BASKETBALL PROGRAM UNDER FAIR PAY TO PLAY ACT

Honors Thesis

Presented in Partial Fulfillment of the Requirements
For the Degree of Bachelor of Science in Administration
Including a Concentration in Accounting

In the Bertolon School of Business
at Salem State University

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Commonwealth Honors Program
Salem State University
2020

Abstract

The purpose of this thesis is gathering research on Kentucky University Men's Basketball program and the revenue that is generated by the players success. Based on that research, a compensation plan will be created in order to provide the players the financial stability for when they graduate. Having access to this public information in order to see the financial success for the Men's Basketball program is significant to the thesis in building the plan. In addition, I would like to research how much the university received in revenue for a year that is generated specifically from the Men's Basketball program festivities. The annual March Madness tournament generates millions of viewers on national television, bringing these prestigious schools to the public eye. With that being said, admission rates also increase due to this tournament, especially if they go into the Sweet Sixteen. Many sports articles such as ESPN will provide me with the information I need to complete my research to develop my thesis. This topic has been heavily debated over the years, and with college basketball athletics becoming a billion-dollar industry, it has attracted a lot of publicity. The main debate is if whether or not the athletes should be compensated for their hard work and dedication to their craft. There has been bills proposed in different states for the "Fair Pay to Play Act," and there will be research done to see if whether or not that is a good idea and refute the argument by providing information on my compensation plan which is the better option. Many believe that not compensating athletes is wrong. This thesis will agree with that statement, but instead create a different alternative to compensating the players under Fair Pay to Play to provide for these players futures after basketball.

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Introduction

The National Collegiate Athletic Association (NCAA) is composed of hundreds of thousands of student-athletes from around the world pursuing their craft at a higher level. There is NCAA Division I, II, and III in which an athlete competes, and there are many NCAA rules in which must be followed as an athlete according to the respective NCAA division. The main focus of this research is Division I basketball, particularly the University of Kentucky (UK) Men's Basketball program, one of the top basketball teams in the country. A major topic of debate in regard to collegiate athletics (Division I especially) is compensating the athletes, as it is currently against NCAA rules. The idea of "Fair Pay to Play" would guarantee the players to receive compensation from endorsements, their popularity/image, and sales of apparel in their name along with many others. As this has been an on-going topic of conversation to push this act to pass, it has officially been passed in California, and Kentucky as well.

As such, the passing of this act would result in compensation for UK athletes, as they are one of the top collegiate men's basketball programs in the country. Every year the program consistently makes the NCAA Tournament, also known as March Madness, one of the biggest tournaments in college basketball generating $761 million dollars of revenue for the NCAA in 2017 (Rovell, 2018). UK has won eight national titles, and made seventeen Final Four appearances in the March Madness tournament, and in return for their success the university receives large payout.

Due to their consistency in talent as a basketball program, the purpose of this research project is to create a compensation plan for these athletes under the Fair Pay to Play Act hopefully passing nationwide in the near future. By using the total revenue

generated from UK's Men's Basketball program in one season, whether it is from March Madness or other forms of revenue such as ticket sales, a simple calculation will determine how much each player should receive each year. Along with this plan, a "contract" that includes suggestions for each student-athlete to abide by throughout their college career in order to receive the yearly compensation and how they will receive that compensation once their collegiate career has been completed. Even though Fair Pay to Play involves endorsements, and other money-making opportunities, this project solely focuses on student-athletes getting paid by the university itself, separate from his other endeavors. The main idea which sparks the research for the compensation plan and contract for this project is that the athletes' dedication to their craft have created success for their program and university which resulting in revenue, and in return for the athletes' talent they should get a portion of those revenues as well under Fair Pay to Play in order to pursue post-grad ambitions or with other purposes.

Literature Review

The Fair Pay to Play Act was successfully passed in California. According to Sports Illustrated, "The Act is a game changer in college sports. It makes it illegal for California colleges to deny their student athletes opportunities to gain compensation for the use of their names, images and likenesses. Stated more concisely, the Act guarantees college athletes a right to profit from their identities. The Act also authorizes college athletes to hire agents and other representatives to assist them in negotiating and securing commercial opportunities" (McCann, 2019). "Pursuant to the Act, college athletes at California schools can negotiate with video game publishers for their avatars to appear in

college sports video games. They can also be paid to sponsor summer camps for young athletes and sign endorsement deals with apparel companies, sports beverages, car dealerships and numerous other businesses that would pay for an athlete's public stamp of approval" (McCann, 2019). In a survey conducted, "Among athletes, support for such a policy is significantly higher, with 40% of athletes polled strongly in favor and 31% in favor. Support was lowest among white students. An estimated 51% of white students said they favor or strongly favor paying student-athletes a salary, while 52% of Hispanic students, 56% of Asian students and 61% of Black students said they favor or strongly favor paying student-athletes a salary" (Hess, 2019). "The new law won't cost athletic departments a dime. They won't be paying athletes anything beyond Delany's precious cost of scholarship. In fact, in some places, non-revenue athletes might benefit from the law. Sure, most of the athletes who are going to get paid are going to be the ones who play on television, but — especially at schools in smaller towns — non-revenue athletes might make some money" (Feinstein, 2019). Also, "That $11 billion deal -- OK, it's $10.8 billion to be exact -- between the NCAA and CBS/Turner Sports for March Madness between 2011 and 2024. We're talking $11 billion for three weekends of television per year" (Wilbon, 2011). In terms of college football, "The most distinguished professor at the University of Alabama won't make $5.9 million in his entire tenure in Tuscaloosa; Nick Saban (University of Alabama Head Football Coach) will make that this year." (Wilbon, 2011). Wilbon (2011) questions, "It's commendable that the NCAA has paid millions into a fund for in-need athletes to cover clothing purchases, emergency travel and medical expenses. There's also a special assistance fund and a student-athlete opportunity fund. Why can't hundreds of millions of dollars be directed into those, and in

turn make money much more accessible to athletes for the kinds of regular day-to-day expenses regular college students pay by working jobs that are off-limits to intercollegiate athletes?"

On the contrary, "College athletics is about college students playing other college students, not employees playing employees," Mark Emmert, the president of NCAA says (Hess, 2019). "Allowing student-athletes to receive compensation from their name, image, and likeness, would present serious challenges for higher education institutions and to the collegiate sports model," wrote Bernard Muir, athletic director at Stanford University in a letter to the California State Senate. "We believe that for any reform to be fair and meaningful to all student-athletes, it needs to occur at the national level and be adopted by the NCAA" (Hess, 2019). "Emmert, the president of the NCAA, has argued that if California schools allow college athletes to make money, they would have an unfair advantage over schools in other states and has warned that these schools would be barred from competing in NCAA championships (Hess, 2019). Hess (2019) claims, "There is still a misperception that most schools are generating more money than they spend on college athletics. These data show once again that the truth is just the opposite," writes Kathleen McNeely, NCAA chief financial officer, in a statement. "The overwhelming majority of colleges and universities in the NCAA across all three divisions subsidize part or all of athletics. The reason they invest is because sports provide educational value to student-athletes while enhancing overall campus life and building life-long connections with alumni and other supporters" (paras. 22-24).

Methodology

The methodology utilized to answer the main research question of "Should we compensate collegiate athletes and how?" is a compensation plan that I created using Microsoft Excel. It consists of a four-year plan including the 2015-2016 season, '16-'17 season, '17-18' season, and '18-'19 season. For each year, all of the players on UK's roster for that season and their class rank are represented. In order to determine player compensation, a formula was invented which includes total revenue and other associated variables. The primary variable in this calculation is the total revenue generated by the men's basketball program. The University of Kentucky's Annual Report provides these numbers on their athletic website.

The proposed formula:

Total Revenue x 50% (UK Cut) x 25% (athletic Department Cut) / # of players on team = total compensation per player

Then, take total compensation per player x 50% (Total Head Coach Salary per player)

Next, take total compensation per player / # of Assistant Coaches that year (Total Ass. Coach salary per player)

Finally, total compensation per player - Total Head Coach Salary per player - Total Ass. Coach Salary per player = Net Player Compensation

In terms of the calculation, the university itself will receive 50% of the total revenue, as these men are representing the school and the school provides them with an excellent education and other opportunities, they definitely get a larger portion of the overall number. The university in this case is comparable to an owner of a company, as an owner of a company gets a larger salary, and as the university is a major role in the men's basketball program and has a lot of control in operations, they should receive a larger portion.

Additionally, 25% of that ending number is distributed back into the athletic department. These funds can be utilized for new uniforms, athletic facilities expenses, paying athletic trainers, and much more. As the men's basketball team would not be complete without the athletic department, they should receive funds in return for their organization of game schedules, travel, and much more for the athletic program.

The number for each player's total compensation is determined by dividing the total Athletic Department number by the number of players on the roster for that given season.

The men's basketball team's success reflects not only on the players talent, but also the talent of the head coach. The head coach provides the players with certain tools and abilities in order to be great, and without a good head coach there isn't much success. Since the head coach, John Calipari has led his team to a national championship, and six Final Four appearances, he deserves to get 50% of the total compensation for each player to determine his portion of his salary on a per player basis. He also has helped 49 players

be selected in the NBA Draft within his 27 years of coaching according to his Coaching Bio on the UK Men's Basketball website within the athletics page. He also leads all coaching wins with 305 within his 10 years of coaching at UK alone. There have been 31 NCAA Tournament wins as well.

For each year chosen, there have been 3 assistant coaches that provide help for the coach and the players on and off the court. By also using the total compensation amount for each player, divide that number by the three coaches and it equals the assistant coaches' salary per player. With the time and dedication they provide for the team whether it is academic, emotional, or athletic help, they deserve compensation as well.

With the calculation shown and explained, the next section explains how the calculation is set up in an Excel spreadsheet so it is easier to understand the numerical data.

Excel Spreadsheet

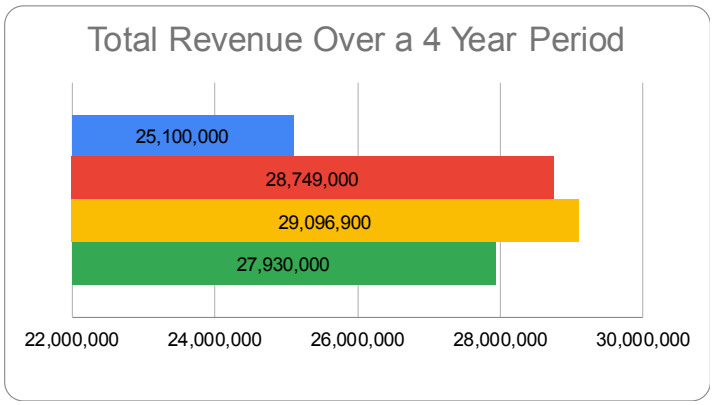
As mentioned in the previous section, the total revenue was gathered from the UK Athletics page in their Annual Reports for each year. The calculation is broken up into different columns, showing how the different percentages and number of coaches and players impact the equation from a numerical standpoint. The calculation is the same for every player, but is changed depending on the number of players on the roster for that season, which it does change year to year. Once the variables are correct for the given year, the total amount for each player is calculated, and a net total compensation for that year is also calculated based on the equation and the order it is set up in the spreadsheet. Having the total net compensation at the bottom of the column helps show the changes

from year to year, and how the revenue is a direct impact of that. After all of the data was gathered, graphs were put together to analyze the data more clearly and to see trends which will be explained in the next section.

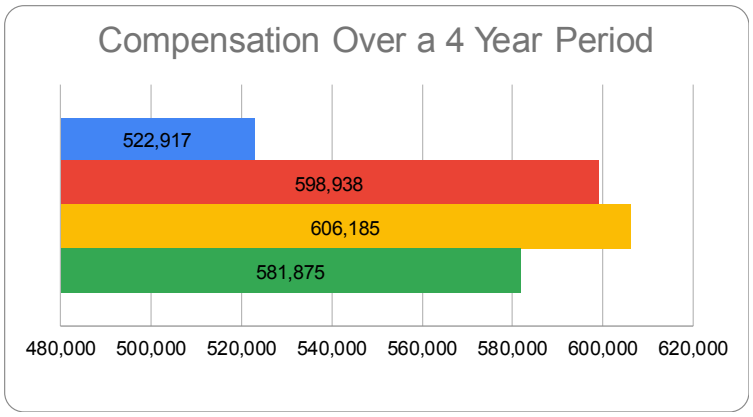
Note: See attached Excel spreadsheets in Appendix.

Results

Based on the data from the Excel spreadsheet, two graphs were created to show the changes in revenue from year to year, as well as compensation. Based on the graph below, Year 3(yellow) had the highest total revenue earned at $29,096,900. Year 1(blue) had the lowest revenue earned, which was $25,100,000. As the revenue changes year to year, this effects total compensation as well.



The relationship between revenue and compensation in this case is synonymous, so the same results occurred with compensation amounts. Year 3 was the highest amount at $606,185, while Year 1 was the lowest at $522,917. Although that is the case, even though there is a big increase between Year 1 and Year 3 in terms of revenue, there is only a difference in total compensation by less than one hundred thousand dollars.



The total revenue that UK earned was well above 25 million per year, with the average being $27,718,975. Although that is a very high number and very successful for the program to earn, the difference between Year 3 and Year 4's revenue was -$1,166,900.

Revenue Changes from Year to Year							
	Year 1	Year 2	Change (Y2-Y1)	Year 3	Change (Y3-Y2)	Year 4	Change (Y4-Y3)
Total Revenue	25,100,000	28,749,000	3,649,000	29,096,900	347,900	27,930,000	-1,166,900

That doesn't make much of a difference in terms of being able to compensate their players according to plan, but that is a lot of money that was lost that could be put towards compensation and the other variables in the calculation. With that being said, the total compensation between those years was -$24,310.

Compensation Changes from Year to Year							
	Year 1	Year 2	Change (Y2-Y1)	Year 3	Change (Y3-Y2)	Year 4	Change (Y4-Y3)
Net Compensation	522,917	598,938	76,021	606,185	7,248	581,875	-24,310

An interesting finding was the percentage change using the average total compensation and average total revenue, which ended up being 2.08%. That means that the total compensation each year only accounted for 2.08% of the revenue gained that year.

Average Net Compensation	577,479
Average Total Revenue	27,718,975
Percentage of Revenue	**2.08%**

Two percent doesn't seem like a very high amount, but with UK's popularity and success and the money they make, it does play a bigger role in terms of the amount they

compensate their players. Overall, this analysis shows that compensating the Men's Basketball Team at UK doesn't make a huge dent in the schools' total revenue they earn from their success, making it very doable according to the calculation.

Discussion

This thesis is important because college athletes, at any division level, put in endless amounts of work toward their craft. In terms of Division I athletes, many are a part of some of the top college teams in the country, with UK being one of them. There is a privilege to being an athlete, and it requires hard work in the classroom, and on the playing field while representing your school. UK is one of the many Division I schools that receives immense popularity from the media due to their talent, and in return gain revenue. UK's Men's Basketball program for many years has made the worldwide stage of the March Madness tournament, as the men compete at the highest level of basketball. With their dedication and talent, they deserve the funds received by the school because of their earned success. It's important for this thesis to allow the audience to understand that the university is able to provide their hard-working athletes on the MBB program with compensation due to the amount of revenue they receive per year based on their team alone.

This thesis examined this debatable topic with the hope to put into perspective the financial aspects of the concept of Fair Pay to Play. The creation of the Fair Pay to Play calculation took time and effort to try to include everything that is valuable to the basketball team and the university that needs compensation before the players do. Once that is figured out, the rest goes to the players, in which based on the analysis, doesn't

take a huge cut of the total revenue they make, only about 2%. With the other factors included in Fair Pay to Play in the Literature Review section and in the Contract Suggestions section, it makes the concept very attainable for a school like the UK and other prestigious schools like it. Using a top school to conduct this research and financial analysis for my thesis was the best choice, as this school is top in the country in terms of athletics, and it is involved in one of the biggest events in College Basketball which is the March Madness tournament that is televised on ESPN and other sports networks.

With being a student-athlete myself at the high school and college level, it is a huge commitment to playing for your school, even at the Division III level. Riding the bus to games, coming back at one in the morning, leaving class or even missing class to get to a game, staying late after practice, getting there early to see the trainers, and with much more involvement, it is very time-consuming. I can't imagine what it is like at the Division I level, as many teams have to fly to get to their games, and still make sure their homework is done. I empathize with athletes and the constant struggle to manage time efficiently, and with Division I athletes having way more on their plate, for the success that they provide for their school does deserve a form of compensation. That is why I created a calculation that is feasible for a school like UK, that won't go too deep into their budget, and will keep the athletes motivated to stay for four consecutive years and continue to represent their school in the best way possible.

Contract and Payment Suggestions

Under this contract, it will explain the obligations that the student-athlete has to abide by in order to receive compensation at the end of each year that is calculated according to revenue generated by the program for that season.

The student-athlete MUST:

- Remain in academic standing in order to participate in athletics
- Play at the university for four consecutive years, graduating with a Bachelor's Degree*
- Remain from trouble with the law, whether it is on-campus or off-campus

The student-athlete will not receive compensation if:

- They leave the university/transfer to another school
- Get in trouble with the law
- They do not uphold good academic standing to participate in athletics
- The leave the university to join the NBA before graduating
- They transferred to the school from elsewhere*

If any of these obligations are not obeyed, the student-athlete will not receive their compensation at all.

**Note: There is a contract for transfers into the university that are able to receive compensation for the rest of their basketball career at the university as long as it's approved by the Head Coach and Athletic Director.*

There are 3 different options the student-athlete can choose in order to get compensated when finished their basketball career:

- Receive monthly payments either from a check or direct deposit
    - Formula: Total Compensation/12 months = Monthly Payment
- Use the total to pay for a Graduate program at a university of their choosing within the total compensation limit
- Receive payment every 3 months either from a check or direct deposit
    - Formula: Total Compensation/12 months/3 months= Payment

Potential Limitations

Although this plan under Fair Pay to Play to hopefully be enacted in Kentucky, there could be some issues that can occur. In California, the Act consists of students getting paid outside of their university. Which means the university isn't responsible for payment. In my plan, it does require payment through the university, even if the student-athlete does get endorsement deals separately through other business interactions and many more other opportunities. Just because California is like this, doesn't necessarily mean Kentucky will follow suit, but it could be a possibility that's worth noting. Another limitation is in the effect of this passing, the recruitment process for these top universities. With this plan only focusing on a big Division I school, there could be backlash from smaller Division I schools who simply cannot afford to pay their players to that caliber. This comes with more issues, on whether or not Fair Pay to Play will affect all D1 schools, big or small, or if there will need to be some form of criteria that will

need to be fulfilled in order for the Act to be put into place for those specific schools. Recruitment will be affected, as upcoming college recruits will pass up smaller D1 schools to go to a bigger school, just so they can receive compensation. In result, the smaller schools won't be able to fill their roster, therefore not being able to fulfil their own season and miss out on revenue opportunities. The removal of "amateurism" is another limitation, meaning that college basketball will reflect the NBA in terms of endorsements and other money-making opportunities for the players, and will take out the fact that these students are barely adults and in college, where academics is more important than basketball.

Closing

The main goal in this thesis project is to provide financial information on the debatable topic of Fair Pay to Play, and place it in a scenario in which a compensation plan would work for the athletes. Based on the information stated about Fair Pay to Play, and how it does relate to endorsements, media coverage, etc., this compensation plan doesn't include those important aspects to college athletics, but it breaks it down to the universities themselves. That said, the endorsements would pay the players and it wouldn't be through the university like the plan in this project states, but this project focuses more on the athlete and their contributions to their university, and how the university has the funds to be able to compensate their athletes. As stated in the 'Results' section of this thesis, compensating the UK men's basketball athletes only accounts for about 2% of the annual revenue the university makes off their team in one year. Based on those findings in the spreadsheet, it is feasible for a university to additionally pay their

athletes for their dedication to their craft, and for the success and money they bring in annually. The ‘Contract Suggestions’ sections’ purpose is to provide some guidance on how the Fair Pay to Play Act could be put into place, and although a formal contract cannot be created, creating guidelines that should be followed under the act can put into perspective the student athletes obligations under it. The payment section and having those different payment options is chosen by the UK student-athlete under contract, and can use the money for his needs. The option of payment for Graduate school is important, as my rationale is that since 1% of athletes make it to the NBA, 99% of them will graduate their Undergrad and want to pursue post-grad efforts. Graduate school is expensive, and giving these student-athletes a sense a financial freedom to afford graduate school and enhance their education as an option is important. Student-athletes could use the money for a car, as they may not be able to afford one, help their families if they struggle financially, or move to the state where they want to pursue a full-time job or attend a graduate program elsewhere. The possibilities are endless for the student-athletes, and giving them financial freedom to provide for themselves and their families as a payback for the money and image they gained for their university by succeeding at their sport is significant. In conclusion, this compensation plan under Fair to Play works and although this is being spoken about to pass in other states, with Kentucky included as the UK men’s basketball team is the highlight of this project, it can be done.

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Appendix

A.

Season of 2015-2016													
Player	Class Rank	Total Revenue	UK Cut	Total	Athletic Department Cut	Total	Number of Players	Total Compensation	Head Coach	Total	Assistant Coaches	Total	Net Player Compensation
ALEX POYTHRESS	Sr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
CHARLES MATTHEWS	Fr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
DEREK WILLIS	Jr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
DILLON PULLIAM	So.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
DOMINIQUE HAWKINS	Jr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
EJ FLOREAL	Jr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
ISAAC HUMPHRIES	Fr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
ISAIAH BRISCOE	Fr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
JAMAL MURRAY	Fr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
JONNY DAVID	Fr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
MARCUS LEE	Jr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
MYCHAL MULDER	Jr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
SKAL LABISSIERE	Fr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
TAI WYNYARD	Fr.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
TYLER ULIS	So.	25,100,000	50%	12,550,000	25%	3,137,500	15	209,167	50%	104,583	3	69,722	34,861
									Head Coach Salary	**1,568,750**	Total Ass. Coaches Cut	**1,045,833**	**522,917**
											Total per Ass. Coach	**348,611**	

B.

Season of 2016-2017													
Player	Class Rank	Total Revenue	UK Cut	Total	Athletic Department Cut	Total	Number of Players	Total Compensation	Head Coach	Total	Assistant Coaches	Total	Net Player Compensation
DE'AARON FOX	Fr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
BAM ADEBAYO	Fr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
BRAD CALIPARI	Fr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
DEREK WILLIS	Sr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
DILLON PULLIAM	Redshirt So.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
DOMINIQUE HAWKINS	Sr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
HAMIDOU DIALLO	Fr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
ISAAC HUMPHRIES	So.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
ISAIAH BRISCOE	So.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
JONNY DAVID	So.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
MALIK MONK	Fr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
MYCHAL MULDER	Sr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
SACHA KILLEYA-JONES	Fr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
TAI WYNYARD	Redshirt Fr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
WENYEN GABRIEL	Fr.	28,749,000	50%	14,374,500	25%	3,593,625	15	239,575	50%	119,788	3	79,858	39,929
									Head Coach Salary	**1,796,813**	Total Ass. Coaches Cut	**1,197,875**	**598,938**
											Total per Ass. Coach	**399,292**	

C.

Season of 2017-2018													
Player	Class Rank	Total Revenue	UK Cut	Total	Athletic Department Cut	Total	Number of Players	Total Compensation	Head Coach	Total	Assistant Coaches	Total	Net Player Compensation
BRAD CALIPARI	So.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
DILLON PULLIAM	Redshirt Jr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
HAMIDOU DIALLO	Redshirt Fr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
JARRED VANDERBILT	Fr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
JEMARL BAKER JR.	Fr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
JONNY DAVID	Jr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
KEVIN KNOX	Fr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
NICK RICHARDS	Fr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
PJ WASHINGTON	Fr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
QUADE GREEN	Fr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
SACHA KILLEYA-JONES	So.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
ALEXANDER	Fr.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
TAI WYNYARD	Redshirt So.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
WENYEN GABRIEL	So.	29,096,900	50%	14,548,450	25%	3,637,113	14	259,794	50%	129,897	3	86,598	43,299
									Head Coach Salary	**1,818,556**	Total Ass. Coaches Cut	1,212,371	**606,185**
											Total per Ass. Coach	**404,124**	

D.

Season of 2018-2019													
Player	Class Rank	Total Revenue	UK Cut	Total	Athletic Department Cut	Total	Number of Players	Total Compensation	Head Coach	Total	Assistant Coaches	Total	**Net Player Compensation**
ASHTON HAGANS	Fr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
BRAD CALIPARI	Jr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
EJ MONTGOMERY	Fr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
IMMANUEL QUICKLEY	Fr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
JEMARL BAKER JR.	Redshirt Fr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
JONNY DAVID	Sr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
KELDON JOHNSON	Fr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
NICK RICHARDS	So.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
PJ WASHINGTON	So.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
QUADE GREEN	So.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
REID TRAVIS	Graduate	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
TYLER HERRO	Fr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
ZAN PAYNE	Fr.	27,930,000	50%	13,965,000	25%	3,491,250	13	268,558	50%	134,279	3	89,519	44,760
									Head Coach Salary	**1,745,625**	Total Ass. Coaches Cut	1,163,750	**581,875**
											Total per Ass. Coach	**387,917**	