

At All Costs: Does College Athletics Fund Men's and Women's Teams Equally?

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Abstract

Despite the progress toward gender equality in college athletics since the advent of Title IX, the funding of men's and women's teams is in need of attention. This paper investigated 107 public FBS schools' spending toward recruitment, travel, and equipment for equitable men's and women's teams (e.g., baseball/softball, men's/women's tennis) in 2019/2020 in 13 sports. The results demonstrated women are underfunded in all three categories. The study showed the disparity between money spent on men's and women's teams is larger for Power 5 institutions than for Group of 5 schools. Revenue allocation theory and feminist economics were used to look at the possible solutions to this continued problem of gender inequality in college athletics.