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Dec 21, 2010

## Assistant football coaches see surge in pay in down economy

01:00 AM

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As the profile of many college football assistant coaches rises, so does their pay.

Led by the cash-rich, football-crazed Southeastern Conference, the number of high-dollar coordinators and other assistants is growing, a [study of contracts and other compensation documents](#) by USA TODAY finds. This is happening even as the lagging economy appears to have slowed a longtime climb in head coaches' salaries.

The list of assistants earning \$250,000 or more in the NCAA's top-tier Football Bowl Subdivision (FBS) is up from at least 106 a year ago to 132 this season. Fifty-one are in the SEC.

Twenty-six assistants are pulling down \$400,000 or more, double the number making that much in 2009. Thirteen are in the SEC, topped by four defensive coordinators making \$700,000 or better.



CAPTION  
By Phil Sandlin, AP

Bonuses also help boost pay for assistants. Oregon's staff already have [earned an extra \\$1.18 million](#) with the team set to play in the title game.

Defensive coordinators account for the sport's seven highest-paid assistants and nine of the top 11. At the top: Texas' Will Muschamp, making a little more than \$900,000 before Florida hired him last week as its head coach.

Two of the sport's most celebrated offensive coordinators are headed above that salary range.

Auburn's Gus Malzahn, who oversees an attack that has carried the Tigers to next month's national championship game and quarterback Cam Newton to the Heisman Trophy, recently agreed in principle to a contract extension under which he will be guaranteed at least \$1 million a year.

Dana Holgorsen will make \$800,000 next season at West Virginia, which hired him from Oklahoma State last week and will make him the Mountaineers head coach, succeeding Bill Stewart, in 2012. USA TODAY, in partnership with the National Sports Law Institute of Marquette University Law School, obtained compensation details for nearly 890 of the nearly 1,100 FBS assistants.

Analysis of head coaches' compensation found that their 2010 pay held steady from a year ago at an average of \$1.36 million.

-- Steve Wieberg and Steve Berkowitz

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**R.P.** (0 friends, [send message](#)) wrote: 2h 23m ago  
WRONG

What USA Today ALWAYS FORGETS to mention --

these kinds of people can be FIRED on a moment's notice.

Tim -- how much does a FIRED coach make from a university?

Oh. You didn't take math in college? Well -- call a CPA. Will help. Good luck.

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**tdbnbr** (29 friends, [send message](#)) wrote: 20h 34m ago  
baboons (5 friends, [send message](#)) wrote: 42m ago  
and people wonder why tuitions are rising.

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Actually, it's probably due to the increase in players compensation.  
Seems like a lot more pearl white Escalades on campuses than ever.

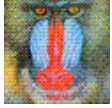
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**007lefty57** (0 friends, [send message](#)) wrote: 20h 50m ago

I wish these increases could be tied to increases in graduation rates. One requirement of a BCS school should be self generated athletic departments. Zero tuition fees or state support.

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**baboons** (5 friends, [send message](#)) wrote: 21h 18m ago  
and people wonder why tuitions are rising.

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**Jadedview** (0 friends, [send message](#)) wrote: 21h 59m ago  
I believe all offensive coordinators should be paid more than their QB if they are successful....

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**Contrary Mary** (1 friends, [send message](#)) wrote: 22h 44m ago  
1 Recommended | [Report Abuse](#)  
Adversity (0 friends, [send message](#)) wrote: 10m ago  
The more Popcorn they sell the higher their pay. Very simple to some.

\*\*\*\*\*

Adversity, your point might be meaningful if the popcorn was not being sold at a not-for profit education institution that receives specific tax breaks for that status. Have the athletics department spin off as its own business, just like any other, secure their own land, their own debt to build the stadiums (without tax breaks or public financing), market their business without university infrastructure and a captive audience, without dibs on student fees, without university pension systems and healthcare, and without tax deductible donations, then your point might be relevant.

And by the way, professional sports owners are fleecing the public as well, and getting away with it.

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**Contrary Mary** (1 friends, [send message](#)) wrote: 22h 56m ago  
dfpasto (0 friends, [send message](#)) wrote: 4m ago  
OK. here's how to respond . . . anyone who gets a fund raising call from their Alma Mater or their children's college, ask the caller how much the assistant coach is earning.

If the assistant is earning an outrageous amount, say like anything above \$125,000 per year, ask the caller this question: "If you can afford to pay your assistant football coach \$125,000 (or \$200,00, or \$400,000, whatever the case may be), why should I not ask you for money?"

Makes for an interesting answer.

\*\*\*\*\*

I have already done just as you suggest and no longer give to my "alma mater".

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**Contrary Mary** (1 friends, [send message](#)) wrote: 22h 59m ago  
Where is the follow up article on the IRS audit of colleges and universities and how they report their unrelated business income and expenditures (big time college sports and salaries). It appears someone has been asleep at the switch for too long - politicians, boards of trustees, regents, and college presidents.) This flagrant corruption in our education system and tax code is past due for aggressive correction.

[2 Recommend](#) | [Report Abuse](#)[dfpasto](#) (0 friends, [send message](#)) wrote: 23h 2m ago

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