

# Hiring a college football coach is expensive. Firing one is, too.

Brent Schrottenboer, Steve Berkowitz and Christopher Schnaars, USA TODAY 9:28 a.m. EDT October 27, 2016



(Photo: Jeffrey Becker, USA TODAY Sports)

On a warm, sunny day last month at the University of Iowa, head football coach Kirk Ferentz wore a white shirt and gold-striped tie to a special announcement about his future. He had just signed the deal of a lifetime — the biggest contract of his life, with enough guarantees to make him a rich man well into his retirement, win or lose.

The new contract included several generous provisions:

- ▶ Even if he's fired after this season for not winning enough games, the 61-year-old Ferentz would be owed more than \$25 million, payable in monthly installments until 2026.
- ▶ He's guaranteed an additional \$22 million from 2021 through 2025 if he sticks around and wins at least seven games each season through 2020. It wouldn't matter if he's dismissed in 2021 after finishing 0-12.
- ▶ If that's not enough, those guarantees wouldn't even be reduced if Iowa fired him and he took a lucrative new job somewhere else.

"I certainly appreciate the trust and confidence demonstrated by athletic director Gary Barta," said Ferentz, who also thanked Iowa president Bruce Harreld.

## **USA TODAY Sports Coaches Salary Database** **(<http://sports.usatoday.com/ncaa/salaries/>)**

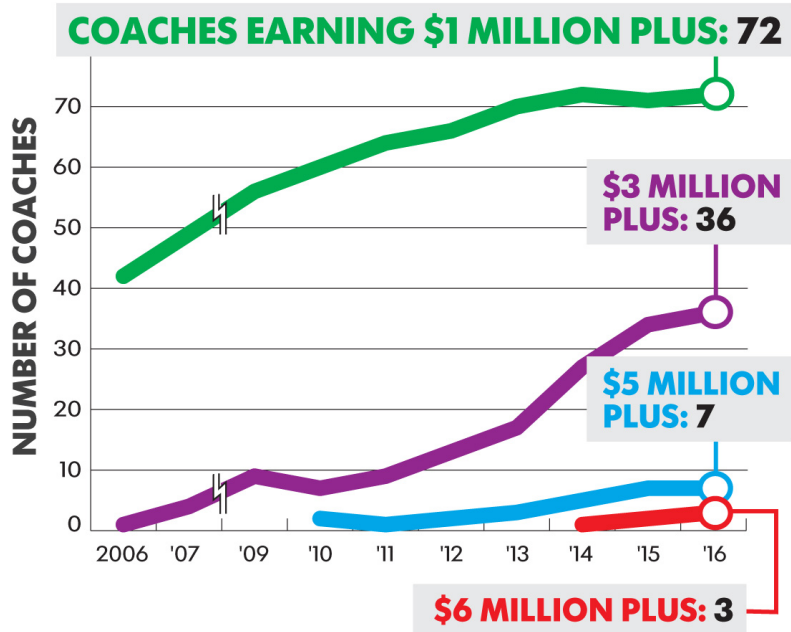
Less than two months later, Iowa has lost three consecutive home games, adding more buzz to a popular question about contract guarantees for college coaches: Why?

Why did Iowa make Ferentz almost too expensive to fire after averaging about seven wins per season during his previous 17 years in Iowa City?

And why are schools, including Iowa, increasingly willing to provide gold-plated parachutes for coaches in an industry where their success is never guaranteed?

Harreld, the top decision-maker on Ferentz's contract, declined comment. But the simple answer is leverage. Buoyed by rising revenues in college sports, college football coaches are getting paid more than ever, with at least 36 earning at least \$3 million this year, up from nine in 2011 and one in 2006 — the first year USA TODAY Sports conducted the head coaches salary survey. They also have more bargaining power than ever and are using it to guarantee their pay at unprecedented levels to match.

# SALARY PROGRESSION IN COLLEGE FOOTBALL



Note: USA TODAY did not conduct a college football coaches salary survey in 2008.

SOURCE USA TODAY Sports research

From the schools' viewpoint, that means the potential price of failure has skyrocketed, according to a USA TODAY Sports analysis of hundreds of coaches' contracts obtained over several years.

Ferentz is one of at least seven football coaches who would be owed at least \$20 million in guaranteed money if he were fired on Dec. 1 for losing too many games — a list led by Florida State's Jimbo Fisher, whose buyout this year would be a little more than \$33 million. In 2011, there were 15 coaches with guaranteed buyouts of at least \$8 million. This year, at least 33 are guaranteed that much — well more than half of the 53 publicly available coaches contracts in the Power Five conferences.

## The bargaining table

The buyout boom isn't just caused by the rising pay market, experts say. In some cases, schools appear to be getting out-leveraged in contract negotiations by coaches and their agents, perhaps because multi-year contract signings are usually sunny occasions. With so much optimism in the air at the time, schools might not be considering the dark possibility that the honeymoon might not last.

"There's such tremendous pressure to generate revenues and win that basically these universities are sort of bending over contractually to get these coaches in the door," said Martin Greenberg, a Milwaukee-based sports attorney who has represented several coaches in contract negotiations. "Euphoria sometimes overtakes objectivity and intelligence."

# YOU'RE FIRED – WITH PAY

Contract buyouts that would be owed to Football Bowl Subdivision head coaches.

School or Coach:

SCHOOL	COACH	AMOUNT	MITIGATION/OFFSET
Akron	Terry Bowden	\$1,300,500	Yes
Alabama	Nick Saban	\$23,266,668	Yes, but no specified obligation to mitigate
Appalachian State	Scott Satterfield	\$1,795,312	Yes
Arizona	Rich Rodriguez	\$8,912,500	No
Arizona State	Todd Graham	\$14,208,333	Not addressed
Arkansas	Bret Bielema	\$15,400,000	Yes
Arkansas State	Blake Anderson	\$700,000	Yes
Army	Jeff Monken	\$3,795,544	Yes

By Christopher Schnaars and Steve Berkowitz, USA TODAY

**Source:** Data from the schools obtained by USA TODAY Sports.

**Notes:** Based on termination without cause on Dec. 1, 2016. If mitigation and offset are not addressed in contract, coach still may have obligation to make efforts in that regard. Amounts do not take into account per-day pro-rating for a partial contract year. Figures for Air Force, Navy, Pittsburgh, Temple and private schools not available. Coaches at Mississippi, Mississippi State have contracts with private foundations that declined to disclose their portions of buyouts that would be owed. Does not include longevity and/or retention payments.

There generally are two types of firings in college sports:

- ▶ Those fired for legal cause, such as breaking the law or major NCAA rules. In these cases, coaches generally aren't entitled to additional guaranteed money.
- ▶ Those fired for losing too many games — which almost always entitles coaches to additional guaranteed money from schools according to their contracts. This is the most common type of firing (17 since the start of the 2015 season), and the terms of divorce are usually set before marriage or renewed vows during contract negotiations, as they were with Ferentz's guarantees.

"We're going to call that a sweetheart deal" for Ferentz, Greenberg said.



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Many others could be described the same way, and arguably for good reason: Coaches are helping drive those rising revenues. With contract guarantees, coaches also taking what they can get from the market and ensuring themselves some stability in an otherwise turbulent profession.

Consider Texas, where many are speculating about the future of Charlie Strong, whose record in three seasons is 14-18. If he's fired in December, Strong would be owed more than \$11 million. By contrast, Strong's predecessor at Texas, Mack Brown, never had a potential buyout larger than \$3.5 million from 1998 until his resignation in 2013.



Texas has a losing record at the season's midpoint, but it would have to pay Charlie Strong more than \$11 million to send him away this season. (Photo: Brendan Maloney, USA TODAY Sports)

Coaches these days "are in the driver's seat," Stanford economist Roger Noll told USA TODAY Sports.

On the other side of the bargaining table, schools are taking on even more risk with these contracts — at least until they decide they can't. Just ask Kansas, which recently bucked the big buyout trend after getting snake-bit by it several times.

## Learning the hard way

It started in 2001, when Kansas fired coach Terry Allen with one year left on his contract at an annual salary of \$320,000.

Since then, the Jayhawks have paid three coaches not to coach.

- ▶ In 2009, one year after Kansas' last winning season, coach Mark Mangino received a \$3 million settlement from KU after quitting amid allegations that he mistreated players. The settlement helped KU avoid a fight for the \$6.6 million Mangino would have been owed if he were fired without legal cause.
- ▶ Coach Turner Gill succeeded him and went 5-19 in two seasons before KU fired him in 2011 and bought out the remaining \$6 million left on his contract.
- ▶ KU then turned to Charlie Weis, the industry legend for making a living off of getting fired. Before KU, Notre Dame terminated Weis after a 6-6 season in 2009 and subsequently paid him more than \$16 million to settle his contract, with a final payment remaining at the end of 2015.

At KU, Weis did it again. He compiled a 6-22 record before getting fired in 2014 with more than \$5.4 million still owed to him in monthly installments, the last of which is due in December.



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[What you find in a college football coach's contract buyout](#)

<http://www.usatoday.com/story/sports/ncaaf/2016/10/26/college-football-coach-salary-database-contract-buyout-language/92712348/>

To replace Weis, KU hired David Beaty and this time drastically changed the buyout provisions in the school's favor.

If he's fired for losing, Beaty's buyout is to be no larger than two years' pay (\$1.6 million total), according to his contract. He also would be required to seek "similar or related employment" and reduce his buyout from Kansas by the amount of pay he receives at his new job — a contract provision that is common in college football but also negotiable.



The contract for Kansas coach David Beaty has provisions that are more merit-based than his predecessors' deals. (Photo: John Rieger, USA TODAY Sports)

Beaty's record at KU so far is 1-18.

Kansas officials declined comment on the contract through a spokesman.

But there's still a tradeoff for the Jayhawks, no matter how sensible Beaty's contract might seem for them. Such deals won't attract the kind of big-splash hire they might have wanted instead — the kind that Michigan got in late 2014.

## Star coaches in demand

With \$9 million owed him this year, Michigan coach Jim Harbaugh is the highest paid coach in the 2016 USA TODAY Sports survey of publicly available contracts. He's at the top, in large part, because he has huge leverage, an example of why schools fawn over star coaches and give them much of what they ask for during contract negotiations.

All schools want a coach like him — somebody who can turn a flat brand name into a shiny national power practically overnight.

"There are lots of coaches, but not all are able to win and generate money," said Greenberg, who has written about coaches' buyouts for the Marquette Sports Law Review. "That's where the leverage is."



USA TODAY

[How Jim Harbaugh could become a \\$10 million coach](http://www.usatoday.com/story/sports/ncaaf/2016/10/27/michigan-coach-jim-harbaugh-10-million-dollars-contract-salary-bonuses-football/92693564/)

[\(http://www.usatoday.com/story/sports/ncaaf/2016/10/27/michigan-coach-jim-harbaugh-10-million-dollars-contract-salary-bonuses-football/92693564/\)](http://www.usatoday.com/story/sports/ncaaf/2016/10/27/michigan-coach-jim-harbaugh-10-million-dollars-contract-salary-bonuses-football/92693564/)

Before Harbaugh, Michigan had sagged to a 5-7 season under Brady Hoke, who was owed \$3 million for his termination in 2014.

After hiring Harbaugh, Michigan's football team has become an undefeated, top-two program and likely an even bigger cash cow after contributing \$88 million of the athletic department's \$152 million revenues in the fiscal year ending in June 2015.

The problem for schools is that there's a very limited supply of coaches of this caliber.



Coaches with the package and background of Jim Harbaugh are expensive because they are rare. (Photo: Rick Osentoski, USA TODAY Sports)

“Part of what is going on is the iron law that only 25 schools can rank in the top 25,” said Noll, the Stanford economist. Yet there are 128 teams in major college football. About 20 coaches are capable of being consistently in the top 25, Noll estimated, with about 50 to 75 programs able to generate enough revenue to be among the bidders for one of these coaches.

So the bidding increases, bringing the rest of the market up with them as each school chases more wins and more revenue with more spending.

“Coaches are better positioned in today’s market to negotiate guaranteed deals,” attorneys Russ Campbell and Patrick Strong said in a statement to USA TODAY Sports. They would know. Their firm, Balch Sports, has negotiated more than \$350 million in coaching contracts since 2007.

## The agent factor

No other major college head football coaches have been at the same schools longer than Ferentz and Oklahoma’s Bob Stoops, both of whom were hired at their respective schools in late 1998.

The two happen to be friends and share the same agent: Neil Cornrich, who is based in suburban Cleveland.

They also have two of the top buyouts in the nation at about \$25 million each, a byproduct of their recent success and the stability they’ve brought to their programs.

Cornrich declined to comment on contract negotiations but made a case for why the relatively long tenures of Ferentz and Stoops have added value to their schools.

### PHOTOS: COLLEGE COACHES WHO MAKE \$4 MILLION OR MORE

“It’s important to understand the continuity, stability, and branding that they have provided,” Cornrich told USA TODAY Sports. “People have grown up with Bob Stoops and Kirk Ferentz being the only coaches at their respective institutions for their entire lives. That creates substantial additional value, especially when both coaches have been so successful, on and off the field.”

### College football coaches who make more than \$4 million

He noted that “coaches are the people who are producing the revenue” and their compensation reflects “the value being added and the very few people who can consistently add that value.”

Ferentz’s new contract this year comes on the heels of a 12-2 season last year, after finishing 19-19 the previous three years.

If Iowa had insisted that Ferentz’s buyout provisions be less generous, it’s hard to say what Ferentz would have done instead, though he has been mentioned for other jobs in previous years. Unlike at many other universities, the board of regents that oversees the University of Iowa does not review or approve coaching contracts as a matter of policy. Some say such oversight is necessary because these contracts involve such huge financial commitments.

“This might be a very good wakeup call to the board to be more proactive to ensure they can exercise their fiduciary responsibilities in a more robust way,” said Michael Poliakoff, president of the American Council of Trustees and Alumni (ACTA), a nonprofit committed to accountability in higher education.

The Board of Regents for the State of Iowa delegates this oversight at Iowa to President Harreld, who was hired last year.

“Even if the board delegates it authority, it can’t delegate its responsibilities,” said Armand Alacbay, ACTA’s vice president of trustee & legislative affairs. “It does so at its own peril.”

Ferentz and Iowa athletic director Barta declined comment to USA TODAY Sports through a spokesman.

Whatever happens, rising revenues still might be able to cover much of Iowa’s rising costs, even if a hefty buyout is in order. Iowa’s Big Ten Conference distributed roughly \$34.6 million to each of its 11 longest-standing members during the fiscal year ending in June 2016 and is projected to distribute more than \$38 million in 2016-17.

That’s expected to go up even more with a new television deal with Fox and ESPN.

“If you don’t have a buyout in a contract,” Barta told reporters last month, “it’s not a long-term contract.”

**Contributing:** Mike Carmin of the Lafayette (Ind.) Journal-Courier and USA TODAY NETWORK.

<b>2015-16 Incentive payments to FBS head coaches</b>			
<b>School</b>	<b>Coach</b>	<b>Goal</b>	<b>Amount</b>
Air Force	Troy Calhoun	Non-CFP bowl	\$85,000
Akron	Terry Bowden	Bowl appearance	\$25,000
Akron	Terry Bowden	APR at least 935 but less than 960	\$5,000
Alabama	Nick Saban	GSR/APR combination	\$100,000
Alabama	Nick Saban	Win CFP national championship	\$400,000
Alabama	Nick Saban	Win SEC championship game	\$125,000
App State	Scott Satterfield	Competitive scheduling -- game v. Power 5 opponent	\$10,000
App State	Scott Satterfield	Bowl appearance	\$10,000
App State	Scott Satterfield	APR at least 930	\$10,000
Arizona	Rich Rodriguez	Non-CFP bowl	\$25,000
Arizona	Rich Rodriguez	APR at least 952 but less than 1000	\$25,000
Arizona State	Todd Graham	Team GPA at least 2.75 but less than 2.80	\$125,000
Arizona State	Todd Graham	Non-CFP bowl	\$250,000
Arkansas	Bret Blelema	Non-major bowl	\$50,000
Arkansas	Bret Blelema	Single-year APR 960 or greater, but less than 980	\$50,000
Ark State	Blake Anderson	Win conference championship and play in bowl	\$50,000
Army	Jeff Monken		NA
Auburn	Gus Malzahn	Single-year APR 950 or greater, but less than 1000	\$75,000
Auburn	Gus Malzahn	Non-BCS bowl	\$50,000
Boise State	Bryan Harsin	Bowl appearance	\$35,000
Boise State	Bryan Harsin	Single-year APR 990 or greater	\$50,000
Buffalo	Lance Lelpold		NA
California	Sonny Dykes	Non-major bowl appearance	\$25,000
California	Sonny Dykes	7 regular season wins	\$25,000
C Michigan	John Bonamego	7 wins overall	\$6,000
C Michigan	John Bonamego	MAC division co-champs	\$10,000

C Michigan	John Bonamego	Bowl appearance	\$15,000
C Michigan	John Bonamego	Single-year APR greater than 965	\$7,500
C Michigan	John Bonamego	Team GPA between 2.8 and 2.89	\$5,000
Charlotte	Brad Lambert	None	\$0
Cincinnati	Tommy Tuberville	Non-CFP bowl appearance	\$50,000
Cincinnati	Tommy Tuberville	APR 950 to 969	\$20,000
Clemson	Dabo Swinney	Play in ACC championship game	\$50,000
Clemson	Dabo Swinney	Win ACC championship game	\$100,000
Clemson	Dabo Swinney	Play in CFP semifinal	\$400,000
Clemson	Dabo Swinney	Play in CFP national title game	\$400,000
Clemson	Dabo Swinney	ACC coach of the year	\$25,000
Clemson	Dabo Swinney	National coach of the year by AFCA	\$50,000
Clemson	Dabo Swinney	APR at least 950	\$75,000
Colorado	Mike MacIntyre	Acad. progress, player welfare/growth, program outreach, 1st half of '15	\$150,000
Colorado	Mike MacIntyre	Acad. progress, player welfare/growth, program outreach, 2nd half of '15	\$150,000
Colorado State	Mike Bobo	Non-CFP bowl	\$50,000
Connecticut	Bob Diaco	Non-CFP bowl	\$33,333
E Michigan	Chris Creighton	None	\$0
Florida	Jim McElwain	Non-CFP bowl	\$37,500
Florida	Jim McElwain	SEC division champion (play in title game)	\$37,500
Florida	Jim McElwain	SEC coach of the year	\$25,000
Florida Atlantic	Charlie Partridge	APR at least 950 but less than 960	\$5,000
Florida Int	Ron Turner	Team GPA at least 2.5	\$25,000
Florida State	Jimbo Fisher	Play in CFP non-semifinal	\$100,000
Fresno State	Tim DeRuyter	Miscellaneous total (Federal grad rate)	\$245,000
Georgia State	Trent Miles	Team bowl eligible	\$25,000
Georgia State	Trent Miles	Bowl appearance	\$25,000
Georgia State	Trent Miles	Team GPA at least 2.8 , spring semester	\$2,500
Georgia State	Trent Miles	APR at least 940, but less than 950	\$3,500
Georgia Tech	Paul Johnson	Appearance in national rankings anytime during regular season	\$10,000
Georgia Tech	Paul Johnson	GSR at least 70	\$125,000
Georgia Tech	Paul Johnson	APR at least 950	\$100,000
Houston	Tom Herman	8th regular season win	\$10,000
Houston	Tom Herman	9th regular season win	\$10,000
Houston	Tom Herman	10th regular season win	\$17,500
Houston	Tom Herman	11th win of season	\$17,500
Houston	Tom Herman	Appearance in national rankings	\$7,500
Houston	Tom Herman	Win AAC championship	\$25,000
Houston	Tom Herman	AAC coach of the year	\$10,000
Houston	Tom Herman	In top 25 of final CFP rankings	\$20,000
		Team GPA at least 2.5 for	




Houston	Tom Herman	Team GPA at least 2.5 for scholarship players	\$10,000
Houston	Tom Herman	APR at least 940	\$10,000
Idaho	Paul Petrino	APR at least 950	\$10,000
Indiana	Kevin Wilson	Non-CFP bowl with payout to school of \$2 million or more	\$150,000
Indiana	Kevin Wilson	APR at least 970 but less than 980	\$15,000
Indiana	Kevin Wilson	GSR at least 70 but less than 80	\$10,000
Iowa	Kirk Ferentz	Play in CFP non-semifinal	\$250,000
Iowa	Kirk Ferentz	Undefeated Big Ten regular season	\$250,000
Iowa	Kirk Ferentz	Big Ten coach of the year	\$50,000
Iowa	Kirk Ferentz	National coach of the year -- FWAA/Eddie Robinson Award	\$100,000
Iowa	Kirk Ferentz	Top 10 finish in AP poll	\$250,000
Kansas	David Beaty	None	\$0
Kansas State	Bill Snyder	Non-CFP bowl	\$50,000
Kent State	Paul Haynes	Team GPA 2.75 or greater	\$2,000
Kent State	Paul Haynes	At least 60% of roster Ohio residents	\$10,000
Kentucky	Mark Helfrich	APR at least 950	\$50,000
Louisiana Tech	Skip Holtz	Non-CFP bowl	\$25,000
La-Lafayette	Mark Hudspeth	None	\$0
Louisville	Bobby Petrino	APR 935 or greater	\$500,000
Louisville	Bobby Petrino	Bowl appearance	\$291,667
Louisville	Bobby Petrino	Miscellaneous	\$3,000
LSU	Les Miles	Non-CFP bowl	\$100,000
Marshall	Doc Holliday	Non-CFP bowl	\$30,000
Marshall	Doc Holliday	Net season ticket revenue of at least \$1 million	\$25,000
Massachusetts	Mark Helfrich	APR 940 to 949	\$10,000
Miami (Ohio)	Chuck Martin	Player retention rate	\$6,750
Michigan	Jim Harbaugh	None	\$0
Mich State	Mark Dantonio	Play in CFP semifinal	\$275,000
Mich State	Mark Dantonio	Play in Big Ten championship game	\$100,000
Mich State	Mark Dantonio	Win Big Ten championship	\$100,000
MTSU	Rick Stockstill	Non-CFP bowl	\$60,142
MTSU	Rick Stockstill	APR greater than 950	\$5,000
Minnesota	Tracy Claeys	Non-CFP bowl	\$61,202
Minnesota	Tracy Claeys	Average home attendance at least 49,000	\$31,275
Minnesota	Tracy Claeys	Team GPA at least 3.0	\$31,275
Minnesota	Tracy Claeys	APR at least 960 (head coach portion)	\$31,275
Minnesota	Tracy Claeys	APR at least 960 (assistant coach portion)	\$2,915
Mississippi	Hugh Freeze	Bowl with SEC distribution of more than \$1.3 million	\$100,000
Mississippi	Hugh Freeze	Team No. 5 through 12 in final CFP rankings	\$150,000
Mississippi	Hugh Freeze	APR greater than 950, but less than 975	\$50,000
Miss State	Dan Mullen	No itemization available; money paid by private foundation	\$200,000
Nebraska	Mike Riley	None	\$0

Nevada	Brian Pollan	MWC weeknight game on ESPN2	\$15,000
Nevada	Brian Pollan	MWC Saturday night game on ESPN2	\$25,000
Nevada	Brian Pollan	Bowl appearance without conference championship	\$15,000
Nevada	Brian Pollan	APR at least 940, but less than 960	\$25,000
Nevada	Brian Pollan	1 player named NCAA Academic All-American	\$5,000
UNLV	Tony Sanchez	MWC weeknight game on ESPN2	\$15,000
New Mexico	Bob Davie	Non-CFP bowl	\$20,000
New Mexico State	Doug Martin	None	\$0
North Carolina	Larry Fedora	Non-CFP bowl	\$29,250
North Carolina	Larry Fedora	ACC division champions	\$29,250
N.C. State	Dave Doeren	Non-CFP bowl	\$25,000
N.C. State	Dave Doeren	APR exceeds national average for football	\$50,000
N.C. State	Dave Doeren	Federal graduation rate exceeds national average for football	\$50,000
N Illinois	Rod Carey	Non-CFP bowl	\$25,000
N Illinois	Rod Carey	MAC division champions	\$10,000
N Illinois	Rod Carey	APR 970-979	\$7,500
N Illinois	Rod Carey	GSR 80 or greater	\$10,000
Ohio	Frank Solich	7th win	\$5,000
Ohio	Frank Solich	8th win	\$5,000
Ohio State	Urban Meyer	Play in CFP non-semifinal	\$200,000
Ohio State	Urban Meyer	Big Ten division co-champion	\$50,000
Oklahoma	Bob Stoops	Big 12 coach of the year	\$33,000
Oklahoma	Bob Stoops	Win Big 12 title and selected for CFP bowl participation	\$100,000
Oklahoma	Bob Stoops	Play in any CFP game other than national title game	\$200,000
Oklahoma State	Mike Gundy	Play in any CFP game other than national title game	\$100,000
Old Dominion	Bobby Wilder	None	\$0
Oregon	Mark Helfrich	Non-CFP bowl	\$50,000
Oregon	Mark Helfrich	APR at least 950, but less than 975	\$50,000
Oregon	Mark Helfrich	GPA 2.75-2.99	\$50,000
Oregon State	Gary Andersen	None	\$0
Penn State	James Franklin	Non-CFP Bowl	\$200,000
Purdue	Darrell Hazell	GSR exceeds national average for football	\$60,000
Purdue	Darrell	GPA exceeds expectation set by athletics department	\$60,000
SDSU	Rocky Long	Play in MWC title game	\$25,000
SDSU	Rocky Long	Win MWC championship game	\$75,000
SDSU	Rocky Long	Bowl game with payout of \$1.5 million or less	\$50,000
SDSU	Rocky Long	MWC coach of the year	\$15,000
SDSU	Rocky Long	Multi-year APR greater than 940	\$30,000
San Jose State	Ron Caragher	Non-CFP bowl	\$10,000
S Alabama	Joey Jones	APR exceeds 940	\$5,000
South Florida	Willie Taggart	Non-CFP bowl	\$25,000

Tennessee	Butch Jones	Play In Outback Bowl	\$200,000
Tennessee	Butch Jones	Single-year APR 965 or greater	\$100,000
Tennessee	Butch Jones	Top 25 in final national rankings	\$50,000
Texas	Charlie Strong	None	\$0
Texas A&M	Kevin Sumlin	Bowl other than CFP-affiliated game or Citrus	\$50,000
Texas-El Paso	Sean Kugler	Multi-year APR 930 or greater	\$24,128
Texas Tech	Kliff Kingsbury	Play In Big 12 lower-tier bowl	\$25,000
Texas Tech	Kliff Kingsbury	No. 2 in FBS in total offense	\$25,000
Troy	Neal Brown	None	\$0
UCLA	Jim Mora	6th win	\$10,000
UCLA	Jim Mora	7th win	\$10,000
UCLA	Jim Mora	8th win	\$10,000
UCLA	Jim Mora	Non-CFP bowl	\$40,000
UCLA	Jim Mora	GSR greater than 56	\$25,000
UCLA	Jim Mora	Single-year APR greater than 930	\$25,000
Utah	Kyle Whittingham	Non-CFP bowl	\$114,167
Utah	Kyle Whittingham	Top 25 in final national rankings	\$100,000
Utah	Kyle Whittingham	APR at least 970	\$50,000
Utah	Kyle Whittingham	GSR at least 60 but less than 70	\$25,000
Utah	Kyle Whittingham	Pac-12 division co-champ, not appealing in Pac-12 title game	\$45,000
Utah State	Matt Wells	Non-CFP bowl	\$50,000
Utah State	Matt Wells	APR at least 960	\$10,000
Washington	Chris Petersen	Non-CFP bowl not as 1st or 2nd selection from Pac-12	\$75,000
Washington	Chris Petersen	Single-year APR at least 960 but less than 970	\$75,000
Wash State	Mike Leach	Pac-12 coach of year	\$25,000
Wash State	Mike Leach	Non-CFP bowl	\$75,000
West Virginia	Dana Holgorsen	Play In non-CFP bowl	\$25,000
West Virginia	Dana Holgorsen	Win non-CFP bowl	\$25,000
West Virginia	Dana Holgorsen	APR greater than 930, but less than 950	\$10,000
W Kentucky	Jeff Brohm	Above .500 record	\$50,000
W Kentucky	Jeff Brohm	Win C-USA championship game	\$50,000
W Kentucky	Jeff Brohm	Win non-CFP bowl	\$50,000
W Michigan	P.J. Fleck	Play in non-CFP bowl	\$25,000
W Michigan	P.J. Fleck	Win non-CFP bowl	\$50,000
W Michigan	P.J. Fleck	7th win of season	\$10,000
W Michigan	P.J. Fleck	Players on All-MAC teams	\$15,500
W Michigan	P.J. Fleck	Players on Academic All-MAC teams	\$17,000
W Michigan	P.J. Fleck	GPA at least 2.8, but less than 2.9	\$5,000
W Michigan	P.J. Fleck	Average home attendance at least 18,000 but less than 20,000	\$6,000
Wisconsin	Paul Chryst	Play In Holiday Bowl	\$100,000
Wyoming	Craig Bohl	MWC regular season wins	\$40,000
Wyoming	Craig Bohl	GPA 2.5 to 2.69	\$25,000
Wyoming	Craig Bohl	7,000 to 7,999 season tickets sold	\$40,000

The rise of head coach buyout clauses

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by Christopher Schmalz and Steve Berkowitz, USA TODAY

Source: Data from the schools obtained by USA TODAY Sports.

Amounts only for head coaches who are at the same public school that employed them last season.

Figures for Army, Buffalo, Navy and Temple were not available.

Includes payments due to head coaches, regardless of whether they distributed portions to other staff.

Does not include longevity and/or retention payments.

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## The rise of head coach buyout clauses



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