

Winners sell

The Collegiate Licensing Co., in Atlanta, manages merchandising for 143 colleges and universities. They include every SEC school except Mississippi State and Vanderbilt. The CLC releases annual rankings for the top-selling schools. Auburn's and LSU's ratings jumped after successful football seasons.

	Record	Rank
Auburn		
2001	7-5	14
2002	9-4	15
2003	8-5	15
2004	13-0	11
2005	9-3	13

LSU

2001	10-2	18
2002	8-5	21
2003	13-1	5
2004	9-3	9
2005	11-2	12

Source: CLC

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Merchandising

When college athletic departments grant a license to use their logo on apparel and other merchandise, they collect an advance fee from the company. The school then charges a royalty rate on each item sold.

	Advance fees (dollars)	Royalty rate (percent)
Alabama	200-500	8
Arkansas	125-400	8
Auburn	250-750	8
Florida	250-1,000	8.5
Georgia	200-500	8
Kentucky	300-1,000	8.5
LSU	125-500	8
Ole Miss	50-200	8
S. Carolina	100-500	8
Tennessee	250-1,000	8.5
Michigan	500-1,000	8
Oklahoma	250-1,000	9
Texas	100-500	8

Source: CLC

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Bowl appearances make money too

	2006 Bowl/Championship	Team earnings	Amount shared per SEC team
Alabama	Independence Bowl	\$840,000	\$20,000
Arkansas	Capital One Bowl	1,240,000	231,538
Auburn	Cotton Bowl	1,040,000	150,769
Florida	BCS Championship	1,840,000	1,166,154
Georgia	Chick-Fil-A Bowl	1,040,000	137,308
Kentucky	Music City Bowl	1,040,000	43,077
LSU	Sugar Bowl	1,740,000	212,307
S. Carolina	Liberty Bowl	1,040,000	50,769
Tennessee	Outback Bowl	1,040,000	150,769

Source: Southeastern Conference

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Results of a successful season

After seasons in the national spotlight – Auburn had an undefeated season in 2004 and LSU won the BCS national championship in 2003 – the two SEC schools saw a jump in student applications and the number of out-of-state student applications.

Enrollment year

Auburn	2002	2003	2004	2005	2006
Previous year record	7-5	9-4	8-5	13-0	9-3
Applicants	13,264	12,493	12,827	14,249	15,919
In-state freshmen	2,470	2,181	2,178	2,468	2,472
Out-of-state freshmen	1,714	1,525	1,416	1,729	1,620
Mean freshman ACT	23.8	24.4	24.3	24.1	24.3

Enrollment year

LSU	2002	2003	2004	2005	2006
Previous year record	10-2	8-5	13-1	9-3	11-2
Applicants	9,787	10,147	11,077	10,825	10,135
In-state enrollment	23,759	23,008	22,687	21,917	21,068
Out-of-state enrollment	2,277	2,572	3,159	3,299	3,085
Mean freshman ACT	24.4	24.3	24.5	24.8	25.1

Source: Universities

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Average salaries for University of Alabama (2005-06) (Nine-month basis)*

	Professor	Associate Professor	Assistant Professor	Instructor	All ranks
Arts and Sciences					
Humanities	\$74,427	\$53,810	\$44,751	\$30,437	\$51,478
Natural Sciences and Mathematics	89,973	62,242	51,761	35,384	73,762
Social Studies	89,846	59,425	48,161	35,742	70,917
Arts and Sciences Composite	85,688	58,195	47,458	31,646	63,935
Commerce and Business Administration	127,710	106,032	99,635	47,031	113,833
Communication and Information Sciences	91,573	63,302	54,787	42,051	67,854
Education	86,276	63,209	49,199	36,428	61,339
Engineering	112,214	83,441	73,535	44,505	85,284
English Language Institute**	n/a	n/a	n/a	28,780	28,780
Human Environmental Sciences	84,522	65,973	53,083	40,929	60,234
Honors College	n/a	51,547	n/a	33,566	39,559
Law	137,015	104,474	92,195	n/a	127,806
Nursing	88,548	65,192	53,809	46,303	58,571
Social Work	102,289	62,897	53,535	43,217	62,608

* Conversion factor from twelve months to nine months is .8182

** Not a college/school but a division within the Capstone International Center

Source: University of Alabama Payroll File ending Oct. 31, 2006

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