The Reasons for Out-Migration of Selected Student-Athletes from South Dakota

Gregory Lee Schmidt

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THE REASONS FOR OUT-MIGRATION OF SELECTED
STUDENT-ATHLETES FROM SOUTH DAKOTA

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Science, and is acceptable as meeting the thesis requirements for this degree. Acceptance of this thesis does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

GREGORY LEE SCHMIDT

A thesis submitted in partial fulfillment of the requirements for the degree Master of Science, Major in Physical Education, South Dakota State University

1973
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major department.

Thesis Adviser

Date

Head, Health, Physical Education
and Recreation Department

Date
ACKNOWLEDGEMENTS

The writer wishes to express his sincere appreciation to his advisers, Dr. Stanley J. Marshall and Professor Glenn E. Robinson, for their assistance in the completion of this thesis.

The writer also expresses his appreciation to those athletic directors and coaches in South Dakota who helped in acquiring the names and addresses of the student-athletes utilized in this study. Furthermore, the writer expresses his sincere appreciation to those student-athletes who gave their time and effort in responding to the questionnaire.

The writer also wishes to thank his wife, Linda, for her patience and cooperation that made this study a reality.

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Out-migration of the citizens. The fact is evident when South Dakota is compared with other neighboring states. South Dakota during the 1960-1970 decade experienced a slow 2.1 percent change in population. The out-migration can be substantially by the population change in South Dakota and in the surrounding states. 1

### Table 1

<table>
<thead>
<tr>
<th>State</th>
<th>1970</th>
<th>1980</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota</td>
<td>3,010,037</td>
<td>3,123,444</td>
<td>3.7</td>
</tr>
<tr>
<td>Nebraska</td>
<td>1,217,171</td>
<td>1,242,177</td>
<td>2.1</td>
</tr>
<tr>
<td>Montana</td>
<td>904,197</td>
<td>894,776</td>
<td>1.1</td>
</tr>
<tr>
<td>Iowa</td>
<td>2,725,956</td>
<td>2,670,110</td>
<td>2.0</td>
</tr>
<tr>
<td>Wyoming</td>
<td>453,131</td>
<td>451,131</td>
<td>0.4</td>
</tr>
<tr>
<td>South Dakota</td>
<td>484,770</td>
<td>485,770</td>
<td>0.2</td>
</tr>
<tr>
<td>North Dakota</td>
<td>527,741</td>
<td>527,741</td>
<td>0.0</td>
</tr>
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</table>

CHAPTER I

INTRODUCTION

Significance of the Study

Unlike most states South Dakota is experiencing a drastic out-migration of its citizens. This fact is evident when South Dakota is compared with six neighboring states. South Dakota during the 1960-1970 decade experienced a minus 2.1 percent change in population. The out-migration can be substantiated by the population change in South Dakota and in the surrounding states.  

| Table I |
|-----------------|-----------------|-----------------|
| POPULATION AND POPULATION CHANGE FOR SOUTH DAKOTA AND SURROUNDING STATES |

<table>
<thead>
<tr>
<th>State</th>
<th>1970</th>
<th>1960</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota</td>
<td>3,805,069</td>
<td>3,413,864</td>
<td>11.5</td>
</tr>
<tr>
<td>Nebraska</td>
<td>1,483,791</td>
<td>1,411,330</td>
<td>5.1</td>
</tr>
<tr>
<td>Montana</td>
<td>694,409</td>
<td>674,767</td>
<td>2.9</td>
</tr>
<tr>
<td>Iowa</td>
<td>2,825,041</td>
<td>2,757,537</td>
<td>2.4</td>
</tr>
<tr>
<td>Wyoming</td>
<td>332,416</td>
<td>330,066</td>
<td>0.7</td>
</tr>
<tr>
<td>South Dakota</td>
<td>666,257</td>
<td>680,514</td>
<td>-2.1</td>
</tr>
<tr>
<td>North Dakota</td>
<td>617,761</td>
<td>632,446</td>
<td>-2.3</td>
</tr>
</tbody>
</table>


2Ibid.
In a study completed by Hogan, 709 (62.9%) of the 1127 South Dakota senior high students responding to an attitude survey indicated they intended to out-migrate. If the young people out-migrate at the above indicated rate, many ramifications could occur. For example, the mean age of the citizens of South Dakota would rise. Should this happen, South Dakota may develop a shortage of young people to carry on its economic, political and other professional functions.

A loss of young people would not only cause problems for the state of South Dakota, but it would also cause problems for the colleges and universities within the boundaries of the state. At the present time higher education is experiencing a drop in enrollment. This is particularly true in South Dakota. It is important that the colleges and universities enroll the highly qualified individual so that the institutions can maintain high academic standards. Furthermore, a decline in student enrollment would mean a loss of tuition income. When this happens, there is often an elimination of programs and a reduction of faculty members. Also, loss of young people on the campus reduces the input of new and stimulating ideas, which are valuable to any institution. Therefore, the young people in South Dakota play an important part in fulfilling the roles of South Dakota's colleges and universities, which were built for them. Needless to say, it is paramount that South Dakota institutions retain the young people of our state.

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Also, with the loss of young people from South Dakota at the rate indicated by Hogan, this writer feels that the athletic-programs in the colleges and universities will suffer. With out-migration of the high school students at a high rate, there will be fewer outstanding student-athletes from which to recruit. If South Dakota's colleges and universities are to compete against top competition, it is imperative that top-notch material in our own state be retained. Another important factor to be considered is that the cost of recruiting an out-of-state athlete is much higher than that of recruiting the home state athlete. In addition to this, many out-of-state student-athletes, especially those coming from considerable distance, lack a sincere interest in the South Dakota institution and its academic and athletic programs.

In college athletics, emphasis is placed on many different phases of the overall program. However, recruiting of student-athletes receives as much emphasis as does any other single phase of the program. Therefore, when an outstanding athlete appears on the high school scene, college and university personnel quickly become interested in recruiting him as a student-athlete.

There are many factors that can determine whether or not a certain student-athlete is recruited. Some of these factors are: facilities, recruiting coach, parents of the student-athlete, campus receptions, athletic schedule, and financial assistance. However, the question of

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4 Ibid.

why student-athletes in South Dakota are out-migrating is still to be answered. As a student-athlete the writer attended a South Dakota institution of higher learning and found it to be a stimulating and rewarding experience. Thus, an interest was generated to find out why South Dakota athletes migrate from this state.

Statement of the Problem

The purposes of the study were: (1) to investigate the reasons why selected male student-athletes left South Dakota to attend a college or university, and (2) to determine the current status of those who have chosen to leave and obtain their education at an out-of-state institution. Furthermore, it was the purpose of this study to develop recommendations for recruiting the outstanding student-athlete in South Dakota.

Limitations and Delimitations of the Problem

1. This study was limited to male student-athletes who have graduated from high school and have out-migrated to attend college, 1945-1972, inclusively.

2. This study was limited to those student-athletes whose addresses could be obtained.

3. This study was limited to those student-athletes who responded to the questionnaire.

Definitions

Out-migrant. A student-athlete who has left South Dakota to attend a college or university.
Student-athlete.

A student whose matriculation was solicited by a member of the athletic staff or other representative of athletic interests with a view toward the student's ultimate participation in the varsity intercollegiate athletic program. A student is not deemed a "student-athlete" solely because of his prior participation in high school athletics.

The student-athletes in this study were recommended to the writer by athletic directors and coaches in South Dakota and were described as ones who possess the ability to participate in intercollegiate athletics. Hopefully, the respondents will fulfill the NCAA definition of a recruited student-athlete.

Athletic recruitment. The soliciting of a qualified high school student by a member or members of the athletic staff or by a representative of an institution for the purpose of competing in athletics at that institution. Hopefully, the approach is made from the point of view of education and athletics, not merely athletics.

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CHAPTER II

REVIEW OF THE RELATED LITERATURE

The search of the literature failed to reveal specific studies related to the out-migration of outstanding athletes from a state or states. Studies related to the out-migration of young people were reviewed to aid in methodology in organizing this study, in finding the areas of interest on which to gather data, and in procedures of interpreting the data collected. Also included is a section on athletic recruitment, which is highly emphasized by the athletic profession when attempting to keep a native son in the college and/or universities of a given state.

Literature on Out-Migration

According to U. S. News and World Report, America is a country on the move. It was reported that nearly 36 million people, or about 18 percent of all those in the United States, change residence each year. And, furthermore, 6.6 million of these people move across state lines. It was further reported that the official estimates show that the young adults are the ones who tend to move the most. Reasons for moving were cited as being: to better their jobs, incomes, and surroundings.¹

Statistics indicate that a net out-migration rate of slightly over 14 percent was experienced during the 1950-1960 decade in South Dakota. It has been learned, however, that this 14 percent, 23 percent of the out-migrants represent the largest group of the population. In addition, it should be noted that while young adults constituted 24 percent of the population, 36 percent of all those in the United States, change residence each year. And, furthermore, 6.6 million of these people move across state lines. It was further reported that the official estimates show that the young adults are the ones who tend to move the most. Reasons for moving were cited as being: to better their jobs, incomes, and surroundings.¹

Dakota. It was learned, however, that from this 14 percent, 23 percent of the out-migrants were from the young adult segment of the population. In addition, it should be noted that while young adults constituted 24 percent of the total population in 1950, they comprised only 17 percent in 1960.

Hogan in his study writes concerning the seriousness of young people leaving South Dakota. Hogan utilized the results of an attitude survey given to 1127 senior high students to learn why young people desire to leave South Dakota. It was found that 62.9 percent of the senior high students surveyed intended to out-migrate because of familial, social, cultural, economic, and geographic reasons.

Hogan also found that influence of the father was a factor on the senior high student's decision to out-migrate. Furthermore, it was found that these senior high students felt that their families were preparing them to leave. The families seemed to feel that the economic opportunities were greater in places other than South Dakota. This is understandable as 33.5 percent of the people in South Dakota had incomes below the national average.

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4. Ibid., pp. 91-92.

A second factor Hogan found to be an influence on the decision of senior high students to out-migrate was the social environmental conditions in this state. According to Hogan those surveyed felt that their home town as well as their state were not keeping pace with the rest of the world. The respondents to his questionnaire also indicated that they felt the local and state governments were being run by a small number of people. The respondents in Hogan's study also indicated that their hometown and community did not offer them the opportunity to advance in their social position. 6

A third reason cited by Hogan to be a factor in the out-migration after high school was the cultural environment. He found that many of the respondents doubted whether they would have an opportunity to use their education in South Dakota. It was also learned that the intended out-migrants believed that the colleges and universities within South Dakota are preparing its students for employment outside the state.

It was found by Hogan that many of the intended out-migrants felt that their chances of finding a job in South Dakota and particularly in their chosen field would be difficult. It was also learned that the intended out-migrants felt that the wages in South Dakota were not as good as they should be. 8

The geographic environment was the final reason cited by Hogan for intended out-migration of the senior high students. The intended

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6 Hogan, op. cit., pp. 92-93.
7 Ibid., pp. 94-95.
8 Ibid., pp. 96-98.
out-migrants felt that the future lies in the western states. Contrary to this, however, the intended out-migrants indicated they felt that the pay and good jobs were in the eastern states. The weather in South Dakota was regarded as undesirable.9

In an article in U. S. News and World Report, it was reported that during the 1960-1970 decade the migration from farms and rural areas was greater than anticipated. It was also reported that 3,042 or more than half of the counties in the United States lost population during the 60's with most of the loss in the South and North Central states. During this period South Dakota was one of the states that experienced a drop in population. In 1960 South Dakota ranked 41st in the nation, but in 1970 it ranked 45th. The net loss in population totaled 19,108. Other states that lost population included West Virginia, Mississippi, Wyoming, and North Dakota.10

A study completed by Heil further indicates the ramifications that can occur when there is a loss of young people in any state, area, or society. Heil concludes that when there is a loss of young people, the following conditions will occur: (1) the most productive and reproductive portion of society has been reduced, (2) fewer births, (3) increase in the aged, and (4) higher death rate. Thus, the result would be a condition of natural decrease, where deaths outnumber births. He further concludes that this loss of young people could result in a

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9Ibid., pp. 99-100.

lack of productive manpower. Should this occur, our state could be involved in a critical economic situation. 11

Riley and Pew discuss what a loss of young people from South Dakota can mean. They say:

The point of this whole discussion is to underscore the importance the loss in young adult population will have for the state, counties and local communities. The consequences resulting from the losses in this segment of the population and the children they would have produced will undoubtedly have far-reaching effects that should be of vital concern to leaders of the various institutional agencies that are expected to plan for the needs of South Dakota citizens in the coming years. 12

Klietsch also comments on population loss and its effect:

As population change continues, and as associations and institutions are weakened by population loss, the social cost of population movement is reflected in economic activity, educational systems, government efforts and in the very values and purposes of social existence that motivate human behavior. 13

In summary, the review of previous literature revealed these findings. Thirty-six million people, 13 percent of the total population in the United States, change residences each year; and of this 36 million, 6.6 million move across state lines. Secondly, young adults are the ones who tend to move the most. 14 This is especially true in South Dakota. The young adult segment of the population dropped from 24 percent of the total population in 1950 to 17 percent in 1960. 15

12Riley and Pew, op. cit., p. 29.
15Riley and Pew, loc. cit.
Furthermore, the review of literature indicated the ramifications that can occur when young people leave a state. Some of these are: (1) shortage of manpower, (2) reduction of the most productive and reproductive portion of society, (3) fewer births, (4) increase in the aged, and (5) a higher death rate. The review of literature also revealed that young people tend to out-migrate from South Dakota because of familial, social, cultural, economic, and geographic reasons.

Literature on Athletic Recruitment

The following review of literature pertains to athletic recruitment and what it entails.

In a study completed by Damore, it was found that certain factors were influencing athletes to attend specific colleges or universities in the Big Eight Conference. Damore evaluated 55 different factors, 36 of which were found not to be significant. He did, however, learn that 17 factors were influential to a student-athlete's decision on where to attend school. Among these factors are:

1. Facilities available
2. Prestige of a degree from the specific university
3. Desire to win the National Championship
4. Desire to play on a winning team
5. Persuasion of parents
6. Football schedule at the university
7. Literature received from the coach
8. Athletes visit to the campus
9. National ranking of the team
10. Academic reputation of the University

16 Heil, loc. cit.
17 Hogan, loc. cit.
11. Friendliness of the university community
12. Desire to attend the particular university and play football since childhood
13. A friend attending the same university
14. Excellence of the coaching staff
15. Appearance of the team in post season bowl games
16. A friend starting to play on the team at the time as the athlete
17. An academic counselor being available for assistance

Furthermore, Damore found that of the influences listed above, there were six factors that were significant for all six universities studied. These six factors are:

1. Parents persuasion
2. Literature received from the coach
3. Visit to the campus
4. Friendliness of the university community
5. Desire to attend this university and play football since childhood
6. A friend will attend this university

In his book Moore states that a good recruiter should learn as much as possible about the student-athlete. He states that athletes have chosen colleges because of:

1. A particular course of study
2. The social atmosphere
3. The environment (rural vs. urban)
4. The reputation of the athletic teams
5. The reputation of the coach
6. Opportunities for religious practices (church or chapel available)
7. Co-ed college
8. Men's college
9. Proximity to his girl's college
10. Proximity to his home

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19 Ibid., p. 6172-A
11. Great distance from his home
12. Presence of his friends at the college
13. Interest in him displayed by the coach
14. Courteous actions of the coach-recruiter
15. Similarity of ethnic background of prospect and recruiter
16. Similarity of ethnic background of athletes at college
17. Influence of clergyman
18. Influence of college faculty member
19. Influence of high school instructor
20. Influence of respected citizen
21. Availability of other recreational facilities (such as winter sports)
22. Opportunities for future professional play
23. Opportunity for starting role as a sophomore
24. Opportunity for admission to postgraduate schools (such as medicine or law)
25. Opportunity for employment following graduation (such as investment and banking)
26. Parental pressures (parents who are influenced by recruiter or else alumni)

Moore continues by stating his thoughts on the secret to successful recruiting:

If there is a secret to success in recruiting, it is being able to identify the factors rated as most important by the prospect and stressing them through people and agencies having the most influence on him.

Scott also comments on recruiting:

The financial pressures of big-time college athletics exert themselves in myriad ways, not the least of which is the annual recruiting extravaganza that sends college coaches scurrying all over the country taking high school athletic stars out for steak dinners. The typical assistant football or basketball coach spends well over 50 percent of his working hours on recruiting—an activity that has no reasonable educational justification. Recruiting does, however, have a financial justification, for as most any coach will tell you, "If you don't get the studs to begin with, no amount of coaching will get you a winner." Almost needless to say, it's winning teams that make money for athletic departments.

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21Ibid., p. 252.

It is summarized in a bulletin by the Carnegie Foundation that:

The recruiting of American college athletes, be it active or passive, professional or non-professional, has reached the proportions of nationwide commerce. In spite of the efforts of not a few teachers and principals who have comprehended its dangers, its effect upon the character of the schoolboy has been profoundly deleterious. Its influence upon the nature and quality of American higher education has been no less noxious. The element that demoralizes is the subsidy, the monetary or material advantage that is used to attract the schoolboy athlete. It is seldom lacking in the general process of gathering "a winning team." 23

A summary of the review of literature regarding athletic recruitment revealed these findings. Student-athletes will attend a college or university because of a number of factors. 24, 25 The priorities as far as importance for selection of a college or university will often change. Therefore, periodic studies should be completed to determine what the student-athletes indicate as being important factors. 26 The review of literature also indicated the importance of a good recruiting program as well as the criticism of such a practice. 27, 28, 29

24 Damore, loc. cit.
26 Ibid., p. 252.
27 Ibid., pp. 247-253.
28 Scott, loc. cit.
29 Savage, et al., loc. cit.
CHAPTER III

PROCEDURE

The purposes of the study were: (1) to investigate the reasons why selected male student-athletes left South Dakota to attend a college or university, and (2) to determine the current status of those who have chosen to leave and obtain their education at an out-of-state institution. Furthermore, it was the purpose of this study to develop future recommendations for recruiting the student-athlete in South Dakota.

Organization of the Study

To achieve the above purposes, the writer collected data on 74 student-athletes who had out-migrated to attend college, 1945-1972. The present status of these persons as well as the reasons they left South Dakota to attend college were investigated.

A broad survey was conducted with its instrument, the questionnaire, being utilized. According to Clarke the purpose of the broad survey is to obtain responses and reactions from numerous individuals who could not have otherwise been interviewed. ¹

In developing the questionnaire, the investigator utilized the guidelines and suggestions listed by Clarke. He suggested that the investigator must:

1. Have training and experience
2. Have a clear purpose for the study
3. Understand the limitations of the questionnaire approach

4. Begin by outlining the field of study systematically
5. Arrange questions in logical order
6. State each question clearly
7. State questions so short answers can be given
8. Retain responses that can easily and completely be summarized
9. Use the Likert Scale for opinion questions
10. Explore the possibility of pre-coding the items for future data processing

Source of Data

A sample of the student-athletes who attended college out-of-state, 1945-1972, was utilized in the study. The mailing list of student-athletes was compiled with the cooperation of the athletic directors and coaches in the high schools of South Dakota. A copy of the letter sent to the athletic directors and coaches is located in Appendix A. A total of 248 names were suggested. Of this number, addresses for only 152 were available. Seventy-four, or 62 percent, were completed and returned.

Collection of Data

Before preparing the questionnaire, the writer conferred with teachers, administrators, and coaches as to the feasibility of the study and for their suggestions. The first draft was then formulated and improved through consultation with the writer's advisor.

The American Association for Health, Physical Education, and Recreation revealed: "Experts should be used in each aspect or field to be surveyed. Measures or appraisal methods as precise as possible

2Ibid., pp. 103-106.
should be employed." Therefore, the writer utilized the staff of the Department of Health, Physical Education and Recreation at South Dakota State University as a jury of experts in the preparation of the questionnaire because of their collective background and experience in athletic recruiting.

Further drafts of the questionnaire were submitted to this body for their recommendations until a fourth and final draft was approved by the group. A copy of the questionnaire and of the letter of sponsorship appear in Appendix B.

The letter of sponsorship was prepared by Dr. Stanley J. Marshall, Director of Health, Physical Education, Recreation, and Athletics at South Dakota State University. This letter and the questionnaire were mailed on March 2, 1973, to 138 student-athletes who had out-migrated from South Dakota to attend college. A self-addressed, stamped envelope was included for the return of the completed questionnaire. On April 27, 1973, a follow-up letter and questionnaire were mailed to all the subjects who had not returned the original questionnaire. The writer mailed a second follow-up letter on May 24, 1973, to those who had not returned either questionnaire.

On June 3, 1973, the writer by personal contact was able to acquire 1/4 additional names for this study. Questionnaires were mailed to these student-athletes on June 4 and June 6, 1973.

CHAPTER IV

ANALYSIS AND DISCUSSION OF RESULTS

The purposes of this study were (1) to investigate the reasons why selected male student-athletes left South Dakota to attend a college or university, and (2) to determine the current status of those who have chosen to leave and obtain their education at an out-of-state institution. Furthermore, it was the purpose of this study to develop recommendations for recruiting the outstanding student-athlete in South Dakota.

Organization of the Data for Analysis

The data obtained from the survey, reported in table form, reveal the number of answering respondents and the mean or percentages of those reports as it pertains to the total reporting population. The statistical results of each table and the implications are discussed following each table.

This writer utilized a rating scale of 1 through 5. A rating of 1 indicated that the reason had little bearing on the student-athlete's decision to out-migrate. A rating of 5 indicated that the reason was a very important factor in the decision to leave. Within the ratings of 1 through 5, the investigator interpreted a 2 rating as "some influence," a 3 rating as "influential," and the 4 rating as "very influential." The numbers given to the opinions aided the investigator in arriving at a mean influence for each question.
Findings

A questionnaire was mailed to selected student-athletes who had out-migrated to attend a college or university. Seventy-four of the 120 student-athletes surveyed returned the questionnaire.

Table II presents informative data concerning the family's influence as a factor on out-migration of students-athletes. The student-athletes were asked if they left to get away from the family and if the parents favored their leaving. The 70 student-athletes responding to each question indicated that the family had a slight influence on their decision to leave. Also, the parents were not indicated as favoring their leaving.

### Table II

**The Familial Influence on Out-Migration of Student-Athletes**

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating of Opinion</th>
<th>Number Reporting</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1  2  3  4  5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To get away from family</td>
<td>52 10 3 5 1</td>
<td>70</td>
<td>1.51</td>
</tr>
<tr>
<td>Because my parents favored my leaving</td>
<td>45 7 13 4 2</td>
<td>70</td>
<td>1.77</td>
</tr>
</tbody>
</table>

Table III contains the results of informative questions which sought to establish whether or not South Dakota's weather and geographic location were influencing factors on out-migration of student-athletes. The writer also wanted to learn if the out-migrants felt that South Dakota offered a future. The respondents indicated that the weather was
not an adverse influence, however, 72 respondents showed a mean rating of 2.26 in regards to the geographic location of South Dakota. Therefore, it can be concluded that the geographic location had some influence on those who left this state. Furthermore, it was learned that only 8 of 72 respondents felt that South Dakota does not offer a future.

**TABLE III**

THE INFLUENCE OF SOUTH DAKOTA WEATHER AND GEOGRAPHIC LOCATION ON OUT-MIGRATION OF STUDENT-ATHLETES

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating of Opinion</th>
<th>Number Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>No future in South Dakota</td>
<td>44 10 9 1 8</td>
<td>72 1.87</td>
</tr>
<tr>
<td>South Dakota Weather</td>
<td>50 9 5 4 3</td>
<td>71 1.60</td>
</tr>
<tr>
<td>More favorable geographic location</td>
<td>33 8 16 9 6</td>
<td>72 2.26</td>
</tr>
</tbody>
</table>

Table IV indicates the influence education and career preference had on the student-athlete's decision to out-migrate. The respondents indicated that they felt there were better educational opportunities out-of-state. Seventy-one respondents had a mean of 3.25 to substantiate this fact. Secondly, many student-athletes indicated that they out-migrated because of career preference. A mean of 3.09 indicates that the career preference of the respondents was influential in their decision to out-migrate from this state. In addition, 73 respondents indicated with a mean of 3.47 that the academic prestige of the out-of-state institution was an influential factor on their decision to attend
that institution. This was the highest mean for any question asked regarding out-migration.

### Table IV

THE INFLUENCE OF EDUCATION AND CAREER PREFERENCES ON OUT-MIGRATION

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating of Opinion</th>
<th>Number Reporting</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better educational opportunity out-of-state</td>
<td>18 4 12 16 21</td>
<td>71</td>
<td>3.25</td>
</tr>
<tr>
<td>Career preference</td>
<td>20 9 12 8 24</td>
<td>73</td>
<td>3.09</td>
</tr>
<tr>
<td>Academic prestige of out-of-state institution</td>
<td>16 4 11 13 29</td>
<td>73</td>
<td>3.47</td>
</tr>
</tbody>
</table>

Table V. presents the data on the influence financial assistance had on the respondent's decision to out-migrate. Seventy-two responded that greater financial assistance was offered out-of-state. The mean for those responding was 3.05, and therefore, greater financial aid was an influencing factor on many of the student-athletes' decisions to leave South Dakota. Thirteen respondents indicated that they received more financial aid out-of-state while 39 indicated they did not. It was also found that job or other benefits offered to father and/or mother or other relatives was not an influencing factor on the student-athlete's decision to out-migrate.
### TABLE V

**THE INFLUENCE OF FINANCIAL ASSISTANCE ON OUT-MIGRATION**

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating of Opinion</th>
<th>Number Reporting</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater financial assistance offered out-of-state</td>
<td>25 7 5 9 26</td>
<td>72</td>
<td>3.05</td>
</tr>
<tr>
<td>Financial aid above normal grant offered than by in-state institutions</td>
<td>39 2 12 4 13</td>
<td>70</td>
<td>2.28</td>
</tr>
<tr>
<td>Job or other benefits offered to father and/or mother or other relatives</td>
<td>66 3 0 0 1</td>
<td>70</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Table VI contains data that pertain to how the student-athletes felt about the out-of-state athletic programs. It was indicated that the respondents felt that out-of-state institutions had better athletic schedules and better athletic facilities. The athletic tradition and the prestige of the out-of-state institution was indicated as having some influence on the student-athlete's decision to out-migrate. Furthermore, the personal impression of the out-of-state recruiting coach had influence on some of the student-athletes. Twelve student-athletes indicated that they were not recruited by a South Dakota college or university.
### TABLE VI

**THE INFLUENCE OF OUT-OF-STATE ATHLETIC PROGRAM ON OUT-MIGRATION**

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating of Opinion</th>
<th>Number Reporting</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better athletic schedule out-of-state</td>
<td>27 4 9 6 26</td>
<td>71</td>
<td>3.04</td>
</tr>
<tr>
<td>Athletic tradition of out-of-state institution</td>
<td>26 4 12 13 17</td>
<td>72</td>
<td>2.87</td>
</tr>
<tr>
<td>Was not recruited by a South Dakota College or University</td>
<td>38 5 9 4 12</td>
<td>68</td>
<td>2.22</td>
</tr>
<tr>
<td>Personal impression of out-of-state recruiting coach</td>
<td>28 3 16 8 16</td>
<td>71</td>
<td>2.73</td>
</tr>
<tr>
<td>Prestige of out-of-state athletic program</td>
<td>16 6 9 16 25</td>
<td>72</td>
<td>3.38</td>
</tr>
<tr>
<td>Better athletic facilities</td>
<td>21 8 7 13 20</td>
<td>69</td>
<td>3.04</td>
</tr>
</tbody>
</table>

Table VII includes data on the influence selected people had on a student-athlete’s decision to leave South Dakota to further his education. It was found that neither the girlfriend nor a friend or relative living out-of-state had much influence on the student-athlete’s decision to leave. However, a fine campus reception and the influence of a graduate of an out-of-state institution were found to have some influence on the respondent’s decision to leave.
Table VII presents data to questions that were developed to learn if the campus or fraternity-sorority opportunities were important to the student-athletes. A mean of 2.9 indicates that the out-of-state campus did influence many of the student-athletes' decisions to attend that institution. However, fraternity-sorority opportunities had a mean influence of only 1.2.
TABLE VIII

THE INFLUENCE OF THE CAMPUS AND FRATERNITY-SORORITY ON OUT-MIGRATION OF STUDENT-ATHLETES

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating of Opinion</th>
<th>Number Reporting</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited campus and liked the place</td>
<td>23 4 14 17 13</td>
<td>71</td>
<td>2.9</td>
</tr>
<tr>
<td>Fraternity-sorority opportunities out-of-state</td>
<td>60 6 3 1 0</td>
<td>70</td>
<td>1.2</td>
</tr>
</tbody>
</table>

Table IX includes data that represent the present status of the student-athletes who had out-migrated. Thirty-nine, or 53 percent, indicated they had graduated from the out-of-state institution while 17, or 23 percent, of the respondents indicated they did not graduate.

TABLE IX

PLEASE INDICATE WHETHER OR NOT YOU RECEIVED YOUR DEGREE FROM THE OUT-OF-STATE INSTITUTION IN WHICH YOU FIRST ENROLLED

<table>
<thead>
<tr>
<th>Statement</th>
<th>Number Reporting</th>
<th>Yes</th>
<th>No Response</th>
<th>Indicated Will Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please indicate whether or not you received your degree from the out-of-state institution in which you first enrolled.</td>
<td>74</td>
<td>39</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>or</td>
<td>or</td>
</tr>
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<td></td>
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<td></td>
<td>or</td>
<td>or</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>or</td>
<td>or</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>53%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4%</td>
</tr>
</tbody>
</table>
Table X includes informative data indicating the student-athlete’s feelings about recommending that upcoming student-athletes in South Dakota out-migrate to receive their education. Thirteen, or 18 percent, of the 70 respondents indicated they would seldom recommend a student-athlete to out-migrate. Forty, or 57 percent, indicated they would recommend out-migration on certain occasions. Finally, 17, or 24 percent, of the respondents indicated they would usually recommend outstanding student-athletes to leave.

**TABLE X**

**WOULD YOU RECOMMEND THAT AN OUTSTANDING ATHLETE FROM SOUTH DAKOTA PURSUE HIS EDUCATIONAL AND ATHLETIC CAREER OUT-OF-STATE**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Number Reporting</th>
<th>Seldom</th>
<th>Occasionally</th>
<th>Usually</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would you recommend that an outstanding athlete from South Dakota pursue his educational and athletic career out-of-state</td>
<td>70</td>
<td>13 or</td>
<td>40 or</td>
<td>17 or</td>
</tr>
<tr>
<td></td>
<td>18 %</td>
<td>57 %</td>
<td>24 %</td>
<td></td>
</tr>
</tbody>
</table>

Table XI includes data that indicated whether or not the student-athletes regarded their out-of-state athletic experiences as rewarding as they may have earlier anticipated. Sixty-five responded to the question with 48 indicating a positive experience and 17 indicating a negative experience. Therefore, it can be concluded that the out-of-state athletic programs, on the whole, are rewarding for those South Dakota student-athletes who have out migrated.
**TABLE XI**

WE ARE THE EXPERIENCES IN THE OUT-OF-STATE
ATHLETIC PROGRAM AS REWARDING AS
YOU ANTICIPATED

<table>
<thead>
<tr>
<th>Statement</th>
<th>Number Responding</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Were the experiences in the out-of-state athletic program as rewarding as you anticipated.</td>
<td>65</td>
<td>48 or 17</td>
<td>74 % 26 %</td>
</tr>
</tbody>
</table>

The writer also asked student-athletes to respond to a question which was not tabled. The question concerned the influence of religion as a factor for out-migration of student-athletes. It was found that religion had some influence on the respondents. Seventy-one responded and the mean influence was 1.87.

In addition, the writer also asked the student-athletes to list any other reasons that may have influenced their decision to out-migrate. Because the respondents did not indicate any other particular influence, the writer felt the information was not pertinent to this study.

One completed questionnaire arrived at too late a date to be included in the study. As this respondent was a highly recruited student-athlete, it was felt that his information should be included. The respondent indicated with ratings of 5 (most influential) that better athletic facilities, greater financial assistance offered than by an in-state institution, visited campus and "liked the place," and the academic prestige of the out-of-state institution of his choice were
most influential on his decision to leave. Data from this questionnaire further support the reported influential reasons why student-athletes out-migrated from South Dakota to further their education.

The open-ended questions which asked for the opinion of the student-athletes were: what can be done to encourage top student-athletes to enroll in South Dakota colleges or university, what is the image of South Dakota State University, and why they felt it was important to continue their athletic career at an out-of-state institution. These answers are not included in this chapter. The opinions were so varied that it was felt that the quoted comments should be included in the appendices. The writer felt that the opinions as stated could be used by readers of this study to aid their recruiting program and/or dealing with the problems of out-migration as such comments related to their own situation.

Discussion of Results

The results of this study indicate that student-athletes are out-migrating to further their education because of numerous reasons. As reported in the tables, the highest mean on a 5 point scale was 3.47 (highest influencing factor on all questions asked). Therefore, the writer feels out-migration is determined by a combination of factors and influences. Academic and athletic prestige, futures in education and career, and financial assistance are the factors which seem to be most influential on decisions to leave. On the other hand, extra benefits offered to parents or friends, girl friend, and fraternity-sorority opportunities did not seem to have any influence on out-migrating
student-athletes. These reasons are similar to those cited by Moore.¹

A review of the comments written by the respondents further substantiates the above reasons for out-migration from South Dakota. In commenting on prestige, the respondents indicated that the prestige of the academic as well as the athletic program were important. It should be noted that many of the respondents were interested in what was going to happen to them after they had completed their athletic and educational careers. Their concern centered about professional athletic possibilities as well as job opportunities. The outlook for the future did not center around athletics alone. Therefore, the respondents indicated they wanted opportunities in every area of endeavor while attending a college or university. These reasons for out-migration are approximately the same as those listed by Hogan.²


CHAPTER V

SUMMARY OF FINDINGS, IMPLICATIONS AND RECOMMENDATIONS

The Problem

The purpose of this study was (1) to investigate the reasons why selected male student-athletes left South Dakota to attend a college or university and (2) to determine the current status of those who have chosen to leave. Furthermore, it was the purpose of this study to develop recommendations for recruiting the outstanding student-athlete in South Dakota.

Source of Data

Subjects who participated in this study were selected student-athletes who had chosen to leave South Dakota to further their education. The list of student-athletes was compiled through the cooperation of athletic directors and coaches in the state of South Dakota. The data on the questionnaire were tabulated and the information was placed in table form, revealing the number of answering respondents, the mean and percentages of those as they pertain to the total reporting population. The statistical results of each table and the exploration of these results were discussed following each table.

Summary of Findings

The following is a summary of the findings listed in order of influence:

1. Academic prestige of out-of-state institution 3.47
2. Prestige of out-of-state athletic program 3.38
3. Better educational opportunity out-of-state 3.25
4. Career preference 3.09
5. Greater financial assistance offered out-of-state 3.05
7. Better athletic facilities 2.90
8. Visited campus and liked the place 2.87
9. Athletic tradition of out-of-state institution 2.73
10. Personal impression of out-of-state recruiting coach 2.73
11. Fine campus reception 2.52
12. Influence of graduate or out-of-state recruiting coach 2.39
13. Financial aid above normal grant offered than by an in-state institution 2.28
14. More favorable geographic location 2.26
15. Was not recruited by a South Dakota college or university 2.22
16. Religious preference—out-of-state church school 1.87
17. No future in South Dakota 1.87
18. Because my parents favored my leaving 1.77
19. South Dakota weather 1.60
20. Influence of relative or friend living out-of-state 1.60
21. To get away from family 1.51
22. Fraternity—sorority opportunities out-of-state 1.20
23. Influence of girl friend 1.18
24. Job or other benefits offered to father and/or mother or other relatives 1.10
Further findings indicated that 39, or 53 percent, of the 74 respondents had graduated from the out-of-state institution of their choice. In addition, of the 65 responding, 48 indicated that they had a rewarding experience in the out-of-state athletic program. Seventeen indicated they did not receive a rewarding experience. Finally, it was found that only 17, or 24 percent, of the 70 responding would "usually" recommend outstanding student-athletes to leave South Dakota to further their educational and athletic careers. Forty indicated they would "occasionally" recommend the student-athlete to leave, while 13, or 18 percent, indicated they would "seldom" recommend the student-athlete to out-migrate.

Implications and Recommendations

Based on the findings of this study and within its limitations, the following implications and recommendations seem apparent:

1. It was implied that the academic as well as the athletic prestige of the institution of higher learning were important factors on a student-athlete's decision to attend a college or university out-of-state. Therefore, the writer feels that it is important that South Dakotans sell the quality of the academic and athletic programs within the state. This could be accomplished through excellent public relations, alumni and alumni groups, friends, and vitally interested news reporters.

2. The respondents also implied that the educational opportunities were greater out-of-state and that their career preference was better met by an out-of-state institution. South Dakotans must be interested in further up-grading academic programs, in keeping the highly
qualified teaching and research personnel, and in up-grading publicity methods concerning educational opportunities following graduation. Hogan's findings substantiate these implications.¹

3. It was further implied that financial assistance was not as great in this state as it is out-of-state. However, the writer feels that the South Dakota colleges and universities offer the top athletes the amount of financial aid allowed by NCAA or NAIA regulations. Therefore, the writer does not recommend any changes that could help alleviate this problem.

4. Athletic schedules and facilities were also implied as being influential factors on a student-athlete's decision to leave. The writer feels that it is every coach's responsibility to develop the best schedule against the strongest competition that he can. As to improving facilities, the writer can only recommend that administrators continue to fight for better athletic facilities within the state. As of this writing it is recognized that facilities are improving.

5. It was implied that a girl friend, job opportunities offered to the family, or the influence of friends had little bearing on a student-athlete's decision to leave. Therefore, the writer feels that little effort or time should be spent on these areas when talking to prospective student-athletes. Instead, the writer recommends that the emphasis be placed on those factors that were influential. Moore emphasizes the importance of these recommendations.²


Recommendations for Further Study

1. A similar study be completed every five years to determine if there is a change in the factors influencing out-migration.

2. A co-operative study with the Rural Sociology Department be completed concerning sociological factors that cause selected groups to out-migrate.

3. A study of student-athletes' opinions be completed as to why they selected a North Central Conference institution of higher learning to further their education and athletic careers.

4. A study of student-athletes' opinions concerning why they selected a South Dakota college or university to further their educational and athletic careers.
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4. A study of student-athletes' opinions concerning why they selected a South Dakota college or university to further their educational and athletic careers.
BIBLIOGRAPHY

A. BOOKS


B. PERIODICALS


C. UNPUBLISHED WORKS


D. REPORTS AND BULLETINS


Dear Mr. [Name],

Mr. [Name] is putting together a book on basketball here at State University. It is going to be a groundbreaking book for South Coast High School athletes who leave high school without further education.

It is important that we get the names and addresses of South Coast High School athletes who have graduated since 1965 and who have gone on to do their studies here at State University. I would like the names of everyone that you could find and any other information that may have dropped out of school and decided to work instead. I am enclosing a form for your use.

Sincerely,

[Name]
Director of Athletics

Additional Information:
- Appendixes
Dear Mr. [Name]

Mr. Greg Schmidt, a Graduate Assistant here at State University, is conducting a study pertaining to South Dakota High School athletes who leave the state for their higher education.

Specifically, I would like to ask you for the names and hopefully the addresses of any student athletes from your high school who have graduated since the close of World War II (1945) and who have gone on to do their college work out of state. Greg would like the names of everyone that you could think of including those that may have dropped out of school and returned to South Dakota. I am enclosing a form for your use.

Sincerely,

Stan Marshall, Director
HPER and Athletics

SM: jb

enclosure
ATHLETES LEAVING SOUTH DAKOTA TO ATTEND OUT OF STATE COLLEGES AND UNIVERSITIES

<table>
<thead>
<tr>
<th>Name</th>
<th>High School</th>
<th>Class</th>
<th>Present Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Please return this form to:
Mr. Greg Schmidt
Graduate Assistant
HPER Department
South Dakota State University
Brookings, South Dakota 57006
APPENDIX B

STUDENT ATHLETE SURVEY

#

Dear

We are attempting to learn more about why young people leave South Dakota. Particularly, we are interested in attempting to better understand the reasons why many of our fine high school student-athletes desire to attend a college or university outside of South Dakota. With that in mind, I would like to ask for your assistance in completing the enclosed questionnaire developed by Greg Schmidt, Assistant Wrestling Coach here at South Dakota State University.

Greg will be utilizing the data gathered in his Master of Science thesis in HPER. This questionnaire is coded and your responses will remain confidential.

Sincerely,

Stan Marshall
Director of HPER - Athletics
South Dakota State University

1. Please rate the reasons cited below pertaining to your decision to leave South Dakota for your collegiate education. A rating of one (1) indicates that the reason had little bearing on your decision. A rating of five (5) indicates that the reason was a very important factor in your decision.

   A. To get away from my family 1 2 3 4 5
   B. Because my parents favored my leaving 1 2 3 4 5
   C. Better educational opportunity out-of-state 1 2 3 4 5
   D. More favorable geographic location out-of-state 1 2 3 4 5
   E. Career preference 1 2 3 4 5
   F. Personal impression of the out-of-state recruiting coach 1 2 3 4 5
   G. Prestige of the out-of-state recruiting coach 1 2 3 4 5
APPENDIX B

H. Greater financial assistance offered out-of-state ___________1 2 3 4 5
I. Financial aid above normal grant offered than by
    in-state institutions ___________________________1 2 3 4 5
J. Influence of graduate of out-of-state institution ___________1 2 3 4 5
K. No future in South Dakota ____________________________1 2 3 4 5
L. South Dakota weather ________________________________1 2 3 4 5
M. Better athletic facilities out-of-state _________________1 2 3 4 5
N. Better athletic schedule out-of-state ____________________1 2 3 4 5
O. Athletic tradition of out-of-state institution ___________1 2 3 4 5
P. Fine campus reception out-of-state _____________________1 2 3 4 5
Q. Influence of girl friend ________________________________1 2 3 4 5
R. Visited campus and "liked the place" _________________1 2 3 4 5
S. Job or other benefits offered to father
    and/or other relatives _____________________________1 2 3 4 5
T. Fraternity-sorority opportunities out-of-state __________1 2 3 4 5
U. Academic prestige of out-of-state institution ___________1 2 3 4 5
V. Was not recruited by a South Dakota college
    or university ___________________________________1 2 3 4 5
W. Influence of relative or friend living
    out-of-state _____________________________________1 2 3 4 5
X. Religious preference - Out-of-state Church school __________1 2 3 4 5
Y. Other (please state and rate) __________________________1 2 3 4 5

2. Were the experiences in the out-of-state athletic program as rewarding
   as you anticipated?

   Yes_____ No_____ 

   Please Comment:
3. Would you recommend that an outstanding athlete from South Dakota pursue his educational and athletic career out-of-state. Please check one.

A. Seldom ______  B. Occasionally______  C. Usually______

Please Comment:

4. Please indicate whether or not you received your degree from the out-of-state institution in which you first enrolled.

Yes______  No______

5. What in your opinion can be done to encourage more of our top student-athletes to enroll in South Dakota colleges or universities?

6. What is your personal opinion of the "image" of South Dakota State University?

7. Would you please take a few minutes to indicate briefly your feelings regarding why it was important at the time you left the state for you to continue your athletic career somewhere other than at a college or university in the State of South Dakota. Do you still feel the same way today?
APPENDIX C

What in your opinion can be done to encourage more of our top student-athletes to enroll in South Dakota colleges and universities?

The following are quoted opinions from out-migrated student-athletes that were taken directly from the responses to question 5.

Potential should be a factor. Show more concern! I often get the impression that only the superstars are desirable to many coaches.

Improve the quality of South Dakota education.

Recruit them.

I believe in my situation that the thing that swayed me towards Wyoming was the fact that "Ev" Shetton had many contacts that would have helped me after graduation for example, companies like Phillips, Akron Goodyear. When a fellow is only eighteen or nineteen he is pretty impressed people he reads about and then has the opportunity to meet. I particularly remember "Ev" coming to see and talk to me when I was just a sophomore in High School. I never forgot that and because of his interest then probably had a lot to do with my final decision.

Inform them of many unhappy individuals who looked for the wrong things upon entering college.

Trips to campus and personal contact with coach and teachers in field the youngest chooses.

Keep up a good recruiting program and a good schedule and let there be a challenge in S. Dak. schools.

(1) Point up advantages in job opportunities to those who stay in State, both business and professional opportunities. There is quite an advantage in being known. Unless one has unusual success in another State, it is difficult to make yourself well known.

(2) Point up the number who have left and eventually return.

Enhance the quality and/or the image of the educational opportunities available in the State.

In my particular case there is no simple solution. My career intentions would have to been changed, or SDSU changed to meet my interests (quite a formidable undertaking), or I would have to been convinced that the present way was not the best.
Better scholarship programs in all sports, including those other than football and basketball. Schedule meets with Big 8 and Big 10 teams and other top quality teams.

Participate with larger schools.

At least contact them personally and at least give them a chance at So. Dak. schools athletic awards and grants.

Tell them of the fine academic programs the South Dakota colleges have.

Money talk: I think even if the student or his parents can afford a college education, a scholarship is still very important. Because of social status with his peer group, a feeling of importance. Also the facilities of the school are important training table, athletic dorm, tutors, also it's important how the community backs the athletic programs. Publicity is also important.

Point out (without running down) the disadvantages of the out-of-state school. Cont. to improve the instate schools "image" namely by improving the athl. programs, which I feel is being done.

Look a little deeper to find the people that really care about what they are doing, then you'll find the people who will work to better the team because they love the sport, I only wish I had a big name, just to have a chance, but I was only a lineman.

Upgrade scholastics--more emphasis on quality education--take a stand against scholastic laziness (i.e., cheating)--make students toe the line (mandatory attendance--relate school to job--don't attend-"fired"). Discipline in education--not necessarily structured or unimaginative thinking--but demand that students produce rather than let everyone go his own way and do his "own thing".

(1) Upgrade the educational quality of schools. (2) Keep an eye open for the little man from the obscure high school. (3) Increase level of competition. (4) Establish more opportunity for out of season programs such as summer basketball leagues and camps. (5) More sophisticated coaching.

Build better facilities--encourage higher scholarships and promote more receptive athletic programs. Also a broadening of sports events (hockey for one) is advisable.

Job opportunities--post college

Bring in cool chicks, hippie radicals and better pizza places
Don't lie to them. I had 20 to 30 scholarship offers and only 2 of the coaches told the truth. Let the prospect know what you can and can't do for him as for educational areas and job prospects after graduation.

Sell the people, as well as the coaches, in the state on our programs. I believe too many of our top student-athletes reach beyond their abilities because of the influence of too many coaches.

Improve the educational prestige first and then, build an athletic program that is more low keyed than States—a program aimed at making a well-rounded college experience (Augustana's prestige and good ath.). The different people and competition and culture that one is exposed to is perhaps the greatest benefit and the reason why they should leave.

South Dakota has too many colleges. If it had one major college it would be better supported by the state. Your rating scholastic and athletics would go up and would draw more people.

Build better facilities, (of which SDSU now has) and build up a better schedule against top-notch competition; that's what an athlete, with top notch ability, looks for--good competition and good facilities.

I think you are working on it.

Improve the educational possibilities to the point where student-athletes cannot afford to leave. But this has been made impossible by antiquated and provincial and selfish attitudes toward a system of higher education in this state.

Better financial help.

Positive recruiting and keep updating facilities and schedule as much as possible. Basketball in particular.

It is a very difficult thing for you to do. Your competition is many times, nationally prominent. I think your best approach would be to show prospective athletes that if they wish to remain in or around South Dakota following graduation, your preparation is excellent. I also maintain that honor and credibility is the key to success in athletics. Don't take undeserving students, don't change transcripts, etc. If you do that, your slighting the integrity of all your coaching staff, and athletes. That's something that's taught at Notre Dame. We promise an education on top of the table, not money and cars under it.

Improve the school systems, stop the cutting down of each other (each school in S.D.)
I think it would be beneficial to increase the type of majors offered and increase the prestige of the faculty. I would have stayed at SDSU if there would have been a better academic facility.

(1) Persuade student that So. Dak. has potential for him after graduation. (2) Demonstrate that he can achieve academic and athletic fulfillment during his college stay.

I think the colleges and universities are doing everything they possibly can with what they have available to keep S.D. athletes. Some athletes just have the ability to play at larger schools and I don't think they should be denied this.

I wish I knew what could be done. If I did know I'd try to help it along. Maybe an attempt to secure better facilities? I feel so much of it is the way you as a coach approaches the athlete. You have to show interest. Contact this athlete when he is a soph., or junior in H.S. Let him know that you are interested in him. Not a pushy approach but keep in contact with him. All people need and want to be wanted. Recruiting Trips—when you bring an athlete to your campus have his time scheduled for him. Rather than giving money to one of your athletes and tell them to have a good time. The purpose I feel for going to a campus is to look over the school, not to party. If the athlete is on those trips to have primarily a good time, I'm sure he's not the type of athlete you would want to attend your university. Get the coaches involved with the recruits when they visit the school. The head coach can only do so much, but if he gets involved with the recruits they really are impressed. Attitude of the coaches—The attitude you as a coach take when you approach the athlete the first time is important. I wish people would just be themselves. Be honest with the athlete, don't try to pretend that your school is in the "big time" because its not. You owe honesty to the athlete because he is going to be at that school for 4 years, let him know the advantages of your school. Make him realize that he can accomplish a lot of things, even though the school is not as large as a lot of other ones are. To cite an example, Stan Opp from my H.S. competed in the nationals. If you see him would you please say hello. Don't use negatives about other schools as positives for your school. I hope you understand the intent of all this, I'm just trying to express a few of my feelings. It may or may not give any help.

I feel it is important to contact many more athletes in the state with fine achievements. The athletes interests and future must also be in the college he will attend and to know these is very important. To visit the college and review their programs, sports, coaches, buildings, etc. is a great influence to an athlete.

More extensive recruiting and financial aid, coupled with some combination of benefits that would attract top-quality coaches. I am sure I could have done fairly will in basketball or track at any school in the size bracket of the S.D. schools, but all I received were a few generalized, mimeographed form letters.
While receiving only one offer from a South Dakota School (Yankton) I received approximately six offers from out of state including Wyoming, Colorado, Montana State and several others. All were full. S. Dak. needs more funds and better recruiting program.

The educational opportunities should be talked up, especially graduate school. Also the personal touch on campus, from a student view. I think ultimately one student to another, one athlete to another, is the best bet.

Offer better educational opportunities.

Better recruitment in the smaller high schools.

It’s hard to say because a lot of kids like to play for bigger schools who play some of the top teams in the nation.

The most important thing I think is to improve the reputation of the athletic programs in South Dakota. The reputation of the SDIC does not stand up to that of the Big 8 for example.

I believe if the athlete is top notch and pro material as were Jacobson of NU and Amundson of Iowa State. They have a better chance to advance their career in a larger school who has national coverage.

To begin, you should define very clearly what you mean by top-student-athletes. Many top student-athletes in H.S. are not necessarily viewed as such by college recruiters. The reasons are numerous, size and speed, probably being the most frequent. It is my suggestion that if USD or SDSU has no use for the good 5'9", 180 lb, guard or linebacker or 5'9"-6'0" good shooting guard, then at least you should encourage these individuals to consider other small state schools or private colleges in the state. I was contacted once by USD by mail, and after that I received no further contact from any schools in the state.

Have good teams.

Improve the schedule to play at more varied places, the NCC should improve their scholarship program to be equal to the ones offered in surrounding areas. From my observations the athletic departments don’t seem to be as interested or concerned as at other places.

I believe the board, room, books and tuition ($+15/month laundry) grant-in-aid I received was very instrumental in my decision to go to Nebraska. Nebraska football of course now has national prestige, it didn’t in 1958-60. The initial contact I received was from Nebraska. I believe small-town athletes, who are generally less informed about scholarships should be talked to as early as possible, the bigger schools are probably different. So up-grade scholarships and talk to them early.
Personal contact and good sport records.

Schedule more top-flight competition in the sports you participate. This would enhance your 'image', especially among prospective athletes and would improve your teams' performance as well. The old saying, "you're only as good as your competition" holds true and scheduling top-flight schools would help both recruiting and your own teams.

Larger scholarships; improve schedule by changing conferences and getting out of the college division in sports; more pro recruiting and scouting on campus.

Make them more academic and more challenging for a student. Athletics aren't everything in life, but only a small part.

Good facilities; schedules with good trips; great records!!!

A good active recruiting program—feel statewide tournaments should be set up for football—this would create competition and a good look at all athletes from a recruiting standpoint.

I'm sure you're doing the right things such as explaining the quality of education, the chance to play more than one sport and the records some of our graduates have made in pro sports and national careers (and using all sorts of people to help do this explaining). All I can say is keep trying. A few will go away anyway.

More financial aid—better schedule.

To make sure and attempt to recruit the athlete even if they think they are not going or are interested in your school. Don't overlook them.

Go out and recruit. Let the athlete know your interested in him. Give out as big a scholarship as possible. Go out and talk to the athlete about his junior year in high school or when he shows promise of making a good college player.

I am not sure what really is being done to keep them in South Dakota, but South Dakota does have fine schools with many great things to offer a student.

If you are concerned about the athlete, he has more opportunity in leaving. However, I am sure you are more concerned about the prestige of the state, thus trying to seduce him into staying. If he is an Amundson or Jacobson, let them go and put SD on the map. I qualify this only if the athlete would leave in order to play in the NCC but out of state like N.D. State. Then there should be no reason for letting him get away. One thing that hurts SD is that Brookings and Vermillion are such small cities. The big schools should be in Sioux Falls or Rapid City.
There really isn’t too much that can be done because choosing a college is a personnel thing and if an individual decides to leave or stay its up to him. Recruiters can just shown and tell what they have to offer and the rest is up to the individual.

Get rid of all the state schools and maybe have one or two. This way your school would have more money, be bigger and have opportunities to compete with the biggest in the nation.

More attractive scheduling and in many instances the opportunity for nat’l recognition.

I spent attended for 3 years. I view it as a good school but very much a party college. As I’ve already said, the
conscientious can succeed there, but I’ve seen many intelligent young
people flounder because of too much extracurricular!

I think it is much, not particular mind expanding, oriented
"having a good time", and academically deficient.

I don’t know much about it, but from what I’ve heard it is a
nice school.

It would be unfair for me to rate SDSU because of my lack of
contact with the people there or the school itself.

In my opinion South Dakota State has the image of a no-nonsense,
functional institution, with less accent on fun than education.

Very good. Great facilities now and a winning way. Young
coaches.

Having lived close to Brookings (45 Miles) I got to see a lot of
the games and think the athletic portion of S. Dak. State just great.
I think the student body as a whole could influence kids more if they
had a better dress code. After all it isn’t a school for Pic-Nesters.
I want and operate a ranch and I like to think of it as a specialized
business.

(1) Statistically speaking, SDSU is generally
considered as having the strongest overall program in S. Dak. (2)
Socially, most people favor the no social fraternity atmosphere of
SDSU. (2) Academically sound in their specialized areas.

I have visited SDSU 3 times. It has a friendly small town
type student body. It appears to me to be oriented toward agriculture,
engineering, medical and the natural sciences in general. My interests
were and are primarily in the social sciences and SDSU, to me, doesn’t
have the image of being strong in this area. It impresses me as the most
serious in the state. It appears to prefer instate athletes-
vs. opposed to out.

opposed to out.
APPENDIX D

What is your personal opinion of the "image" of South Dakota State University?

The following are quoted opinions from out-migrated student-athletes that were taken directly from the responses to question 6.

I think it is the best in So. Dak.

My brother attended for 3 years. I view it as a good school but very prone to being a party college. As I've already said, the conscientious can succeed there, but I've seen many intelligent young people flunk out because of too much extracurricular!

I think it is small, not particular mind expanding, oriented toward "having a good time", and academically deficient.

I don't know much about it, but from what I've heard it is a nice school.

It would be unfair for me to rate SDSU because of my lack of contact with the people there or the school itself.

In my opinion South Dakota State has the image of a no-nonsense, functional institution, with less accent on fun than education.

Very good. Great facilities now and a winning way. Young coaches.

Having moved close to Brookings (45 Miles) I get to see a lot of the games and think the athletic portion of S. Dak. State just great. I think the student body as a whole could influence kids more if they had a better dress code. After all it isn't a school for Sod-Busters. I own and operate a ranch and I like to think of it as a specialized business.

(1) I would say, athletically speaking, SDSU is generally considered as having the strongest overall program in S. Dak. (2) Socially, most people favor the no social fraternity atmosphere of SDSU. (3) Academically sound in their specialized areas.

I have visited SDSU 2 or 3 times. It has a friendly small town type student body. It appears to me to be oriented toward agriculture, engineering, phy ed and the natural sciences in general. My interests were and are primarily in the social sciences and SDSU, to me, doesn't have the image of being strong in this area. It impresses me as the most serious in the state. It appears to prefer instate athletes-vs. opposed to USD.
The image I had of SDSU, which played a major part in my decision, was that it offered little outside the areas of home, ec., agri-business and phys. ed.

A good basketball school with opportunities, as it has in the past, for national recognition.

A average or in some areas a little over average agriculture school. It's other areas, such as Home Economics and pharmacy aren't to much to brag about since no one else in the state offers them. I have noticed that most of the pharmacists have diplomas from other states. The campus and student life would have to be zero based on opinions of students attending.

Being raised in "Coyoteland", my image of State originally was somewhat biased. Today, however, I am happy to say that State's image is high in my personal opinion. I believe their good far outnumbers their bad!

To me, and I think to most of my friends, the image of SDSU is on the whole, a good one. However, it is not a challenge. I think that this hurts. The improvement of the academic areas of the school coupled with the co-ordination of the athletic program and education program would greatly improve its image.

I've visited the school, from the angle I've seen its not a place for an athlete. Its a cowtown. Beer and dope was all I saw. The football and track staff are good staffs. They are good men from what I know, truthful and know their stuff.

SDSU is getting a better reputation athletically every year. They have built up a good coaching staff who seem to have a genuine interest in the athletes as students and athletes. Also the new all-weather track and fieldhouse have added to SDSU's growing reputation.

Tending toward the agrarian, it would seem to leave little room for liberal thought.

Does not compare to Dartmouth.

Having coached there and lived in S.D. my image of it is very good. Fine conference school and people. Outsiders probably tend to think of it as small and out of the way.

I had a girlfriend that went there and wasn't too impressed. I guess it was difficult for me to relate to the drunken cowboy "image" which is what seemed dominant to me. This may be a misinterpretation but it did seem existant in my mind.
I believe SDSU has a good image in So. Dak., and is known in surrounding states and I feel has a good rating.

Good.

I think State is the best of the S. D. schools for all-round activities. It has its fields it is good in, but from there on it isn't much for variety of courses to take.

Scholastically it serves those remaining in S.D. but for people who want to travel and get good jobs they need a better institution. A main factor for me leaving SDSU was its poor library facility. It is the worst of any university that I have ever seen. In sports I think that your university is doing well and in time will become an important competitor.

My "image" is clearly positive; most dept's are at least good enough that the student can get top-notch preparation if he really wants it. The athletic dept. is also good; it provides excellent competition, extra and intramural, yet is not so high-level that walk-ons can't compete.

Outside the state, SDSU's image may not be so good simply because it is a "state school" from one of the smaller states. There's no real reason why this is a valid supposition but many people hold it. If we were U. of Minn. things would be different.

I have a very high opinion of SD State U. I have a brother that graduated from there and I've always enjoyed the campus very much.

An all men's school for the pursuit of agricultural endeavors. This is the same type of "image" ISU has. U. of Minn., Cow Tech.

There are many students from this area who are attending SDSU and from what I have heard they are pleased with your college. I think your "image" is a good one and attracts many fine athletes and students.

Within the state the image is good. I thought of it as one of the best schools in S.D. and would have probably attended there or USD if I had decided to go to school in the state. Outside of S.D., however, you seldom hear of it. An athlete who wants to make a career of it has to go someplace where the scouts will hear of him.

I feel that the quality of competition in the North Central Conference is not as keen as bigger conferences. I think this is why most good athletes leave the state, to find better competition. If you could schedule more competition with bigger schools, you might get the better athletes to at least consider S.D.S.U.

Overall I liked it, although some of the facilities were inadequate. It is by far the best school for one planning to go in state. I felt Coach had a very good recruiting approach.
I have always heard that SDSU was a "farmers" school. Now I realize I was quite immature to label the school as such. I have never visited the school, but I'm sure it deserves a better rating than that. I believe that many high school seniors would not attend SDSU for this reason.

I'm sure once the So. Dak. schools systems concentrate on local students instead of out of staters, they see that the So. Dak. boys rank pretty high.

I feel that it has an excellent academic and athletic program.

I believe the image of SDSU is very good. With the new athletic complex the image is improved considerably. When in high school I dreamed of going to SDSU, this was the school I wanted to attend.

It is a fine university both in the academic area and in the athletic area. Seems to be interested in its students after they leave State. Some don't seem to be.

Very good.

Very good.

It has a good image, but I'm in pre-medicine. I feel that my educational needs are better met here.

Fine.

Too easy—Also I was more interested in a liberal arts education.

As far as an athletic image is concerned, I have a high opinion of South Dakota State. Personally that was the school I would have desired to be recruited by most of all. But because of a number of factors such as the obscurity of the high school and lack of good coaching I never had the chance. My unqualified opinion of the educational opportunities at SDSU is one of mediocrity. That is I don't think SDSU has high academic standards. But I may be wrong.

Quite good.

A cow town college with dumb girls, poor teachers, insane students, and petty ideals.

Some good students, I suppose good profs. Social life: beer, broads, bull.

It is one of the top agricultural schools in the nation. Period.

I like it. After talking to people, my attitude has changed quite a bit.
Fine institution--too much fraternity and sorority orientated! Also did not have the Business Department other colleges offered. Too much farm oriented.

State doesn't offer what I wanted--a law degree. But if I were recommending schools in the state, I would go with SDSU or, if education, Northern or SDSU. I wouldn't recommend Vermillion. As for my opinion of State, if it has the respective area of education you desire, it is a good school.

I feel personally that SDSU has the best athletic program in the state. I like the atmosphere of the campus and friends now attending seem to have a lot of pride in the school and upon completion of military duty, if I return to S. Dak., I am certain SDSU will be my choice to finish my education.

I think the image of the SDSU is quite good. In fact, it was my second choice after my present school.

When I was in High School, I considered it a farmer's commune. However I have roomed with a SDSU graduate. From this experience I have met and learned more about the school. It has impressive qualities and I believe the scholarship has improved. At least it is available if desired. However, I am still of the contention that too many students do too much drinking and to them consider it a priority.

Being from Sioux Falls, I envisioned USD and SDSU as being a continuation of H.S. where Washington and Lincoln H.S. students migrate to Brookings--most other students were S.D. natives or residents. I was anxious to come in contact with persons very different from myself, individuals with different life styles and family patterns than my own.

Academic caliber could be better.

Good academic program, fine athletic program, but socially a university where many of the students go home every week.

I would have gone to SDSU if no other schools would have talked to me. I still follow the Jackrabbits teams. I thought I saw an opportunity to better myself, to compete at a higher level, to open more career doors and to be a little more on my own--but it was not SDSU's image--to me SDSU was great--but maybe in my mind, my decision to go out-of-state was to try at a place with a "bigger image"--but certainly "not better" than SDSU.

Have no opinion, as I was only on your campus once.

Friendly--very adequate school.
When I graduated from high school, I looked upon SDSU as a fine academic institution with a very good athletic image; at one time in my high school career, I "was" going to State. Many of my friends went to State and I have a younger who plans on enrolling there this fall. Holding high school events such as the state cross country meet at State helps very much in interesting prospects—they get the exposure to the school.

It was not favorable before this year. I had never been on SDSU campus until this year. The image is much improved but I still only regard it to be a good college division team in sports.

If I were to rate it, it would be second to Mines, but it is improving very rapidly. I don't really know what it has to offer besides agricultural and engineering needs. I have heard very little about teachers of the fine arts coming from there and very little about its cultural values. In all I believe State to be one of the best in S.D. but could stand some improving.

Having taught at Clear Lake, S.D. high school with several graduates attending SDS and having competed against SDS while attending USD I have much respect for State and would recommend it to a prospective athlete.

Good athletics, good academics, good coaching staff, good teaching quality in HPER, good league, good area.

My image is not based on ignorance now. When I was a senior in high school, slogans such as Hoo U., etc. had their effects.

I think SDSU projects an excellent image.

I think SDSU is the best college in S. Dak. It has a very good Ag. curriculum. In the sports departments like ________, etc., I think they're all right. In ________, they don't know what is going on. There's enough good baseball players in S. Dak. that one of the colleges could make up a team that could compete with some of the large southern universities. A lot of these athletes don't even get contact by S. Dak. schools.

I think SDSU is a very fine school and would have enjoyed attending there. The only thing that drew me to out of state school is that it was small and I felt I would of had better opportunity in a small school. I think very highly of SDSU, I always have and always will. I still follow it in the paper as much as is possible.

It's good, if I was too stay in South Dakota, State would be the place I would go. But, I don't think it could compete with the school I'm enrolled in now.
The spring of 1971 it wasn't too good. Like I stated early, I went down there and talked to some assistant coach about playing football and the first thing he said was that I was already too small. I never talked to any coach about wrestling because I was kind of upset. I wanted to wrestle more than play football. Now I think SDSU is one of the best schools in the state. They have everything you could possibly want; its really a nice place.

Farmers, lousy football and a close but not good enough basketball team. The students I know are more concerned with getting smashed than getting smart. The school has little class, mostly hicks and drunks. This is the image I have made from being there and mostly from those who went there and have talked about it. To them it is not cool to study. I realize this is not entirely true, but feel it that way more than not.
APPENDIX E

Would you please take a few minutes to indicate briefly your feelings regarding why it was important at the time you left the state for you to continue your athletic career somewhere other than at a college or university in the State of South Dakota. Do you still feel the same way today?

The following are quoted opinions from out-migrated student-athletes that were taken directly from the responses to question 7.

(1) I wanted to play BB on the University level and since SDSU never offered me anything.... I felt out-of-state was next best. (2) Opportunity to play "big college ball" -- Big 8 or WAC--was prestigious in itself. (3) My high school coach was a ____ grad--a little pressure. (4) Educational opportunities creating better job opportunities in regard to graduation. If I had it to do over again, I would have gone either to Wyoming or SDSU.

Finances and playing F.B. were important to me when I made my decision. No S.D. school showed any interest in my playing ability while Coach ___ did. Assuming that this could be a glimpse of things to come, S.D. schools appeared a bit foreboding. Financially this school is quite expensive, but with my scholarship help it is less than S.D. schools. I also saw greater opportunity to play here. I'm glad I'm here.

When I left the state, athletics was not particular important to me. I felt my potential in most areas could better be developed elsewhere. My college athletic career was rewarding and educational because I finally realized that athletics is such a miniscule part of living. There is much value in athletics as a teaching device, but I have come to see so little value in the emphasis to win "at all costs."

One of the reasons I left was because I wasn't recruited by any of the colleges or institutions in South Dakota so I therefore felt no obligation to stay in state and go to school. Had I been recruited at all, my decision might have been very different. I'm sure I could have participated in at least two sports at any of the state colleges or universities. As of now I have no regrets at all about going out of state.

It was a church school and I had a relative going there. They gave me a good scholarship and job. (b) Only if they offer a course that I couldn't get here in S. Dak.
I felt I could have played ball beyond the college level, therefore I knew I had to pick a school with a good reputation for my sport and also a coach who knew people and could trust his judgment in recommending a ball player. Today, I look at things much differently. If I had the same decision to make today knowing what I know now, I would have made my choice strictly from an academic standpoint. I would not have used my athletic ability to help me academically but rather used my physical assets only as a stepping stone to assist my mental capabilities.

At the time I was making this decision, I was using a very different set of value structures than I now have. As an inexperienced 18 year old, I was highly impressed with big time athletics and the glamour of recruitment by big schools of the Big 8 and Big 10. Somehow I did not consider actually living on a campus of this size and attending school. Perhaps if I had done this, I would have realized that it wasn't for me. Now that it is too late, I can see that I would have been much happier and better off at an institution like South Dakota State, regardless of athletic success or failure. This is how I would now advise anyone.

I guess I just liked Nebraska University a little better, probably prestige at the time. I think S. Dak. schools would give me a better opportunity today.

My primary reason was the fact that in 1948, S.D. Colleges apparently had very little aid to offer, other than a board job. At least this was all I was ever offered by any S. D. college. With today's NCC Athletic Scholarship offer, I no doubt would have stayed in South Dakota.

As a successful high school athlete, it's easy to forget about what happens after college. Every high school graduate should ask himself what he wants to be doing at age 30, and realistically how can he best obtain this goal. I believed and I still do, that in my case it was essential to obtain the best education possible within my other self-imposed restraints: namely, staying in the Midwest, being able to play college basketball, receiving aid. Also, I felt a Catholic college could help me better serve my role as a Christian. I was extremely happy with my 4 yrs. of college. Were St. John's located in S.D., I would have stayed in the State. It isn't, so I didn't. I'm now a law student at the U of M with hopes of returning to S.D. to practice.

Dartmouth had and still has more to offer.

Wanted to take part in a "Big Time" athletic program, and wanted warmer weather for track.
As I stated before athletics was only a secondary reason for my leaving S.D. However at the time I left I would rather have stayed in S.D. to run cross-country and track. (I was not good enough to compete on an out of state level) The low-keyed, low-pressured image of Augustana really attracted me. But I went to Georgetown for other reasons and I became quite pleased with the athletics there. Now I glad that I left and kept on in running. I intend to return to S.D. after my education is completed.

I did not want to live in South Dakota. I wanted to live someplace where there was a large metropolitan area, nice weather, and a large campus. I thought, and still do think, there would be much more to do in the line of entertainment, athletics, and academically. A large campus, such as the one I went to (Missouri) provided me with these things.

My athletic career did not mean quite as much to me as did the opportunity to obtain a very fine education. Athletics plays a part in the education of an individual, but not to the extent of the demand which certain athletic programs and specific sports place upon this individual. The emphasis on major college athletics has all but destroyed the original purpose for which it was designed; to provide the student with an opportunity to recreate and to develop discipline which is essential to his education, both formal and informal.

First of all, some clarification is necessary. My expertise in athletics is limited. In high-school football my nick-name was "Toss for a Loss". I was pure . However in the same light, I am probably more closely related to college athletics than a lot of the participants themselves. I was the team photographer for the Notre Dame football team for three years—-as well as basketball and wrestling. I traveled with the teams everywhere. I worked closely with all three coaches on publications and have a fine understanding of Notre Dame's athletic programs. Were I John Dutton, Neil Graff, George Amundson, etc. I would definitely go out of state, after all ,could you see George Amundson being drafted in the first round if he had played at NDSU, SDSU or USD? Doubtful. I'm a very firm believer in an out-of-state education. If I stay in the state, I will gladly recruit for Notre Dame, as I helped with ___________ of Sioux Falls this year... A dedicated student who also plays athletics. As a last note, On my first day at Notre Dame, I found out that N.D. is one of three Universities in the nation that has tackle football between halls. It has enough pads for 1/3 the student body. So I tried out. Two boys from Fargo, North Dakota also tried out. I was cut immediately...later finding out that the two Fargo boys were both all-conference. It appeared as though even interhall was out of my class!!!

I didn’t intend to make athletics my career in the long range, so I gave it up also on the short range at a private school with very high academic standards.
It wasn't necessarily the continuation of my athletic career, but rather the continuation of my career of which athletics is only a part. I felt that if I entered SDSU, the only alternative left to me upon graduation would have been to be a high school wrestling coach (which is not completely unattractive). I seriously felt, and still do, that SDSU would have been a continuation of 4 more years of high school. I wasn't challenged academically in high school and as a result wrestling became my high school career. This was not without merit. I still regard it as one of the better things I've ever done and I owe a debt of gratitude to my high school wrestling coach. With college, however, I felt diminishing returns would set in and my benefit wouldn't be as great in college as in high school. I also felt that 4 more years of an unchallenging intellectual environment would be a severe handicap to my intellectual development. I was also anxious to experience an urban setting in contrast to the rural environment I grew up in. I was intrigued to meet the unique people who come from all over the world to gather at an elite Eastern university. That in itself has been an education. I hope I don't come across as an intellectual snob but this was what I honestly felt. I plan to return to S.D., and SDSU is an important component of the state. I often brag to my wrestling teammates that I almost wrestled for SDSU.

Athletics was not a significant reason for leaving the state.

I was very foolish when I quit school at the Univ. of Wyo. My own personal immaturity was the reason. The athletic program was better by far than any program offered by a S. Dak. school. The financial aid was a lot better and it was all down in writing. The job opportunities after graduation were better. The school had better academic facilities which all the schools in South Dakota combined couldn't compare with.

It was important for me not only athletically but also academically to leave the state. I had originally started at the Univ. of South Dakota, went into the service and when I cam back, they had upgraded the athletic program. Because of my academic standing at the time I left, and the urging of my brother-in-law and sister, I decided to transfer. I am not sorry for my decision, but I still question myself as to whether or not I could have been a member of a national championship team.

I was sent to school after joining the Navy so I had no choice of what I was going to do.

I believe the biggest factor in my leaving the state for the Big Eight conference was the challenge on the athletic level, also I felt Ia. State Univ. was a prestige institution in the Midwest. Also the recruiting had a very great part of it.

Am interested in playing baseball and Wyoming had more to offer schedule wise and they helped me more financially.
I would rather go to a S.D. school at time, but now I don't feel that any of them can rank in anyway with the school I attend now. I was recruited by every school in the state, and just before I was going to sign a letter of intent a teacher talked me into going up to see Concordia. I hadn't even heard of the school before, but after my visit up there, it only took me two days to decide to go there. I haven't regreted my move out of state, and I think it was one of the best things I've done.

I left because I felt I must have both a good education and good athletic competition. State could offer me no assistance financially, nor could it offer me a good education in my field. I am a pre-med, with heavy leanings toward psychology and no institution in S.D. (in my opinion) has a good psych, dept. So I left. I received no scholarship and only applied for one—at ISU (They do not give athletic scholarships for golf.) I came to CSU because of its good reputation for golf. I found this to be a thing of the past—but I still play golf at a personal and now club level. It offers me a different type of competition that I never experienced in H.S. I would say I am quite pleased with the facility here, but only because I like the climate and the academic opportunity I receive here. The athletic department has by no means treated me as well as the one of SDSU. If I were to do it again, I would still remain at CSU because my academic career is more important to me than an athletic adventure.

First, athletics was not a dominating factor. My sports are not major at SDSU, but I chose college X primarily for its academic excellence. The rest of the answer lies pretty much in the questions on page 1-2: try a new part of the U.S., get away from my family, warm weather, big-city extracurriculars. Were I to do it over again, I would leave if it were the same College X—again, academic reason, but my thinking may be a bit tainted! Other than this one college, I have become more and more convinced SDSU is the place to be both athletically and academically. Now, my only reason for leaving would be a desire to try a new area of the country. Sometimes it takes this to see what a great place So. Dak. is.

I left S.D. because I felt I had the ability to play at a larger school and I would have never known if I had stayed in S.D. I wanted to test my abilities against the best competition possible and I knew if I did well there, I could play anywhere. Also, with my ambitions to play pro ball, the national exposure provided by a larger school is helpful. The experience I had could not have been provided by a S.D. school and I still feel that if an athlete has the ability and the desire to go to school out-of-state, he should not be held back.

At the time I felt there was a good athletic program in the sport I was in at the school I was in. I was there 5 years and I was wrong. This was a Big 8 school. The competition was rough and rewarding. I wouldn't go there again if I had it to do over again. However, I probably would stay with some Big 8 school.
I wanted to stay in S.D. I love South Dakota. I call it home, even though folks have moved to Mo. I hope this doesn't sound cocky but when I was trying to make up my mind on where to attend school one of my concerns was the fact that a lot of good athletes leave S.D. When I was trying to decide, I wondered if the decision on where to go to school would affect other athletes from S.D. Who knows. I may be deciding to come to ISU let down the whole state? On the other hand, I wanted to go to a school that had a great engineering program (ISU is one of the top in the country). It's true I probably could have done this in S.D., but to go along with this I also had the athletic aspect to consider in both track and football. Big Eight conference vs. maybe North Central? I don't want to sound upityup but I don't feel there is any comparison. I didn't want to have "could I have played in the big time" in the back of my mind the rest of my life. At the present I couldn't be happier with my decision to attend ISU. I've enjoyed it tremendously. I'm not saying in anyway that this could not have happened in S.D. I hope maybe in some way this can help you. One thing for sure I would have loved to stay in South Dakota to attend school, but I just didn't feel it could offer what I wanted in athletics.

When I was looking for a college to attend it was important to find one close to home and having fine athletic and academic programs. I didn't know for sure how I would fair in athletics at college so I turned to a college with a fine academic program. This is not to say I couldn't have found it in South Dakota but the geographic location and over-all interests seemed best at that time to be found out of state. As stated earlier, sports at the college level have been rewarding to me and I hope to complete and end with another year. I found too that the reputation of their athletic program had been good and this definitely had some bearing on my attending Chadron State. South Dakota can be very proud of their many colleges and fine athletic programs and teams. I have grown to highly respect South Dakota competition and look forward to the challenge of another contest.

My educational career made it almost imperative that I go out of state for by going to school at Kansas State it improved my chances of being admitted to veterinary school. I feel the same way today because I was accepted last spring and am currently finishing my freshman year in the College of Veterinary Medicine. Had I not gone through pre-vet in two years I wouldn't have had a chance because this year there were no South Dakota students admitted to vet school. The single most important reason was the opportunities a larger school offered in their caliber of competition. Yes, I still definitely feel that this was a most important reason.

I felt that Jamestown College offered me a better chance of continuing my athletic career. I still feel this way.
Yes. As you know by your reports that I made all state quarter back and was drafted 21st round with the Cincinnati Reds in 1972 and not one of the So. Dak. schools even came out to see me. The reason I went to Arizona is because they asked me to catch for them. I might add, (no grants of any kind) but at least they recruited me.

I left S.D. to receive what I considered to be a better education. I chose Creighton U. because I wanted to go into medicine. I don't feel that SDSU has a good pre-med program, and I don't feel that the med school at USD is a stable operation. Every year we heard how the med school will close down due to insufficient funds. I started my athletic career at Creighton quite by chance. I was a "walk-on" for Frosh basketball and was able to start. I only went out because I enjoyed the game. Sophomore year I quit because I felt my grades were suffering. Today I believe I would go to USD and participate in basketball or football because it would have helped my acceptance to the USD med school. By the way, I'm going to med school in Missouri so I guess it goes to show you that no matter how well you plan, it will never work out.

At the time SDSU wasn't offering much of anything for scholarships (that was a big part of my decision) along with athletic facilities and prestige in going to a school which was No. 1 and No. 2 in the nation. But probably the big reason was my high school grades. SDSU wasn't very interested in me, because they anticipated I would have trouble. They recommended a junior college (Worthington). But when I saw that I was sick for three days. Then Coach _____offer seemed mighty good. He wasn't worried about my grades as SDSU. I did pretty good for quite a long time. I held a 3.5 grade point for a long time until I got in with the wrong crowd. A couple of quarters I was lucky to pass one course because I just never looked at a book and ran around all the time. My grade point dropped in a hurry to a 2.1—I could kick myself now, but it's over and done. But, I do think you ought not to be so concerned about a kid's grades—if you think he might have half a chance, give him a try first before you recommend a smaller school. I know I would of been better off probably by going to a junior college, but I'm glad I didn't.

Simply sold on the idea of playing for the big time school, like playing in the Orange Bowl—beating Okla, etc. Also, my high school Coach wanted very much for me to go to Neb. No, I don't feel that way today and am happy to say I've kept at least two people from leaving the state—just by pointing out the "facts" concerning a big school.

I stopped athletics after high school to pursue a religious vocation.

Athletics had nothing to do with my decision.
Social atmosphere was not conducive to trying "new" things. Political atmosphere too conservative. I wanted better competition, so I would push myself more.

Since leaving the high school ranks of "student-athlete" my sports activities have turned towards more spectatorship than participation. Intramural activity in college and city-league style basketball since graduation from Iowa State University only partially fills the void left by total activity in sports in the high school area. Watching college or professional sports helps to diminish one's relative ineptitude, while ever increasing the image of the once able-athlete. There is nothing like time to exaggerate the memory of how good one once was. This questionnaire may have been mailed to me in error. My high school athletic achievements were limited to honorable mention 8 man football my senior year—I was not recruited—even by Mount Marty—and there is no reason to think I should have been. I attended Iowa State University and graduated as a veterinarian in 1971. The fact that South Dakota had no veterinary college is probably the only reason I left. I had no prior knowledge of ISU so the big eight tradition (for spectators) had no influence. Had I been lucky enough to make a college football team, it would necessarily have been a small college—and this would have precluded the attainment of my life's goal—veterinary medicine, so I have no regrets. I must say as a spectator I did enjoy Big 8 sports—all facets, gymnastics and wrestling being ISU's specialty (football, only recently with the aid of So. Dakota's own George Amundson.

I would have stayed in South Dakota to play football if any of the schools would have showed any interest. I always worked hard, because I probably didn't have the natural talent and I would have worked to make it in college football. Nobody showed the interest so I decided to come to a good college to prepare for a medical career. I planned to play football, but my schedule wouldn't permit so I just played all intramurals.

I'm an old guy, out of high school in '47 and not much of an athlete even then. I was approached by the U and State and Mines, but the NROTC scholarship was a better full tuition offer. I do believe in S. Dak. and smaller schools. A young man has a better chance to play and if he is really the exceptional pro-caliber he will be found. Very little relationship of athletes to the rest of the campus in your giant schools now.

I feel (and felt) there is no opportunity athletically and scholastically in S.D. except for the athletes of minor ability. I never had the possibility of an athletic career either in S.D. or elsewhere but had I the ability—I know I would have gone out of state for more money, better athletic accommodations, and a more progressive sports ideal.

Much greater chance of signing pro contract because of connections and teams we play on schedule.
I would say that the main reason was that I wanted to attend a Christian college. Also I felt at the time that I had a better chance to make it athletically at Calvin. One reason was that no South Dakota college or university showed any interest in my ability. That may mean my ability wasn't so great but I fail to believe that in any way. I feel that because of the obscure nature of the Christian high school that I attend both the press and college scouts tended to ignore our ball team. So it was with a certain amount of regret and resentment that I enrolled at another out-of-state college. Today my attitude is basically different. Athletics has lost some of its importance for me. I now consider the education a college offers to be very important as well as the fact that it be a Christian education. So you can see that the picture of a "jock" is no longer a hallowed one for me. But I still enjoy the game immensely.

I first left South Dakota to pursue my academic career. Concordia College in Moorhead has a fine educational program in business administration. By chance the baseball coach needed a pitcher for the years to come and wanted me. He was cordial and said "at Concordia your studies always should come first before athletics. I liked his philosophy and then decided I would attend this school.

When I left for U of Wyoming, I had no intent of playing ball, so really any considerations regarding continuing my athletic career weren't even considered. I am not a top quality or blue-chip prospect by any means, but I do feel that there would be a greater honor in playing for a school of greater size, or from a major conference. I don't have a great impression of South Dakota's athletic program because of several factors, one being so many divergent teams and conferences and the seemingly poor PR men talking up the programs. Especially important here are the play by play announcers. I really feel to get good athletes, such as John Dutton, Al Nissen, etc., you have to generate more esteem for your program and get the entire stat backing you. With the current collegiate system in effect this is very difficult, but it must be fulfilled.

The most important factor in my choice of schools was a financial need. While I had no desire to play anything more than college ball, I wanted to see if I could compete in "Big Time" ball. I know now that I can and I know, in high school, there were many players (some of whom were on my own team) who were much better than I. What I mean to say is that I think that if So. Dak. had the population and financial support, its athletes could compete in "Big Time" college ball and be a constant winner. If I would have had a full scholarship offer from SDSU, I think perhaps it would have been my choice.

I saw it as an opportunity to further my athletic career in much higher quality competition. Also I saw this as a higher quality educational experience also.
There is one single answer. I was offered a better scholarship. My rationale for leaving was that if I had more money to spend it would balance out the loss of known competitors and friends. I also thought it was a challenge to meet new people where I had few liaisons.

Again, I had not planned to participate in varsity athletics in college, however, I did compete in varsity football for 3 years. It was not so much what impression I had in high school about various athletic programs, but rather, after being a part of an institution for one year, I felt the encouragement from students, coaches and friends to participate in following years. The experience and competition was good. No one in S.D. made me feel that I could participate in any of their athletic programs and be competitive. In my estimation your athletic programs are killing themselves.

Reason for leaving reflected academic pursuits rather than athletic, which were secondary. That attitude still seems valid. A college should gear itself to expanding a student. Intellectual ability primarily and foster his athletic interests much less importantly. The few athletes who get to the pro ranks would get there anyway.

I always wanted to play somewhere like the Big Eight or Big Ten so when the chance came to play somewhere bigger I took it. The whole athletic program seemed so much better and the coaches seemed to take a very personal interest in you and your family. The athletic scholarship covered and offered so much more. The access to summer jobs really seemed important and turned out to be that way. The coaches used a much more high powered recruiting approach. The larger university had more academic opportunities.

Wanted to "try it" at a bigger school, grant-in-aid was better-the unknown was intriguing. My feelings have changed some, I would have liked to have competed closer to home so my Dad could have been closer. I wanted to participate in more sports, may be at State I could have? But all in all my decision was correct back in 1957. My athletic opportunities here were as expected, maybe more than I could handle, but I was treated fairly, I accomplished my mission academically -- BS, MS and PhD and now have an excellent job here.

The only way I could have attended any college was on an athletic scholarship. The scholarship offered out of state was equal or better than any received in state. I think, in fact, there was a little more glamour playing out of state because of the schedule we played.

For one thing I have not continued my athletic career but have switched to music. Athletics were not really important to me when I left and I even might come back someday to work. I don't know what else to write but if you have more questions just send them to me and I will answer them. By the way, my major is psychology.
I am not sure this question applies to me. I attended Calvin College one year and then the U of SD where I graduated. I taught in Clear Lake, S.D. and coaching opportunities in Christian Schools have lead me to teach in Minn., Ia., and Colo. where I have taken some grad courses at C.U.

After high school I joined the U.S. Army rather than except an athletic scholarship. Upon return from the military, I decided to attend law school and join the FBI. I was approached at that time by the coach at the University of North Dakota to play basketball there. At that time I hadn't decided which college to attend, U of SD or UND. The USD law school was having difficulty with the American Bar Association in reference to their accreditation so with the offer from the U at N. Dak. I decided there. I started in their athletic program, however I quit because of my work load. I feel that even if they had not offered me a scholarship in sports I still would have attended their college because of the above mentioned reason. Since my graduation from undergraduate school and law school at the University of North Dakota, the University of South Dakota continues to be recognized by the ABA and had there not been the original problems some 15 years ago, I would have attended the University of South Dakota.

As mentioned earlier athletics were not a major consideration did not expect to participate but perhaps was a little influenced by the low-key program in case I changed my mind. The school I attended gives only one athletic scholarship per year and does no athletic recruiting. They have more of a participation-oriented program at the interscholastic level than NCC. My feelings have changed in that I believe more in participation that I ever did and would consider that in my decision to enroll if I had that to do again. Where else can an athlete have as many chances to participate in team sports as in school? He should therefore go out for all sports that his studies allow in college. This is why I think S. Dak. boys should go to our colleges. They can participate in several sports and at a high level.

I felt at that time I should attempt to take the best athletic and educational opportunity available to me. I felt I could always move down to a smaller school, but if I started at a smaller school I could not move up to larger ones. Prestige. No, I still do not feel that way today. It is easier to be impressed by an out of state school from a big conference. High School athletes are impressed by bigness, they need a lot of guidance from high school coaches and parents. I would say most are not capable of making a decision by self.

I wanted to get an education in Agriculture. I wanted to go to SDSU and get my education there and play baseball. I didn't even get contacted by them. I decided if I wasn't good enough for them, they're not good enough for me. I got contacted by Iowa State and they asked me to play for them, so I went there.
At that time I wanted to become a Naval Aviator and felt that I wanted the Navy for a career. Besides having an appointment to the Naval Academy, I had a NROTC scholarship to Dartmouth. In choosing the Academy, athletics became a prime factor, as I felt the academic factors were equal and I could get into Naval Aviation on the same footing with either school. The athletic factor was somewhat important in choosing Annapolis, but not as important as the academic and career factors. Navy had a good schedule and a good 'name' and this was certainly attractive; but I was not totally certain that I would participate in varsity athletics. I knew that the academic load would be difficult and I did not know whether I could handle both, as academics would come first. As things turned out, I was able to compete all four years there in three varsity sports; cross-country, indoor track and outdoor track. Indoor track and cross-country were big sports in the East then and were very rewarding to compete in. I feel that my reasons were viable and in light of the fact that my Naval Aviation career as a pilot was cut short (due to eyesight problems) my time spent at Annapolis was not wasted. I received a quality education there and was able to do things that I wouldn't have been able to do at other schools. I spent part of a summer in Garmisch, West Germany studying Russian (my major) and part of another summer in Norway. The academic opportunities were very good and an 'Ivy League' education was obtained. My athletic career was rewarding—perhaps if I had gone to a less stringent school my times would have been better (sub 4:10 mile, 1:50 half and 9:00 2-mile), due to lack of time to work out and the need to run two to three events a meet; but the experience was rewarding. I was able to run against the best and we enjoyed the experience. We had two very strong rivalries at Annapolis, against West Point and Maryland and these heightened the experience. I feel that my 'biggest' thrill in athletics was beating Army the first time. I have had other 'Big' moments (for one, I was the State 'A' mile champion in 1966), but like most Navy athletes, the first time you beat Army is the biggest thrill.

As I stated before, opportunity for me to participate in athletics seemed for me to be outside of South Dakota. Maybe because of the circumstances which were involved. My high school coach was a brother to the college coach. That I feel is the only reason for my education out of South Dakota. If the opportunity would have been in South Dakota I am sure I would have taken it. I am not sorry I went out of state. I really enjoyed it for reason I don't think I would of had in South Dakota.

I originally intended and wanted to play in So. Dak. However JC was more generous in their financial offer. So the basic reason was the financial aid I had received. I would have tried out at Northern, Dakota Wesleyan, USD, and Augustana, however, at any of these if I were hurt I would be out of luck. At JC, no matter what, I had a four-year scholarship in football and track. If I were to receive the same deal in S.D. I would have stayed. However, after all is said and done, I am and was happy with JC.
My answers to this survey are not going to be very pertinent to your study, as I didn't participate in college athletics, but I will express my personal opinions for you and hope that they may do you some good. I graduated from high school in 1963. I felt at the time I graduated that I could play basketball for any school (college) in the state, given the chance. I was approached by several colleges and universities from within the state, and also some from outside, such as Creighton, Minnesota and Penn State, but the surprising thing was that I wasn't approached by South Dakota State. I did attend the University of South Dakota the first year (1963-1964), but after 7 months or so at the above University I found that it was not for me, and that I should move on to another school, which is exactly what I did. I moved to Creighton and that is where I finished my education. Probably the most prominent reason for my decision to discontinue my athletic career was the fact that all the offers I received from within the State were only partial scholarships. For example, $150 at the USD, because of the fact that I really didn't need the financial aid, so they told me and my father. My father was and is in the banking & insurance business, therefore the offers that I received were merely pitant. Another reason was the fact that I was tired. I had accomplished the goal I had set for myself, and that was to be involved on a State Championship Basketball team, and to be a vital part of that organization, of which I feel I was. Also the fact that I was the only ball player in the State that year to be a unanimous choice of all sportswriters and sportscasters to be named to the All State Team, was quite satisfying, therefore I felt as though I satisfied my personal goal as far as athletics was concerned. Another reason was the fact that I had at that time and still have a chronic dislocation of the right shoulder, and I was constantly hampered by this injury, and was constantly being given therapy for it. Before practically every ballgame of my senior year I had to go into Mitchell to the hospital for therapy. Guess I was just tired of all of that and it did limit my ability, as I couldn't use some of the shots I had worked on for years because of it. I often wonder what I could have done my senior year, had I not been hampered by this chronic injury. In fact when we played the championship game of the State tournament in 1963 I played with two dislocated shoulders, and set a record in that game which stood for 3-4 years. So as you can see there were many reasons why I didn't play college basketball, one more I might mention is the fact that basketball in college, is practically a full time job these days. It almost seems that the participants hardly enjoy the game as they should. They are being paid, quite well in many instances, to play the sport, and therefore have to put out 100%. I have talked with many college athletes, and good ones, and I have been told quite frequently that if it were not for the full ride they were getting they wouldn't participate, because of the fact that it is so much work and they do have to make many sacrifices. And so what, after it is all said and done, and the final whistle has been blown for the kid, and his career is over, what are his chances of making his living playing basketball, football or whatever. Not good from all I have observed. And the kid that dedicates himself to the studies and pursues and gets a degree will find a good job with good pay.
When I decided to leave South Dakota, it wasn't because South Dakota didn't have good football or educational opportunities. I wanted to go to a school with a large number of people. Then I could meet people from all over the nation. Of course being in the Big 8 had a lot to do with it, also. Starting in the Big 8 is a dream that almost every athlete in S.D. has. After my first year of school I still feel the same way. Every thing I expected was there and a little more. To me, being in a school with 22,000 from all over the nation increased my knowledge of people and what they're like entirely. Meeting a whole new set of friends was great also. The athletic program—well, it's great.

I left because I felt that if SDSU thought I wasn't good enough for them, I surely wasn't going to go to another school in S.D. I felt I could go out of state and play ball and I did. I was wrong to do that, but I didn't really know what I was doing at the time. I should have stayed and gone to SDSU from the beginning, because I know I could have made either the football or the wrestling team. If I would I know for sure I'd be a lot better off than I am right now. I don't feel the same about my leaving now as I did, I left in haste and because I was kind of put out by SDSU. If I were to do it again, I'd stay in S.D. and enroll at SDSU.