

Olean Weather



sponsored by

**Subscribe**[Advanced Search](#) [Privacy](#) [About Our Ads](#)[Search](#)
[News](#) | [Sports](#) | [Outdoors](#) | [Commentary](#) | [Community](#) | [Obituaries](#) | [Lifestyles](#) | [Special Sections](#) | [Webcams](#) | [Classifieds](#) | [E-Edition](#)
[Deals](#)

**BEST IN OLEAN!**

■ Quality ■ Price ■ Selection ■ Service

**RIED'S FOOD BARN**

Click to visit our website 

[Home](#) | [Sports](#)

## Does college enrollment go hand-in-hand with athletic success?

[Story](#) | [Comments](#)

Share | Print | Font Size:

Posted: Monday, July 7, 2014 2:22 pm

By Vinny Pezzimenti, Olean Times Herald | [0 comments](#)

St. Bonaventure University president Sister Margaret Carney, O.S.F., in a story printed Thursday in this paper, said that student enrollment at the school has been declining the last four years.

This was old news to SBU faculty and staff that had already been notified — via an email from Sister Carney — of canceled salary increases, elimination of various employee positions and reduced hours for many more. In working to balance the budget, Sister Carney wrote in the email, "it became apparent that we needed to make some adjustments in our staffing in view of our reduced student population."

### Eat THIS, Never Diet Again



See why millions are praising this as the "Holy Grail" of weight loss... [\[continue\]](#)

The conundrum isn't unique to St. Bonaventure. Institutions of higher education across the country are faced with free-falling enrollments.

What does this have to do with sports, you ask?

Quite a bit, frankly.

In many ways, the St. Bonaventure men's basketball program is the front porch of the university.

It, like many marquee college athletic programs in the U.S., has the ability to provide attractive curb appeal to potential students and donors with deep pockets.

After Jordan Gathers netted a 3-pointer at the buzzer to beat Saint Louis in this year's Atlantic 10 quarterfinals, the shot was replayed over and over again on ESPN and other national outlets. The #Bonnie were hot on

Twitter, Facebook and other social media platforms.

Gathers and the Bonnies garnered positive widespread publicity for the university that it otherwise wouldn't have been able to achieve.

The Bonnies basked in even grander exposure when future NBAer Andrew Nicholson led the team to the Atlantic 10 title and NCAA tournament in 2012. Bona played on national television three times that season and were featured prominently in The New York Times, USA Today and on various high-traffic digital platforms, among others, leading up to its NCAA tournament game.

**Hedley Brook Agency, Inc.**  
INSURANCE SINCE 1928

*Three generations of dedication, commitment, live customer service, and treating you as a person—not a policy.*

**Phone:** (716) 372-1122 **Fax:** (716) 372-1143  
[www.hedleybrook.com](http://www.hedleybrook.com)  
[info@hedleybrook.com](mailto:info@hedleybrook.com)  
 818 W. State St.  
Olean, NY 14760  


**One Question Site Survey**  
IT TAKES ONLY SECONDS TO ANSWER BELOW

To what extent do you agree that Staples offers low prices on back to school supplies?

**SELECT ONE ANSWER**

Strongly Agree  
 Somewhat Agree  
 Neither agree nor disagree  
 Somewhat Disagree  
 Strongly Disagree

**VOTE TO SEE RESULTS**

POWERED BY VIZU      SAFE & ANONYMOUS

Yet, in terms of student enrollment — and presumably the quality of students applying to the school — St. Bonaventure hasn't capitalized on all that great free publicity generated by its basketball team.

SBU isn't unique in this regard, either. Its time in the national spotlight was fleeting — gone in less time than it takes to compose a Tweet. It takes sustained success — and exposure — in high-profile athletics to progressively move the enrollment needle.

In academic circles, this is often referred to as the "Flutie Effect" — a phrase coined in the aftermath of Doug Flutie's famous Hail Mary pass to beat Miami in 1984. The play and victory brought Boston College national acclaim. It also brought about contrasting — and debated — reports of student application increases at the school in the years following.

I BECAME fascinated with the "Flutie Effect" early in my graduate schooling. For my thesis project, I pored over numerous research studies that examined the effect of intercollegiate athletic success on student enrollment.

The results were definitive: Men's basketball programs that routinely make and advance in the NCAA tournament — and subsequently enjoy lasting national exposure — bring their school admissions office more and better student applications.

On the other hand, basketball schools that enjoy postseason success only every so often — a la St. Bonaventure — see no increase in either quality or number of applications.

Sister Margaret, in partial reaction to SBU's declining enrollment, has proactively sought a partnership with Hilbert College. Such a maneuver is far wiser than throwing more money at the athletics department in hopes that the men's basketball team exponentially spruces up the university's front porch for passersby.

Regardless, studies on athletics department expenditures have shown increased spending to have little to no impact on the win-lost column. The movers and shakers at St. Bonaventure should know this well by now, as its sports programs often perform beyond expectation in the Atlantic 10, despite consistently having the conference's smallest athletics budget.

Men's basketball at St. Bonaventure, unequivocally, is a crucial asset to the university and its well-being. It just may not be as significant as some believe it to be.

(Vinny Pezzimenti, a Times Herald sports writer, can be reached at [sports@oleantimesherald.com](mailto:sports@oleantimesherald.com))

[Discuss](#)

Share Print

Posted in Sports, Columnists, Local on Monday, July 7, 2014 2:22 pm.

## More From This Site

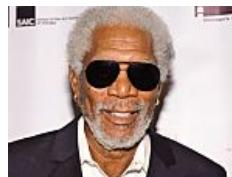
- [Olean Soccer Club pulls plans for Grossman Avenue soccer fields](#)
- [Cattaraugus County Court: County man sentenced for drug possession](#)
- [Olean woman accused of selling painkillers](#)
- [Now easy to spot, DEC advises on noxious giant hogweed](#)
- [Remembering Olean's victim of Continental Flight 3407 crash](#)

## From Around The Web

- [21 Things You Should Never Buy at Garage Sales \(Reader's Digest\)](#)
- [Jessica Simpson's Honeymoon Swimsuit Selfie Is Beyond Glamorous \(PHOTO\) \(Stirring Daily\)](#)
- [Kim Kardashian & North Wear Matching Swimsuits -- OMG! Adorable \(PHOTOS\) \(Stirring Daily\)](#)
- [Paulina Gretzky's Fiancé, Dustin Johnson, Suspended From PGA Tour for 6 Months After Testing Positive for Cocaine: Report \(E! Online\)](#)
- [11 Drinks that are Destroying Your Body \(Shape Magazine\)](#)

Recommended by

## From The Web



8 Celebs Who Have



Better Think Twice About



5 Signs You'll Get Cancer



CNN Money: How Young

Sponsored Content by Taboola

Find us on Facebook



Olean Times Herald

Like You like this.



Olean Times Herald

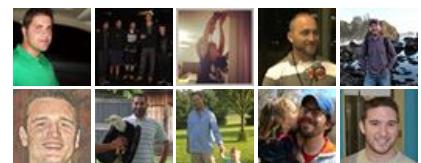
Yesterday at 12:39pm

Check out this video slideshow from Day Four of the 2014 Cattaraugus County Fair. Photos by Rick Miller.



2014  
Cattaraugus  
County Fair:  
Video...  
slideshow

You and 5,040 others like Olean Times Herald.



Facebook social plugin

## Spotlight Photo

### Red House Lake vista reopened in Allegany State Park



Rick Miller/Olean Times Herald This view of Red House Lake in Allegany State Park has been blocked from the Stone Tower for many years. Park crews recently removed the trees blocking the view.

9:07 am | See more

### Olean area citizens continue making plans to honor Louis Zamperini

Severe Illnesses  
(Pressroom VIP)That Mortgage Payment  
(Newsmax)  
(Bills.com)Millionaires Invest  
(CNN Money)

## Welcome to the discussion.

Screen Name or Email

Password

[Forgot?](#)[Login](#)[Need an account? Create one now.](#)[Print comments](#)

Fred Eade (left) and Jim Bardenett, who have led the drive to honor Olean native Louis Zamperini, discuss plans for a tribute following an ad hoc committee meeting this week.

1:30 pm | See more

## Playing with an edge works for Bona women



ST. BONAVENTURE — Without being totally sure, St. Bonaventure women's basketball coach Jim Crowley wasn't about to emphatically declare that his team had just clinched the No. 2 seed in the Atlantic 10 Tournament, which begins next Wednesday at the Richmond Coliseum.

Updated: 12:53 pm | See more

## Calendar

August 2014						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						
<a href="#">today's events</a>		<a href="#">browse</a>		<a href="#">submit</a>		

## Stocks

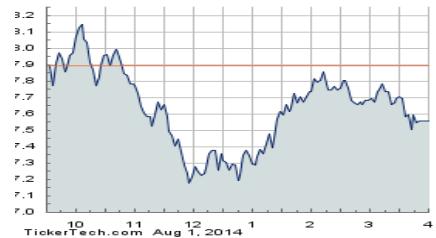
Enter symbol  [Get Quote](#)

[Symbol lookup](#)

NYSE

NASD

S&P



Nyse ETF	97.14	
▼ 0.76	0.78%	
Nasdaq	4352.64	
▼ 17.13	0.39%	
S&P 500	1925.15	
▼ 5.52	0.29%	
Russell 2K	1114.86	
▼ 5.21	0.465%	
10Yr Bond	2.505	
▼ 0.051	2.00%	

Active Markets

Last Updated: 6:55PM CDT 08/01/2014

Olean Times Herald

**Phone number:** 716-372-3121

**E-mail:** [jervay@oleantimesherald.com](mailto:jervay@oleantimesherald.com)

**Address:** 639 Norton Drive

Olean, NY 14760

### OTHER PUBLICATIONS

#### SECTIONS

- [Home](#)
- [News](#)
- [Sports](#)
- [Outdoors](#)
- [Commentary](#)
- [Community](#)
- [Obituaries](#)
- [Lifestyles](#)
- [Special Sections](#)
- [Webcams](#)

#### SERVICES

- [About Us](#)
- [Contact Us](#)
- [Submission Forms](#)
- [Subscription Services](#)
- [Add Search Toolbar](#)

#### SEARCH

Search in:

<input checked="" type="checkbox"/> All	<input type="checkbox"/> Hot Topic	<input type="checkbox"/> Video
<input type="checkbox"/> News	<input type="checkbox"/> Obituaries	
<input type="checkbox"/> Sports	<input type="checkbox"/> Photos	