

Theresa

[My Page](#)  
[Edit](#)



You have no requests  
No new notifications

[My Blog](#)  
[Write a Blog post](#)  
[My Posts](#)  
[My Message Boards](#)

[POINTS® Tracker](#)

**My tokens**

To send and receive tokens, make some friends by using the [Friend Finder](#), or participating in a [Group](#).

**My status updates**

**contentmen**  
Tell people what you are doing right now

**Edit**  
[See more](#)

**What my Friends are up to**

Find Friends by checking out our [Friend Finder](#).

**My Group updates**

**Get more involved with the community.**

[Find a Group that's right for you!](#)

[Start your own Group here.](#)

**My Challenge updates**

Make a game of it. [Participate in some of our Challenges.](#)

[Create your own Challenge here.](#)

# Stack on Sports

[Edit]

## College athletes grow stronger to become richer

[Edit](#), [Remove](#)

Written by [contentmen](#) on 06/22/2010 6:45:15 PM

It's no secret that the highest level of college athletics resembles professional sports just a little more every year. College head coaches at the biggest schools earn salaries comparable to those in the pros. The NCAA's \$11 billion contract with CBS and Turner Sports for the men's basketball tournament, which was signed in April, is richer than any other TV deal in sports. And, of course, athletes are competing for more and more money in the NBA, NFL and MLB. There's one particular area where they can put themselves in the best position to sign multi-million dollar contracts.

A recent ESPN.com story highlighted the growing importance of strength coaches in college football. According to the story, strength coaches have more face-to-face contact with players than anyone else on the football staff. They're training players during the season, after the season during spring semester, even throughout the summer as the athletes look to move up the team's depth chart heading into the preseason.

Colleges provide the athletes -- and their strength coaches -- with multi-million dollar workout facilities of which even a pro team would be proud. The athletes have the strength coaches and their staffs looking out for their best needs. Nearly every school has a dietitian and/or nutritionist on staff to give professional dietary advice. Everything is in place for college athletes to maximize their athletic potential.

There are no excuses for athletes not to succeed. They know it, and it's why the motivation for athletes at the biggest programs to perform well is no longer just about school pride. They don't pump iron in the weight room with their school's fight song playing in their mind. It's all about hearing their name called in the pro draft of whichever sport they're apart of -- and the money that goes with it.

College sports fans like to romanticize about the game. They prefer to think college athletes put their university at the forefront of their motivation. I won't totally dismiss an athlete's allegiance to his school. However, I won't be naive enough to think that money, and the ability to earn lots of it in the future, doesn't play the biggest role in how college athletes prepare their bodies for games during the season. And it all starts with how they train in the weight room, with their ever-important strength coaches.

Categories: [Fitness](#), [Sports](#)

[Report this post](#)

Share:

[Digg](#) [Facebook](#) [Del.icio.us](#) [MySpace](#) [Twitter](#)

Leave a comment:

[see all](#)

[Learn our Ground Rules](#)

Search Blogs