



Research



# 14-Year Trends in Division II Athletics Finances

# Data

- ▶ The data used here were collected from the NCAA Financial Reporting System for fiscal years 2004-05 through 2017-18.
- ▶ Significant changes were made to the process beginning with the data collection in 2003-04 (e.g., definitional changes, agreed-upon procedures, etc.), so previous data are not comparable.
- ▶ 305 Division II institutions provided data to the NCAA Financial Information System.

# Generated Revenue Sources

- ▶ Ticket sales.
- ▶ NCAA and conference distribution.
- ▶ Contributions from alumni and others.
- ▶ Other:
  - Guarantees and options.
  - Third party support.
  - Concessions.
  - Broadcast rights.
  - Royalties/advertising/sponsorship.
  - Sports camps.
  - Endowment/investment income.

# Allocated Revenue Sources

- ▶ Allocated support:
  - Student activity fees.
  - Direct government support.
  - Direct institutional support.
  - Indirect institutional support.

# Summary Data for Division II (by Football Sponsorship)



# Median (and Range) 2018 Revenues and Expenses for Division II Institutions by Football Sponsorship

	Division II with MFB			Division II without MFB		
	Median	Minimum	Maximum	Median	Minimum	Maximum
Generated Revenues	\$855,682	\$20,879	\$6,481,922	\$391,270	\$-	\$2,686,664
Total Revenues	\$7,062,187	\$1,078,284	\$20,799,704	\$5,489,422	\$347,546	\$24,583,736
Tot Expenses	\$7,179,450	\$1,903,509	\$20,799,704	\$5,605,533	\$333,730	\$24,525,820
Net Generated Revenue	(\$6,057,141)	(\$18,955,750)	(\$1,655,269)	(\$5,181,965)	(\$22,905,712)	(\$319,914)

# Summary of 2018

## Division II – with MFB Data

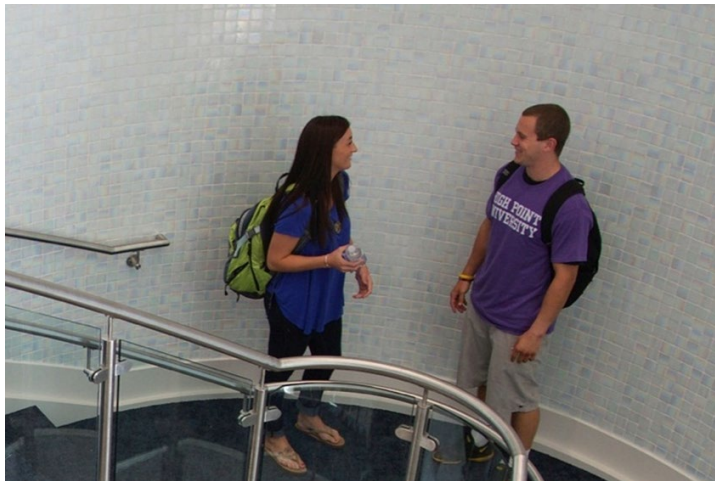
- ▶ Large disparities seen in both revenues and expenses across Division II – with MFB institutions (expenses ranged from approximately \$1.9 to \$20.8 million and revenues ranged from \$1.1 to \$20.8 million). The median expenses for this group of institutions was \$7.2 million.
- ▶ The median generated revenues ranged from \$20,000 to \$6.5 million. The median generated revenue was approximately \$860,000.
- ▶ Generated revenues did not exceed expenses for any institution in 2018.
- ▶ The median institution shows negative net generated revenue of approximately \$6.1 million. This could be construed as the cost to the institution of running a Division II athletics program with football.



# Summary of 2018

## Division II without MFB Data

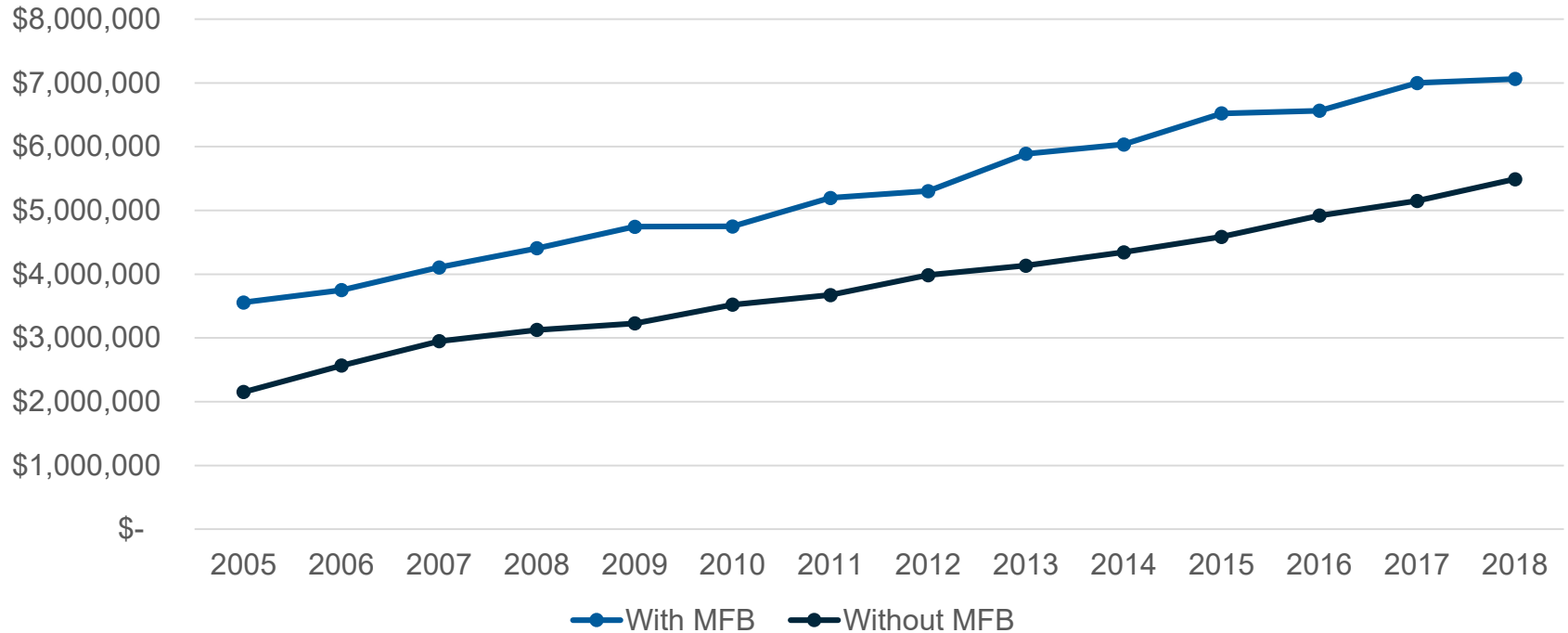
- ▶ Large disparities seen in both revenues and expenses across Division II – without MFB institutions (expenses ranged from approximately \$330,000 to \$24.5 million and revenues ranged from \$350,000 to \$24.6million). The median expenses for this group of institutions was \$5.6 million.
- ▶ The median generated revenues ranged from \$0 to \$2.7 million. The median generated revenue was approximately \$390,000.
- ▶ Generated revenues did not exceed expenses for any institution in 2018.
- ▶ The median negative net generated revenue for Division II – without MFB schools is approximately \$5.2 million. This could be construed as the cost to the institution of running a Division II athletics program without football.



# Revenue and Expense Trends from 2005 to 2018

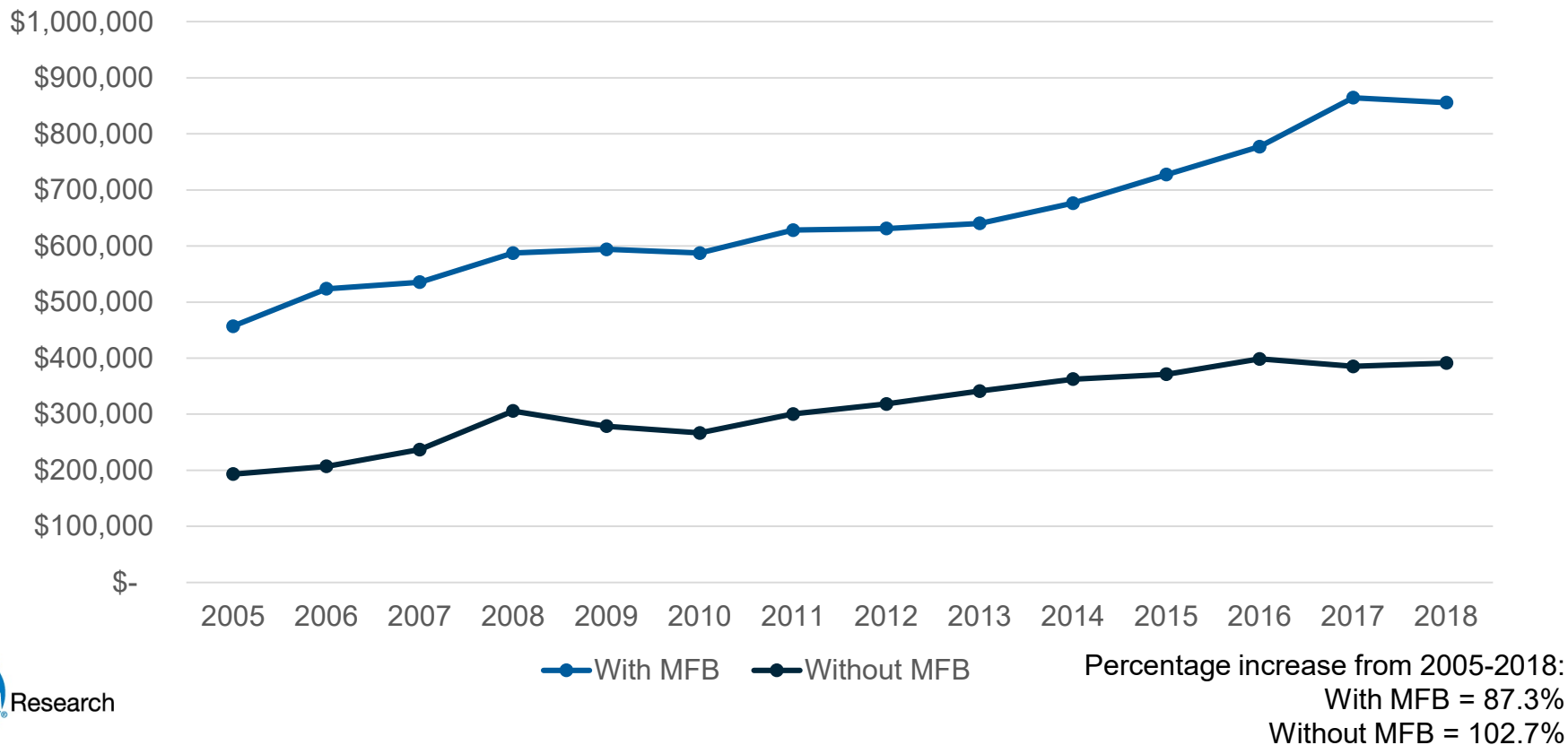
(by Football  
Sponsorship)

# Division II Median Total Revenues With and Without Football (2005-2018)

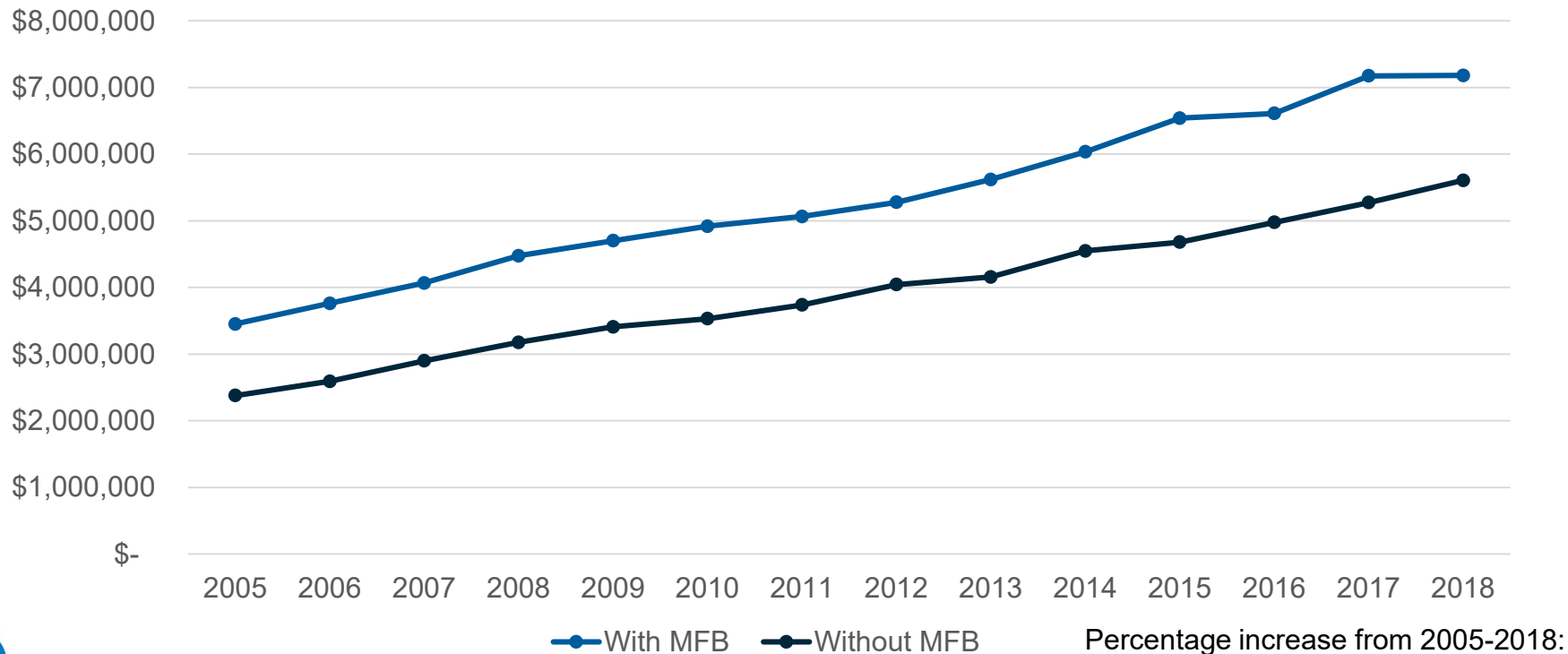


Percentage increase from 2005-2018:  
With MFB = 98.5%  
Without MFB = 155.1%

# Division II Median Generated Revenues With and Without Football (2005-2018)



# Division II Median Total Expenses With and Without Football (2005-2018)

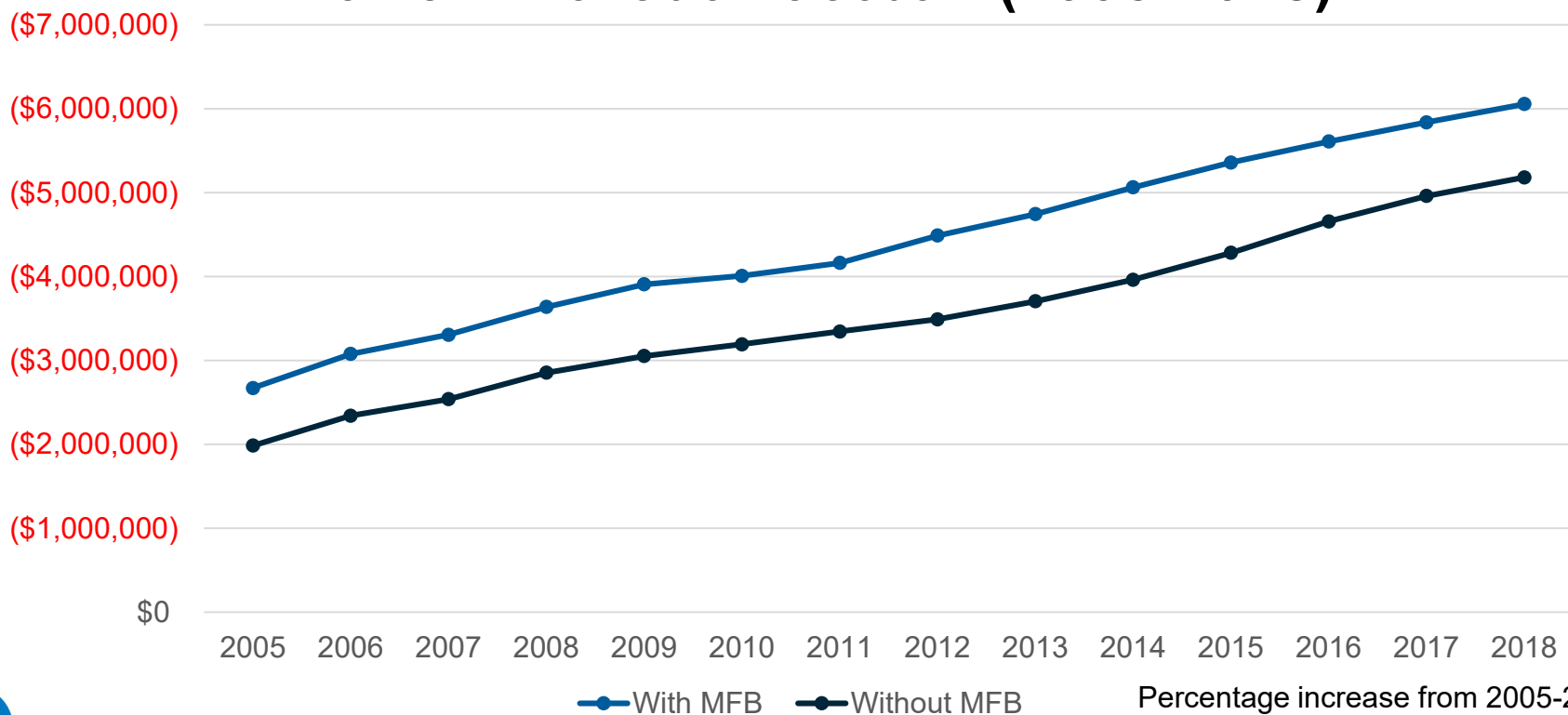


Percentage increase from 2005-2018:

With MFB = 108.1%

Without MFB = 135.8%

# Division II Net Operating Results Excluding Allocated Support With or Without Football (2005-2018)



Percentage increase from 2005-2018:

With MFB = 126.7%

Without MFB = 161.1%

# Summary of 2005-2018

## Division II – with MFB Trend Data

- ▶ Over the 14-year period, median generated revenues grew by 87.3%. Median total expenses grew by 108.1%.
- ▶ The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$2.7 million in 2005 to approximately \$6.1 million in 2018. This represents a change of about 126.7% over that 14-year period.

# Summary of 2005-2018

## Division II – without MFB Trend Data

- ▶ Over the 14-year period, median generated revenues grew by 102.7%. Total expenses grew by 135.8%.
- ▶ The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$2 million in 2005 to approximately \$5.2 million in 2018. This represents a change of about 161.1% over that 14-year period.

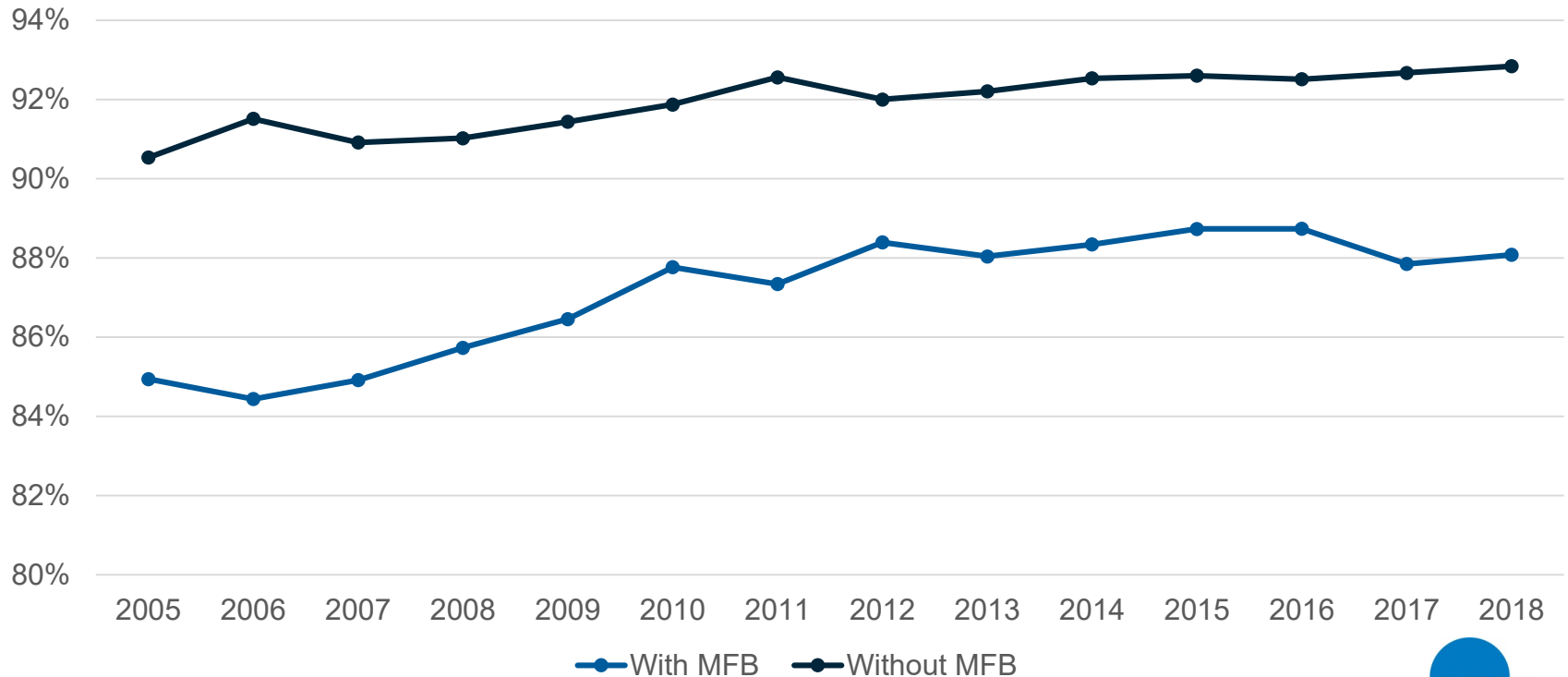




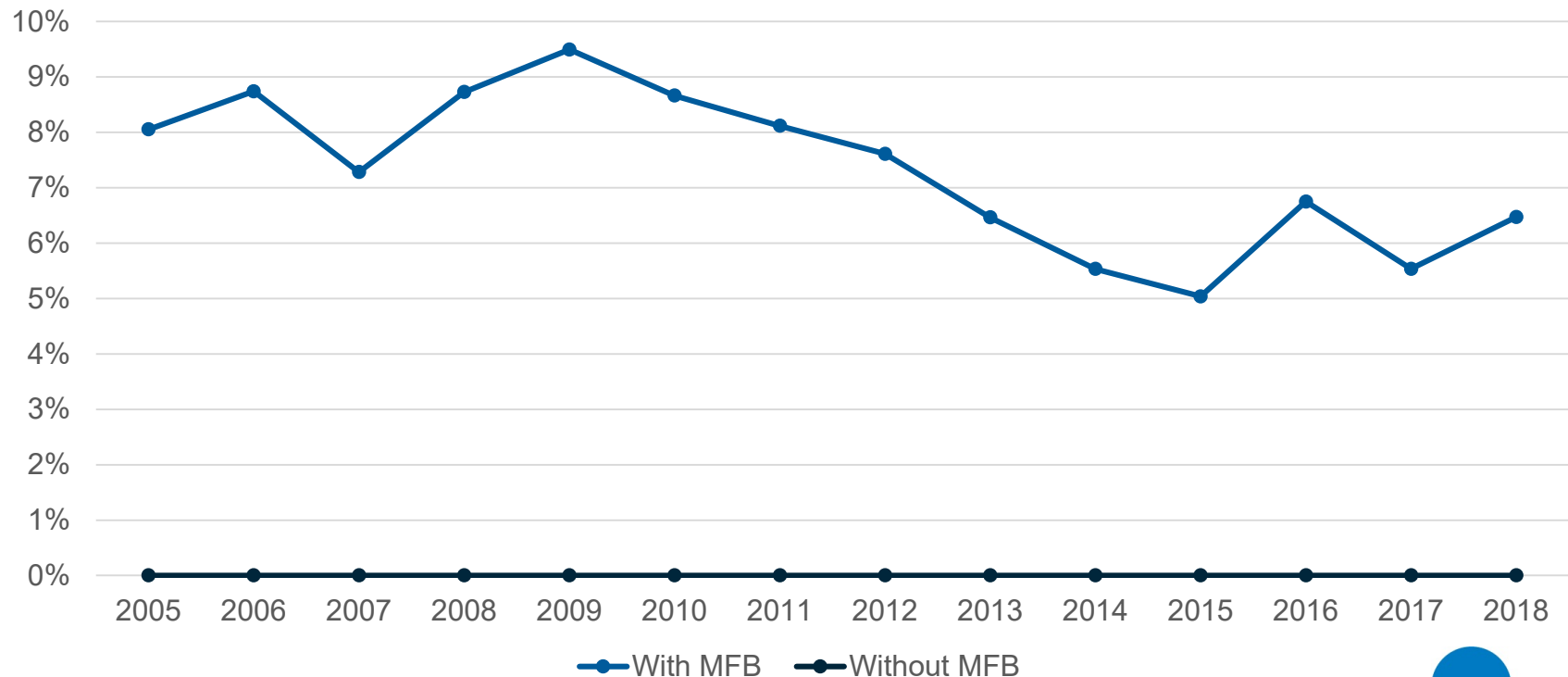
# Dashboard Indicators

# Division II Median Allocated Revenues

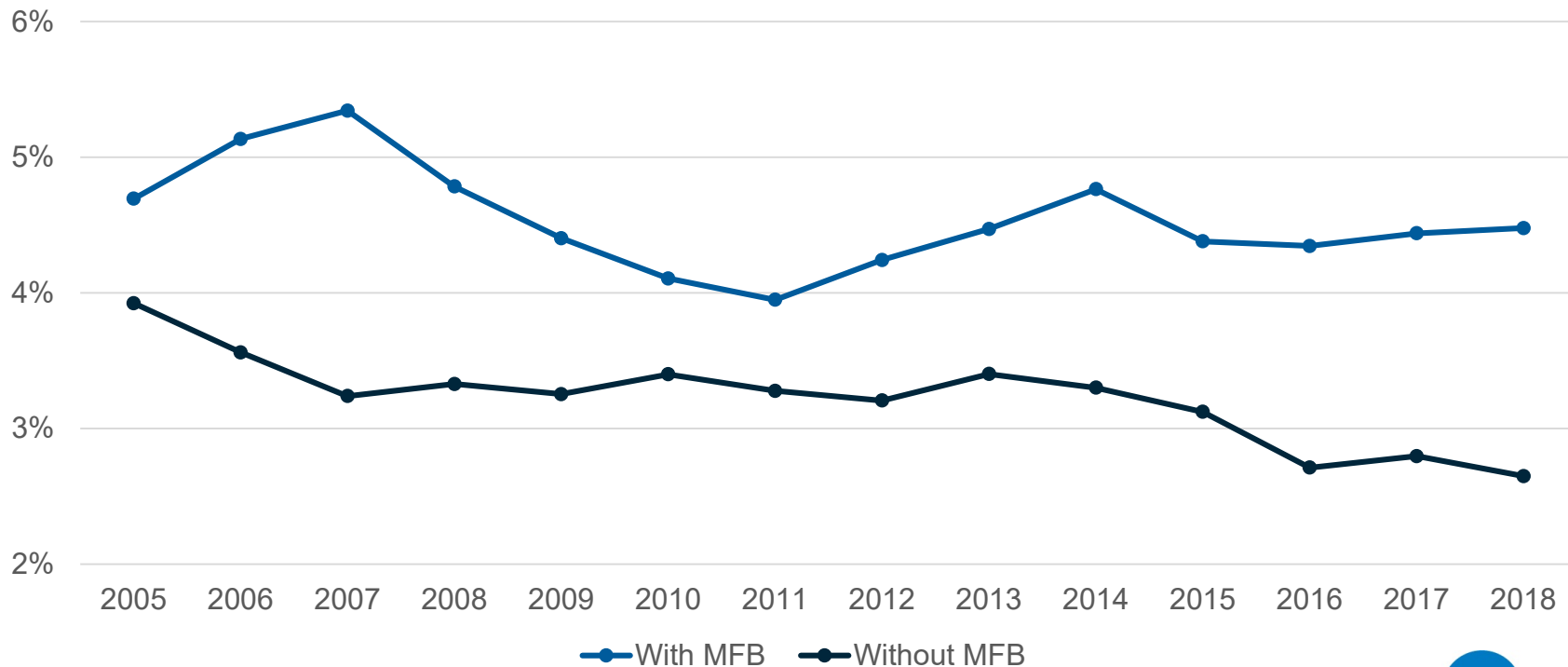
## Allocated Rev. by Total Rev. By Subgroup and Year (2005-2018)



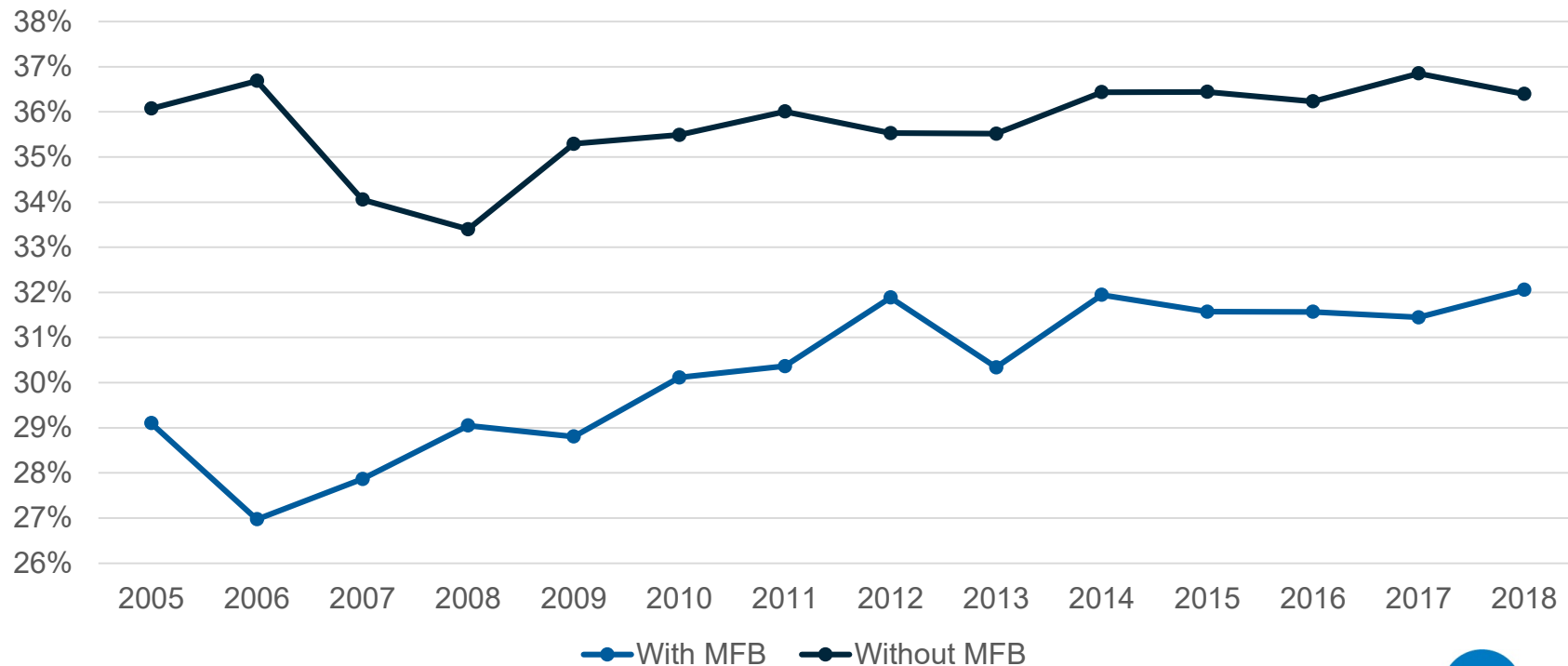
# Division II Median Student Fees by Subgroup and Year (2005–2018)



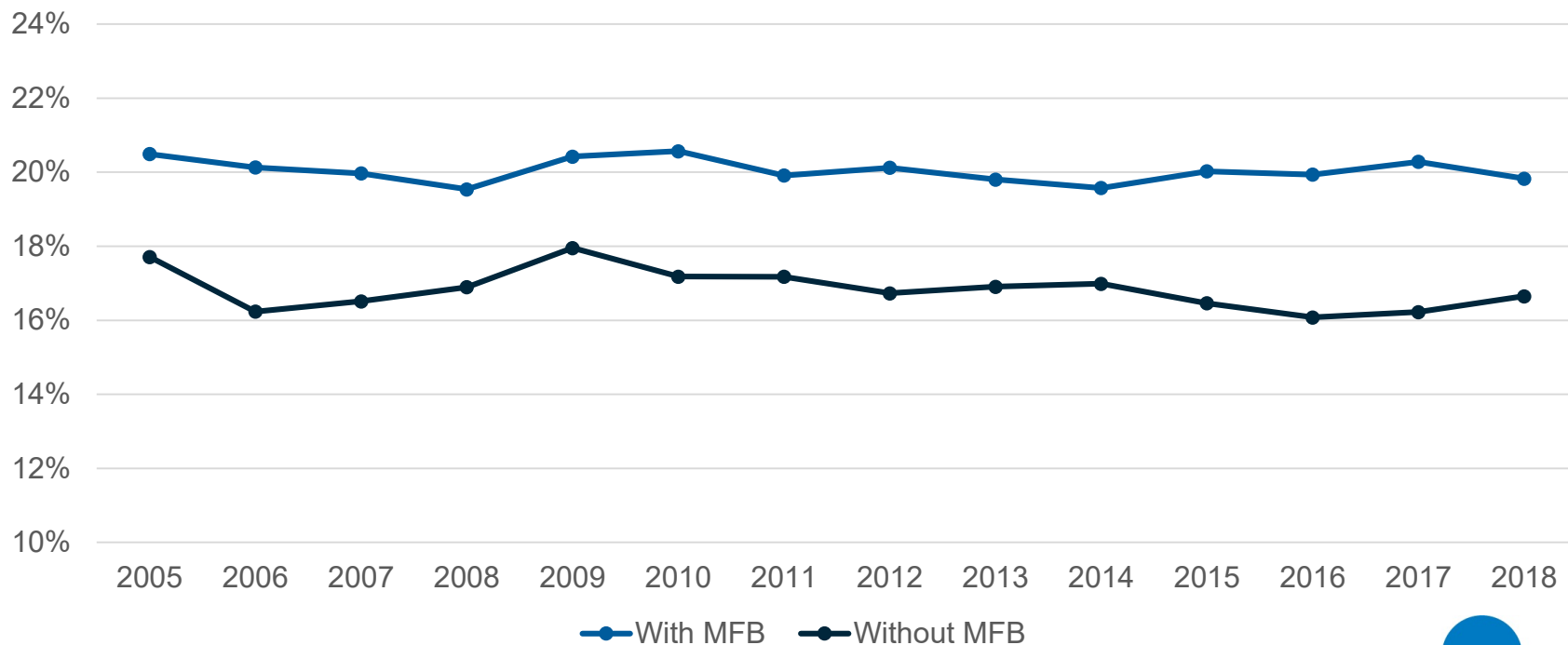
# Division II Median Contributions by Subgroup and Year (2005–2018)



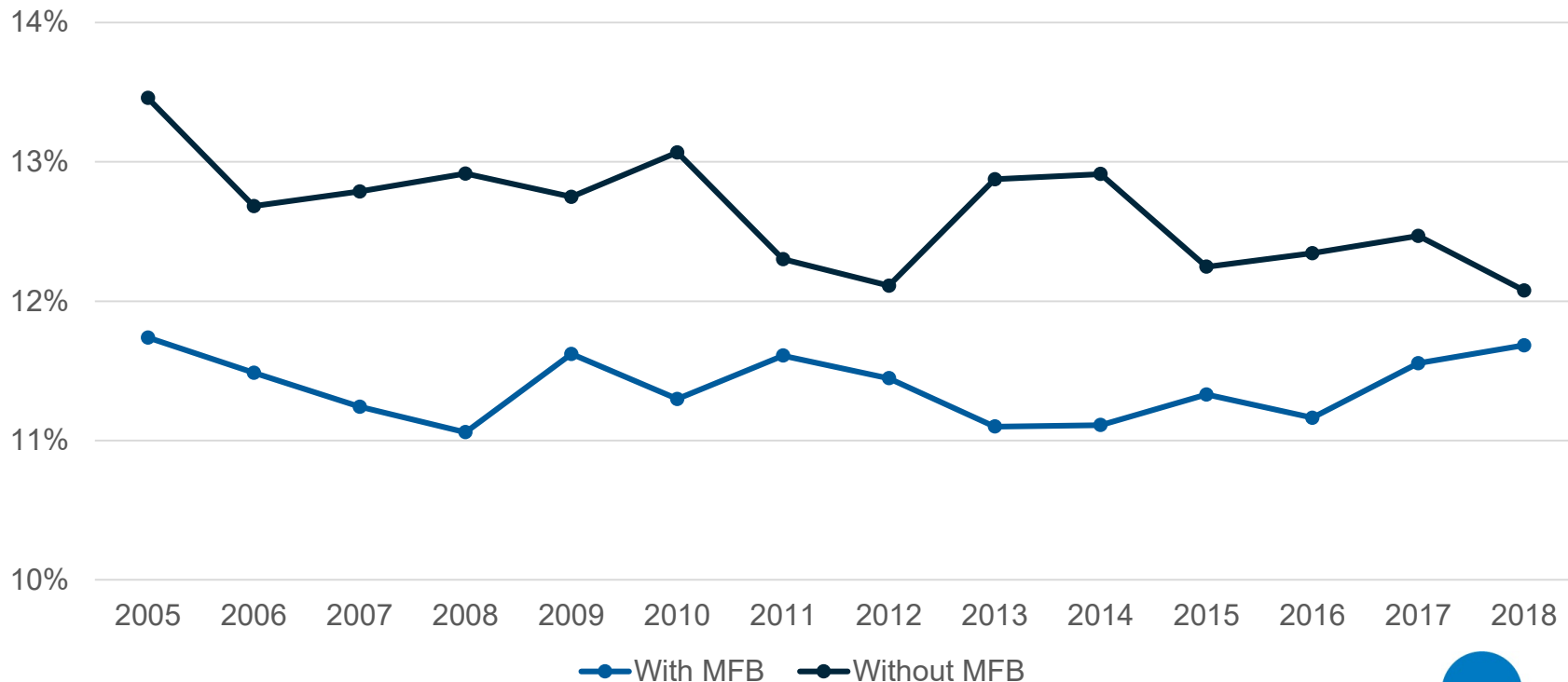
# Division II Median Athletics Aid by Subgroup and Year (2005–2018)



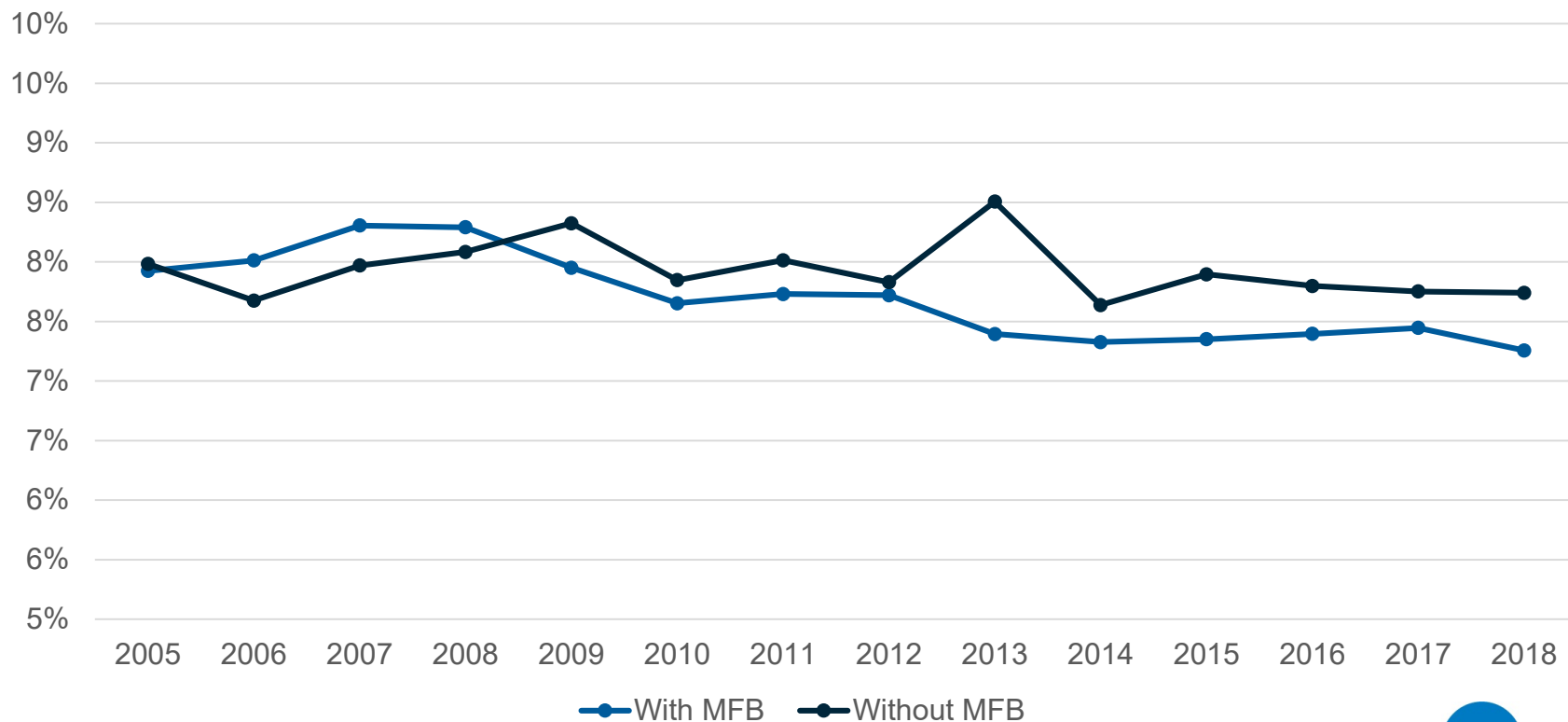
# Division II Median Coaches Compensation by Subgroup and Year (2005–2018)



# Division II Median Administrative Staff Compensation by Subgroup and Year (2005–2018)

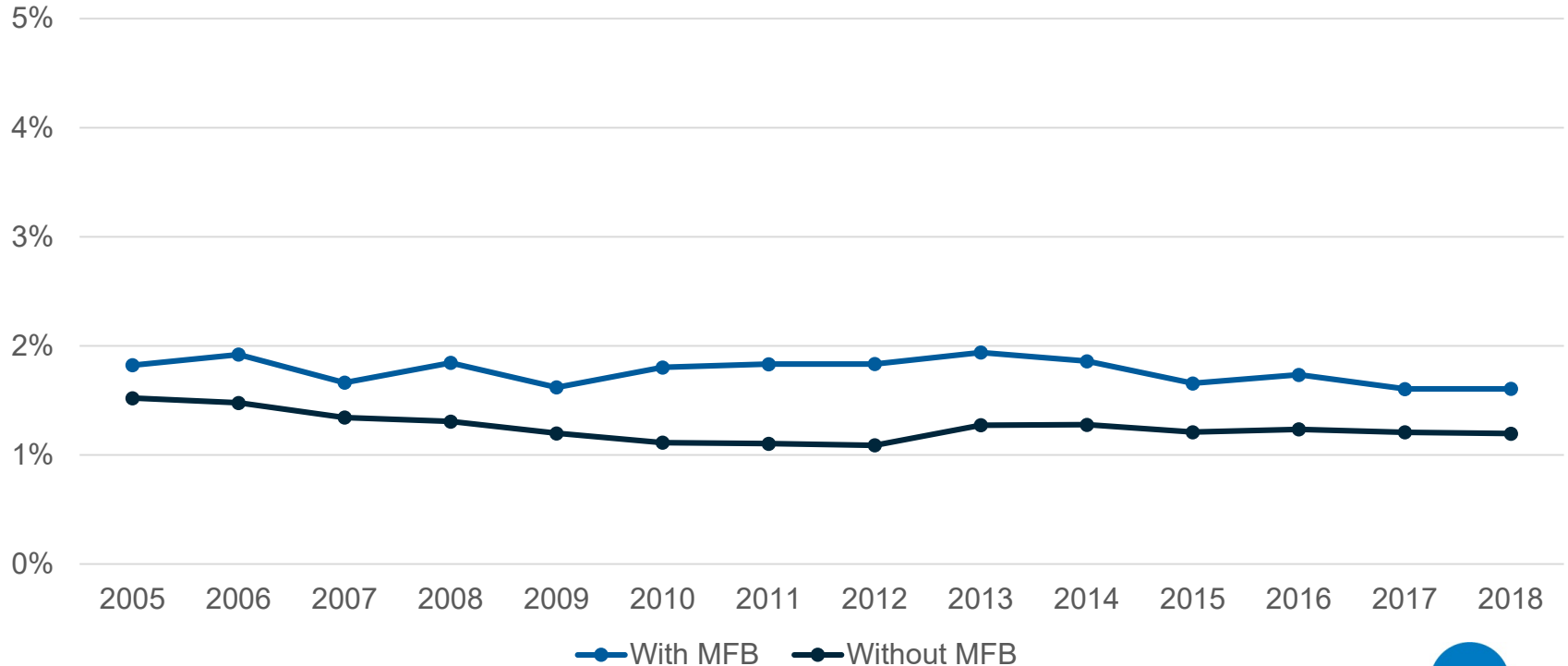


# Division II Median Team Travel by Subgroup and Year (2005–2018)

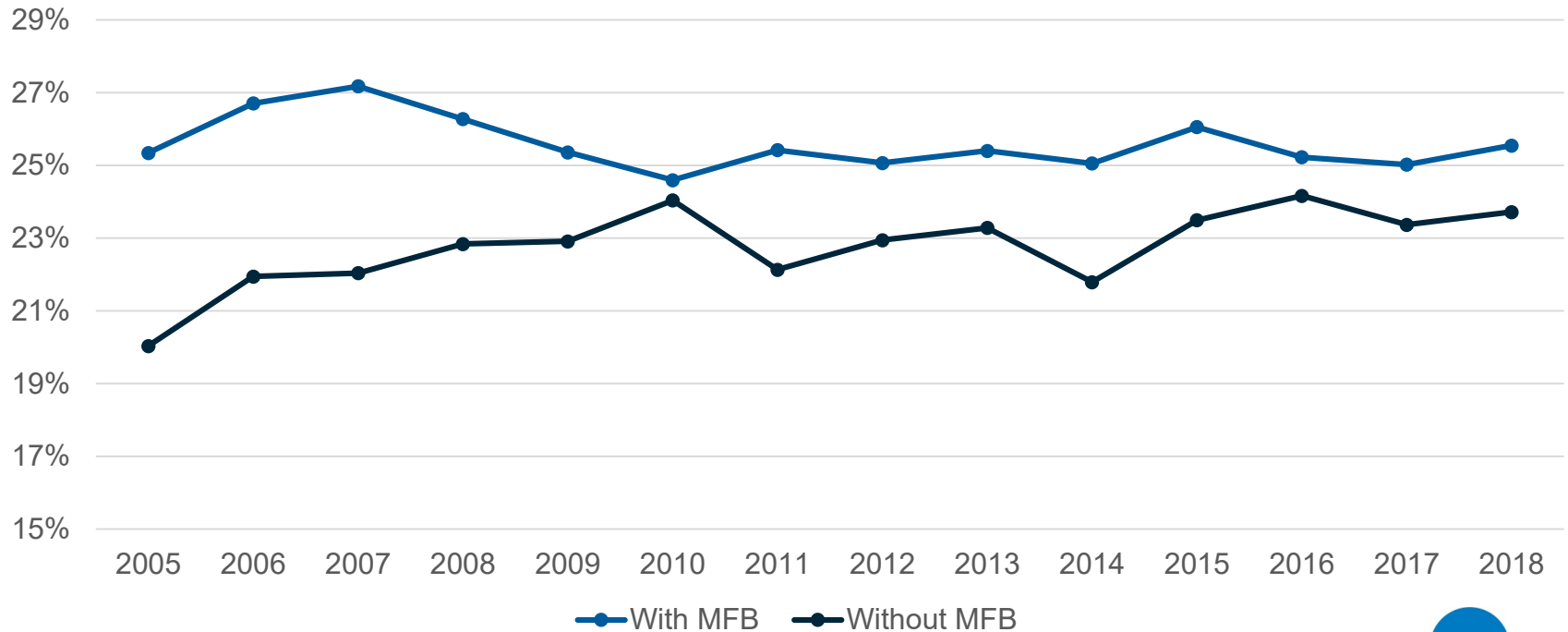




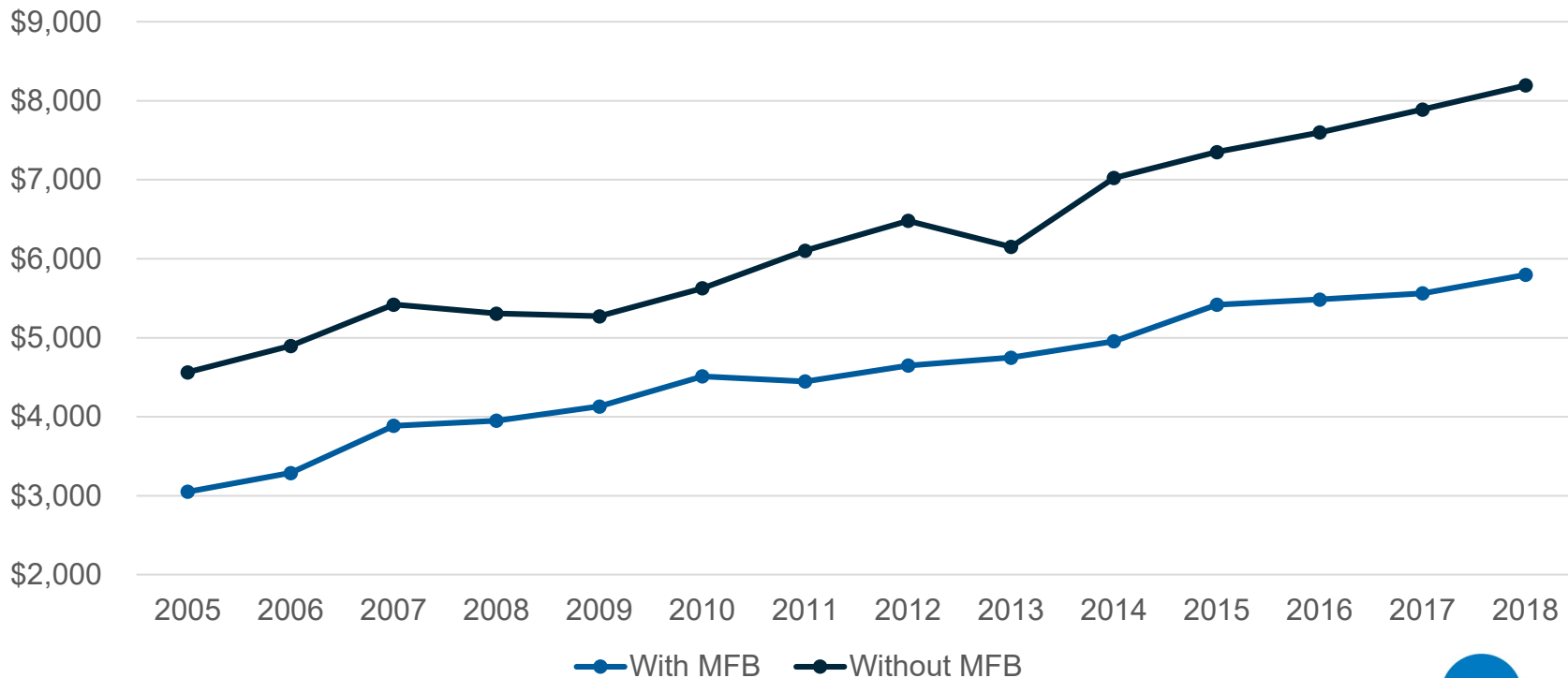
# Division II Median Medical Expenses and Insurance by Subgroup and Year (2005–2018)



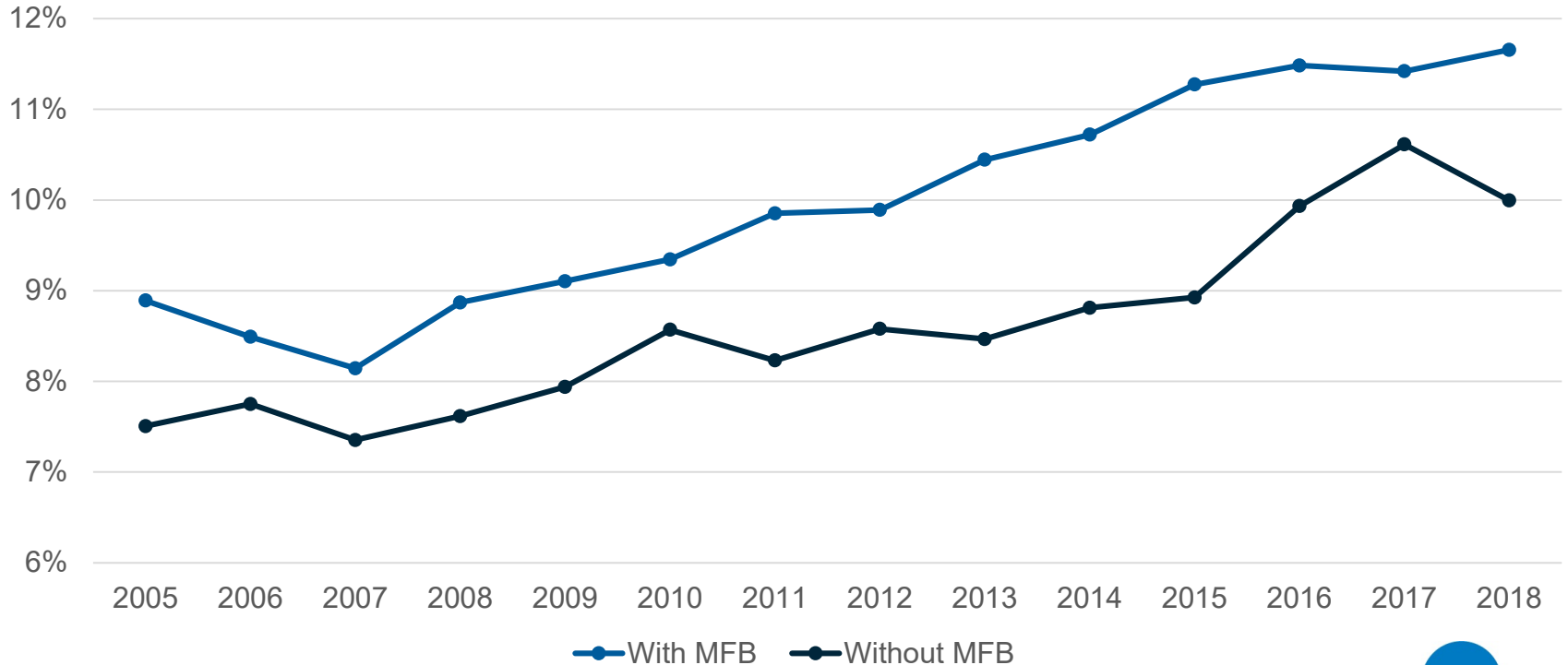
# Division II Median Other Additional Expenses by Subgroup and Year (2005–2018)



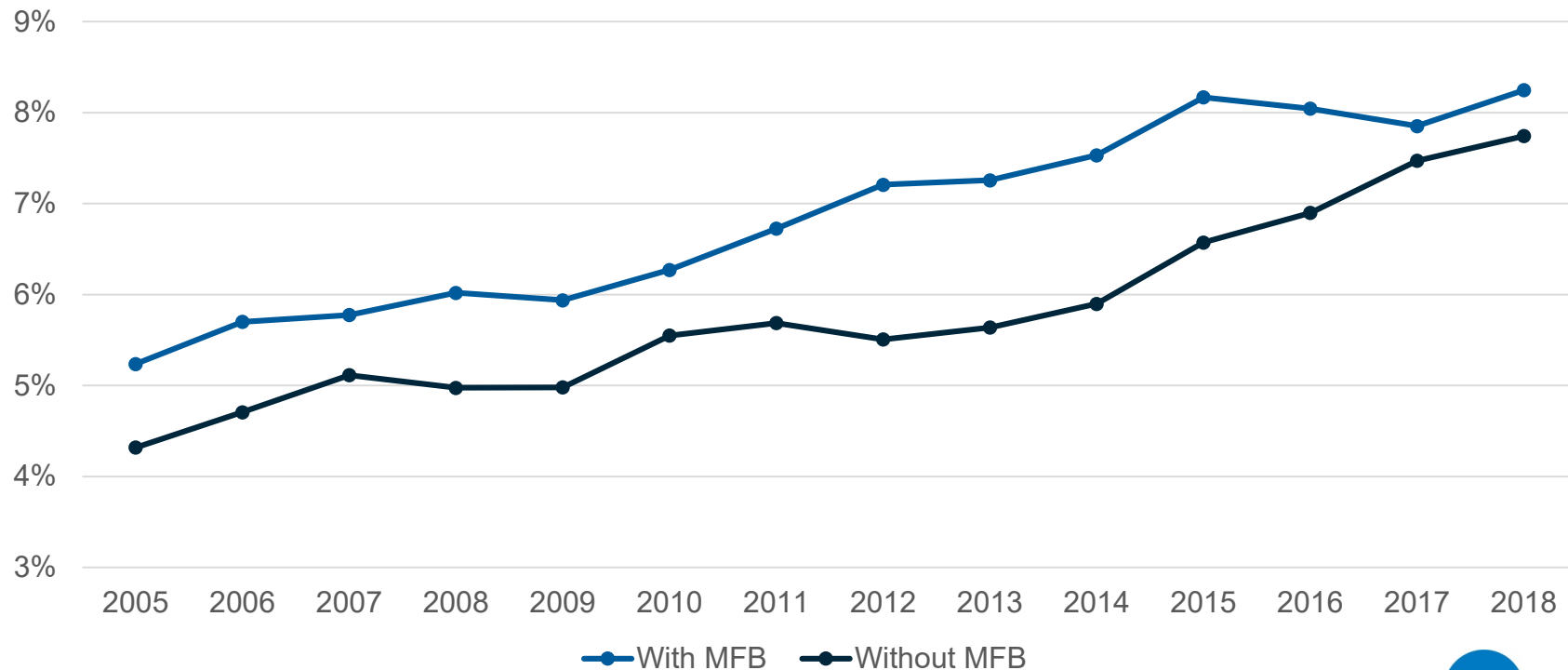
# Division II Median Athletics Aid Per Student-Athlete by Subgroup and Year (2005–2018)



# Division II Median Student-Athletes as a Percentage of the Student Body by Subgroup and Year (2005–2018)



# Division II Median Athletics as a Percentage of Institutional Expenditures by Subgroup and Year (2005–2018)





# Research

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