



Research

A blue and white pennant with the NCAA logo on it, positioned diagonally across the frame. The background is a blurred crowd of spectators in a stadium.

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.
- ▶ 222 Division III 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 III (by Football Sponsorship)



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

	Division III with MFB			Division III without MFB		
	Median	Minimum	Maximum	Median	Minimum	Maximum
Generated Revenues	\$388,005	\$1,540	\$2,881,969	\$173,258	\$-	\$1,150,031
Total Revenues	\$4,206,083	\$582,042	\$17,325,596	\$2,246,363	\$21,589	\$11,815,498
Tot Expenses	\$4,137,581	\$1,420,347	\$17,325,596	\$2,320,326	\$479,519	\$11,260,342
Net Generated Revenue	(\$3,540,015)	(\$15,139,186)	(\$1,217,474)	(\$2,071,262)	(\$10,271,145)	(\$432,749)

Summary of 2018

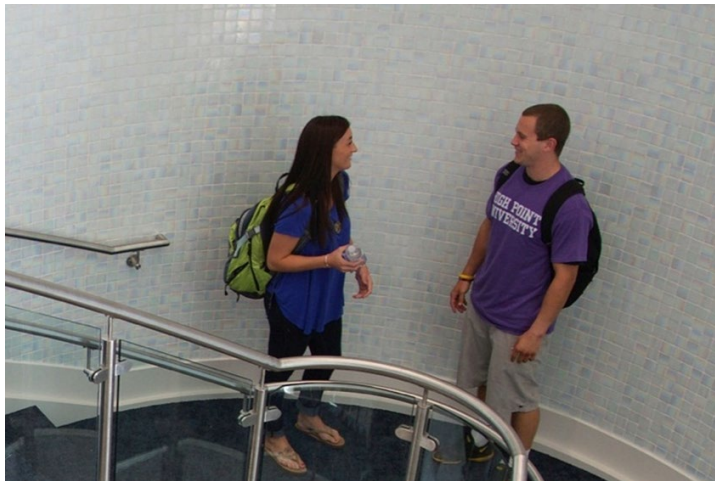
Division III – with MFB Data

- ▶ Large disparities seen in both revenues and expenses across Division III – with MFB institutions (expenses ranged from approximately \$1.4 to \$17.3 million and revenues ranged from \$580,000 to \$17.3 million). The median expenses for this group of institutions was \$4.1 million.
- ▶ Generated revenues ranged from \$0 to \$2.9 million. The median generated revenue was approximately \$390,000.
- ▶ Generated revenues did not exceed expenses for any institution in 2018.
- ▶ The median institution shows negative net generated revenue of approximately \$3.5 million. This could be construed as the cost to the institution of running a Division III athletics program with football.

Summary of 2018

Division III without MFB Data

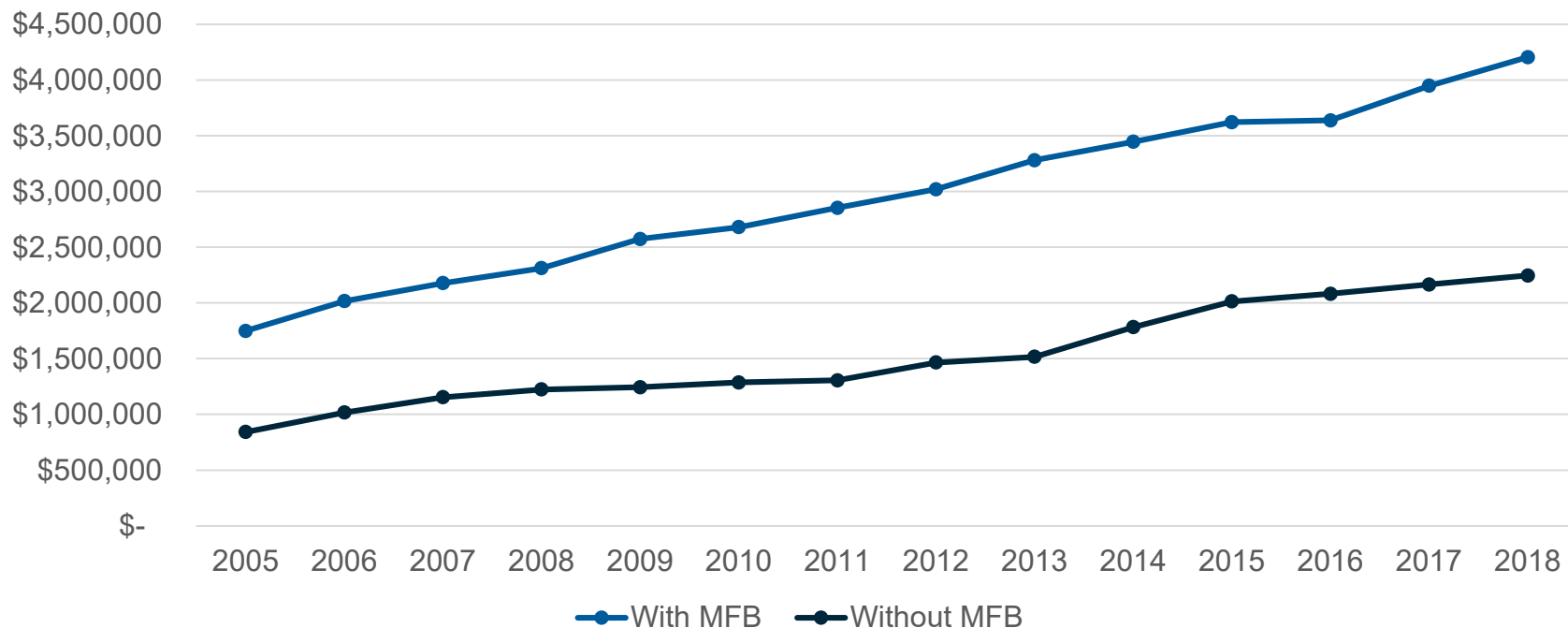
- ▶ Large disparities seen in both revenues and expenses across Division III – without MFB institutions (expenses ranged from approximately \$480,000 to \$11.3 million and revenues ranged from \$200,000 to \$11.8 million). The median expenses for this group of institutions was \$2.2 million.
- ▶ Generated revenues ranged from \$0 to \$1.15 million. The median generated revenue was approximately \$170,000.
- ▶ Generated revenues did not exceed expenses for any institution in 2016.
- ▶ The median negative net generated revenue for Division III – without MFB schools is approximately \$2.1 million. This could be construed as the cost to the institution of running a Division III athletics program without football.



Revenue and Expense Trends from 2005 to 2018

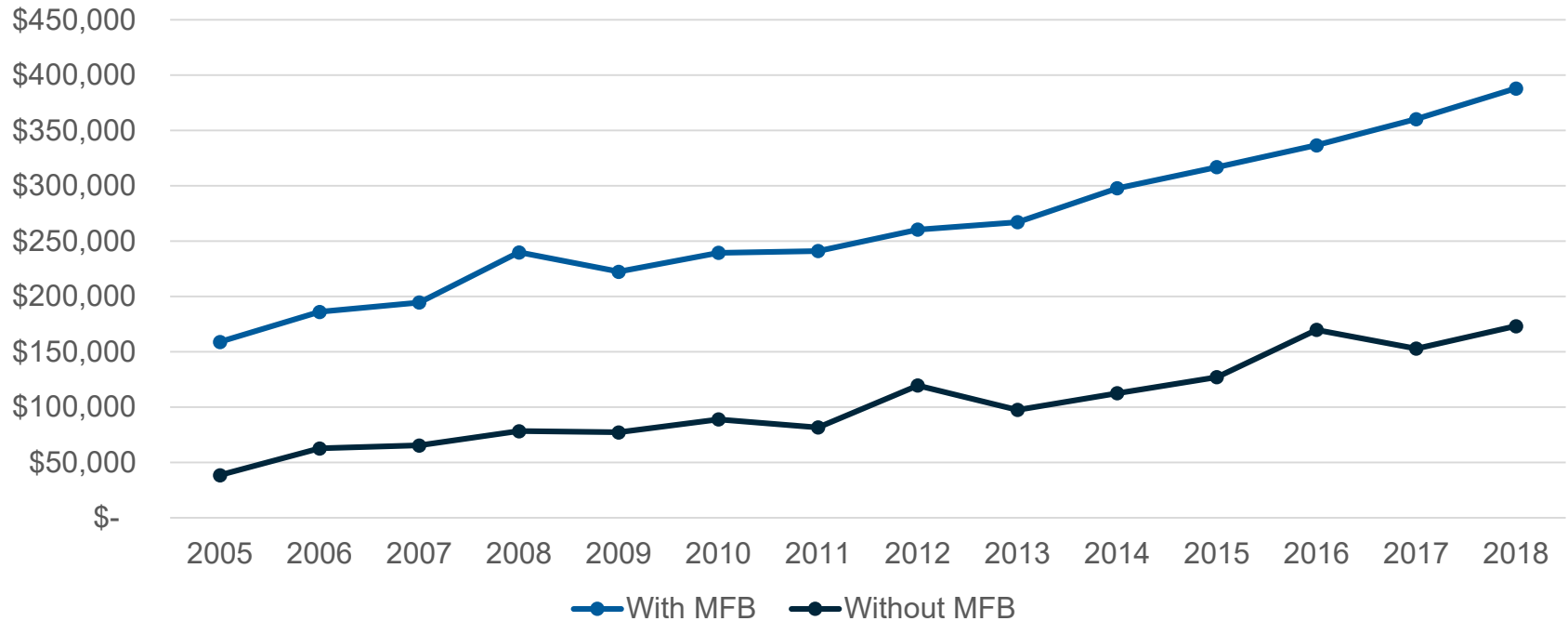
(by Football
Sponsorship)

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



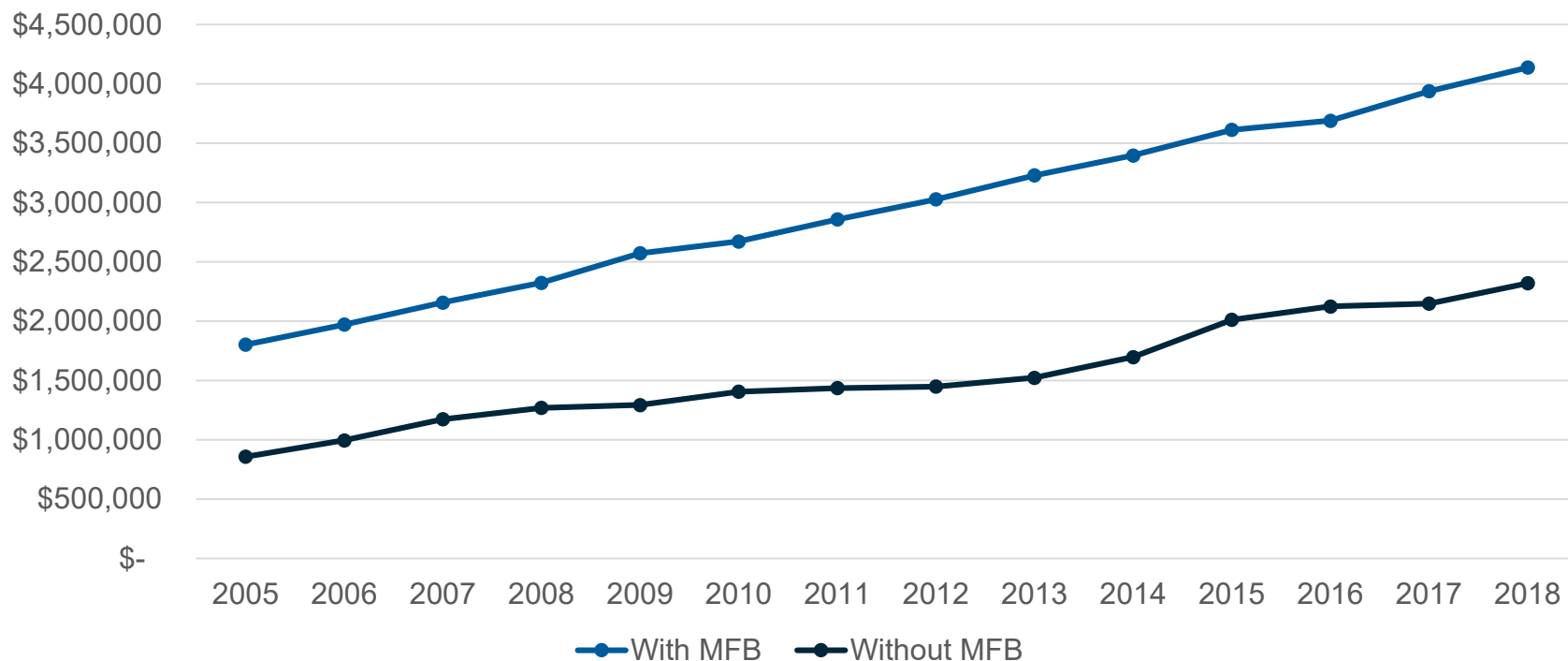
Percentage increase from 2005-2018:
With MFB = 140.5%
Without MFB = 166.6%

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



Percentage increase from 2005-2018:
With MFB = 144.1%
Without MFB = 348.4%

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

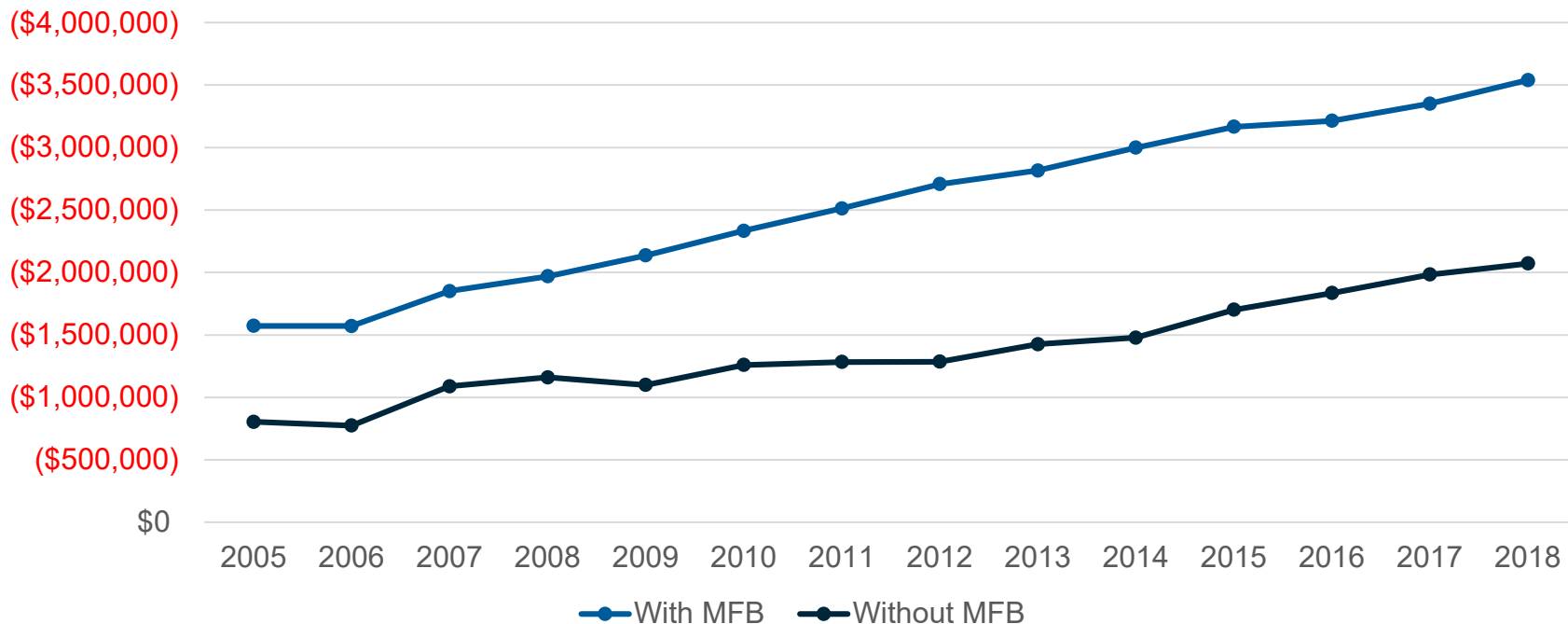


Percentage increase from 2005-2018:

With MFB = 129.5%

Without MFB = 170.6%

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



Percentage increase from 2005-2018:

With MFB = 125.2%

Without MFB = 157.7%

Summary of 2005-2018

Division III – with MFB Trend Data

- ▶ Over the 14-year period, generated revenues grew by 144.1%. Total expenses grew by 129.5%.
- ▶ The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$1.6 million in 2005 to approximately \$3.5 million in 2018. This represents a change of about 125.2% over that 14-year period.

Summary of 2005-2018

Division III – without MFB Trend Data

- ▶ Over the 14-year period, generated revenues grew by 348.4%. Total expenses grew by 170.6%.
- ▶ The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$775,000 in 2005 to approximately \$2.1 million in 2018. This represents a change of about 157.7% over that 14-year period.



Dashboard Indicators

Summary of 2018 Division III Financial Dashboards

	Division III with MFB	Division III without MFB	Overall
Number of Schools that Reported Financial Data	141	81	222
Student-Athlete as Percentage of Student-Body	26%	13%	22%
Athletics as Percentage of Institutional Expenditures	5%	3%	5%
Spending Increase Gap	2%	4%	3%
Athletic Expense Per Student-Athlete	\$9,130	\$8,664	\$8,925
Salaries, Benefits and Severances as Percentage of Total Expenditures	50%	50%	50%
Coaches Compensation as Percentage of Total Expenditures	33%	27%	31%
Administrative Compensation as Percentage of Total Expenditures	17%	24%	18%
Participation and Game Expenses as Percentage of Total Expenditures	3%	4%	3%
Team Travel Expenses as Percentage of Total Expenditures	12%	12%	12%
Facilities Maintenance and Administrative Support Expenses as Percentage of Total Expenditures	17%	14%	15%



Research

NCAA.org/research |  [@NCAAResearch](https://twitter.com/NCAAResearch)

NCAA is a trademark of the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.