

A blue and white pennant with the NCAA logo on it, set against a blurred background of a crowd at a sports event.

Trends in Division II Athletics Finances

November 2021

Data

- ▶ The data used here was collected from the NCAA Membership Financial Reporting System for fiscal years 2004-05 through 2019-20.
- ▶ Significant changes were made to the process beginning with the data collection in 2004-05 (for example, definitional changes, agreed-upon procedures, etc.), so previous data are not comparable.
- ▶ In Division II, 305 schools provided data to the NCAA Membership Financial Reporting System.

Generated Revenue Sources

- ▶ Ticket sales.
- ▶ NCAA and conference distributions.
- ▶ 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) 2020 Revenues and Expenses for Division II Institutions by Football Sponsorship

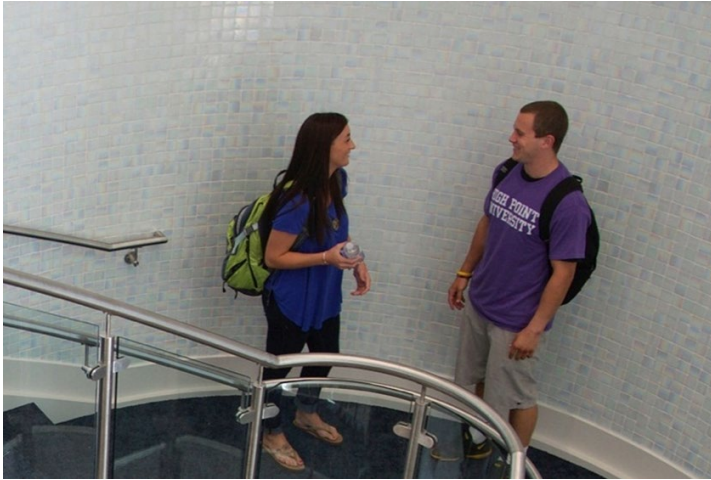
	Division II With Men's Football			Division II Without Men's Football		
	Median	Minimum	Maximum	Median	Minimum	Maximum
Generated Revenues	\$765,479	\$9,456	\$7,897,478	\$319,537	\$-	\$3,418,632
Total Revenues	\$7,352,434	\$136,777	\$27,532,010	\$5,943,672	\$44,236	\$32,053,628
Total Expenses	\$7,253,677	\$1,609,040	\$27,532,012	\$5,943,672	\$360,461	\$32,750,386
Net Generated Revenue	\$(6,251,342)	\$(25,340,772)	\$(1,173,238)	\$(5,539,167)	\$(30,980,564)	\$(346,505)

Summary of 2020 Data for Division II Schools With Men's Football

- ▶ Large disparities were seen in both revenues and expenses across Division II schools with men's football. Expenses ranged from approximately \$1.6 million to \$27.5 million, and total revenues ranged from \$137,000 to \$27.5 million. The median expenses for this group of institutions was over \$7.2 million.
- ▶ The generated revenues ranged from \$9,500 to \$7.9 million. The median generated revenue was approximately \$765,000.
- ▶ Generated revenues did not exceed expenses for any school in 2020.
- ▶ The median negative net generated revenue was approximately \$6.25 million. This could be construed as the cost to the school of running a Division II athletics program with football.

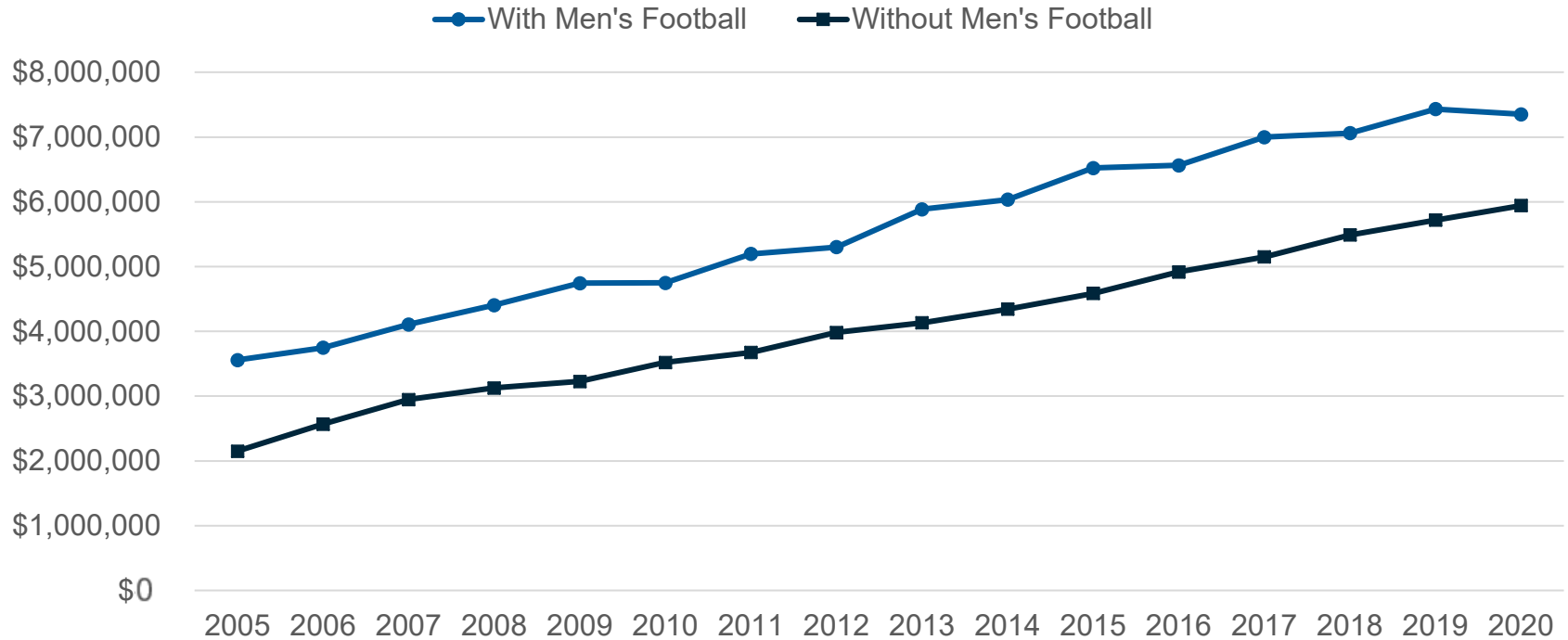
Summary of 2020 Data for Division II Schools Without Men's Football

- ▶ Large disparities were seen in both revenues and expenses across Division II schools without men's football. Expenses ranged from approximately \$360,000 to \$32.8 million, and total revenues ranged from nearly \$44,000 to \$32.1 million. The median expenses for this group of schools was \$5.9 million.
- ▶ The median generated revenues ranged from \$0 to \$3.4 million. The median generated revenue was approximately \$319,000.
- ▶ Generated revenues did not exceed expenses for any school in 2020.
- ▶ The median negative net generated revenue for Division II schools without men's football is approximately \$5.5 million. This could be construed as the cost to the school of running a Division II athletics program without football.



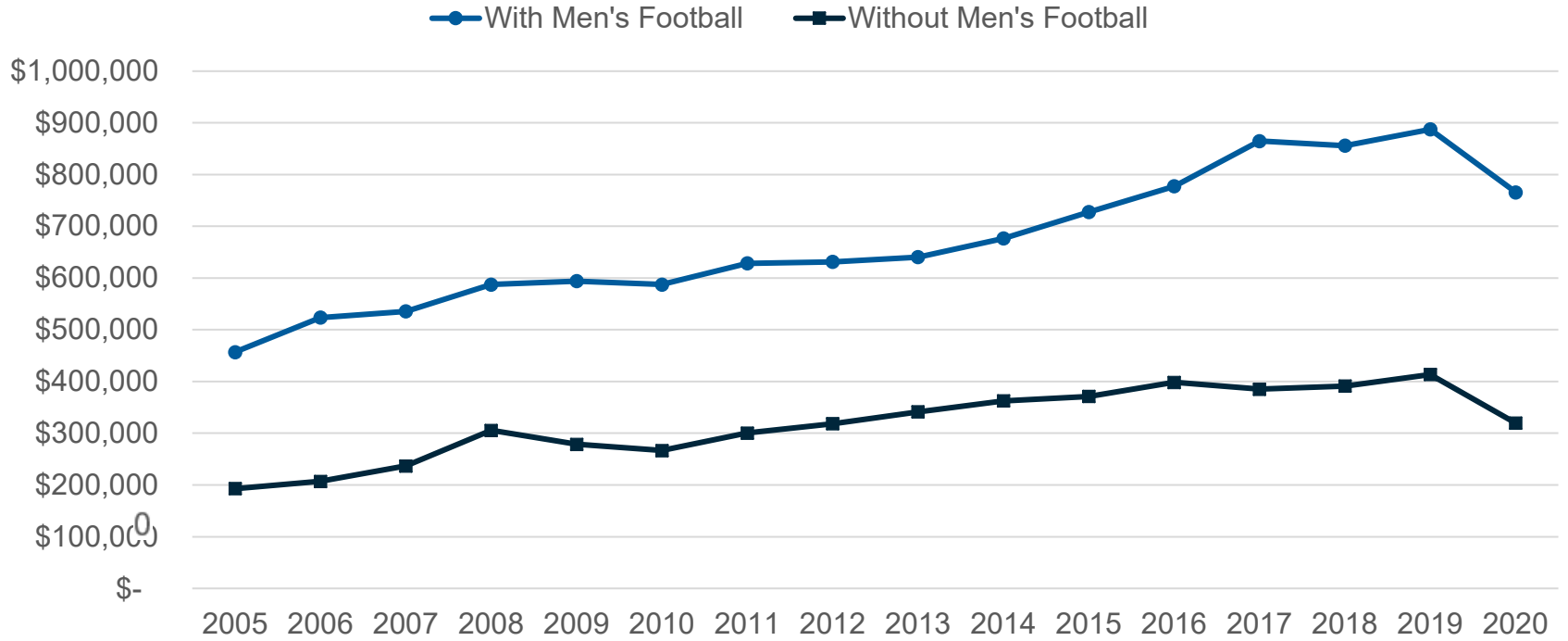
Revenue and Expense Trends from 2005 to 2020 (by Football Sponsorship)

Division II Median Total Revenues With and Without Football (2005-2020)



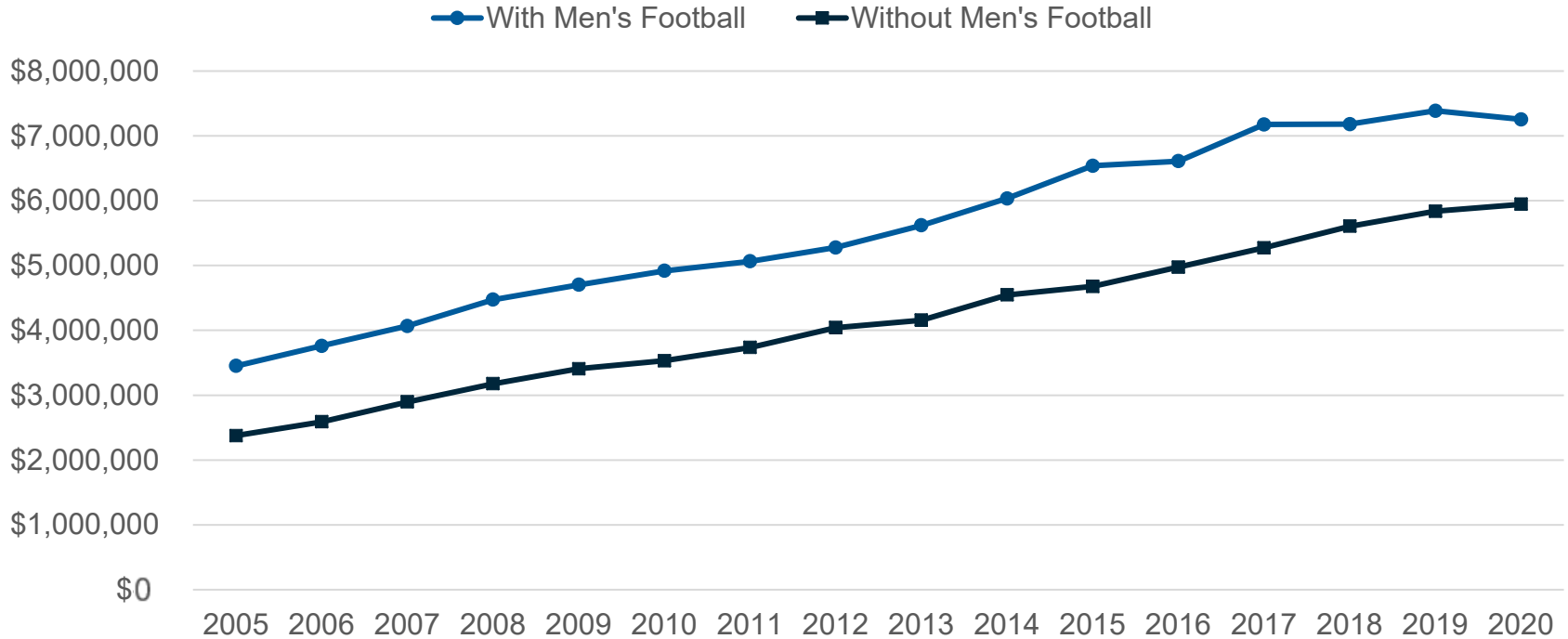
Percentage increase from 2005 to 2020:
With Men's Football = 106.7%
Without Men's Football = 176.3%

Division II Median Generated Revenues With and Without Football (2005-2020)



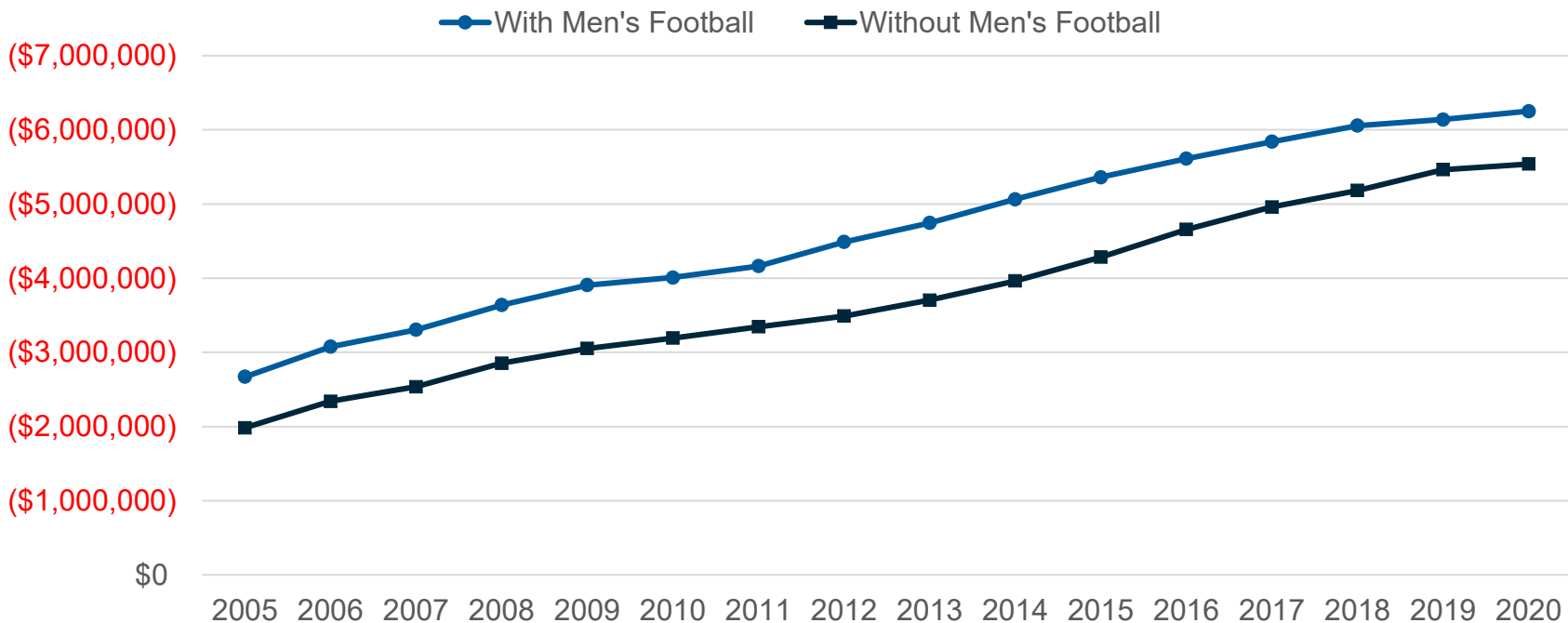
Percentage increase from 2005 to 2020:
With Men's Football = 67.6%
Without Men's Football = 65.5%

Division II Median Total Expenses With and Without Football (2005-2020)



Percentage increase from 2005 to 2020:
With Men's Football = 110.3%
Without Men's Football = 150.0%

Division II Net Operating Results Excluding Allocated Support With or Without Football (2005-2020)



Percentage increase from 2005 to 2020:
With Men's Football = 134.0%
Without Men's Football = 179.1%

Summary of 2005-2020 Trends for Division II Schools With Football

- ▶ Over the 16-year period, median generated revenues grew by 68%. Median total expenses grew by 110%.
- ▶ 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 \$6.25 million in 2020. This represents a change of about 134% over that 16-year period.

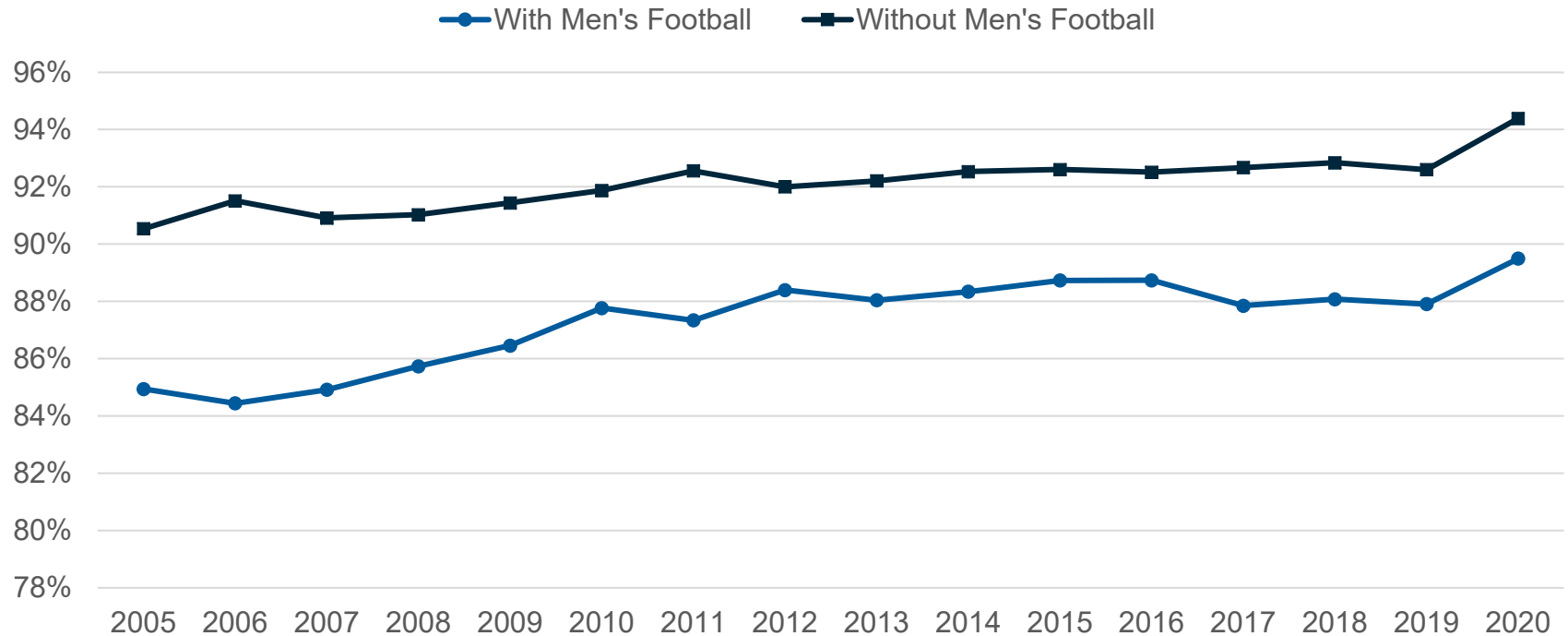
Summary of 2005-2020 Trends for Division II Schools Without Football

- ▶ Over the 16-year period, median generated revenues grew by 66%. Total expenses grew by 150%.
- ▶ 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 over \$5.5 million in 2020. This represents a change of about 179% over that 16-year period.

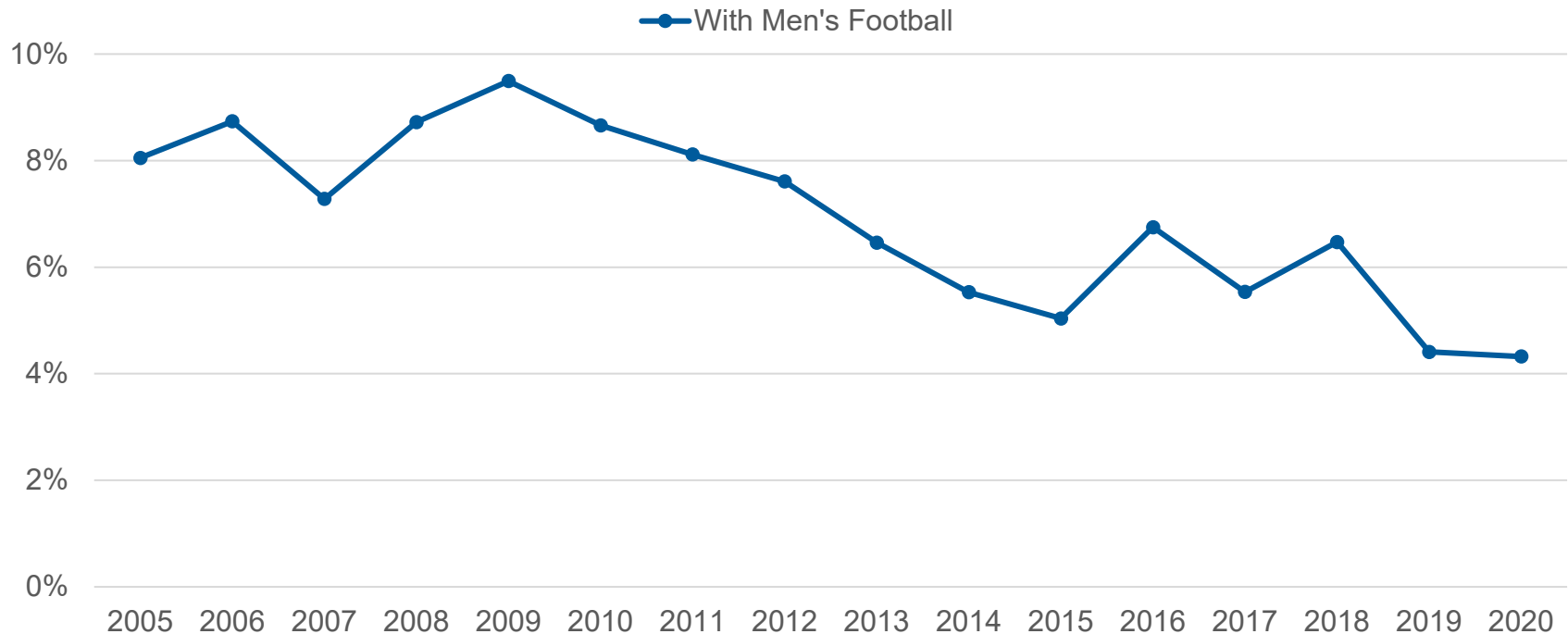


Dashboard Indicators

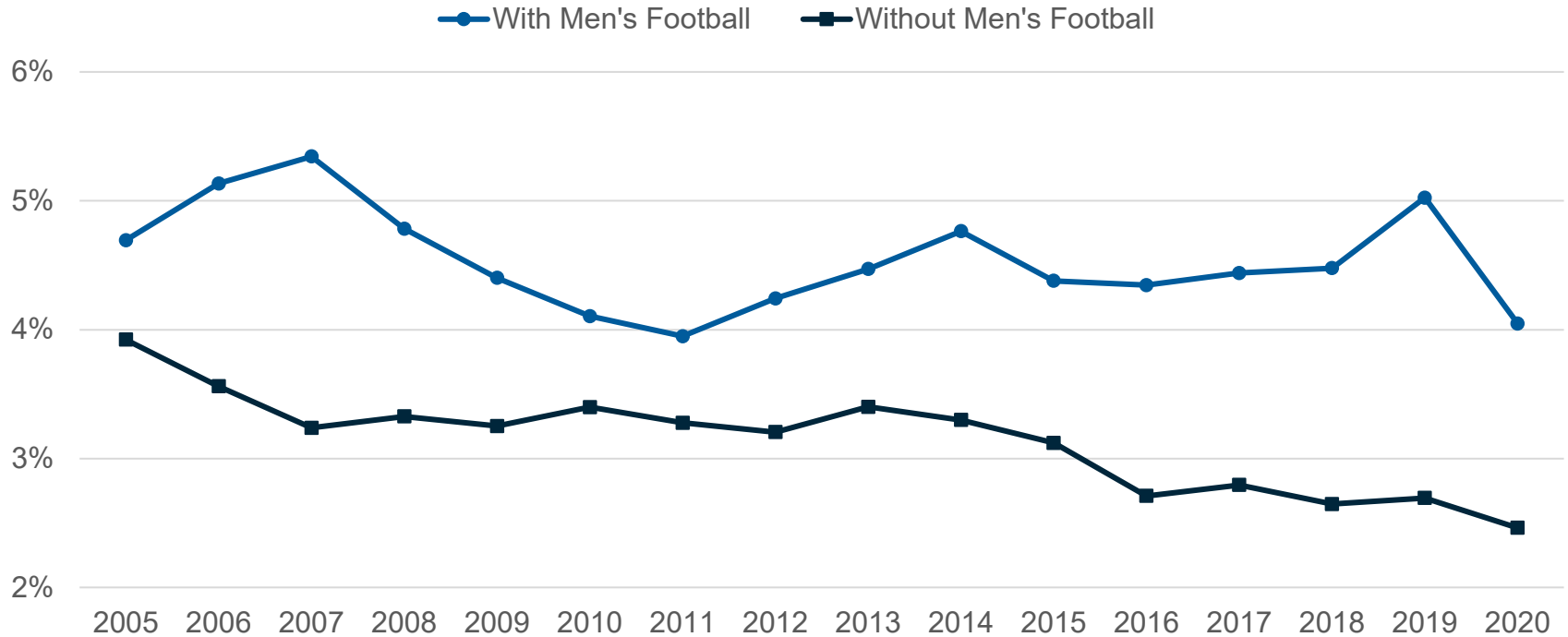
Division II Median Allocated Revenues as a Percentage of Total Revenues With and Without Football (2005-2020)



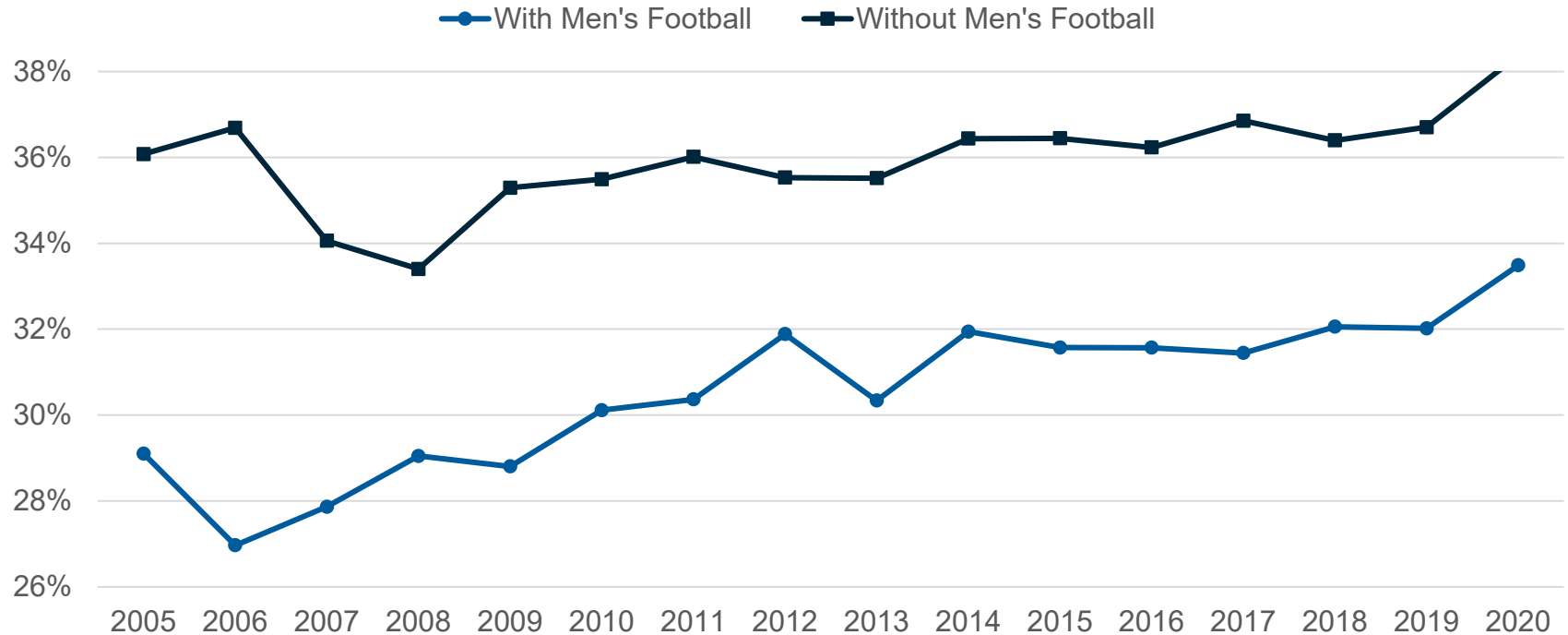
Division II Median Student Fees as a Percentage of Total Revenues With Football (2005-2020)



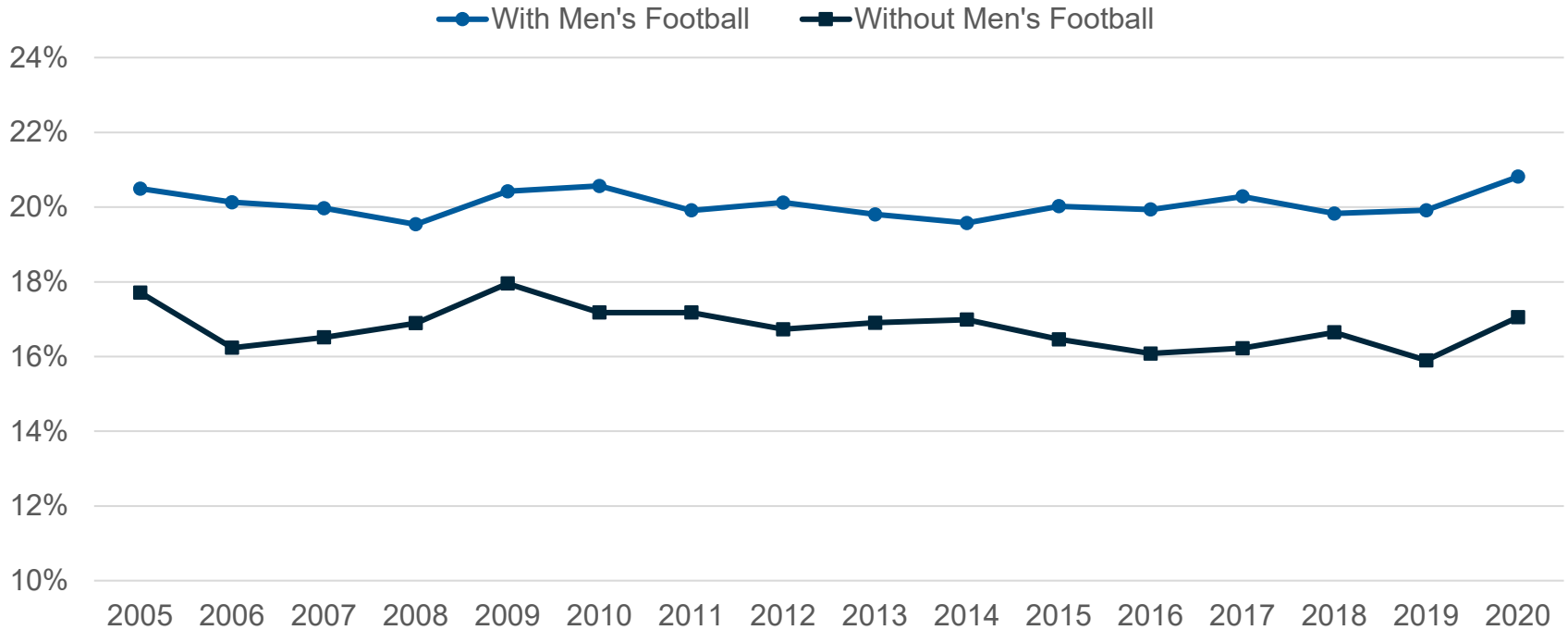
Division II Median Contributions as a Percentage of Total Revenues With and Without Football (2005-2020)



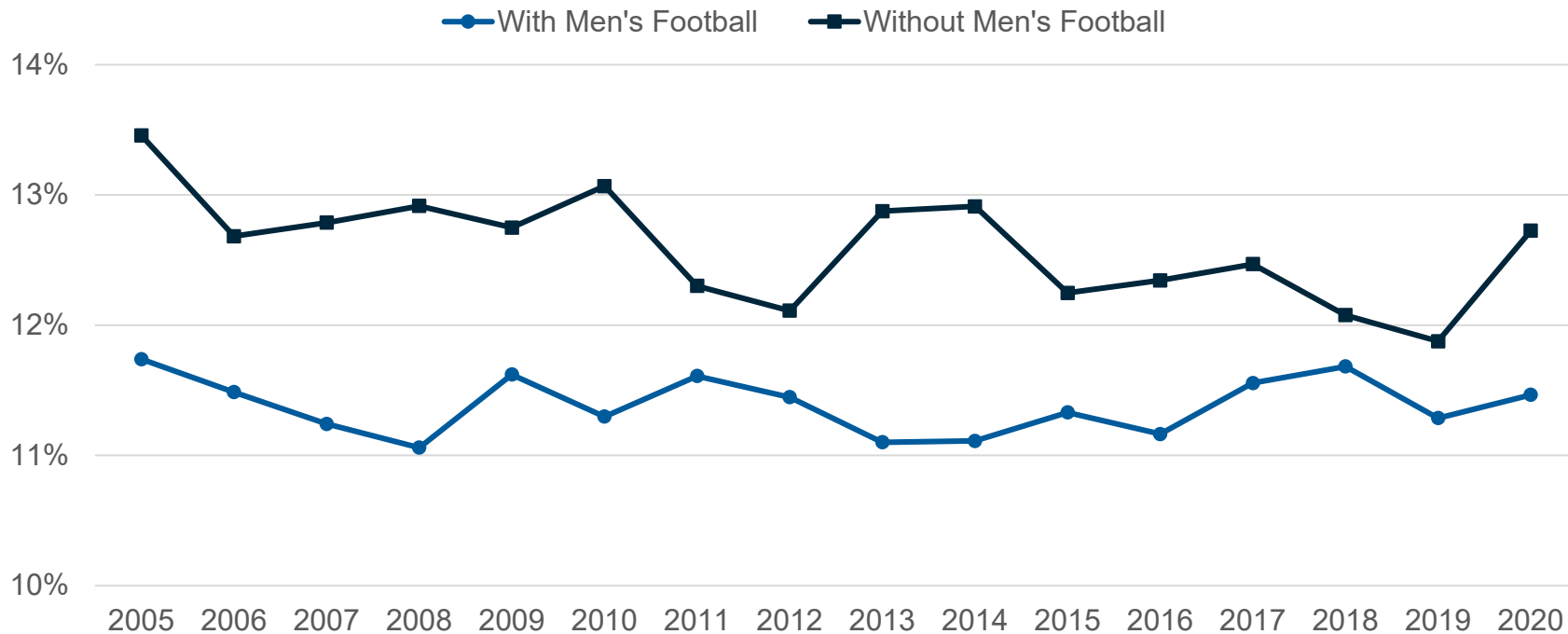
Division II Median Athletics Aid as a Percentage of Total Expenses With and Without Football (2005-2020)



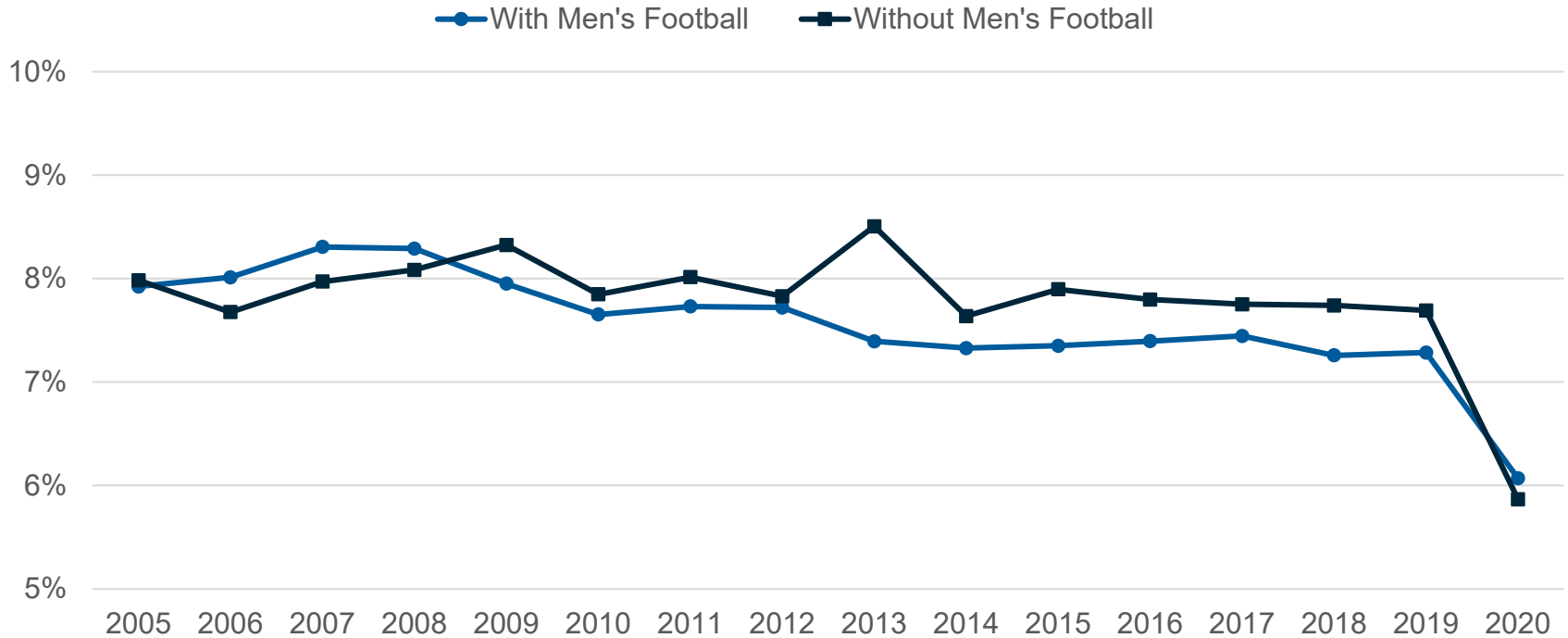
Division II Median Coaches' Compensation as a Percentage of Total Expenses With and Without Football (2005-2020)



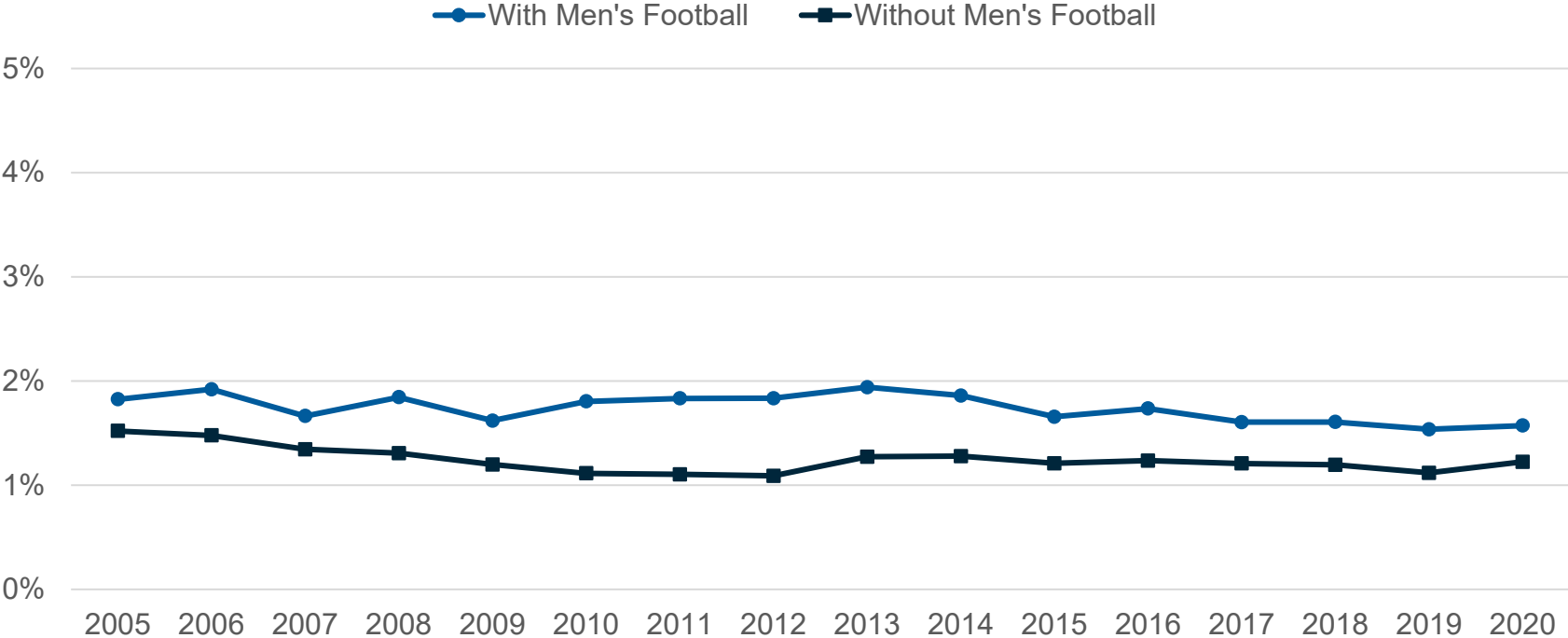
Division II Median Administrative Staff Compensation as a Percentage of Total Expenses With and Without Football (2005-2020)



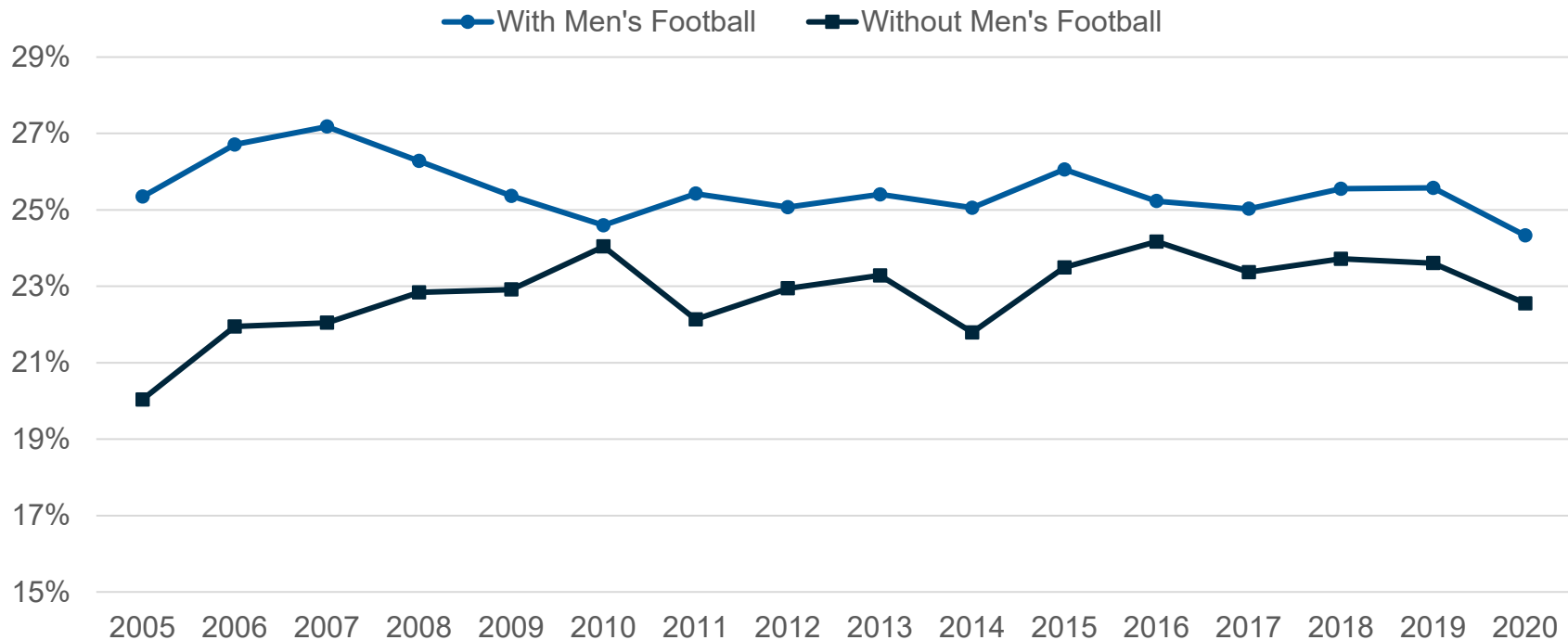
Division II Median Team Travel as a Percentage of Total Expenses With and Without Football (2005-2020)



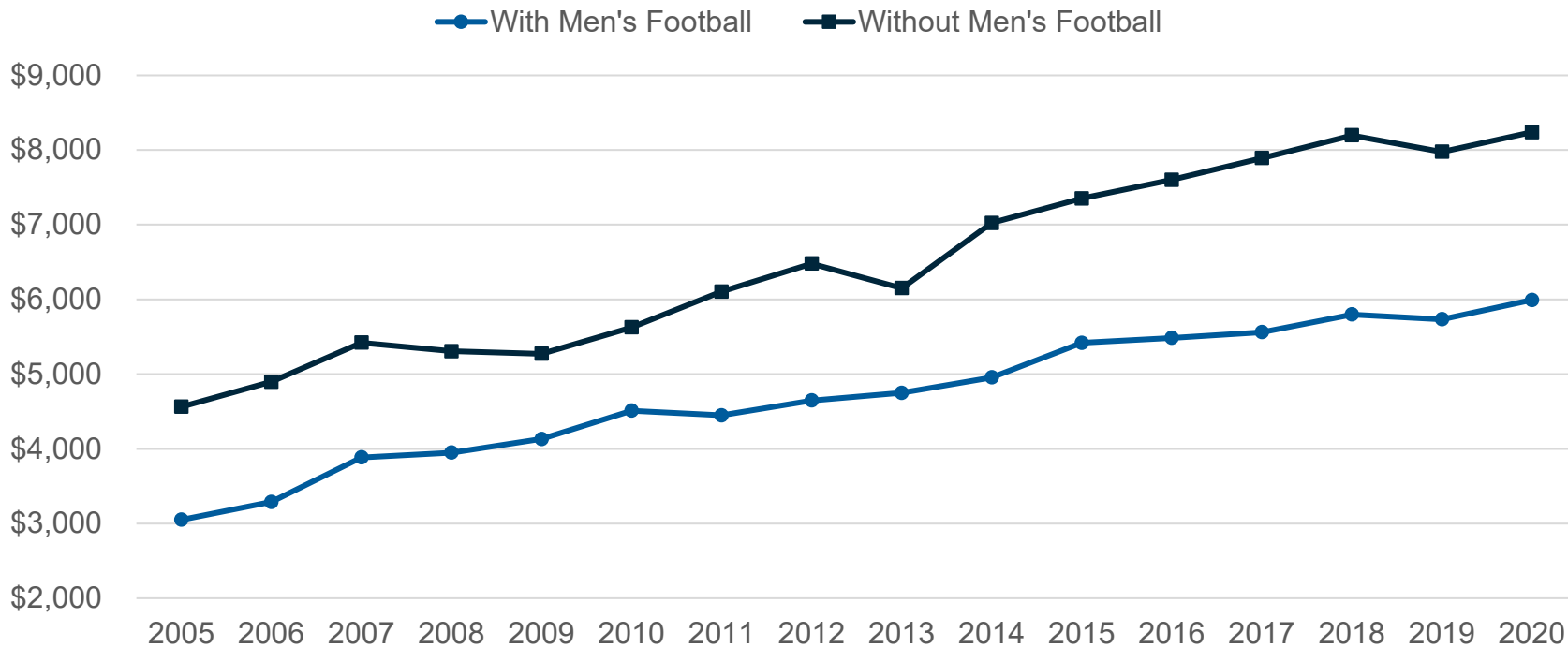
Division II Median Medical Expenses and Insurance as a Percentage of Total Expenses With and Without Football (2005-2020)



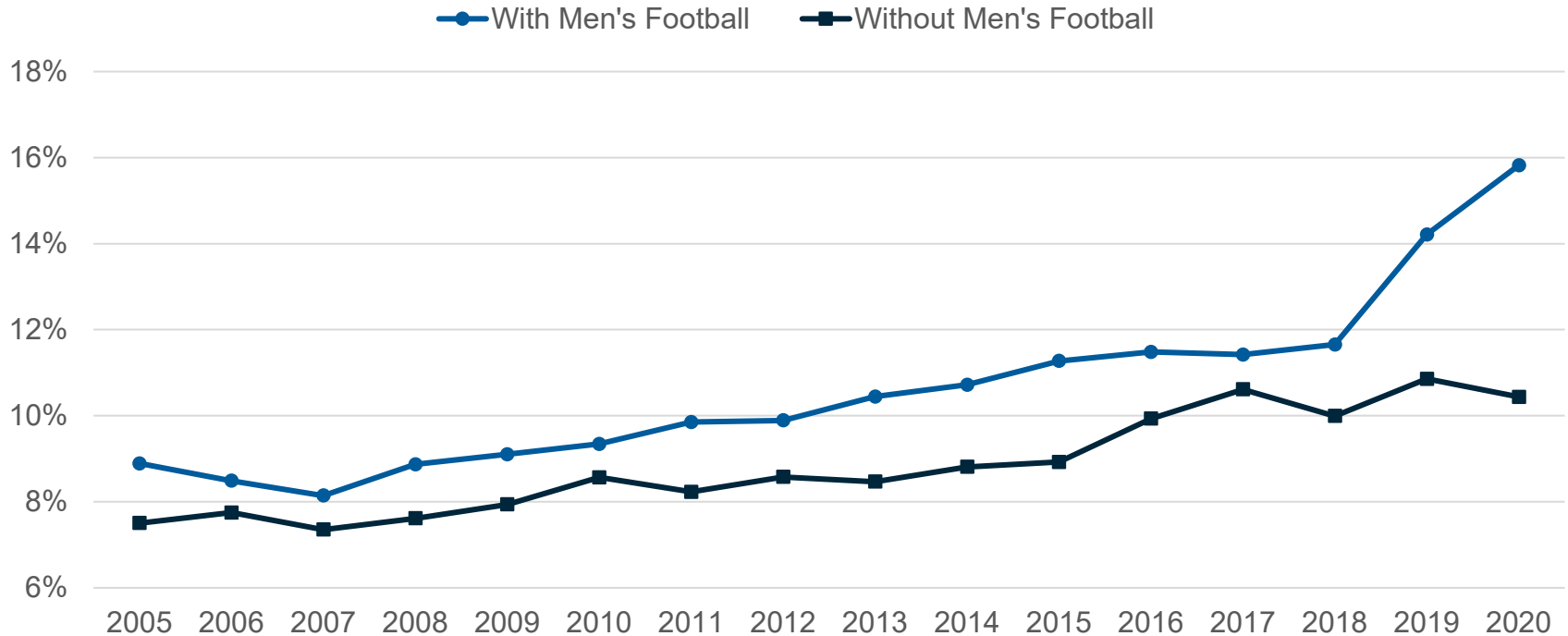
Division II Median Other Additional Expenses as a Percentage of Total Expenses With and Without Football (2005-2020)



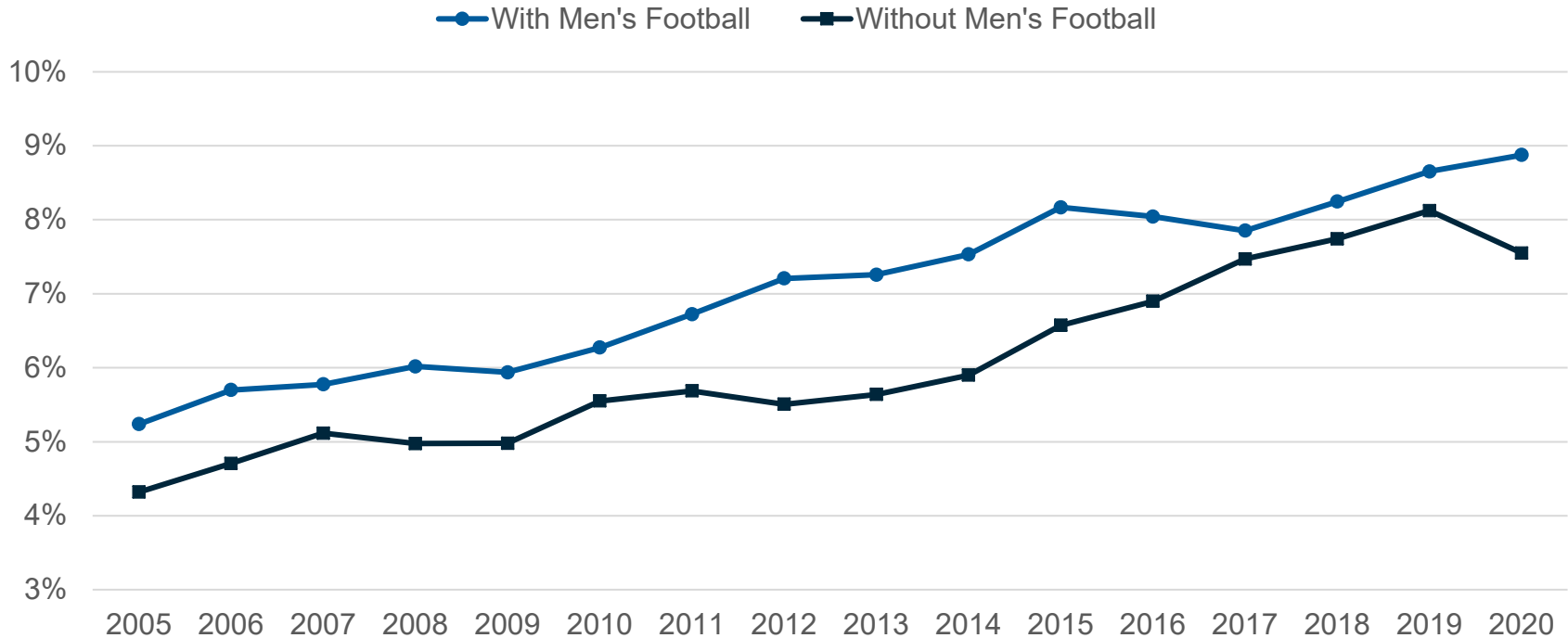
Division II Median Athletics Aid Per Student-Athlete With and Without Football (2005-2020)



Division II Median Student-Athletes as a Percentage of the Student Body With and Without Football (2005-2020)



Division II Median Athletics as a Percentage of Institutional Expenditures With and Without Football (2005-2020)





Research

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