Data

The data used here were 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 III, 191 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 III
(by Football Sponsorship)
Median (and Range) 2020 Revenues and Expenses for Division III Schools by Football Sponsorship

<table>
<thead>
<tr>
<th></th>
<th>Division III With Men’s Football</th>
<th>Division III Without Men’s Football</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Median</td>
<td>Minimum</td>
</tr>
<tr>
<td>Generated Revenues</td>
<td>$348,152</td>
<td>$10,285</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>$4,350,003</td>
<td>$696,392</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$4,376,053</td>
<td>$1,335,234</td>
</tr>
<tr>
<td>Net Generated Revenue</td>
<td>$(3,927,764)</td>
<td>$(17,113,834)</td>
</tr>
</tbody>
</table>
Large disparities were seen in both revenues and expenses across Division III schools with men’s football. Expenses ranged from approximately $1.3 million to $18.9 million, and total revenues ranged from $696,000 to $18.9 million. The median expenses for this group of schools was approximately $4.4 million.

Generated revenues ranged from $0 to $2.4 million. The median generated revenue was approximately $348,000.

Generated revenues did not exceed expenses for any school in 2020.

The median negative net generated revenue was approximately $3.9 million. This could be construed as the cost to the school of running a Division III athletics program with football.
Summary of 2020 Data for Division III Schools Without Men’s Football

- Large disparities were seen in both revenues and expenses across Division III schools without men’s football. Expenses ranged from approximately $478,000 to $11.5 million, and revenues ranged from $15,500 to $12.1 million. The median expenses for this group of schools was $2.4 million.

- Generated revenues ranged from $0 to $1.6 million. The median generated revenue was approximately $116,000.

- Generated revenues did not exceed expenses for any school in 2020.

- The median negative net generated revenue for Division III schools without men’s football is approximately $2.2 million. This could be construed as the cost to the school of running a Division III athletics program without football.
Revenue and Expense Trends from 2005 to 2020 (by Football Sponsorship)
Division III Median Total Revenues With and Without Football (2005-2020)

Percentage increase from 2005 to 2020:
With Men’s Football = 148.8%
Without Men’s Football = 178.5%
Division III Median Generated Revenues With and Without Football (2005-2020)

Percentage increase from 2005 to 2020:
With Men's Football = 119.0%
Without Men's Football = 200.5%
Division III Median Total Expenses
With and Without Football (2005-2020)

Percentage increase from 2005 to 2020:
With Men’s Football = 142.8%
Without Men’s Football = 176.2%
Division III Net Operating Results Excluding Allocated Support With and Without Football (2005-2020)

Percentage increase from 2005 to 2020:
- With Men's Football = 149.9%
- Without Men's Football = 169.6%
Summary of 2005-2020 Trends for Division III Schools With Men’s Football

- Over the 16-year period, generated revenues grew by 119%. Total expenses grew by 142.8%.

- 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 over $3.9 million in 2020. This represents a change of 139.8% over that 16-year period.
Summary of 2005-2020 Trends for Division III Schools Without Men’s Football

- Over the 16-year period, median generated revenues grew by 200.5%. Total expenses grew by 176.2%.
- 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 $2.2 million in 2020. This represents a change of 169.6% over that 16-year period.
## Summary of 2020 Division III Financial Dashboards

<table>
<thead>
<tr>
<th></th>
<th>Division III with men’s football</th>
<th>Division III without men’s football</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of schools that reported financial data</td>
<td>122</td>
<td>69</td>
<td>191</td>
</tr>
<tr>
<td>Student-athletes as percentage of student body</td>
<td>26%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>Athletics as percentage of institutional expenditures</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Spending increase gap</td>
<td>-2%</td>
<td>-1%</td>
<td>-2%</td>
</tr>
<tr>
<td>Athletic expense per student-athlete</td>
<td>$9,066</td>
<td>$9,171</td>
<td>$9,067</td>
</tr>
<tr>
<td>Salaries, benefits and severances as percentage of total expenditures</td>
<td>53%</td>
<td>52%</td>
<td>53%</td>
</tr>
<tr>
<td>Coaches’ compensation as percentage of total expenditures</td>
<td>35%</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>Administrative compensation as percentage of total expenditures</td>
<td>18%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Participation and game expenses as percentage of total expenditures</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Team travel expenses as percentage of total expenditures</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Facilities maintenance and admin. support as percentage of total expenditures</td>
<td>17%</td>
<td>14%</td>
<td>15%</td>
</tr>
</tbody>
</table>