



RESEARCH

Trends in Division II Athletics Finances

October 2022



Data

- ▶ Data were collected from the NCAA Membership Financial Reporting System for fiscal years 2004-05 through 2020-21.
- ▶ Significant changes were made to the process beginning with the data collection in 2004-05 (e.g., definitional changes, agreed-upon procedures, etc.), so previous data are not comparable.
- ▶ In 2020-21, 302 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.



RESEARCH

Summary Data for Division II (by Football Sponsorship)

Median (and Range) 2021 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 Revenue	\$528,000	\$0	\$5,549,000	\$251,000	\$6,000	\$3,287,000
Total Revenue	\$6,879,000	\$1,263,000	\$25,099,000	\$5,519,000	\$255,000	\$32,986,000
Total Expenses	\$6,810,000	\$1,515,000	\$25,099,000	\$5,497,000	\$255,000	\$32,812,000
Net Generated Revenue	\$(6,017,000)	\$(24,219,000)	\$(1,472,000)	\$(5,144,000)	\$(31,782,000)	\$(249,000)

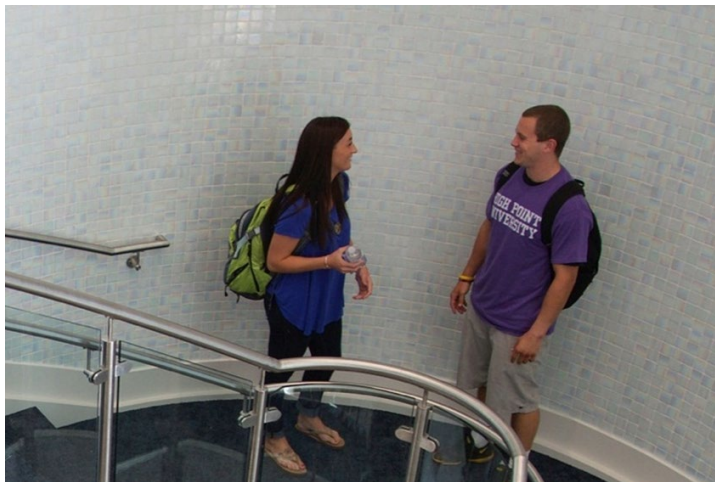
Summary of 2021 Data for Division II Schools With Men's Football

- ▶ Large disparities were seen in both revenues and expenses across Division II schools with men's football. Expenses ranged from approximately \$1.5 million to \$25 million, and total revenue ranged from nearly \$1.3 million to \$25 million. The median expenses for this group of institutions was over \$6.8 million.
- ▶ Generated revenue ranged from \$0 to \$5.5 million. The median generated revenue was approximately \$528,000.
- ▶ Generated revenue did not exceed expenses for any school in 2021.
- ▶ The median negative net generated revenue was approximately \$6 million. This could be construed as the cost to the school of running a Division II athletics program with football.

Summary of 2021 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 \$255,000 to \$32.8 million, and total revenue ranged from nearly \$255,000 to nearly \$33 million. The median expenses for this group of schools were \$5.5 million.
- ▶ Median generated revenue ranged from \$6,000 to \$3.3 million. The median generated revenue was approximately \$251,000.
- ▶ Generated revenue did not exceed expenses for any school in 2021.
- ▶ The median negative net generated revenue for Division II schools without men's football was approximately \$5.1 million. This could be construed as the cost to the school of running a Division II athletics program without football.

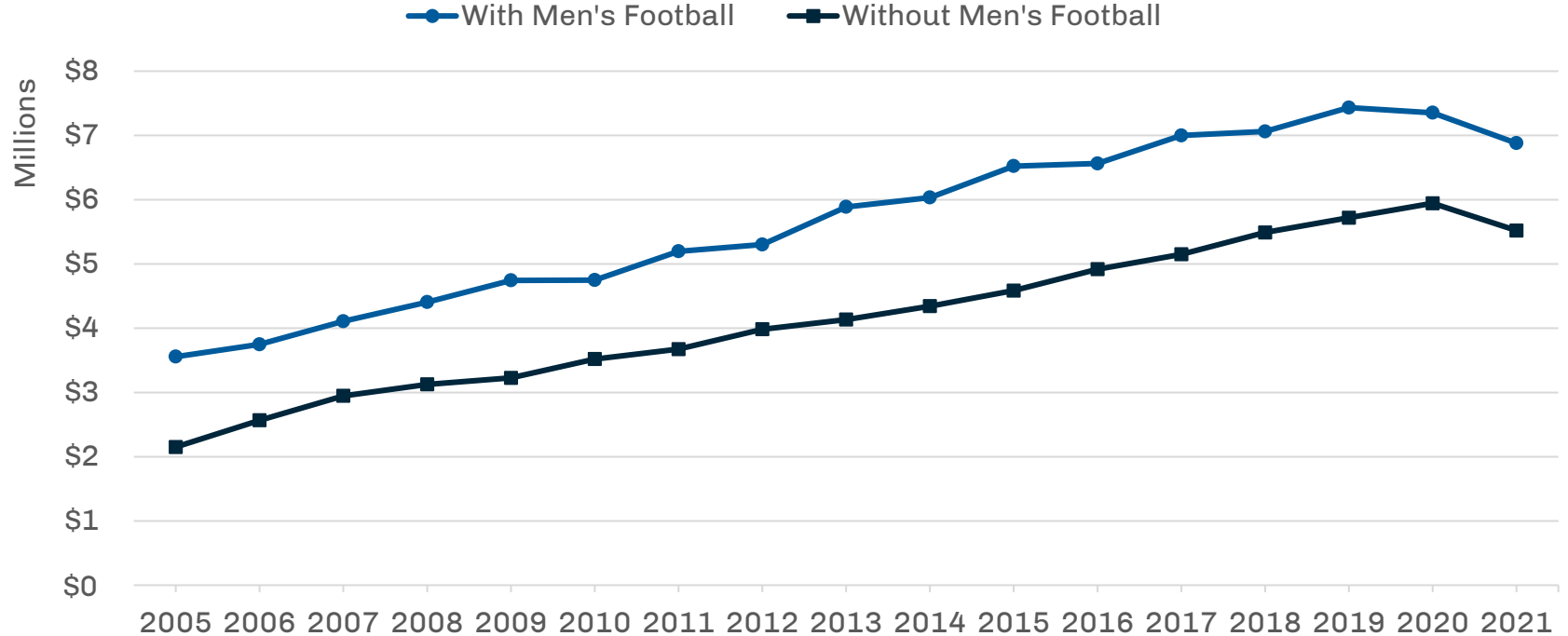




RESEARCH

Revenue and Expense Trends from 2005 to 2021 (by Football Sponsorship)

Division II Median Total Revenue With and Without Football (2005-2021)

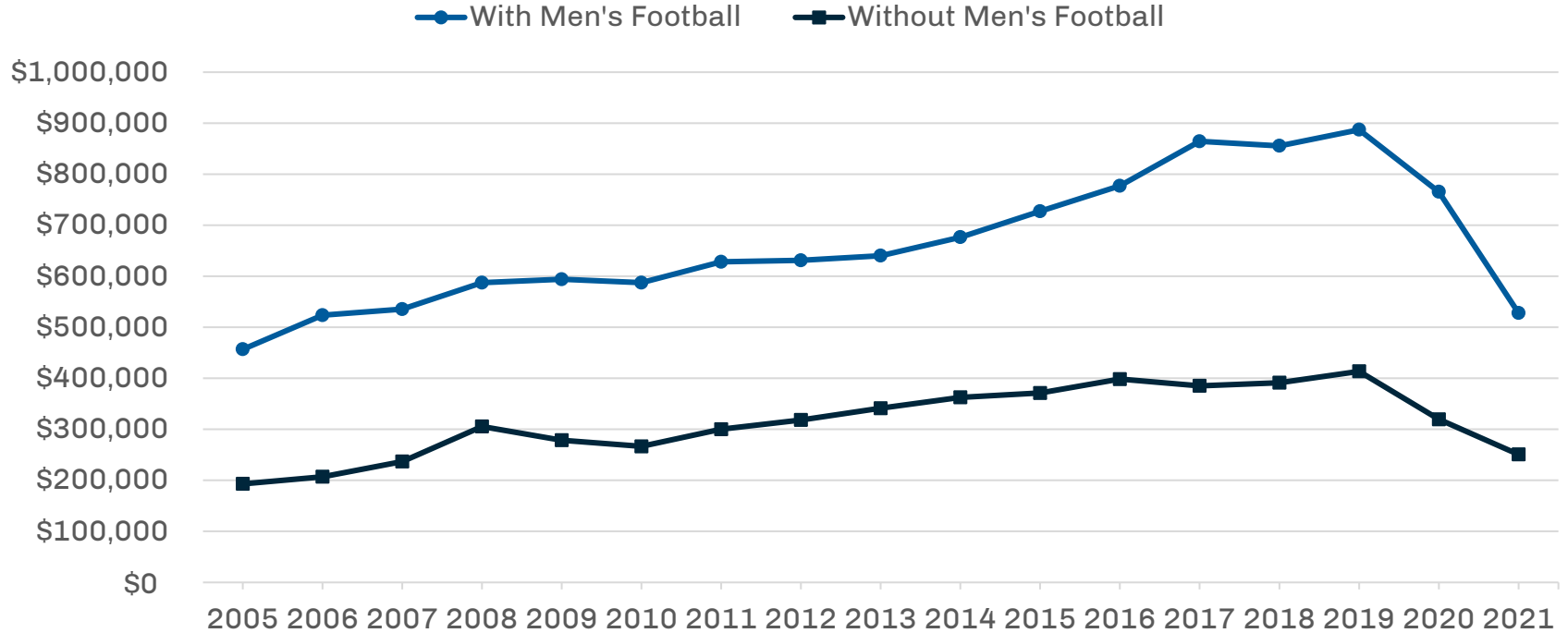


Percentage increase from 2005 to 2021:

With Men's Football = 93.4%

Without Men's Football = 156.5%

Division II Median Generated Revenue With and Without Football (2005-2021)

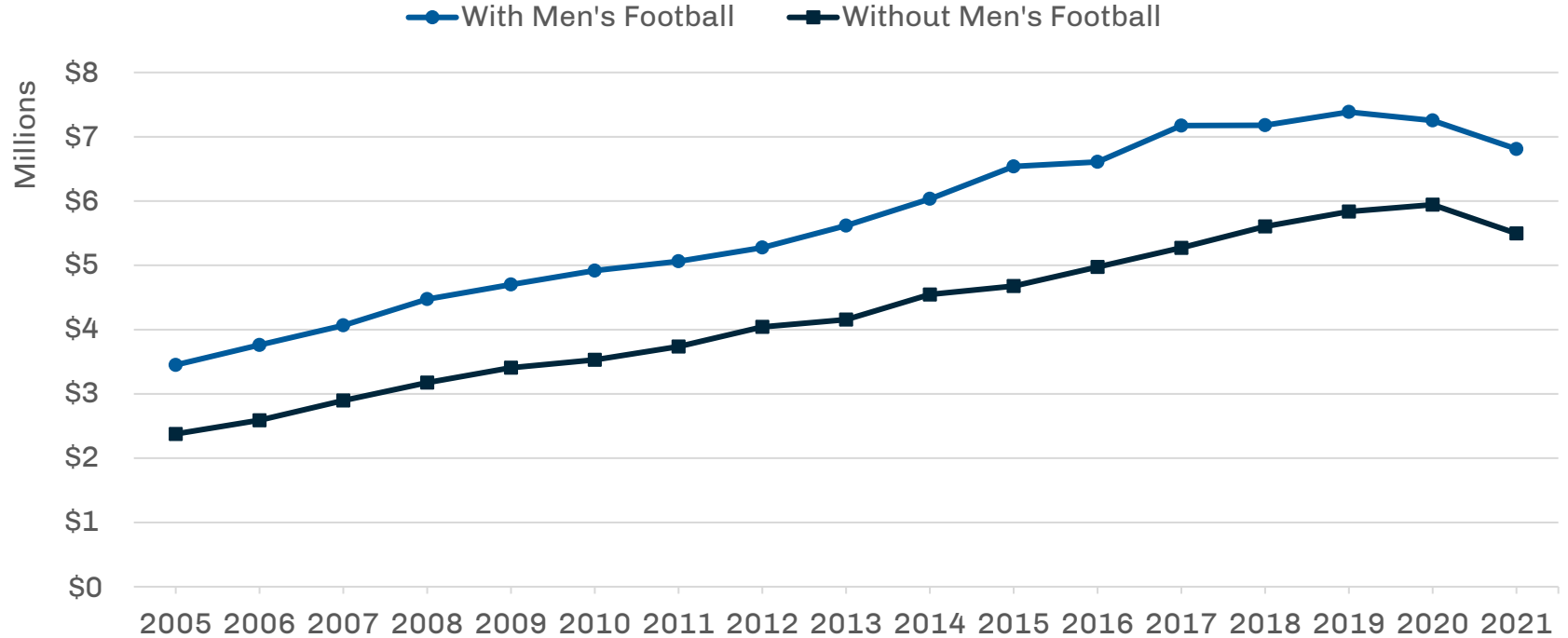


Percentage increase from 2005 to 2021:

With Men's Football = 15.6%

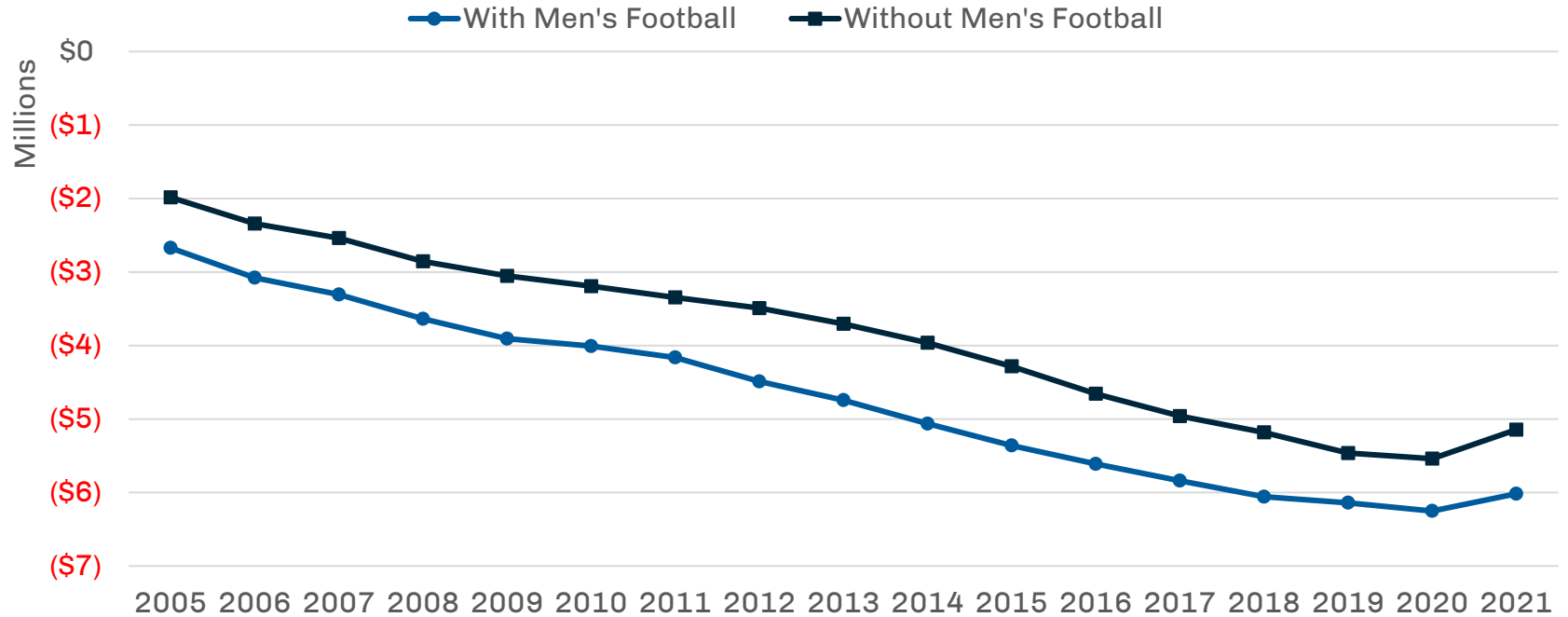
Without Men's Football = 29.9%

Division II Median Total Expenses With and Without Football (2005-2021)



Percentage increase from 2005 to 2021:
With Men's Football = 97.4%
Without Men's Football = 131.2%

Division II Net Operating Results Excluding Allocated Support With and Without Football (2005-2021)



Percentage increase from 2005 to 2021:

With Men's Football = 125.2%

Without Men's Football = 159.2%

Summary of 2005-2021 Trends for Division II Schools With Football

- ▶ Over the 17 years studied, median generated revenue grew by 16%. Median total expenses grew by 97%.
- ▶ 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 \$6.0 million in 2021. This represents a change of about 125% over the 17 years studied.

Summary of 2005-2021 Trends for Division II Schools Without Football

- ▶ Over the 17 years studied, median generated revenue grew by 30%. Total expenses grew by 131%.
- ▶ 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 \$5.1 million in 2021. This represents a change of about 159% over the 17 years studied.



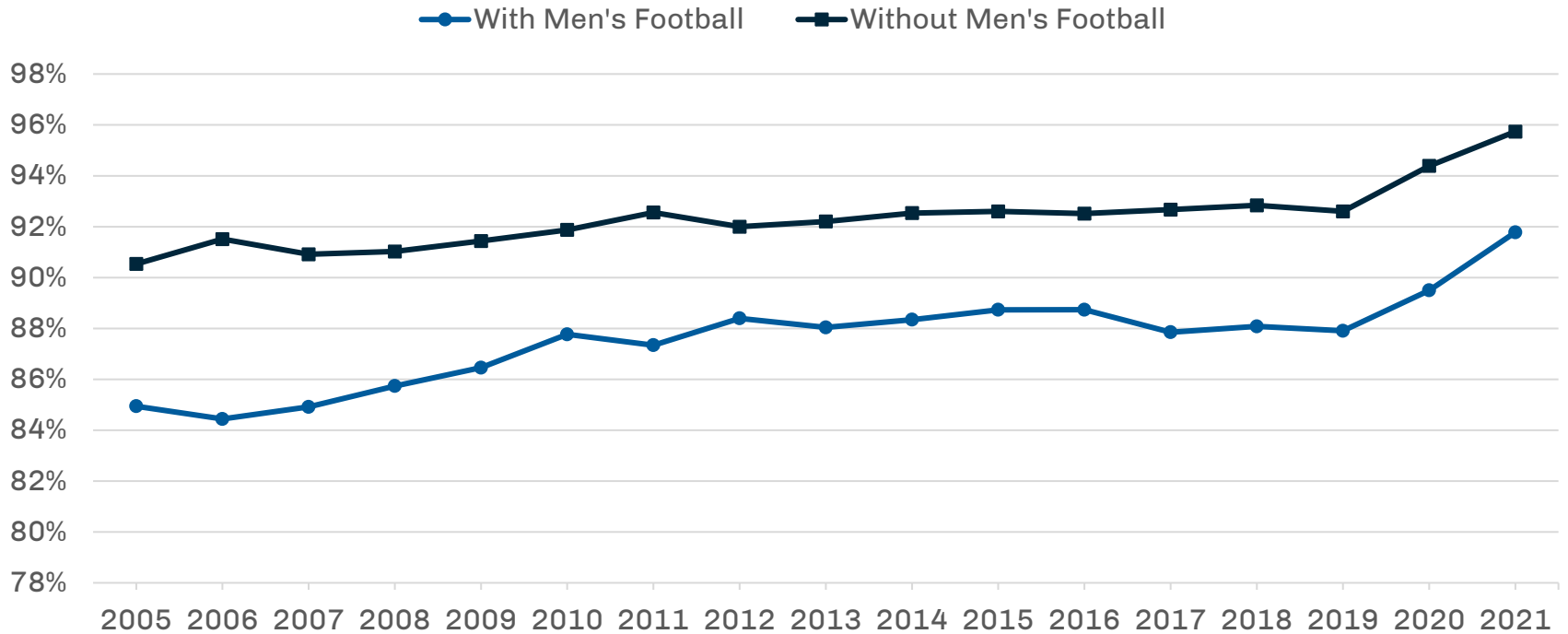


RESEARCH

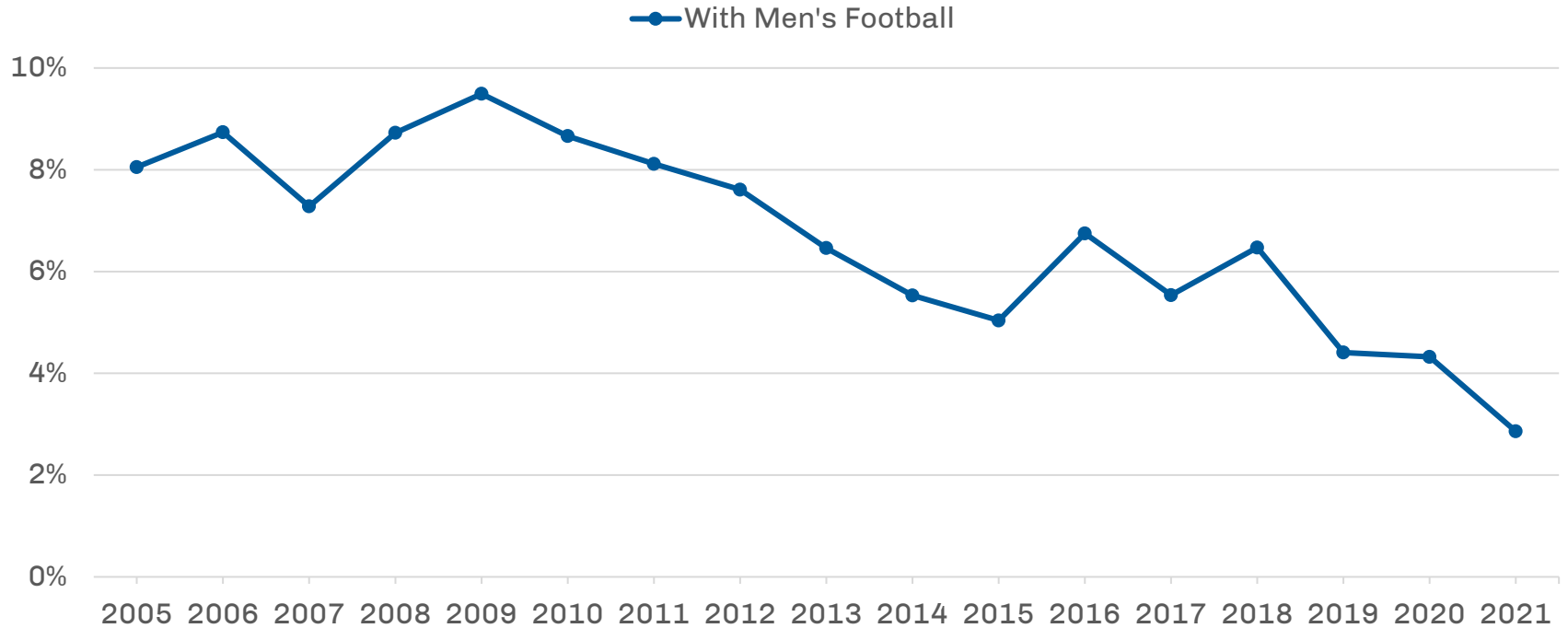


Dashboard Indicators

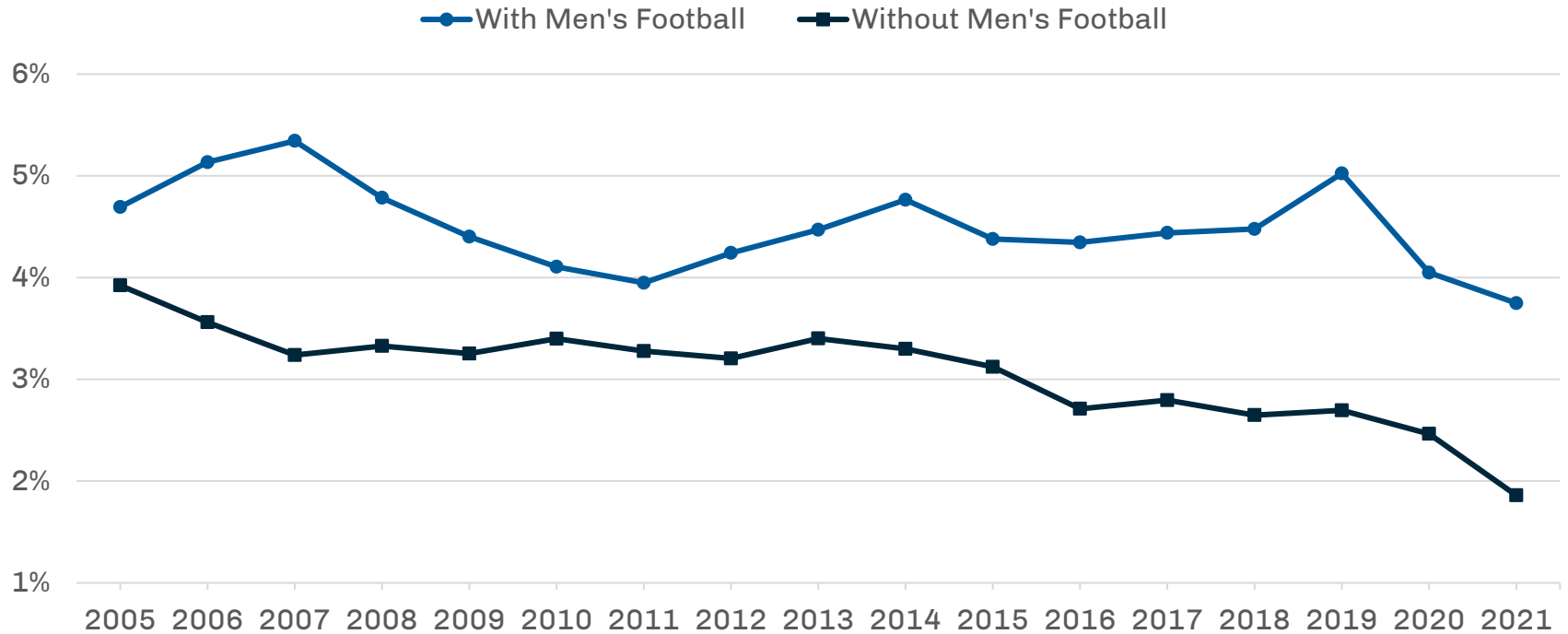
Division II Median Allocated Revenue as a Percentage of Total Revenue With and Without Football (2005-2021)



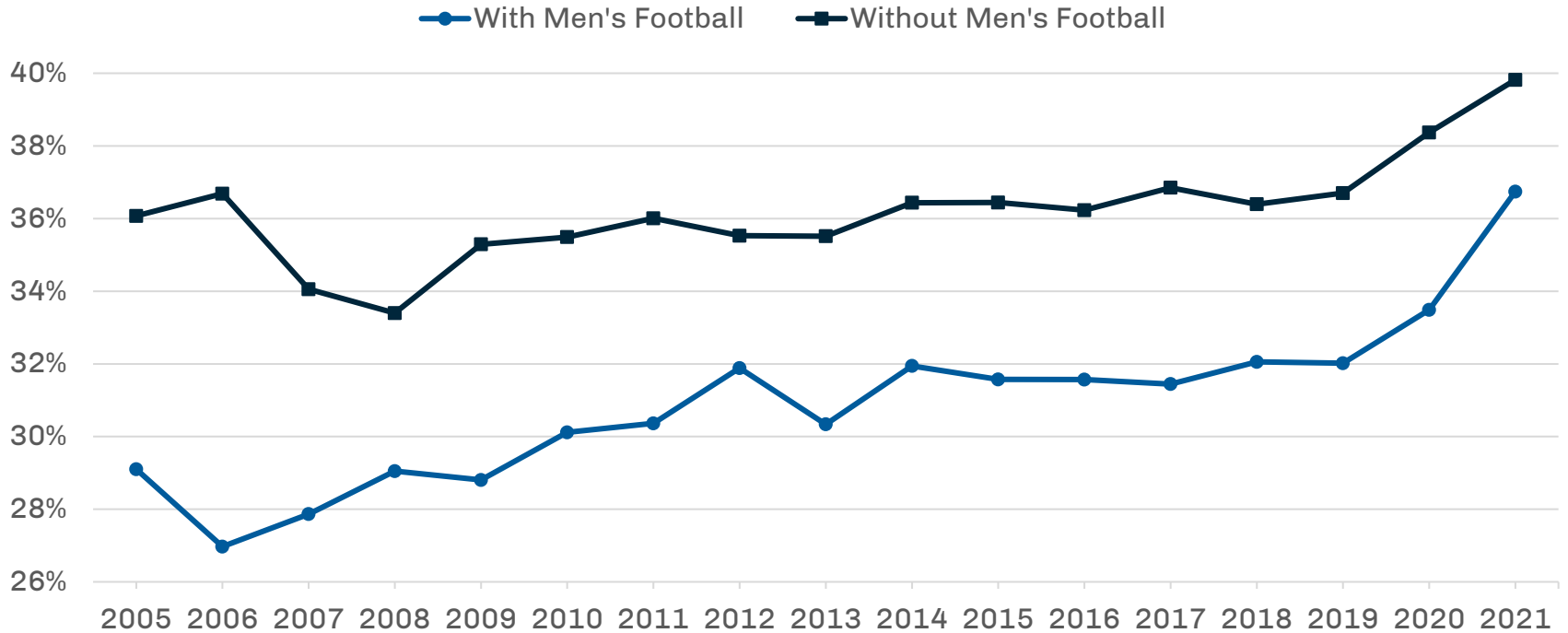
Division II Median Student Fees as a Percentage of Total Revenue With Football (2005-2021)



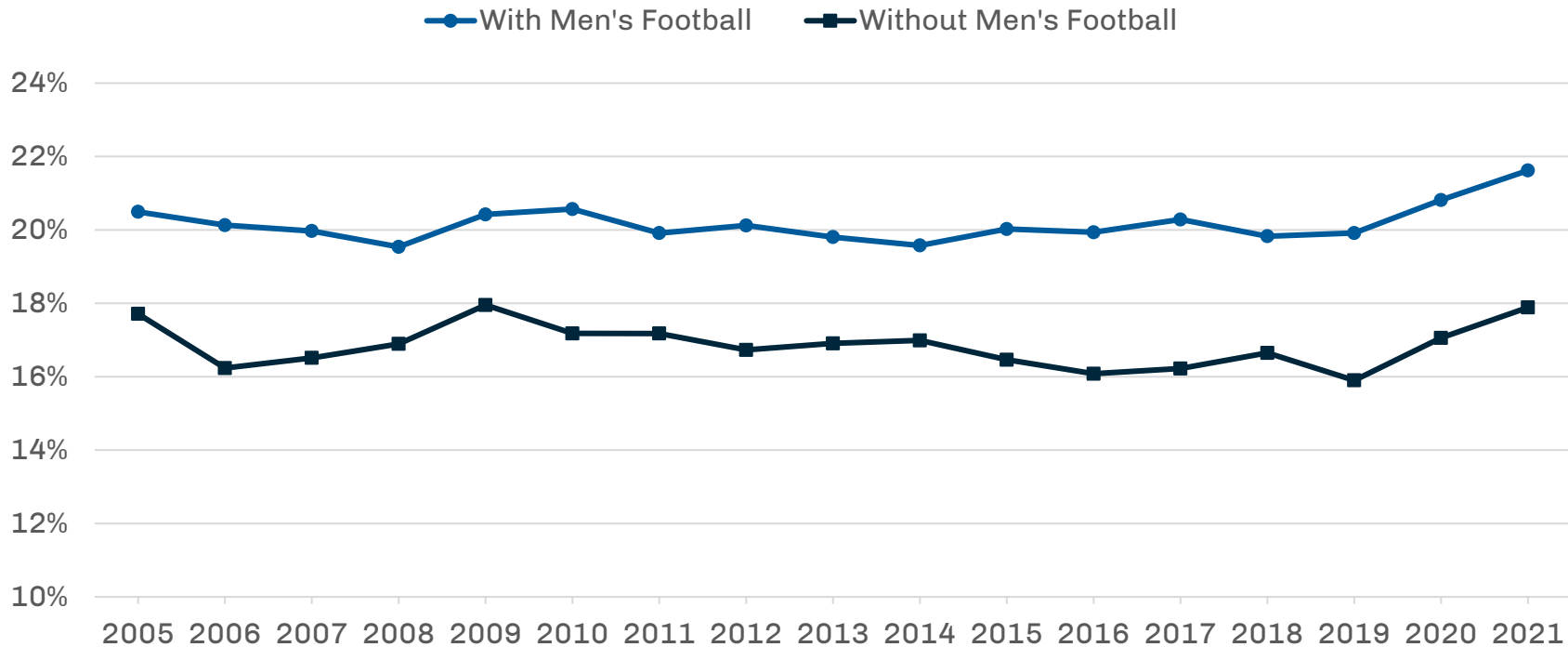
Division II Median Contributions as a Percentage of Total Revenue With and Without Football (2005-2021)



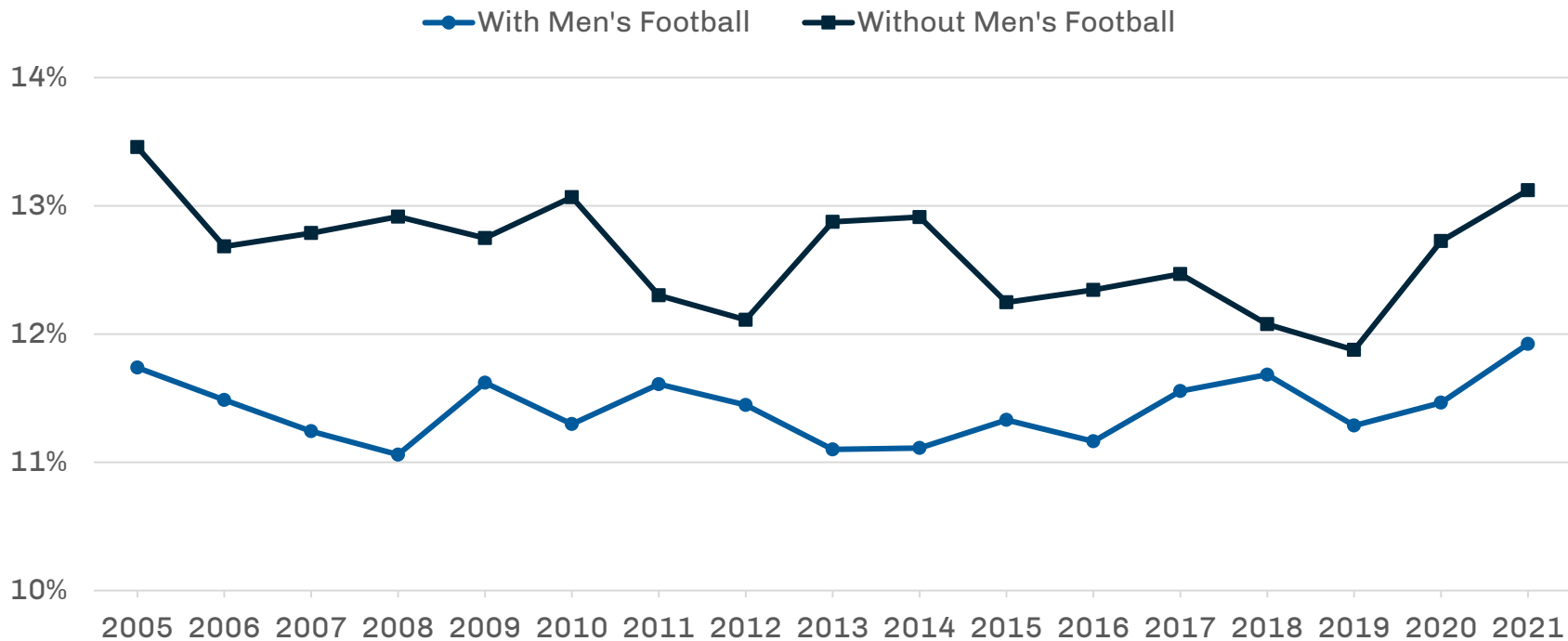
Division II Median Athletics Aid as a Percentage of Total Expenses With and Without Football (2005-2021)



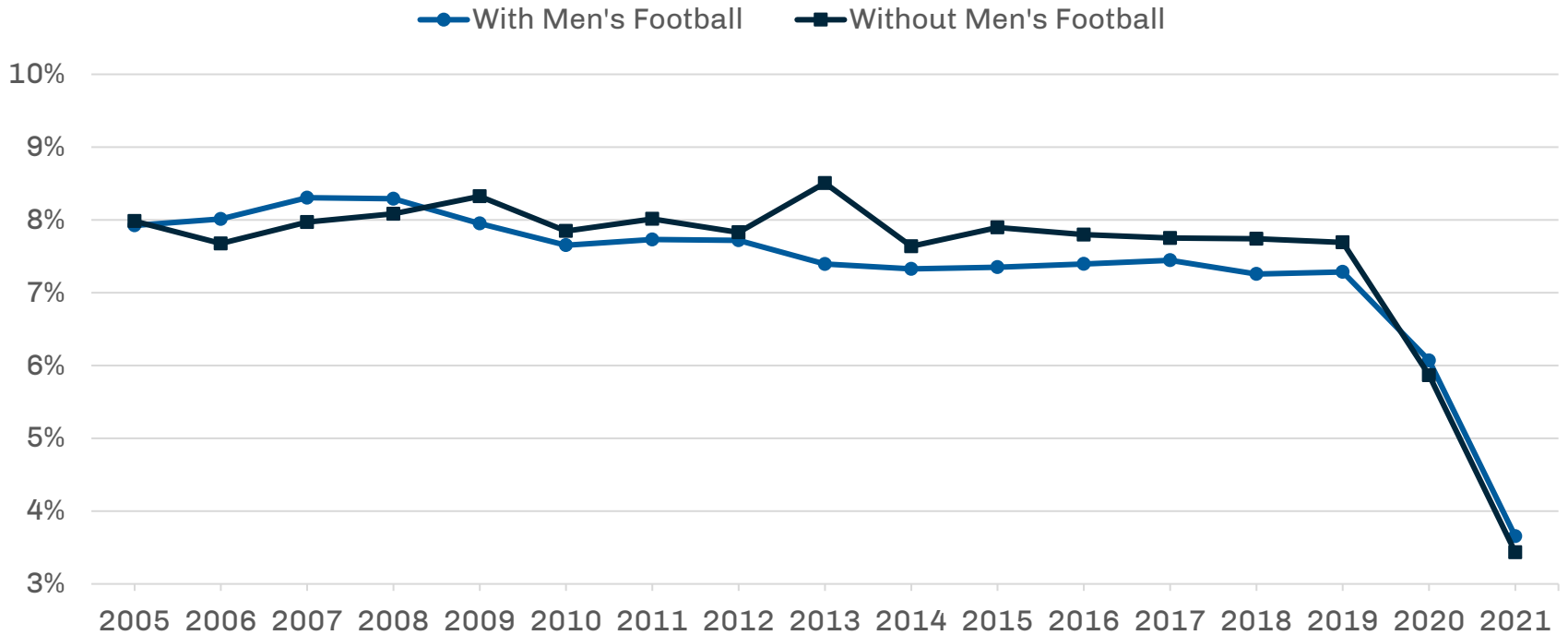
Division II Median Coach Compensation as a Percentage of Total Expenses With and Without Football (2005-2021)



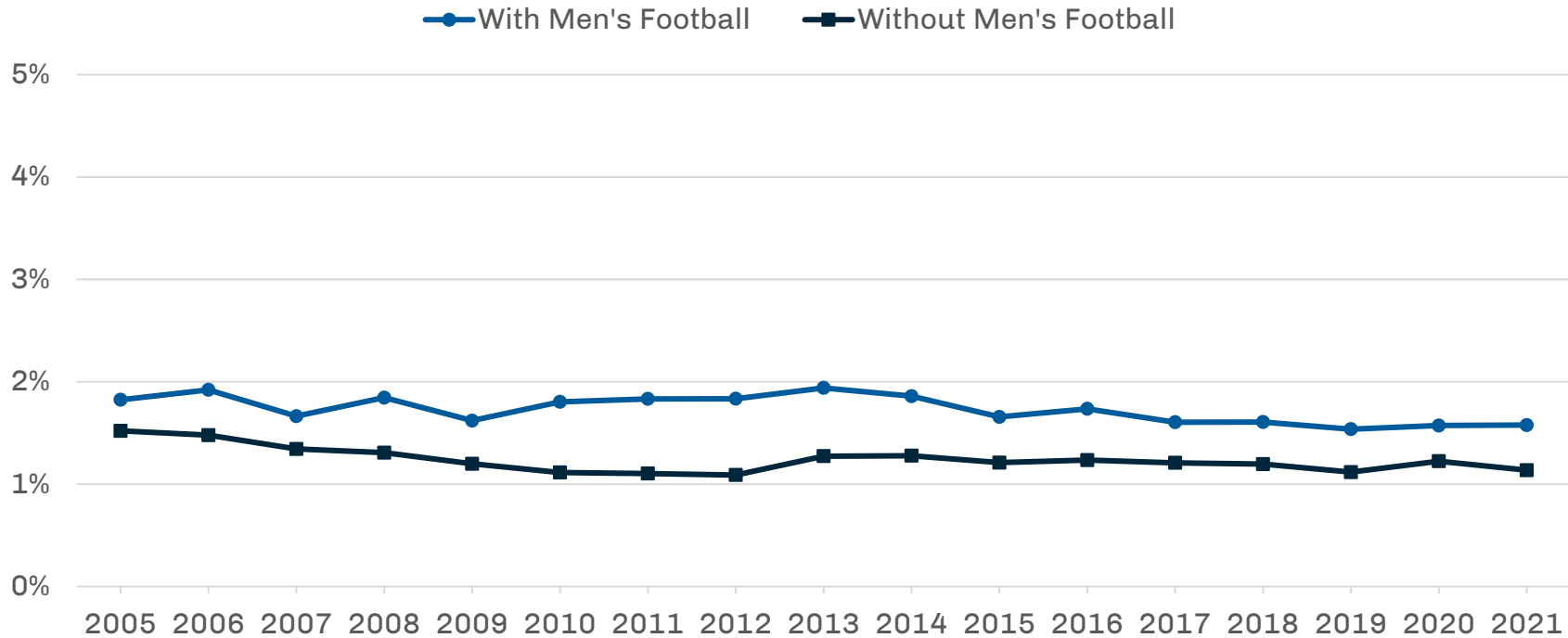
Division II Median Administrative Staff Compensation as a Percentage of Total Expenses With and Without Football (2005-2021)



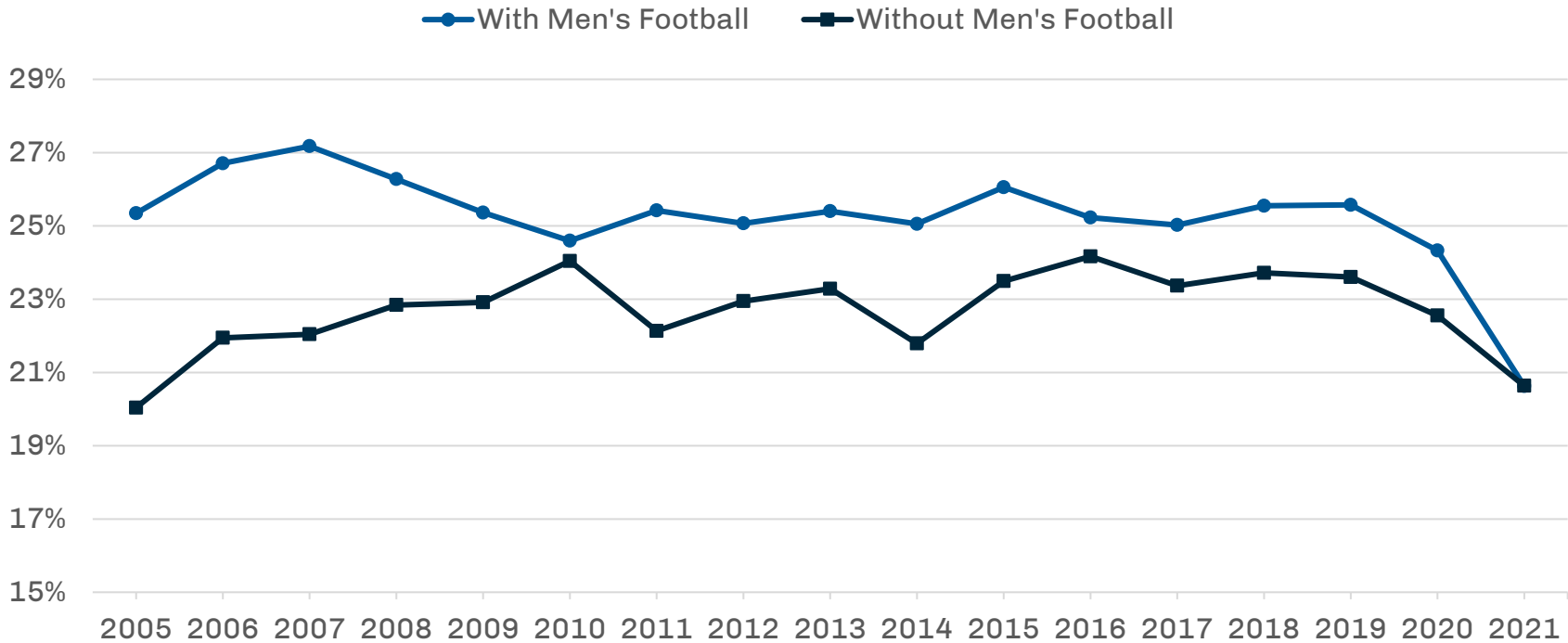
Division II Median Team Travel as a Percentage of Total Expenses With and Without Football (2005-2021)



Division II Median Medical Expenses and Insurance as a Percentage of Total Expenses With and Without Football (2005-2021)

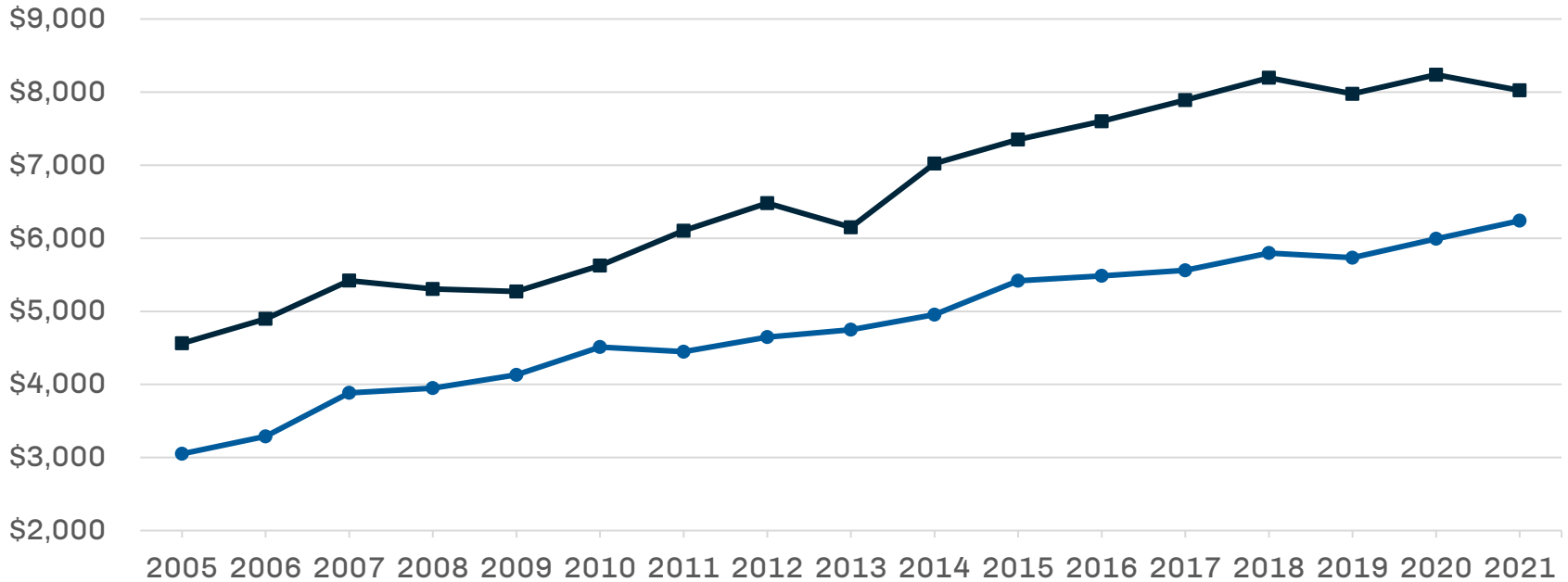


Division II Median Other Additional Expenses as a Percentage of Total Expenses With and Without Football (2005-2021)

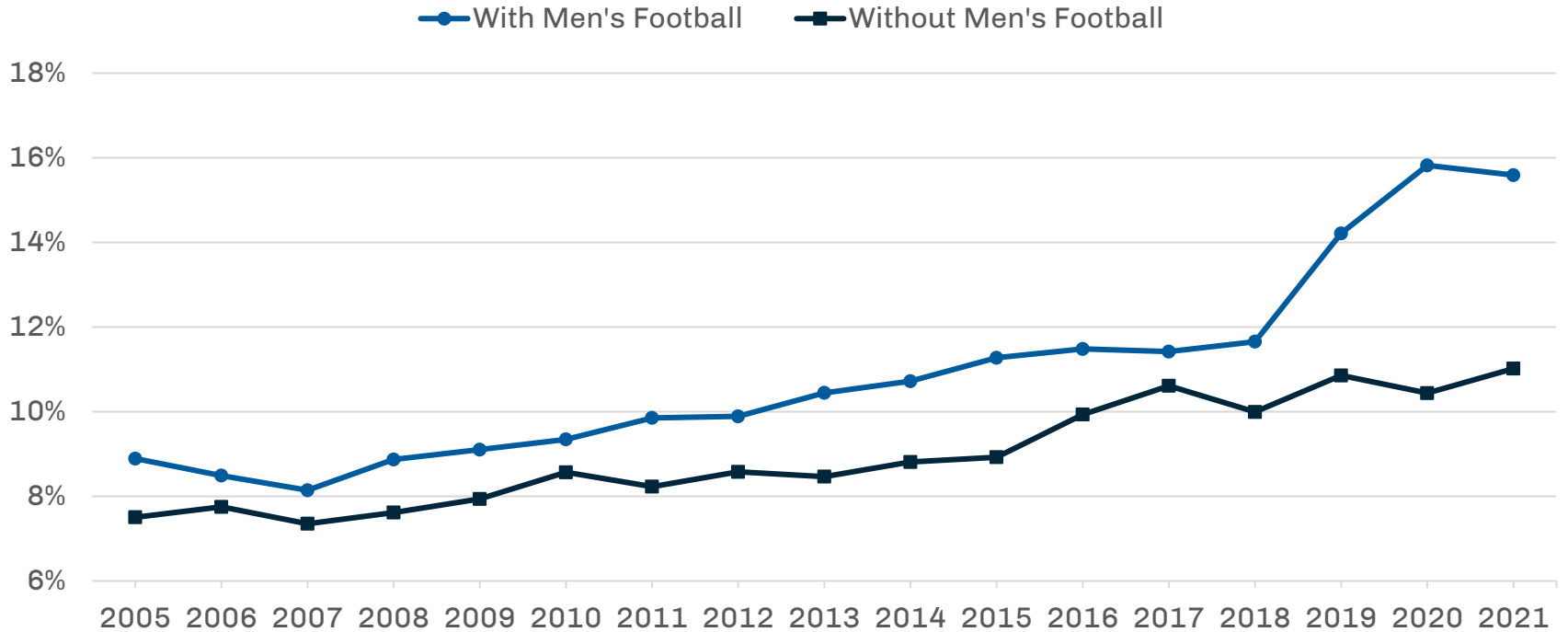


Division II Median Athletics Aid Per Student-Athlete With and Without Football (2005-2021)

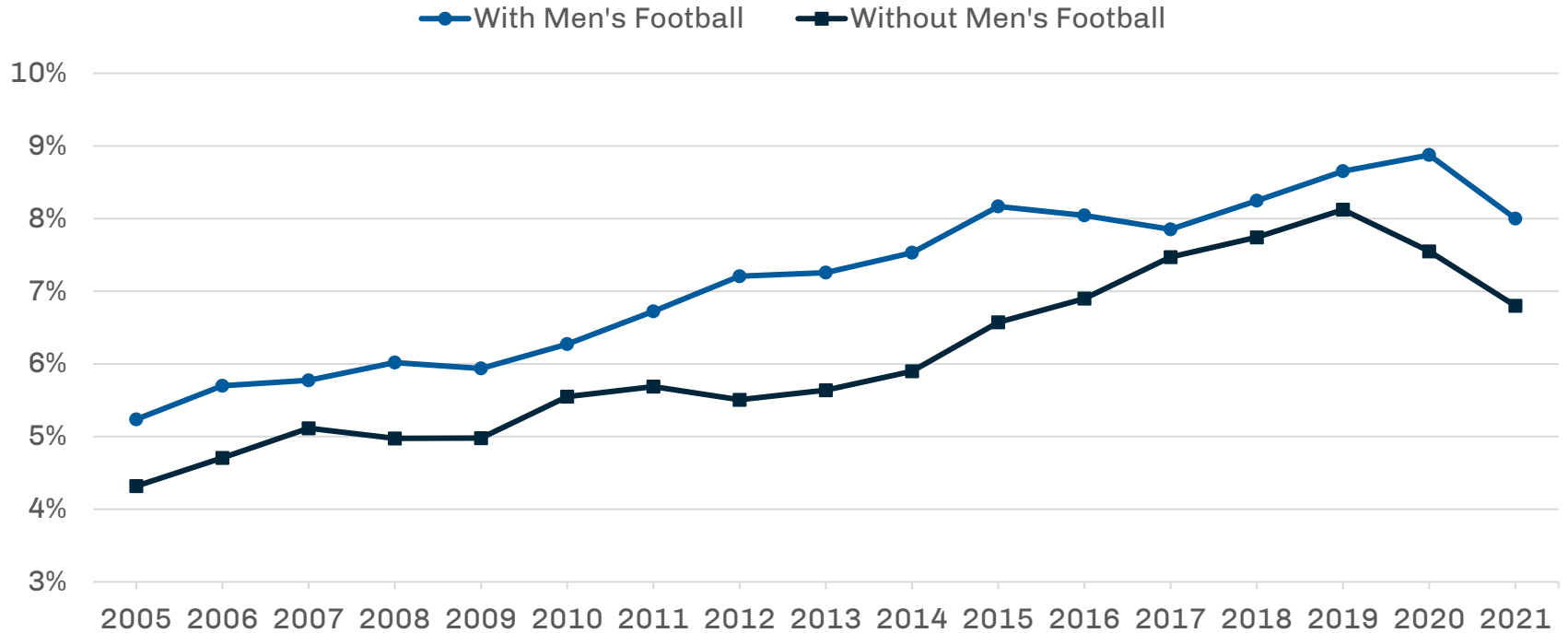
● With Men's Football ■ Without Men's Football



Division II Median Student-Athletes as a Percentage of the Student Body With and Without Football (2005-2021)



Division II Median Athletics as a Percentage of Institutional Expenditures With and Without Football (2005-2021)





ncaa.org/research

 [@ncaaresearch](https://twitter.com/ncaaresearch)

 RESEARCH