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.
Summary Data for Division II (by Football Sponsorship)
### Median (and Range) 2021 Revenues and Expenses for Division II Institutions by Football Sponsorship

<table>
<thead>
<tr>
<th></th>
<th>Division II With Men's Football</th>
<th>Division II Without Men's Football</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Median</strong></td>
<td>Median</td>
<td>Median</td>
</tr>
<tr>
<td><strong>Generated Revenue</strong></td>
<td>$528,000</td>
<td>$251,000</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$6,879,000</td>
<td>$5,519,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$6,810,000</td>
<td>$5,497,000</td>
</tr>
<tr>
<td><strong>Net Generated Revenue</strong></td>
<td>$(6,017,000)</td>
<td>$(5,144,000)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Minimum</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generated Revenue</strong></td>
<td>$0</td>
<td>$5,549,000</td>
<td>$6,000</td>
<td>$3,287,000</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$1,263,000</td>
<td>$25,099,000</td>
<td>$255,000</td>
<td>$32,986,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,515,000</td>
<td>$25,099,000</td>
<td>$255,000</td>
<td>$32,812,000</td>
</tr>
<tr>
<td><strong>Net Generated Revenue</strong></td>
<td>$(24,219,000)</td>
<td>$(1,472,000)</td>
<td>$(31,782,000)</td>
<td>$(249,000)</td>
</tr>
</tbody>
</table>
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.
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.
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.
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)

[Graph showing the percentage of total expenses spent on medical expenses and insurance with and without football from 2005 to 2021.]

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

With Men's Football
Without Men's Football
Division II Median Athletics Aid Per Student-Athlete With and Without Football (2005-2021)
Division II Median Student-Athletes as a Percentage of the Student Body With and Without Football (2005-2021)

With Men's Football

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