



**Trends in Division II Athletics Finances:
2013 to 2022**
December 2023



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Data

- ▶ 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.
- ▶ This report uses data collected from the NCAA Financial Reporting System for fiscal years 2012-13 through 2021-22. For financial studies with data prior to 2012-13, please refer to previous reports in the archive.
- ▶ In Division II, 301 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.





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Summary Data for Division II (by Football Sponsorship)

Median (and Range) 2022 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	\$867,330	\$48,739	\$11,736,774	\$448,126	-	\$3,723,164
Total Revenue	\$7,933,233	\$288,146	\$28,244,396	\$6,366,635	\$175,210	\$39,958,480
Total Expenses	\$7,762,956	\$1,107,765	\$28,244,396	\$6,703,236	\$336,757	\$ 44,187,976
Net Generated Revenue	\$(6,625,038)	\$(26,370,708)	\$(1,059,026)	\$(6,159,999)	\$(41,808,772)	\$(161,547)

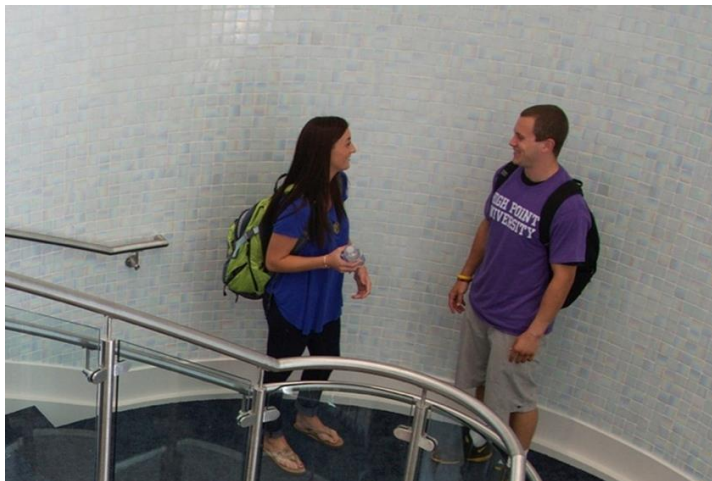
Summary of 2022 Data for Division II Schools With Men's Football

- ▶ Large disparities were seen in both revenues and expenses across Division II schools with men's football. Expenses ranged from approximately \$1.1 million to \$28 million, and total revenue ranged from \$288,000 to \$28 million. The median expenses for this group of schools was over \$7.8 million.
- ▶ The generated revenue ranged from \$48,700 to \$5.5 million. The median generated revenue was approximately \$867,000.
- ▶ Generated revenue did not exceed expenses for any school in 2022.
- ▶ The median negative net generated revenue was over \$6 million. This could be construed as the cost to the school of running a Division II athletics program with football.



Summary of 2022 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 \$337,000 to \$44.2 million, and total revenue ranged from nearly \$175,000 to \$40.0 million. The median expenses for this group of schools was \$6.7 million.
- ▶ The median generated revenue ranged from \$0 to \$3.7 million. The median generated revenue was approximately \$448,000.
- ▶ Generated revenue did not exceed expenses for any school in 2022.
- ▶ The median negative net generated revenue for Division II schools without men's football was approximately \$6.2 million. This could be construed as the cost to the school of running a Division II athletics program without football.

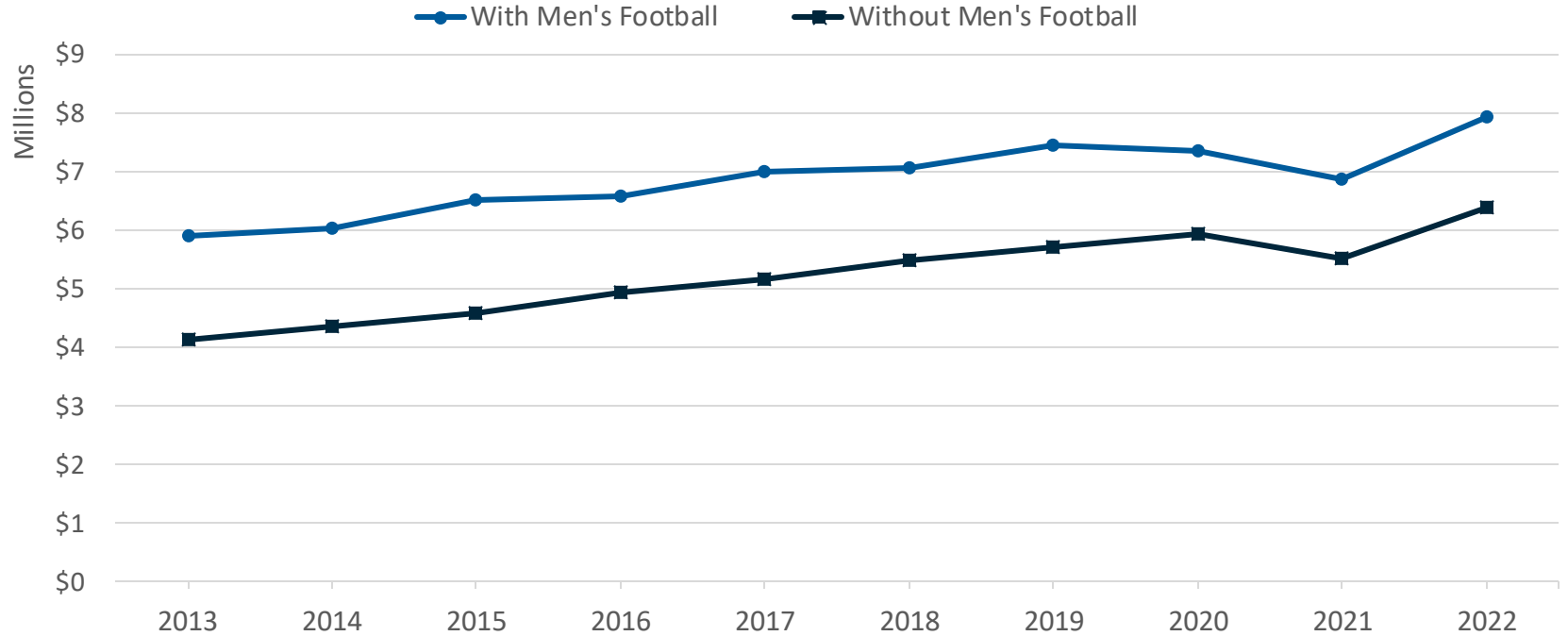


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Revenue and Expense Trends from 2013 to 2022

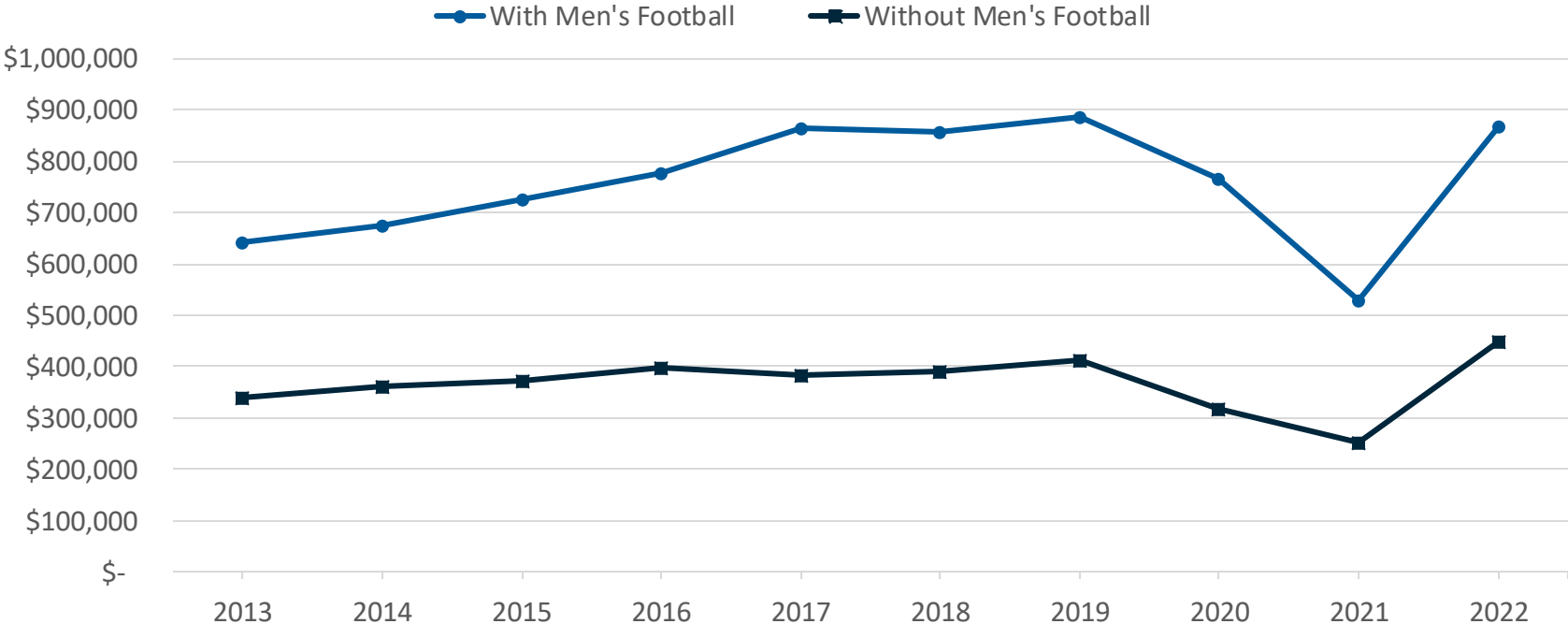
(by Football Sponsorship)

Division II Median Total Revenue With and Without Football (2013-2022)



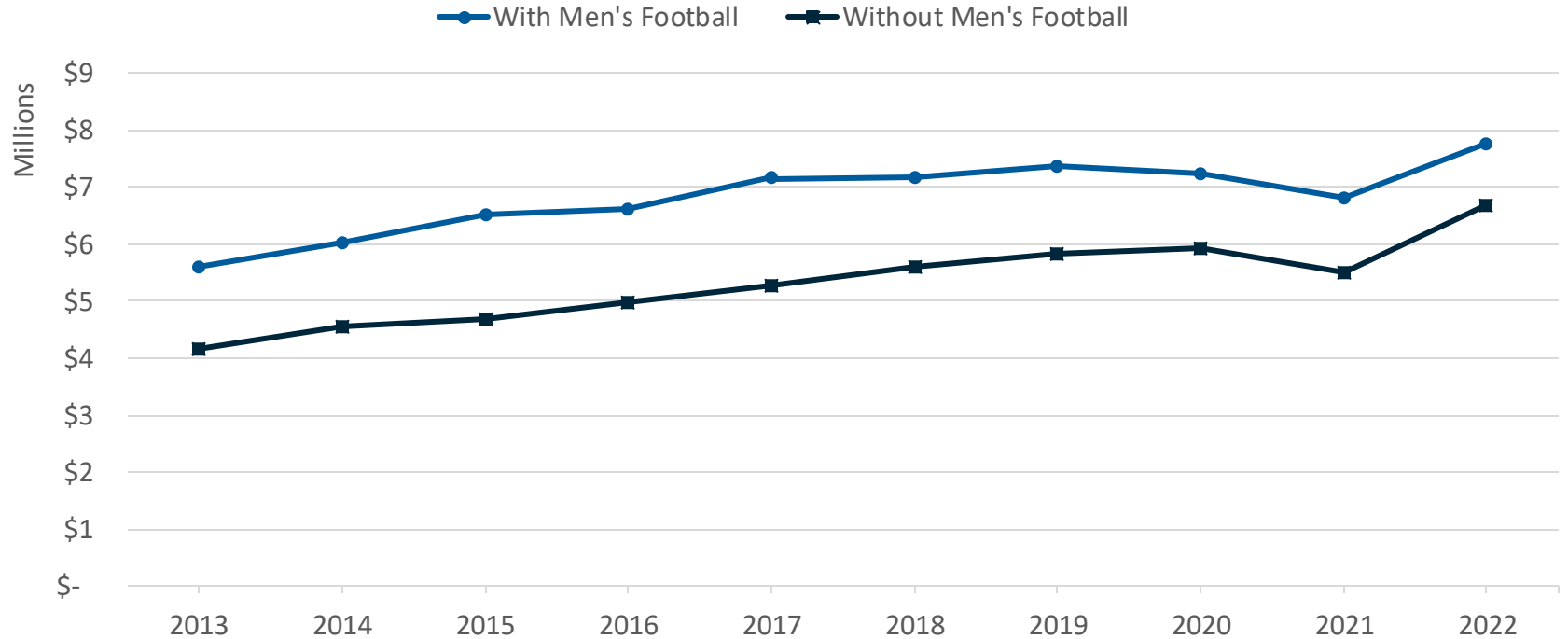
Percentage increase from 2013 to 2022:
With Men's Football = 35%
Without Men's Football = 54%

Division II Median Generated Revenue With and Without Football (2013-2022)



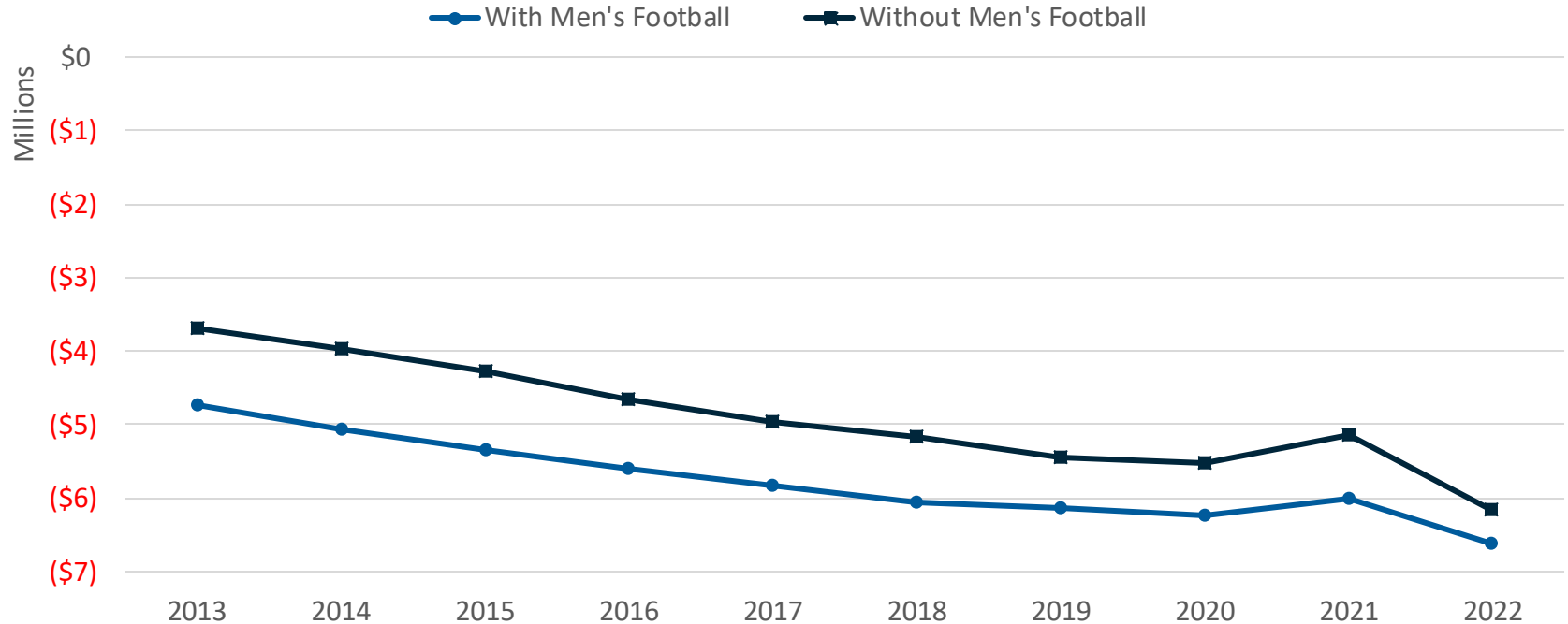
Percentage increase from 2013 to 2022:
With Men's Football = 35.5%
Without Men's Football = 31.3%

Division II Median Total Expenses With and Without Football (2013-2022)



Percentage increase from 2013 to 2022:
With Men's Football = 38.2%
Without Men's Football = 61.3%

Division II Net Operating Results Excluding Allocated Support With or Without Football (2013-2022)



Percentage increase from 2013 to 2022:
With Men's Football = 39.6%
Without Men's Football = 66.3%

Summary of 2013-2022 Trends for Division II Schools With Football

- ▶ Over the 10-year period, median generated revenue grew by 36%. Median total expenses grew by 38%.
- ▶ The overall **negative** net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$4.7 million in 2013 to approximately \$6.6 million in 2022. This represents a change of about 40% over that 10 years.



Summary of 2013-2022 Trends for Division II Schools Without Football

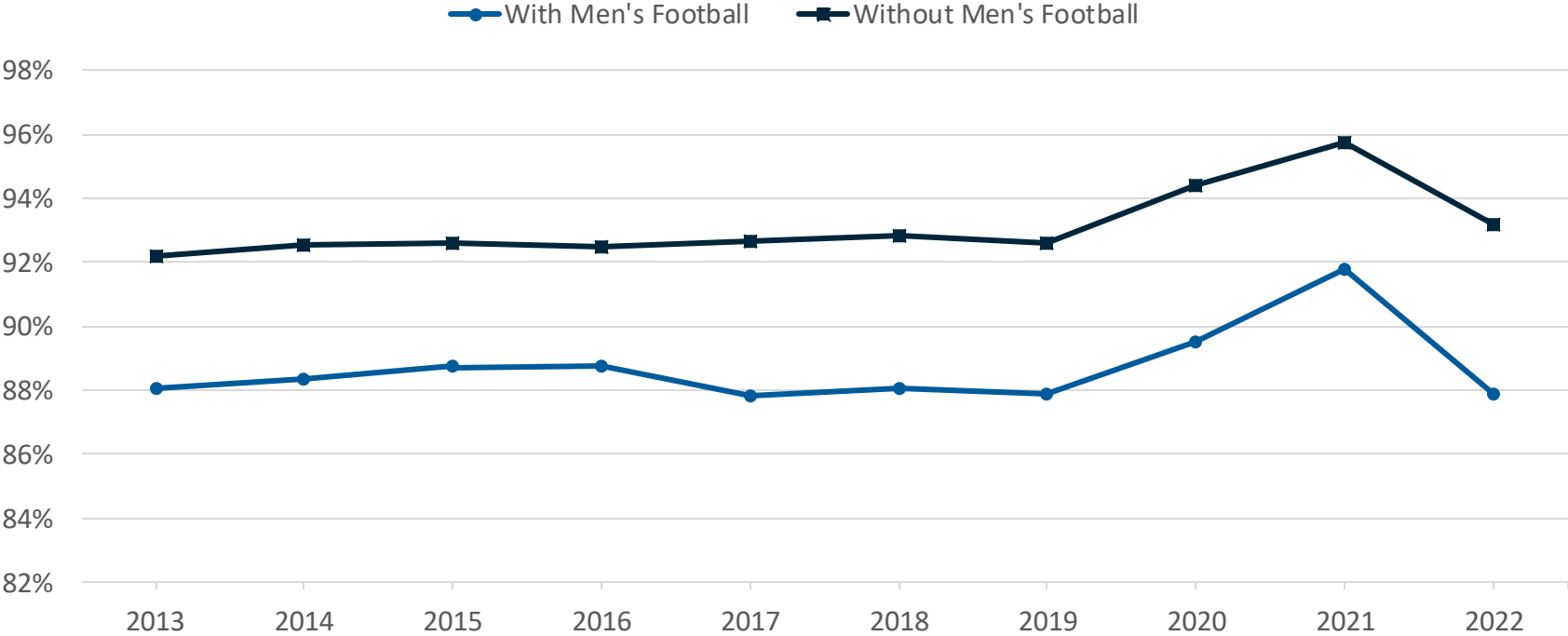
- ▶ Over the 10-year period, median generated revenue grew by 31%. Total expenses grew by 61%.
- ▶ The overall **negative** net revenue (which might be construed as the “true” cost of running an athletics program) grew from \$3.7 million in 2013 to over \$6.1 million in 2022. This represents a change of about 66% over 10 years.



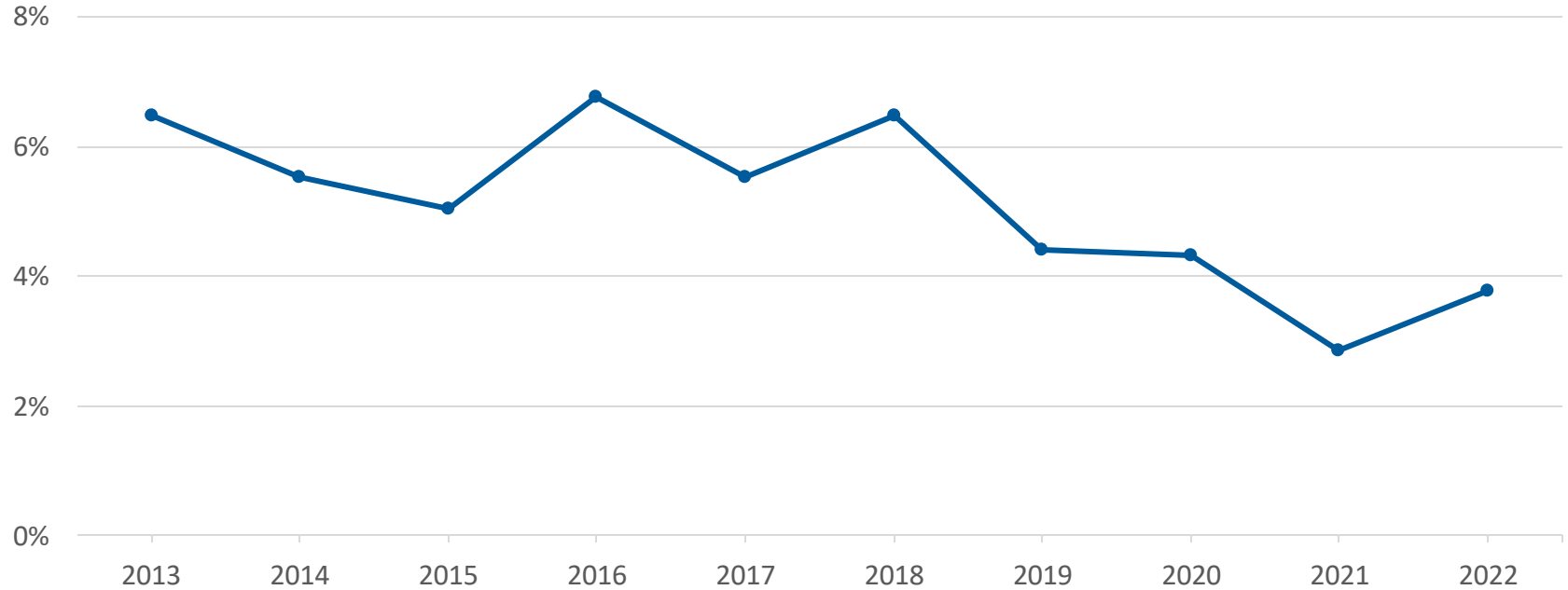


Dashboard Indicators

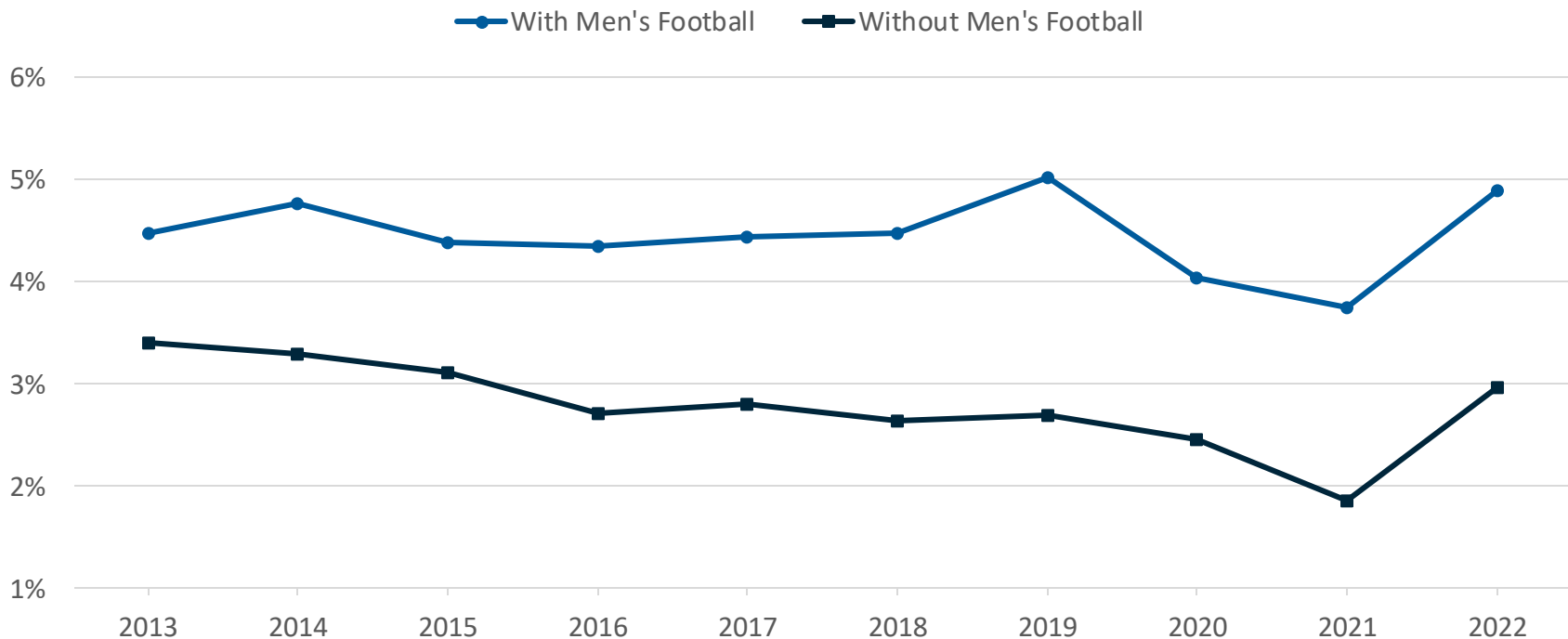
Division II Median Allocated Revenue as a Percentage of Total Revenue With and Without Football (2013-2022)



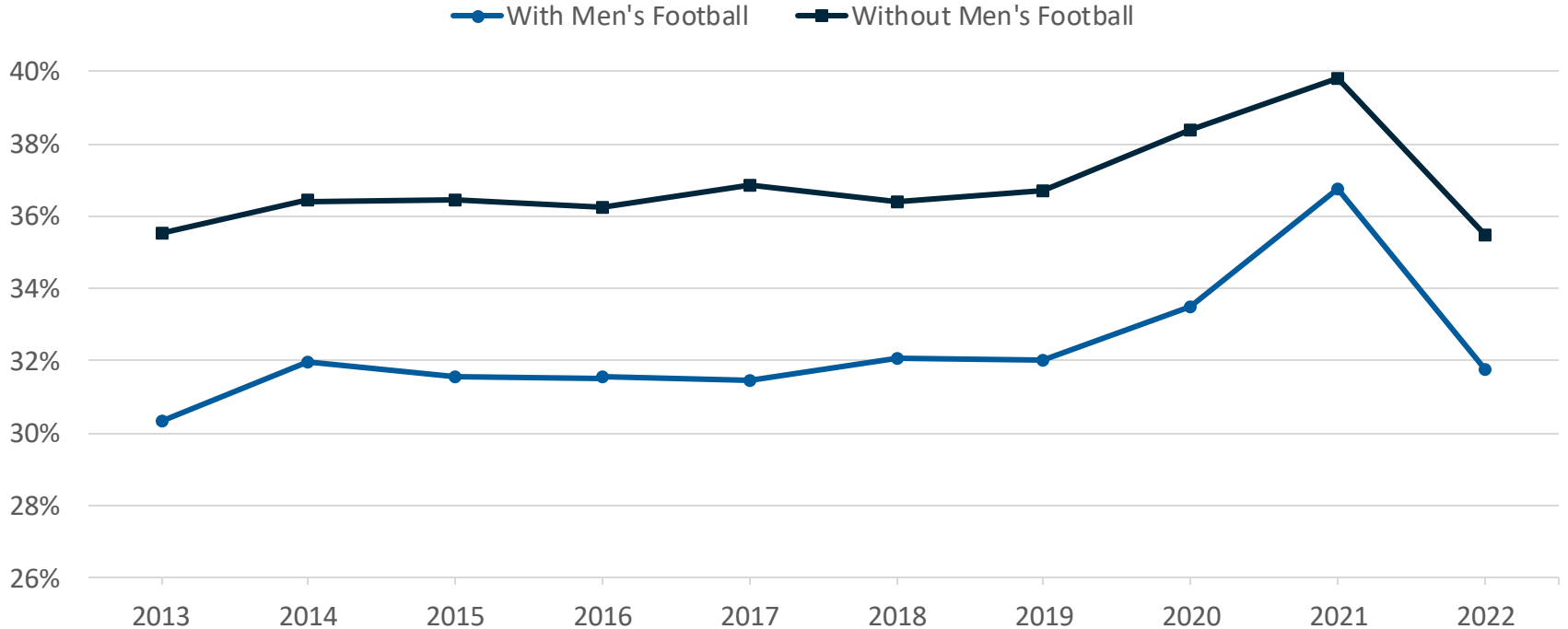
Division II Median Student Fees as a Percentage of Total Revenue With Football (2013-2022)



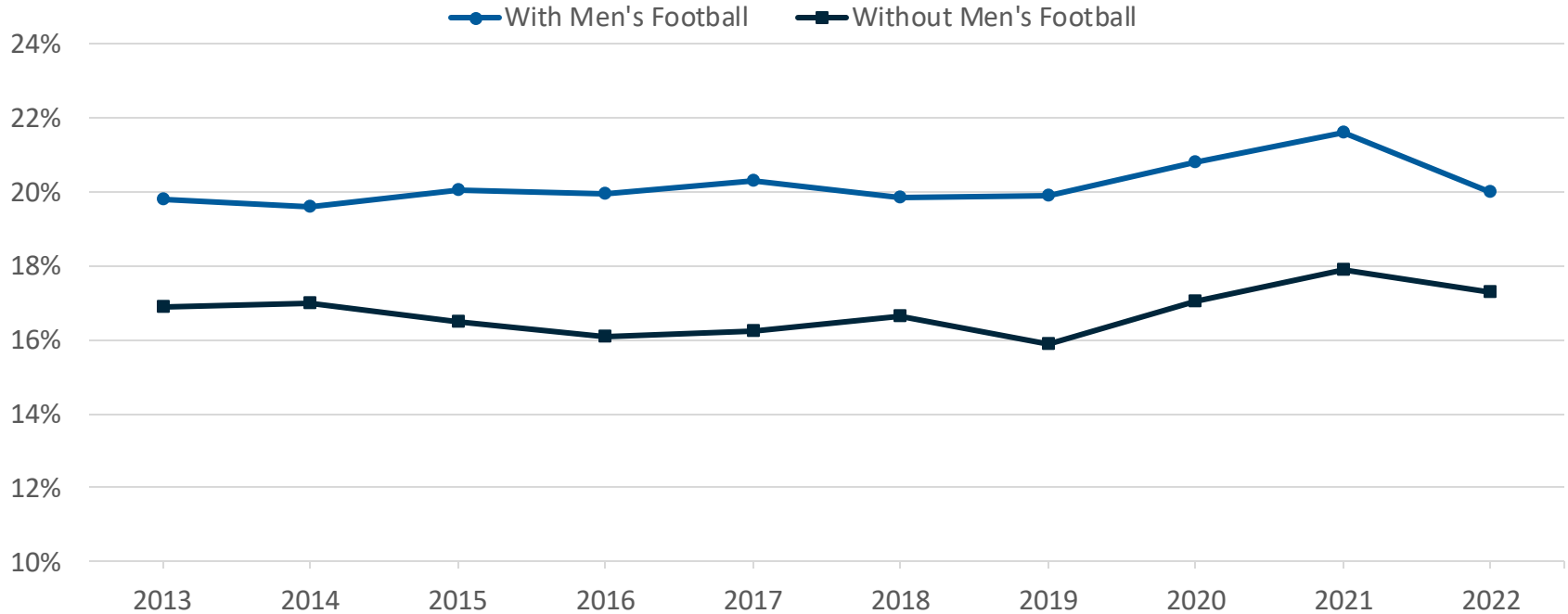
Division II Median Contributions as a Percentage of Total Revenue With and Without Football (2013-2022)



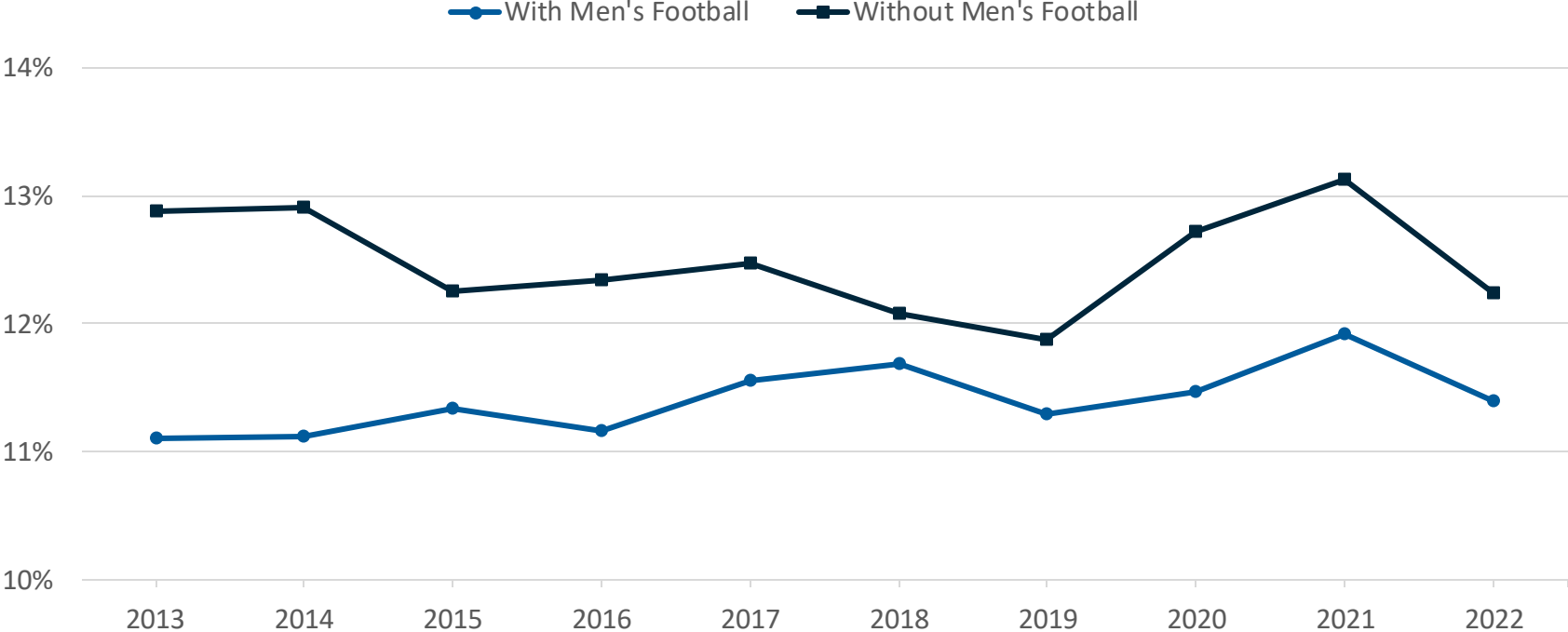
Division II Median Athletics Aid as a Percentage of Total Expenses With and Without Football (2013-2022)



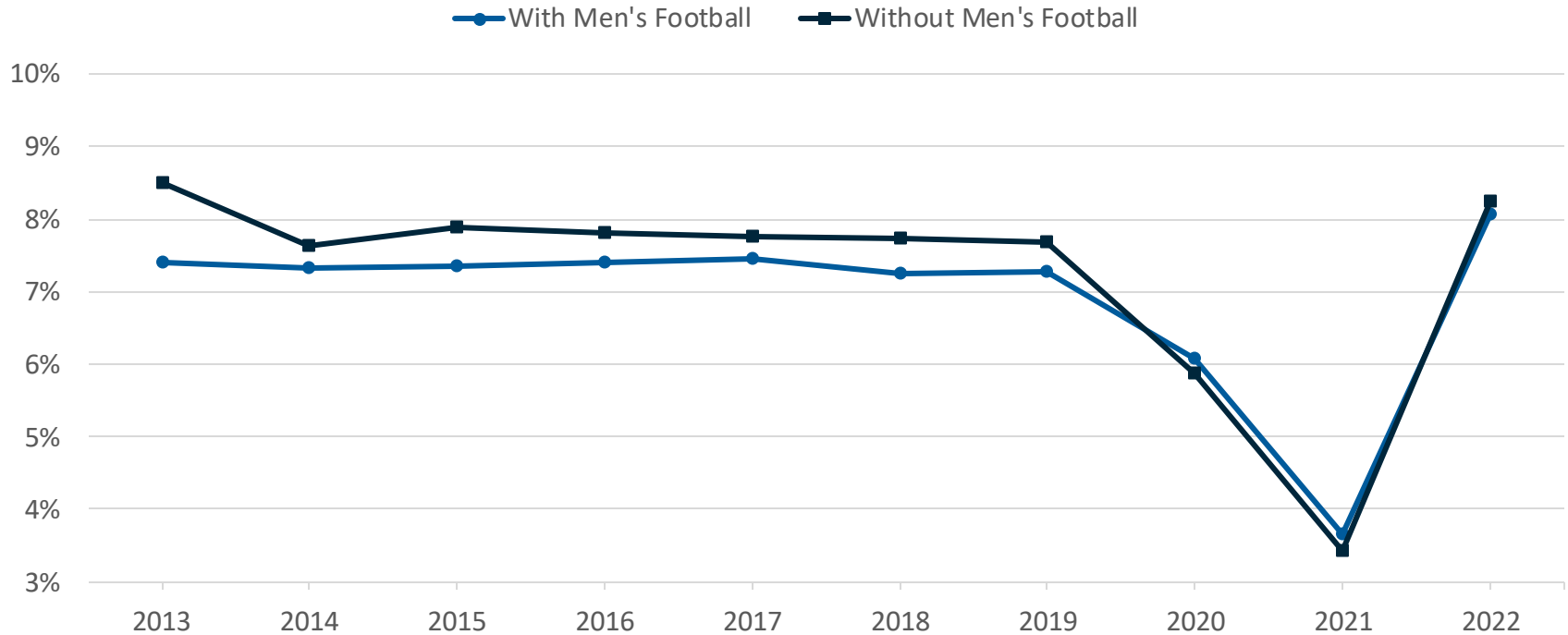
Division II Median Coach Compensation as a Percentage of Total Expenses With and Without Football (2013-2022)



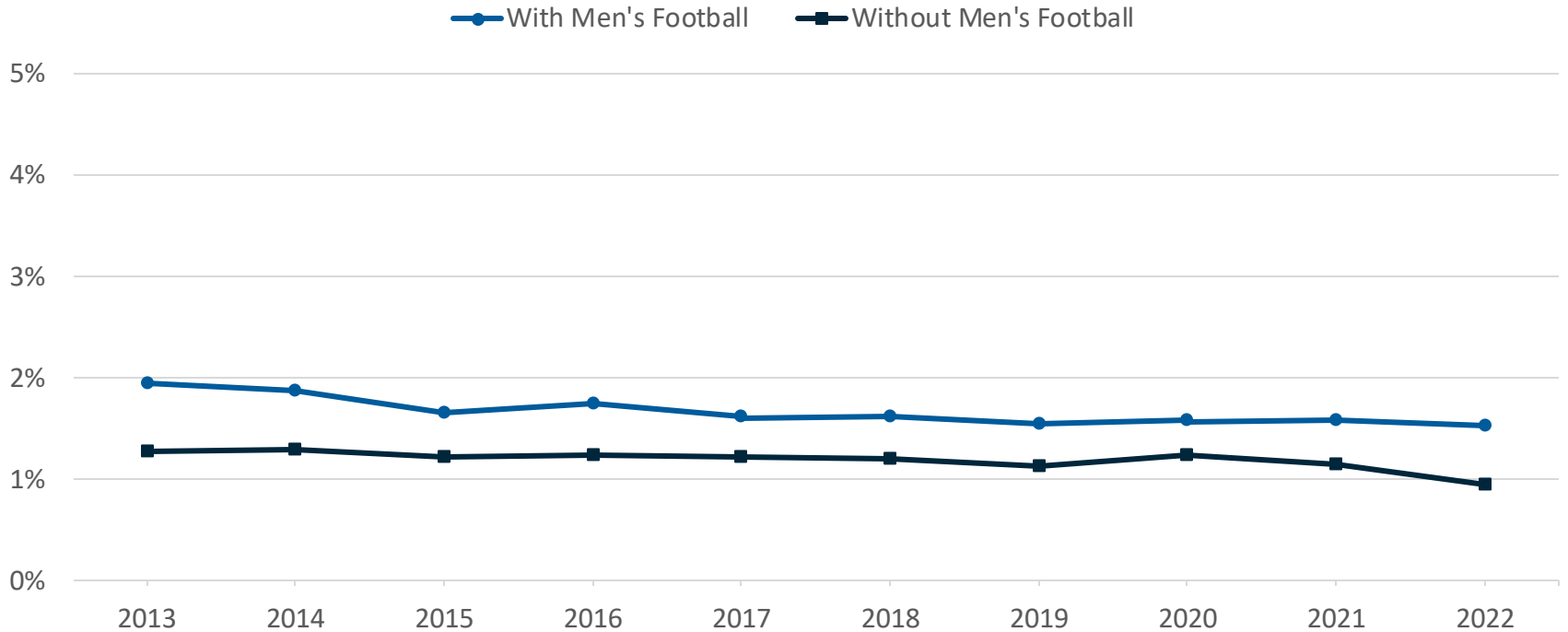
Division II Median Administrative Staff Compensation as a Percentage of Total Expenses With and Without Football (2013-2022)



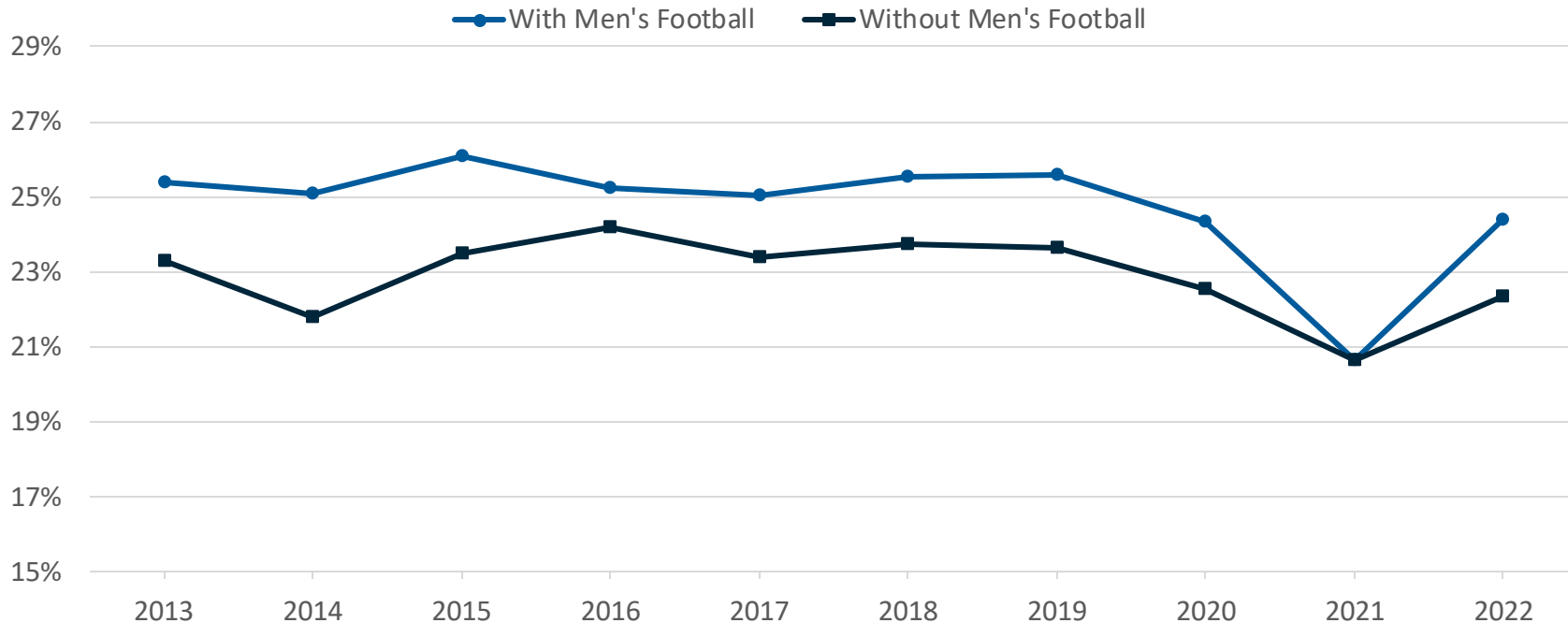
Division II Median Team Travel as a Percentage of Total Expenses With and Without Football (2013-2022)



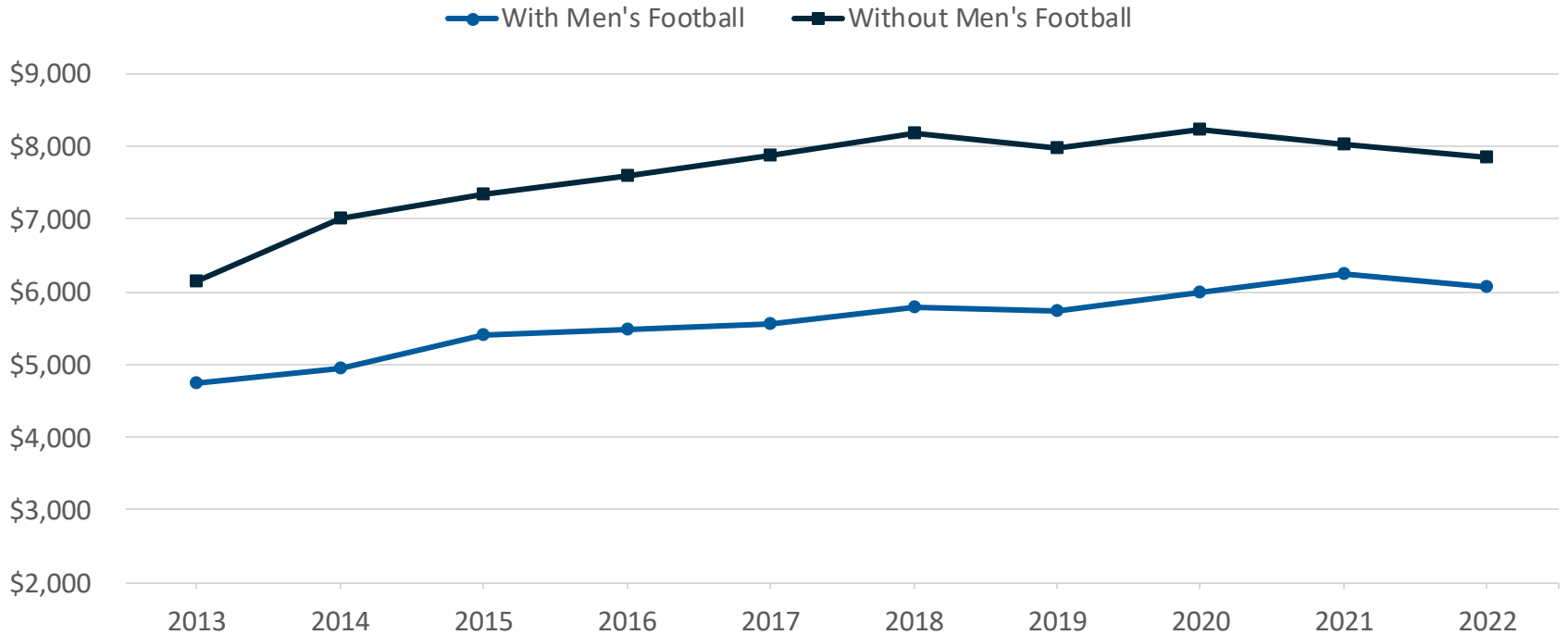
Division II Median Medical Expenses and Insurance as a Percentage of Total Expenses With and Without Football (2013-2022)



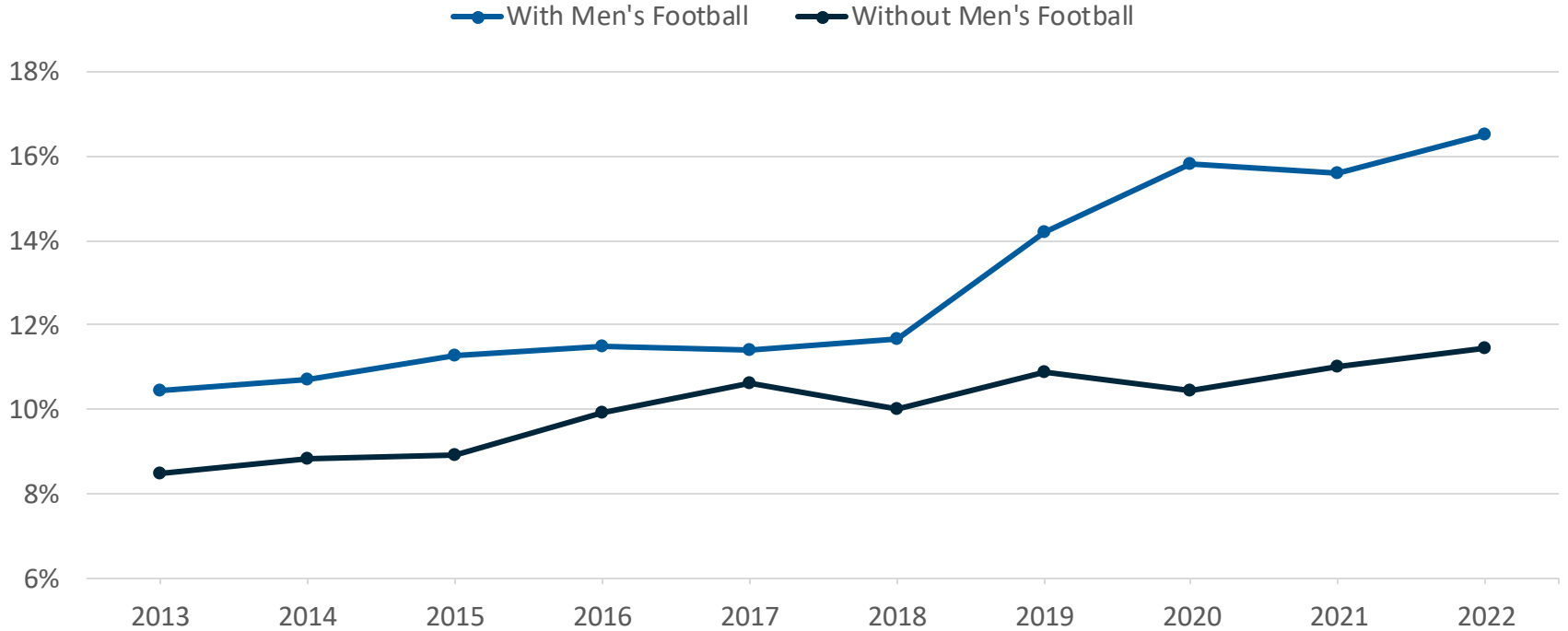
Division II Median Other Additional Expenses as a Percentage of Total Expenses With and Without Football (2013-2022)



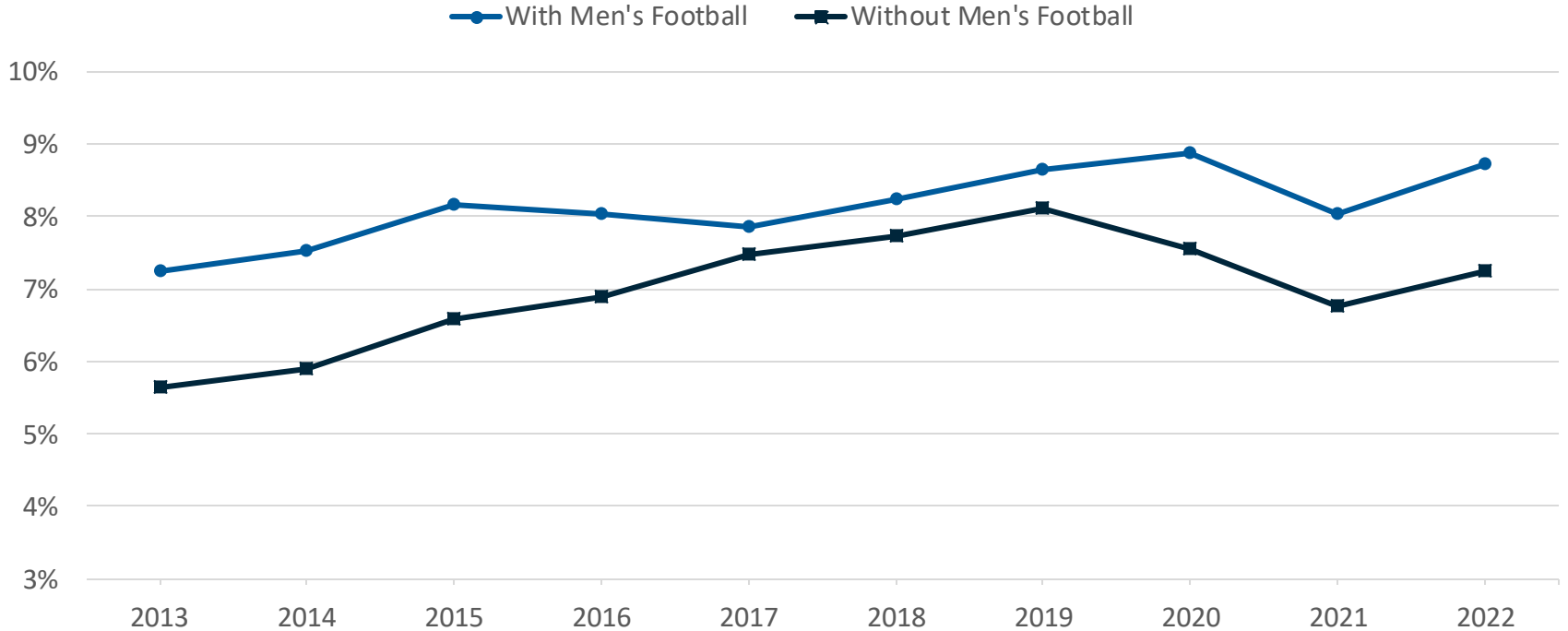
Division II Median Athletics Aid Per Student-Athlete With and Without Football (2013-2022)



Division II Median Student-Athletes as a Percentage of the Student Body With and Without Football (2013-2022)



Division II Median Athletics as a Percentage of Institutional Expenditures With and Without Football (2013-2022)





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