



Division II Athletics Finances: 10-Year Trends from 2014 to 2023

December 2024

Data

- This report tracks 10-year trends in NCAA Financial Reporting System data from fiscal years 2013-14 to 2022-23. For financial studies with data prior to 2013-14, please refer to previous reports in the archive.
- In Division II, 303 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)



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Median (and Range) 2023 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	\$1,018,000	\$6,000	\$6,956,000	\$546,000	\$8,000	\$4,655,000
Total Revenue	\$8,279,000	\$1,085,000	\$31,131,000	\$6,705,000	\$52,000	\$30,000,000
Total Expenses	\$8,677,000	\$1,448,000	\$31,131,000	\$7,347,000	\$470,000	\$28,473,000
Net Generated Revenue	\$(7,281,000)	\$(28,641,000)	\$(1,389,000)	\$(6,348,000)	\$(26,316,000)	\$(418,000)

*Negative values are in red.

Summary of 2023 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 \$1.4 million to \$31 million, and total revenue ranged from \$1.1 million to \$31 million. The median expenses for this group of institutions was nearly \$8.7 million.
- Generated revenue ranged from \$6,000 to almost \$7 million. The median generated revenue was slightly over \$1 million.
- Generated revenue did not exceed expenses for any school in 2023.
- The median negative net generated revenue was approximately **\$7.3 million**. This could be construed as the cost to the school of running a Division II athletics program with football.



Summary of 2023 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 \$469,000 to \$28.5 million, and total revenues ranged from nearly \$52,000 to \$30 million. The median expenses for this group of schools was \$7.3 million.
- The median generated revenues ranged from \$8,000 to \$4.7 million. The median generated revenue was approximately \$546,000.
- Generated revenues did not exceed expenses for any school in 2023.
- The median negative net generated revenue for Division II schools without men's football was approximately **\$6.3 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 2014 to 2023

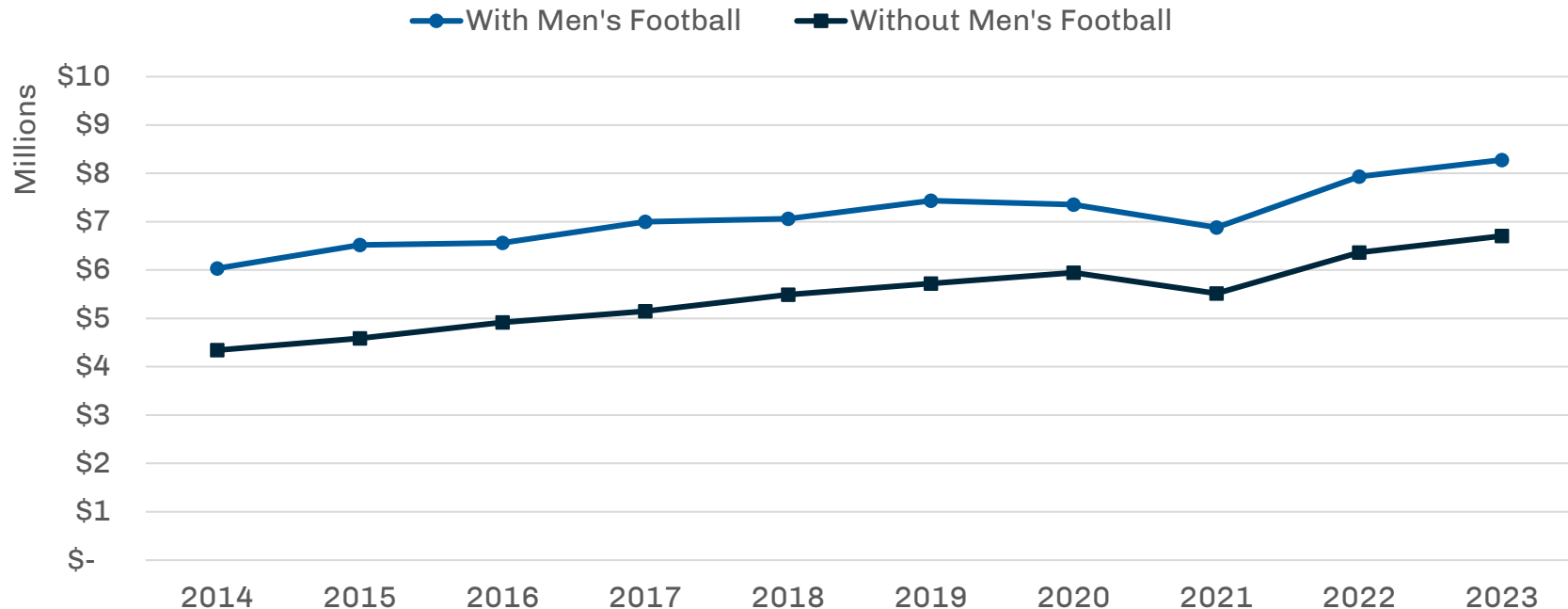
(by Football Sponsorship)



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Division II Median Total Revenue

With and Without Football (2014-2023)



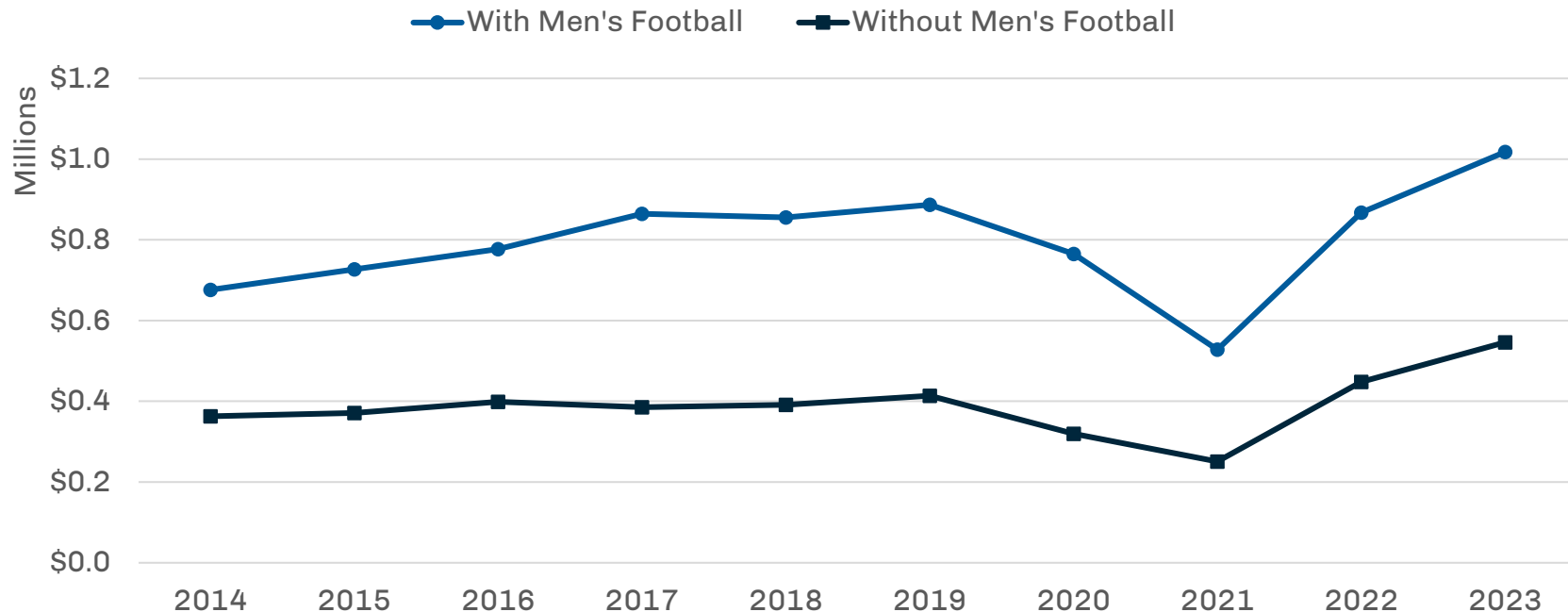
Percentage increase from 2014 to 2023:

With Men's Football = 37%

Without Men's Football = 54%

Division II Median Generated Revenue

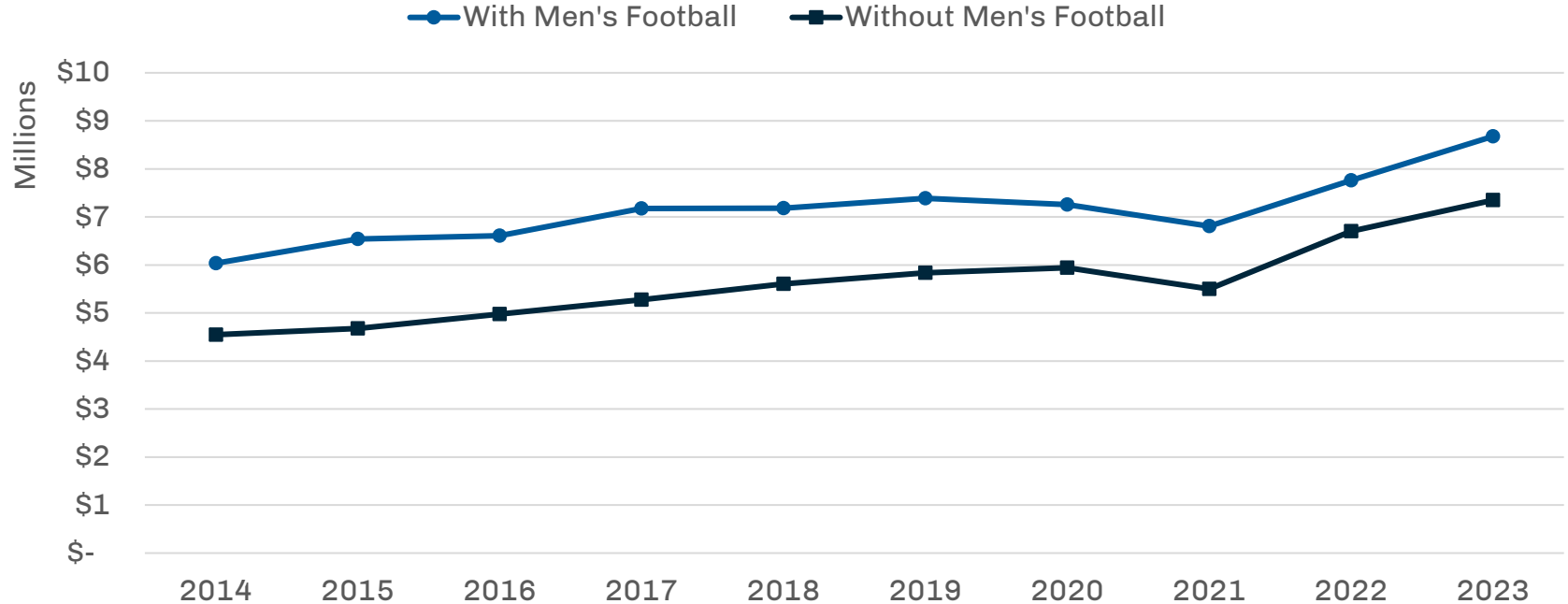
With and Without Football (2014-2023)



Percentage increase from 2014 to 2023:
With Men's Football = 50%
Without Men's Football = 51%

Division II Median Total Expenses

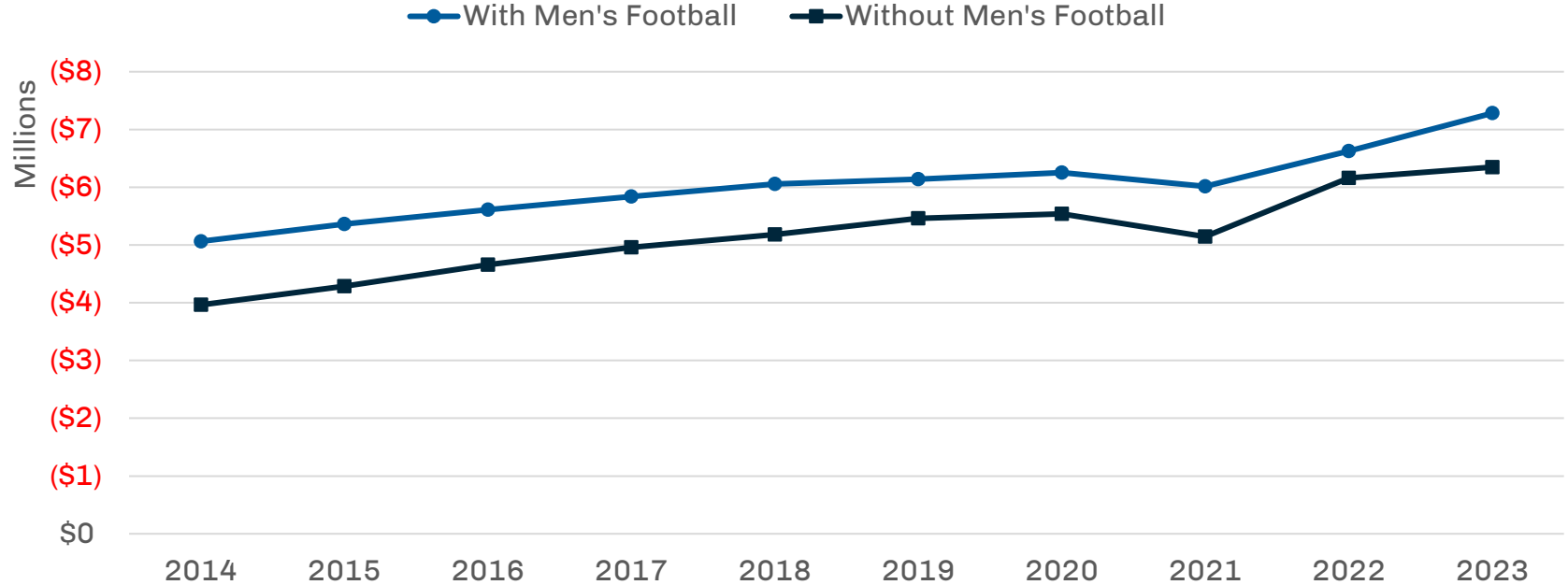
With and Without Football (2014-2023)



Percentage increase from 2014 to 2023:
With Men's Football = 44%
Without Men's Football = 62%

Division II Net Operating Results Excluding Allocated Support

With and Without Football (2014–2023)



Percentage increase from 2014 to 2023:
With Men's Football = 44%
Without Men's Football = 60%

Summary of 2014-2023 Trends for Division II Schools with Men's Football

- Over the 10-year period, median generated revenue grew by 50%. Median total expenses grew by 44%.
- The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$5 million in 2014 to approximately \$7.3 million in 2023. This represents a change of about 44% over that 10-year period.



Summary of 2014-2023 Trends for Division II Schools without Men's Football

- Over the 10-year period, median generated revenue grew by 66%. Total expenses grew by 30%.
- The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$4 million in 2014 to over \$6.3 million in 2023. This represents a change of about 60% over that 10-year period.



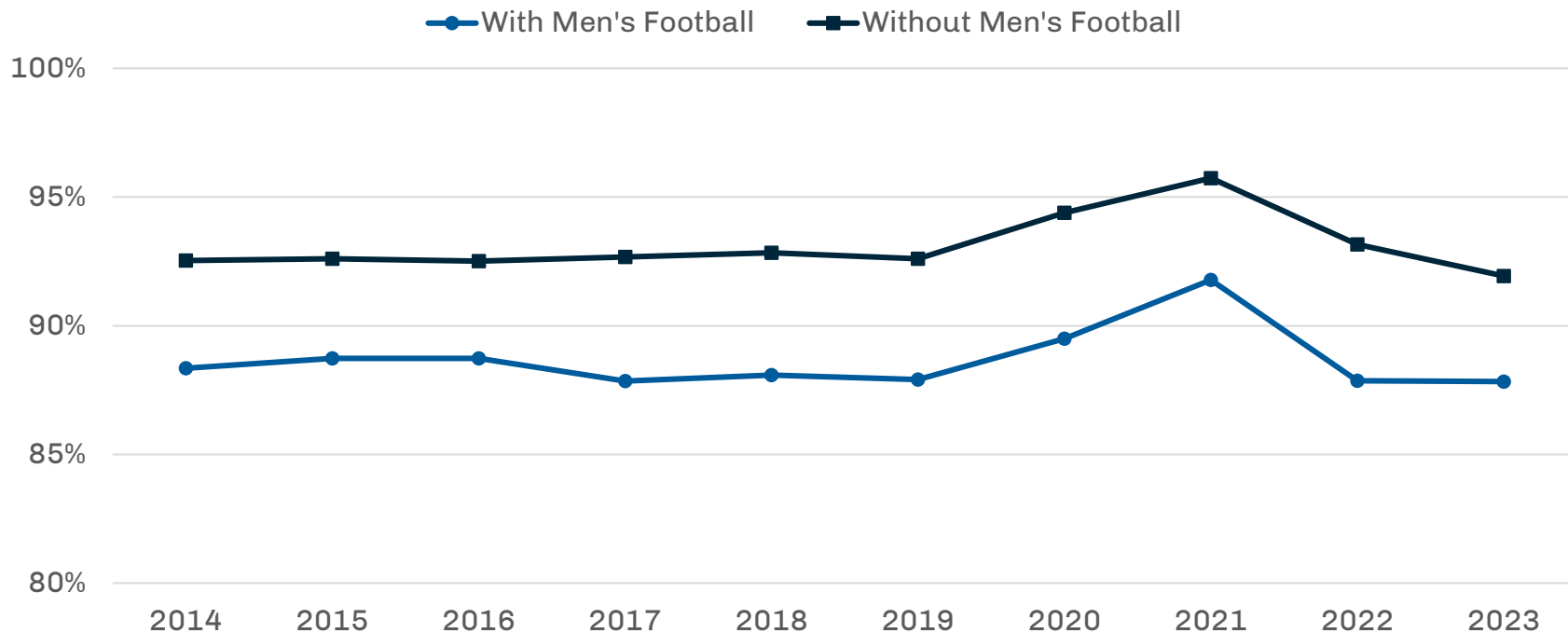
Dashboard Indicators



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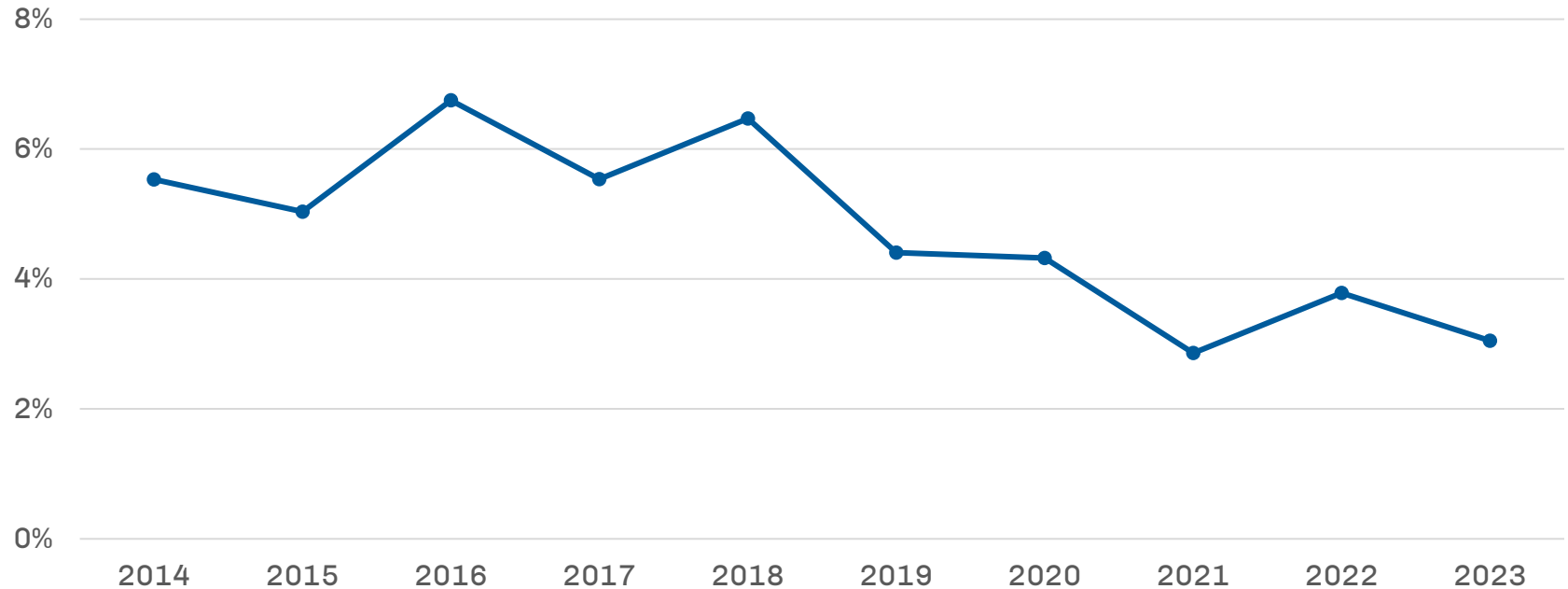
Division II Median Allocated Revenue as a Percentage of Total Revenue

With and Without Football (2014–2023)



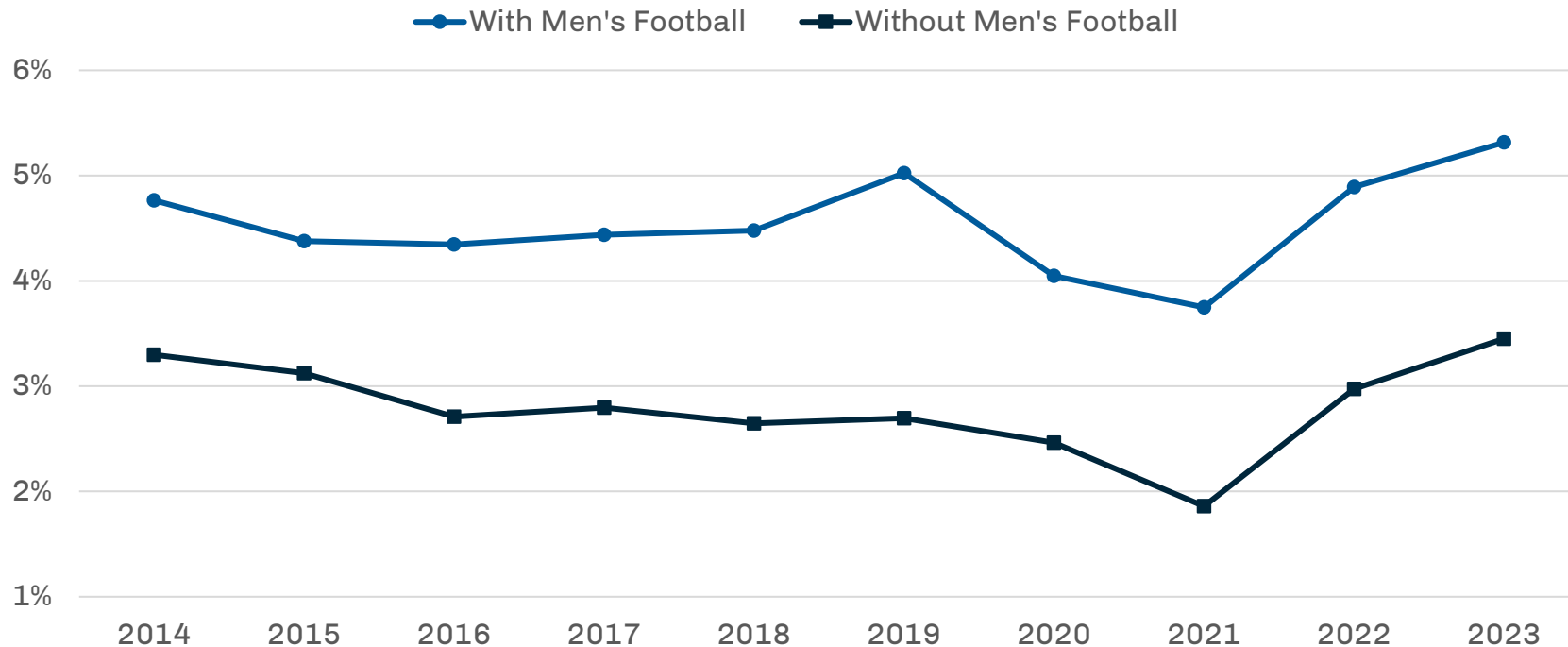
Division II Median Student Fees as a Percentage of Total Revenue

With Football (2014–2023)



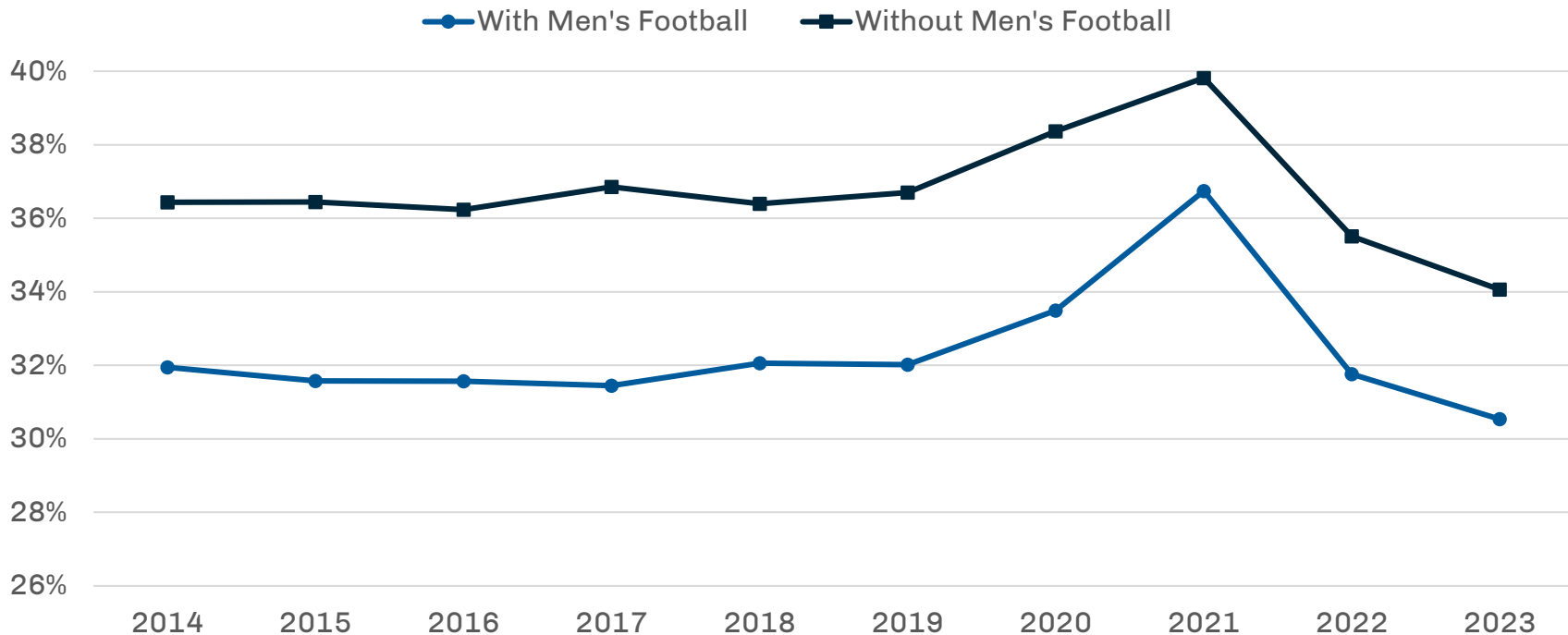
Division II Median Contributions as a Percentage of Total Revenue

With and Without Football (2014–2023)



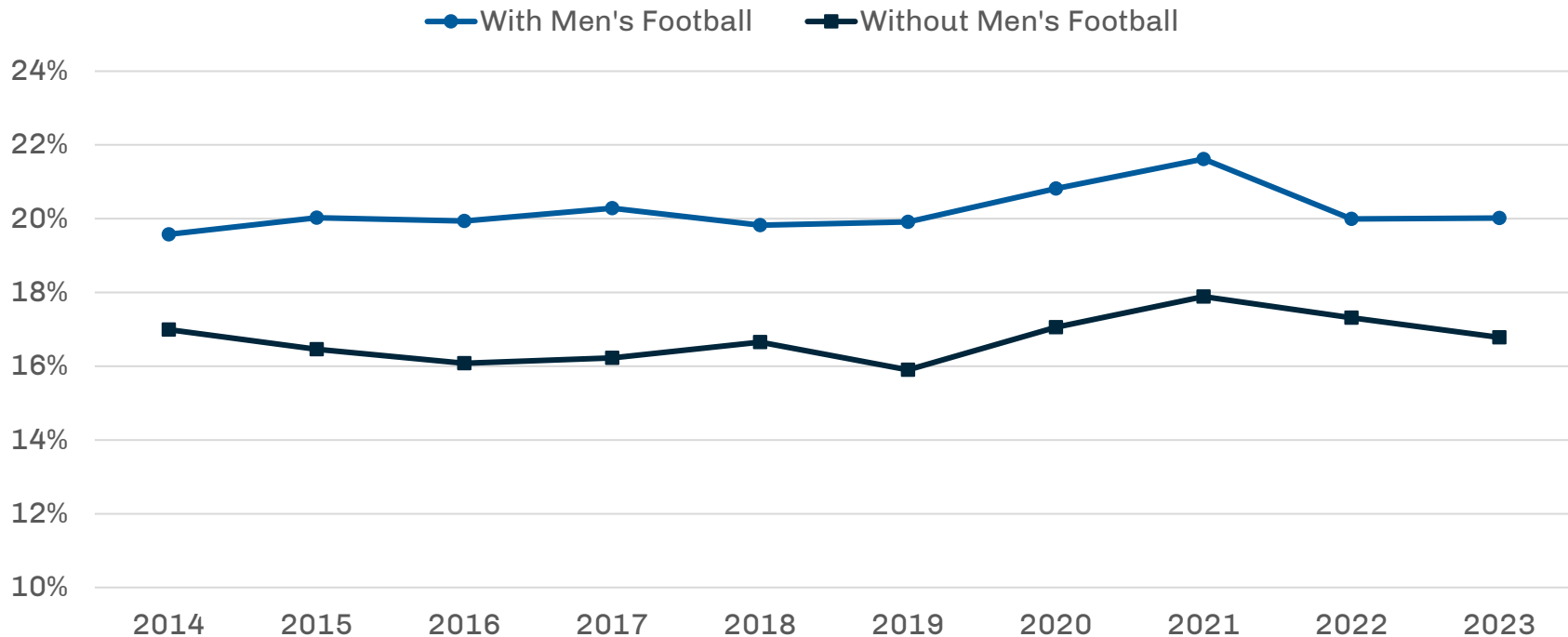
Division II Median Athletics Aid as a Percentage of Total Expenses

With and Without Football (2014–2023)



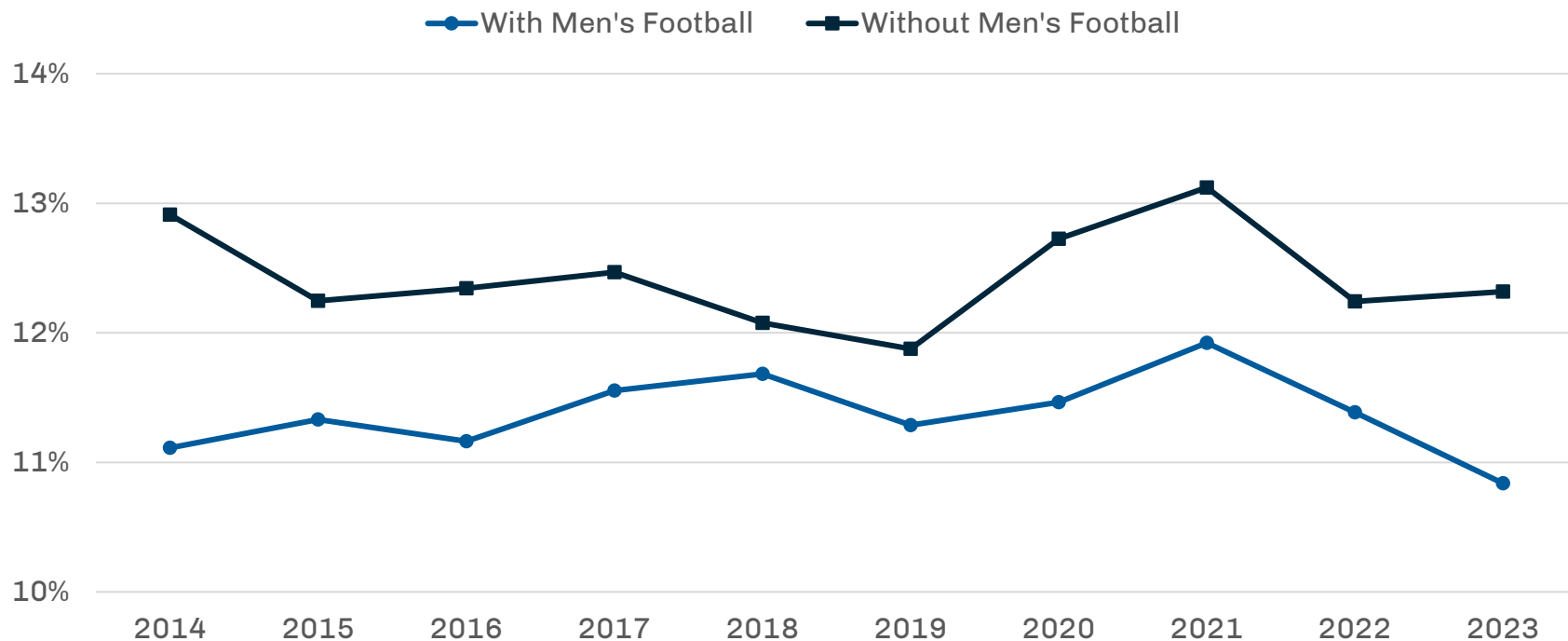
Division II Median Coaches' Compensation as a Percentage of Total Expenses

With and Without Football (2014–2023)



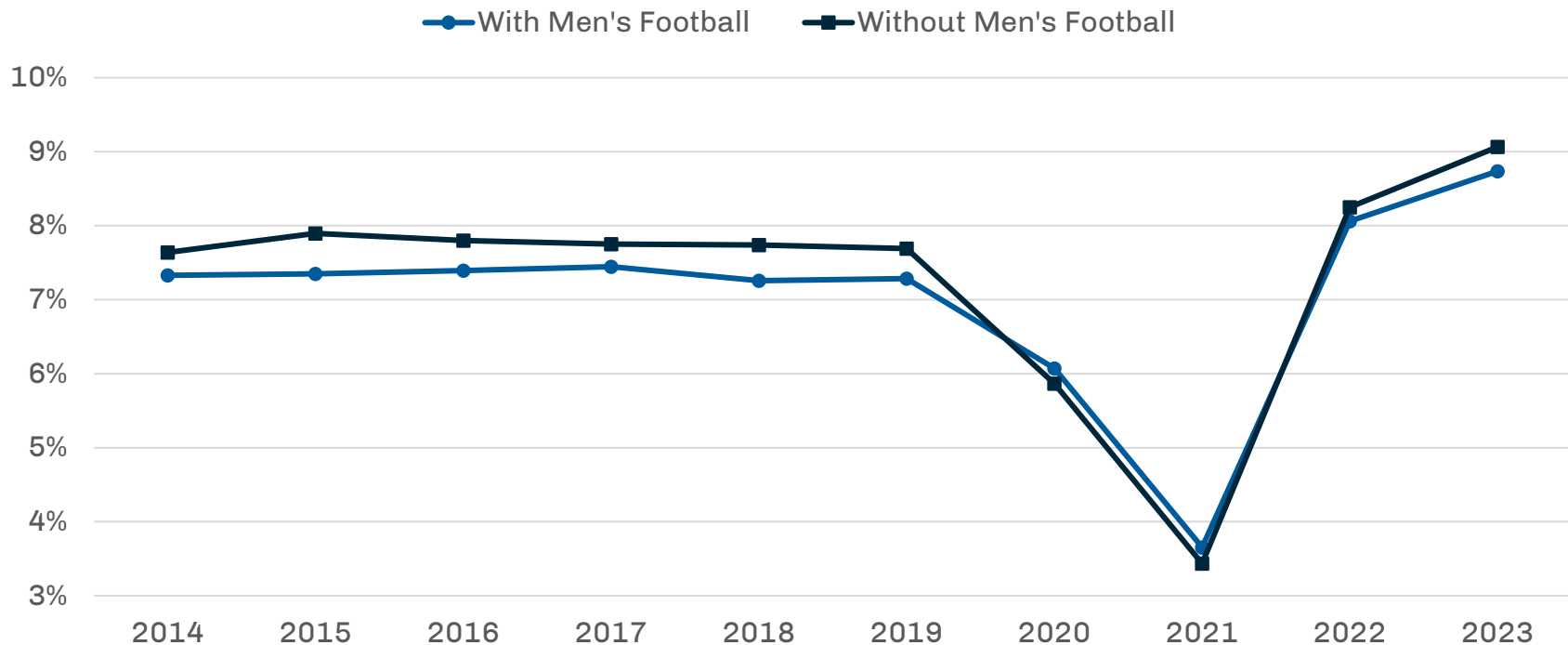
Division II Median Administrative Staff Compensation as a Percentage of Total Expenses

With and Without Football (2014–2023)



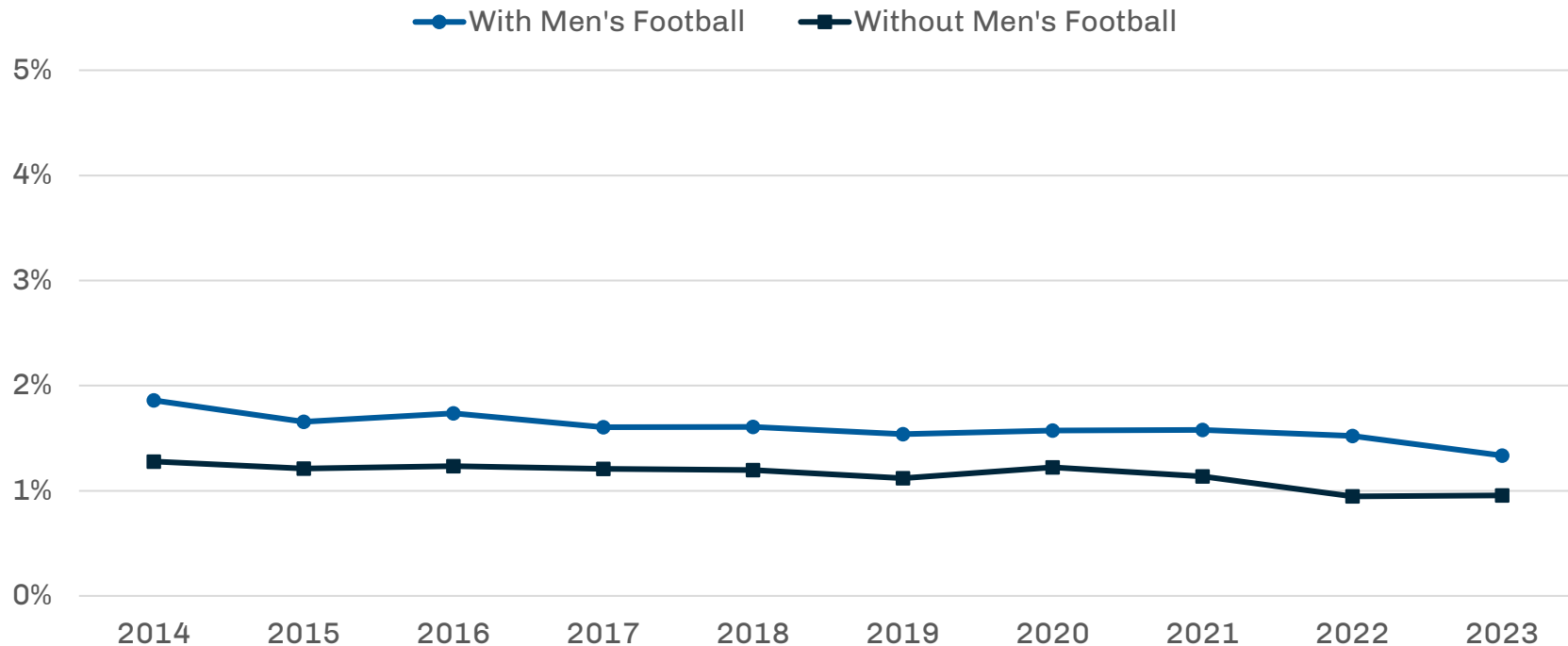
Division II Median Team Travel as a Percentage of Total Expenses

With and Without Football (2014–2023)



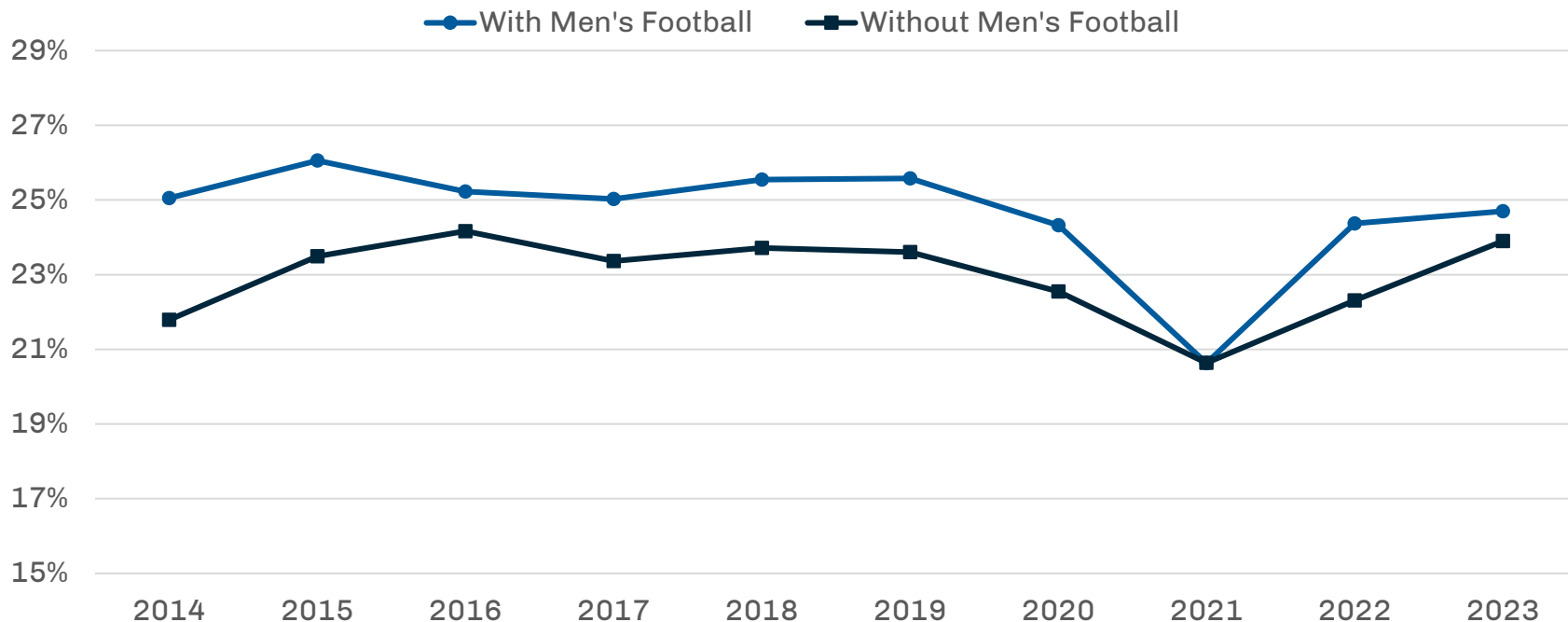
Division II Median Medical Expenses and Insurance as a Percentage of Total Expenses

With and Without Football (2014–2023)



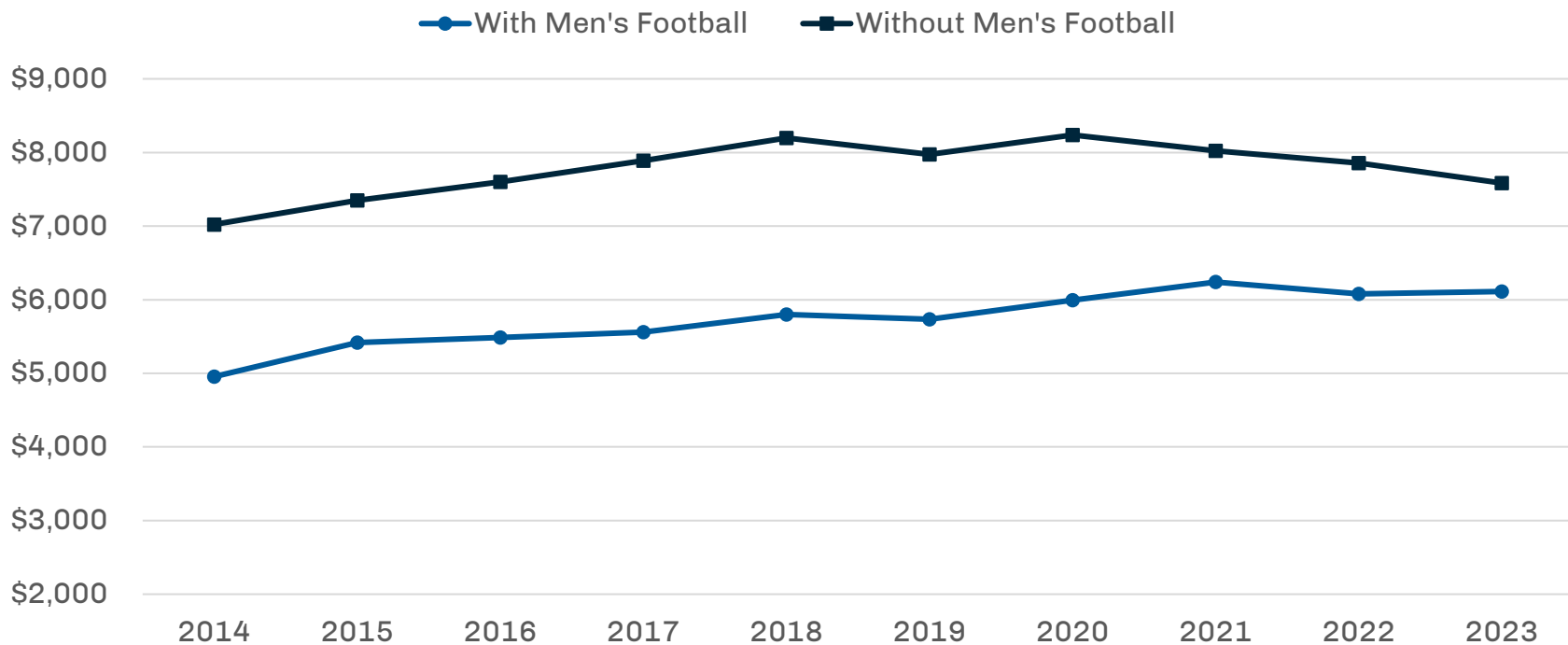
Division II Median Other Additional Expenses as a Percentage of Total Expenses

With and Without Football (2014–2023)



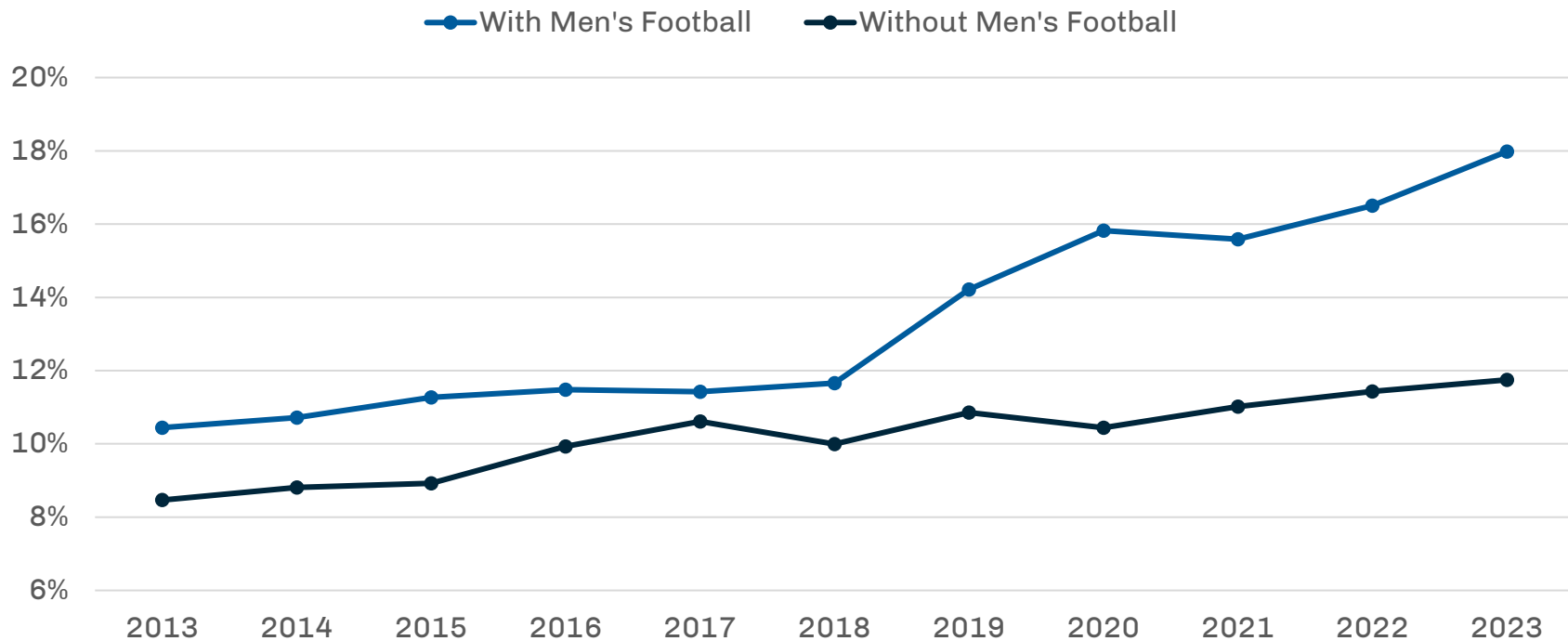
Division II Median Athletics Aid Per Student-Athlete

With and Without Football (2014–2023)



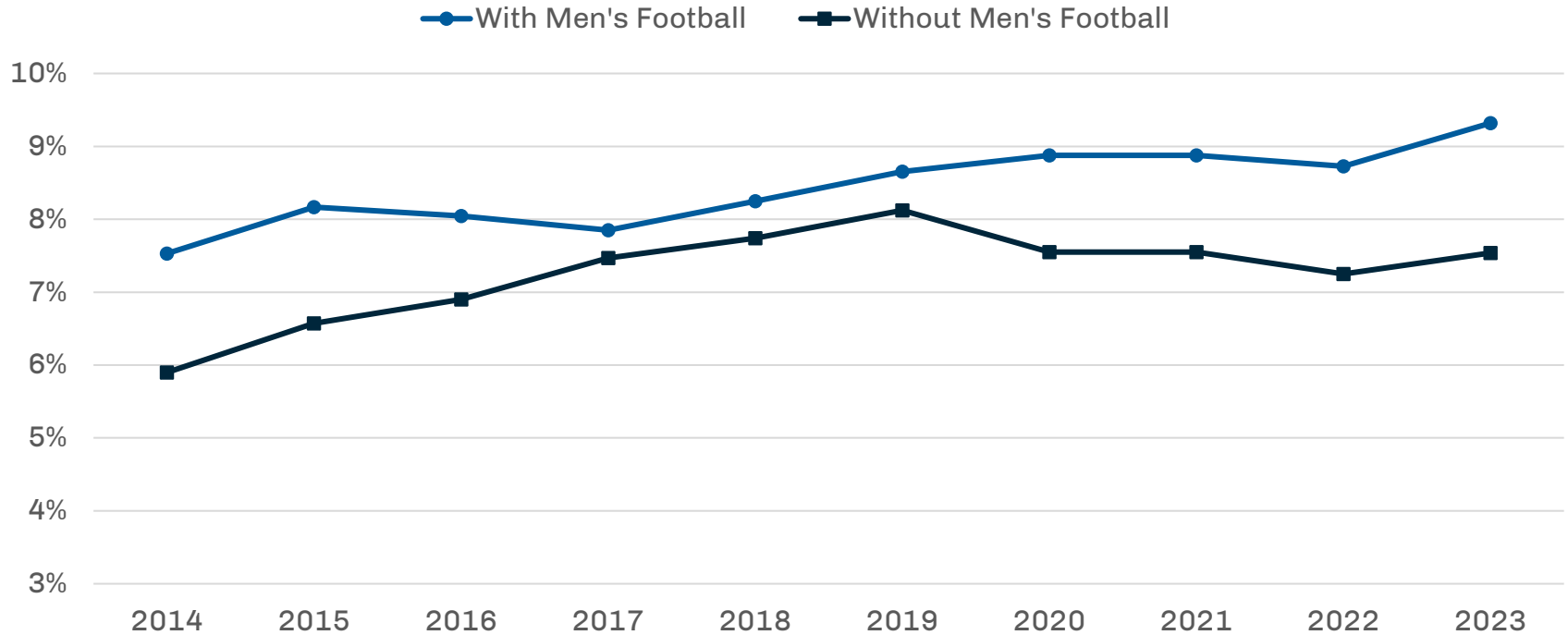
Division II Median Student-Athletes as a Percentage of the Student Body

With and Without Football (2014–2023)



Division II Median Athletics as a Percentage of Institutional Expenditures

With and Without Football (2014–2023)





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