2025 Division II Membership Survey:
Current Artificial Intelligence Usage Results

May 2025

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Methods

- Division II governance collaborated with NCAA Research to gather feedback from Division II presidents and chancellors, athletics directors, athletic trainers, commissioners, conference staff, and other athletics staff about the current state and future of Division II.

- Individuals at all active Division II institutions and those in the membership process (304 institutions) were invited to complete the online survey via a Salesforce email invitation. Those as schools transitioning out of Division II were not invited to complete the survey.

- The survey was designed using Qualtrics survey software and took 30-60 minutes to complete. It opened January 22 and closed February 21. Due to a lower than desired response rate among presidents and chancellors, the survey reopened for that group of individuals and closed March 7, 2025.

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Overall Responses

- N = 2,234

- Individuals from 302 (99%) institutions and conference staff representing 23 (100%) conferences responded.

Institutional Characteristics

	Division II	Survey Respondents
Public/Private	**50 % / 50%**	**46% / 54%**
HBCU/Non-HBCU	**10% / 90%**	**5% / 95%**
MFB/No Football	**54% / 46%**	**55% / 45%**
Midwest	**22%**	**25%**
Northeast	**17%**	**17%**
South	**45%**	**44%**
West	**16%**	**14%**

Midwest: IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD
Northeast: CT, ME, MA, NH, RI, VT, DE, DC, MD, NJ, NY, PA
South: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, AZ, NM, OK, TX
West: CO, ID, MT, UT, WY, AK, CA, HI, NV, OR, WA

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Responses by Key Analysis Groups

Title	N
President/Chancellor	106
Director of Athletics	230
Conference Staff	61
Athletic Trainer*	179
Coach**	1,003
FAR	96
Other Athletics Administrator	480

*Athletic Trainer: 152 head, 27 assistant/associate
**Coach: 953 head, 44 assistant, (6 indicated being both a head and assistant coach)

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Current AI Usage

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Athletics Director: Does your athletics department currently use an artificial intelligence (AI) application to support operations?

	AD (N=216)
Yes	19%
No	82%

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Athletics Director: Areas of AI Use to Support Operations

	AD (N=40)
Game day summaries/stories on your website	63%
Research	30%
Game day operations (ticketing, types of concessions, etc.)	28%
Performance management	20%
Student-athlete support services (academic advising, tutoring)	18%
Recruiting	15%
Budgeting	8%
Other, please indicate	8%

Note: Responses from ADs who selected 'Yes' to AI use. Those who selected 'Other, please indicate' noted livestreaming and spreadsheet and formula design as other areas.

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Athletics Director: How long has your athletics department been using AI application?

	AD (N=39)
Less than 1 year	49%
1 to 2 years	36%
More than 2 years	15%

Note: Responses from ADs who selected "Yes" to AI use.

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Athletics Director: What challenges have you faced in implementing AI applications?
(Select all that apply.)

	AD (N=39)
Lack of technical expertise	79%
Resistance to change	51%
Budget constraints	44%
Data privacy concerns	26%
Not applicable	5%
Other, please specify	0%

Note: Responses from ADs who selected "Yes" to AI use.

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Athletics Director: Are you considering using an AI application in the near future?

	AD (N=175)
Yes	48%
No	52%

Note: Responses from ADs who selected 'No' to AI use.

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Athletics Director: Areas Considering AI Use to Support Operations
(Select all that apply.)

	AD (N=80)
Game day summaries/stories on your website	74%
Game day operations (ticketing, types of concessions, etc.)	38%
Research	38%
Student-athlete support services (mental wellness, academic advising, tutoring, etc.)	38%
Recruiting	31%
Budgeting	26%
Performance Management	24%
Other, please indicate	10%

Note: Responses from ADs who selected 'yes' to AI use in the near future. Those who selected "Other, please indicate" noted communication, video and instant replay and fundraising as other areas.

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Athletics Director: What factors would most influence your decision to adopt AI application in the future?
(Select all that apply.)

	AD (N=84)
Improved efficiency	92%
Cost savings	81%
Enhanced decision-making	56%
Competitive advantage	48%
Other, please specify	4%

Note: Responses from ADs who selected "Yes" to AI use in the near future. Those who selected "Other, please specify" noted decreasing the workload of staff as an additional influential factor.

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Athletics Director: In which specific areas do you think AI could provide the most value to your athletics department?
(Select all that apply.)

	AD (N=197)
Game day summaries/stories on your website	72%
Research	60%
Student-athlete support services (mental wellness, academic advising, tutoring, etc.)	42%
Budgeting	38%
Performance Management	37%
Recruiting	35%
Game day operations (ticketing, types of concessions, etc.)	32%
Other, please indicate	6%

Note: Those who selected "Other, please indicate" noted advancement and fundraising, communications and marketing as additional areas.

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Athletics Director: What type of training or support would be most helpful for your staff in using AI applications?
(Select all that apply.)

	AD (N=205)
Online tutorials	67%
Webinars	64%
In-person workshops	57%
Documentation and manuals	31%
Other, please specify	0%

Athletics Director: How do you think AI could be used to support student-athletes in your department?
(Select all that apply.)

	AD (N=198)
Tutoring	63%
Mental wellness	59%
Personalized training	57%
Academic advising	48%
Other, please specify	4%

Note: Those who selected "Other, please specify" indicated uncertainty or disagreement that the use of AI would be beneficial to support student-athletes.

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Athletics Director: In what ways do you think AI could be used to enhance fan engagement and experience?
(Select all that apply.)

	AD (N=205)
Real-time updates	**82%**
Interactive features	**76%**
Personalized content	**70%**
Other, please specify	**3%**

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Athletics Director: How do you think AI could assist in ensuring compliance with NCAA regulations?
(Select all that apply.)

	AD (N=198)
Automated compliance check	84%
Real-time monitoring	81%
Predictive analytics	57%
Other, please specify	4%

Note: Those who selected "Other, please specify" indicated uncertainty in using AI to assist with compliance.

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