

Eleven-Year Trends in Division II Athletics Finances

September, 2015

Data

- The data used here were collected from the NCAA Financial Reporting System for fiscal years 2003-04 through 2013-14.
- Significant changes were made to the process beginning with the data collection in 2003-04 (e.g. definitional changes, agreed-upon procedures, etc.), so previous data are not comparable.
- 300 Division II institutions provided data to the NCAA Financial Information System.

Generated Revenue Sources

- Ticket sales
- NCAA and conference distribution
- 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) 2014 Revenues and Expenses for Division II Institutions By Football Sponsorship

	Division II - w/ MFB			Division II - w/o MFB		
	Median	Minimum	Maximum	Median	Minimum	Maximum
Generated Revenues	\$672,717	\$33,126	\$5,382,103	\$345,563	\$0	\$4,450,233
Total Revenues	\$6,072,936	\$898,563	\$15,718,582	\$4,372,243	\$539,204	\$19,868,211
Total Expenses	\$6,043,867	\$1,305,074	\$15,444,085	\$4,556,170	\$519,615	\$19,868,210
Net Generated Revenue	(\$5,170,652)	(\$1,271,948)	(\$14,608,084)	(\$4,110,400)	(\$515,622)	(\$18,656,458)

Summary of 2014 Division II – with MFB Data

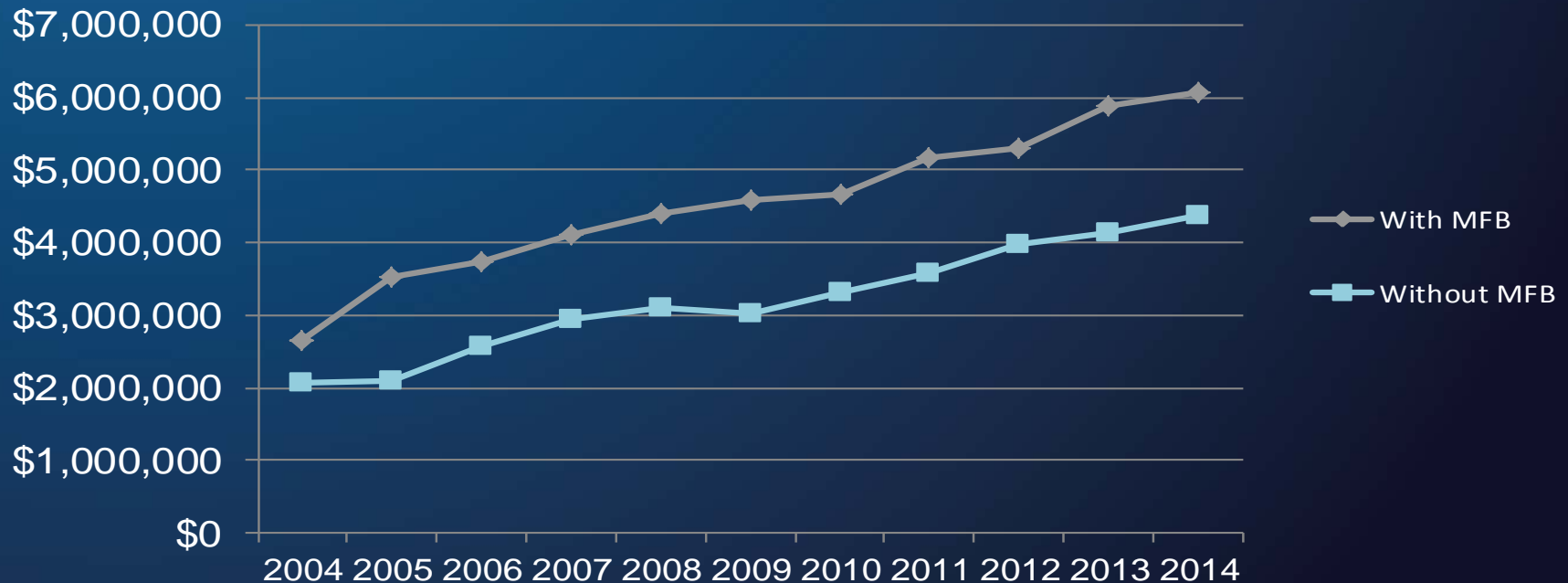
- Large disparities seen in both revenues and expenses across Division II – with MFB institutions (expenses ranged from approximately \$1.8 to \$13.3 million and revenues ranged from \$1.3 million to \$15.4 million). The median expenses for this group of institutions was \$6.0 million.
- The median generated revenues ranged from \$33,000 to \$5.4 million. The median generated revenue was approximately \$673,000.
- Generated revenues did not exceed expenses for any institution in 2014.
- The median institution shows negative net generated revenue of approximately \$5.2 million. This could be construed as the cost to the institution of running a Division II athletics program with football.

Summary of 2014 Division II – without MFB Data

- Large disparities seen in both revenues and expenses across Division II – without MFB institutions (expenses ranged from approximately \$709,000 to \$16.9 million and revenues ranged from \$520,000 to \$19.9 million). The median expenses for this group of institutions was \$4.6 million.
- The median generated revenues ranged from \$0 to \$4.5 million. The median generated revenue was approximately \$346,000.
- Generated revenues did not exceed expenses for any institution in 2014.
- The median negative net generated revenue for Division II – without MFB schools is approximately \$4.1 million. This could be construed as the cost to the institution of running a Division II athletics program without football.

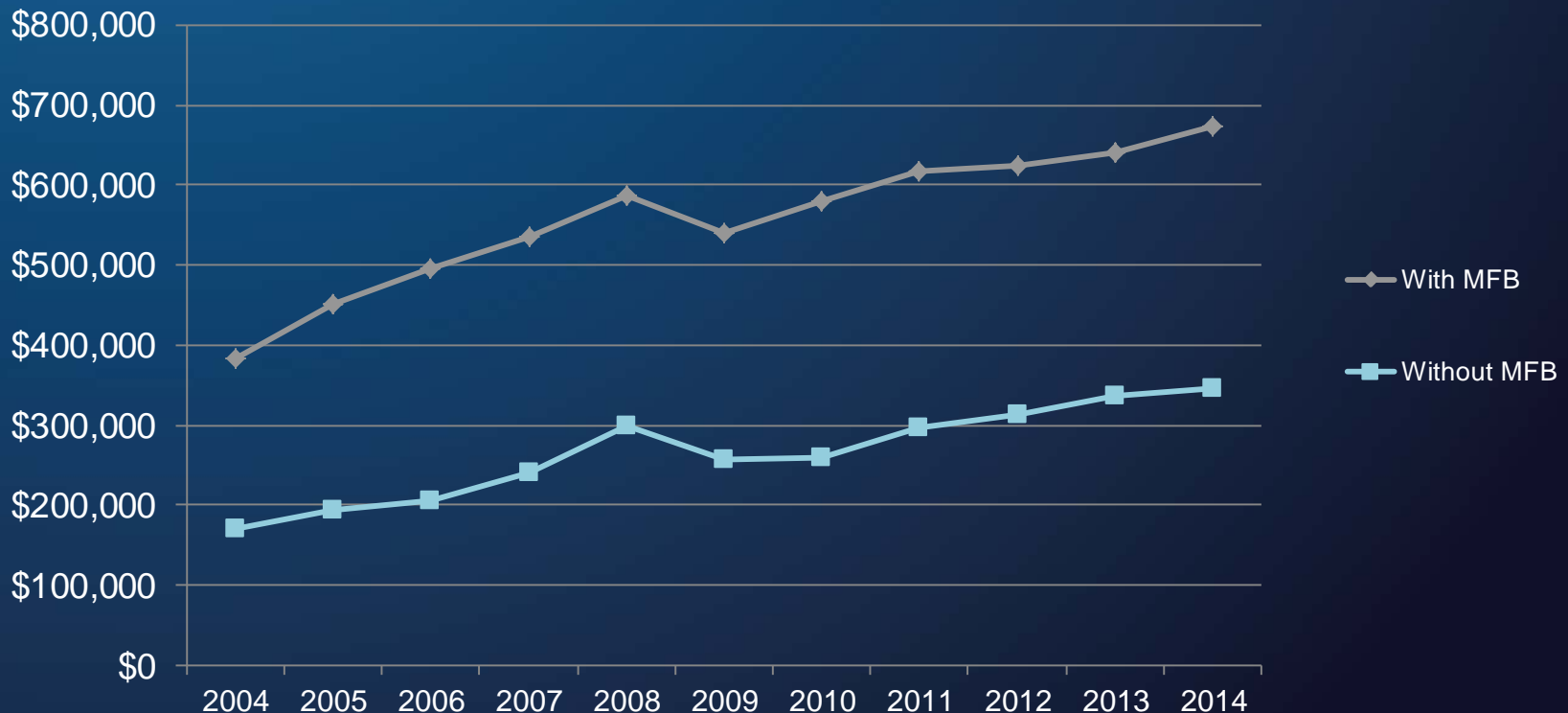
Revenue and Expense Trends from 2004 to 2014 By Football Sponsorship

Division II Median Total Revenues With and Without Football (2004 – 2014)



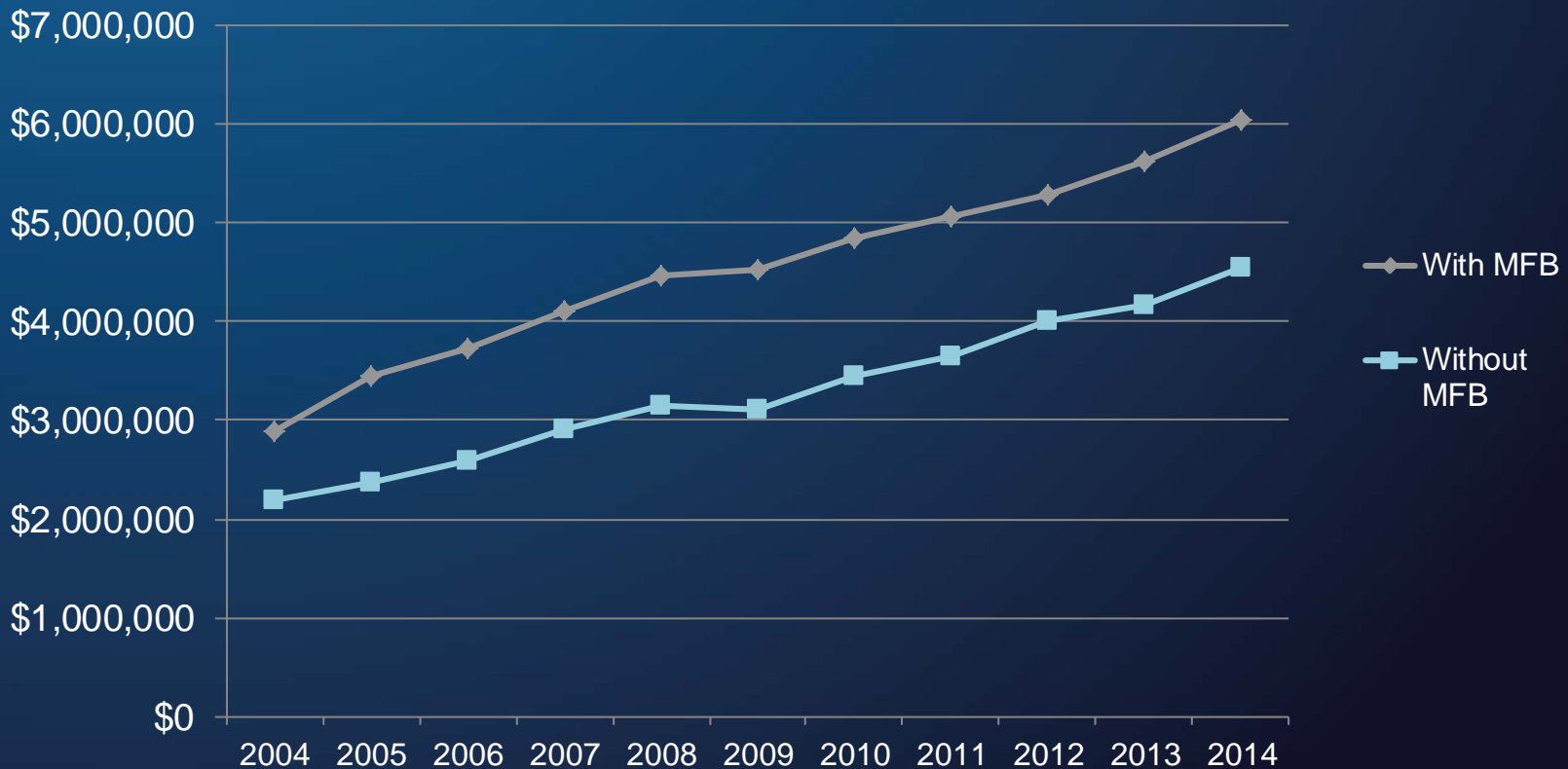
Percentage increase from 2004-2014: With MFB = 128.5%
No MFB = 112.0%

Division II Median Generated Revenues With and Without Football (2004 – 2014)



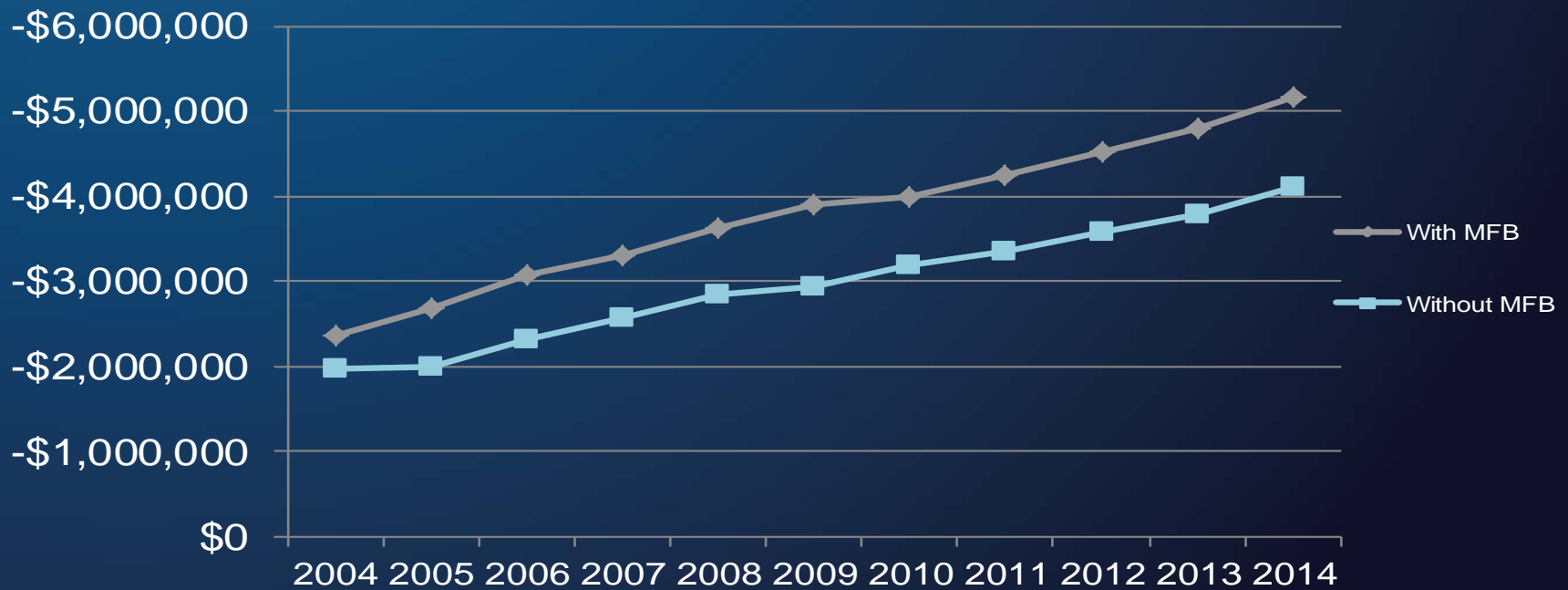
Percentage increase from 2004-2014: With MFB = 75.3%
No MFB = 109.9%

Division II Median Total Expenses With and Without Football (2004 – 2014)



Percentage increase from 2004-2014: With MFB = 109.5%
No MFB = 108.6%

Division II Net Operating Results Excluding Allocated Support With and Without Football (2004 – 2014)



Percentage increase from 2004-2014: With MFB = 119.1%
No MFB = 109.5%

Summary of 2004 – 2014 Division II – with MFB Trend Data

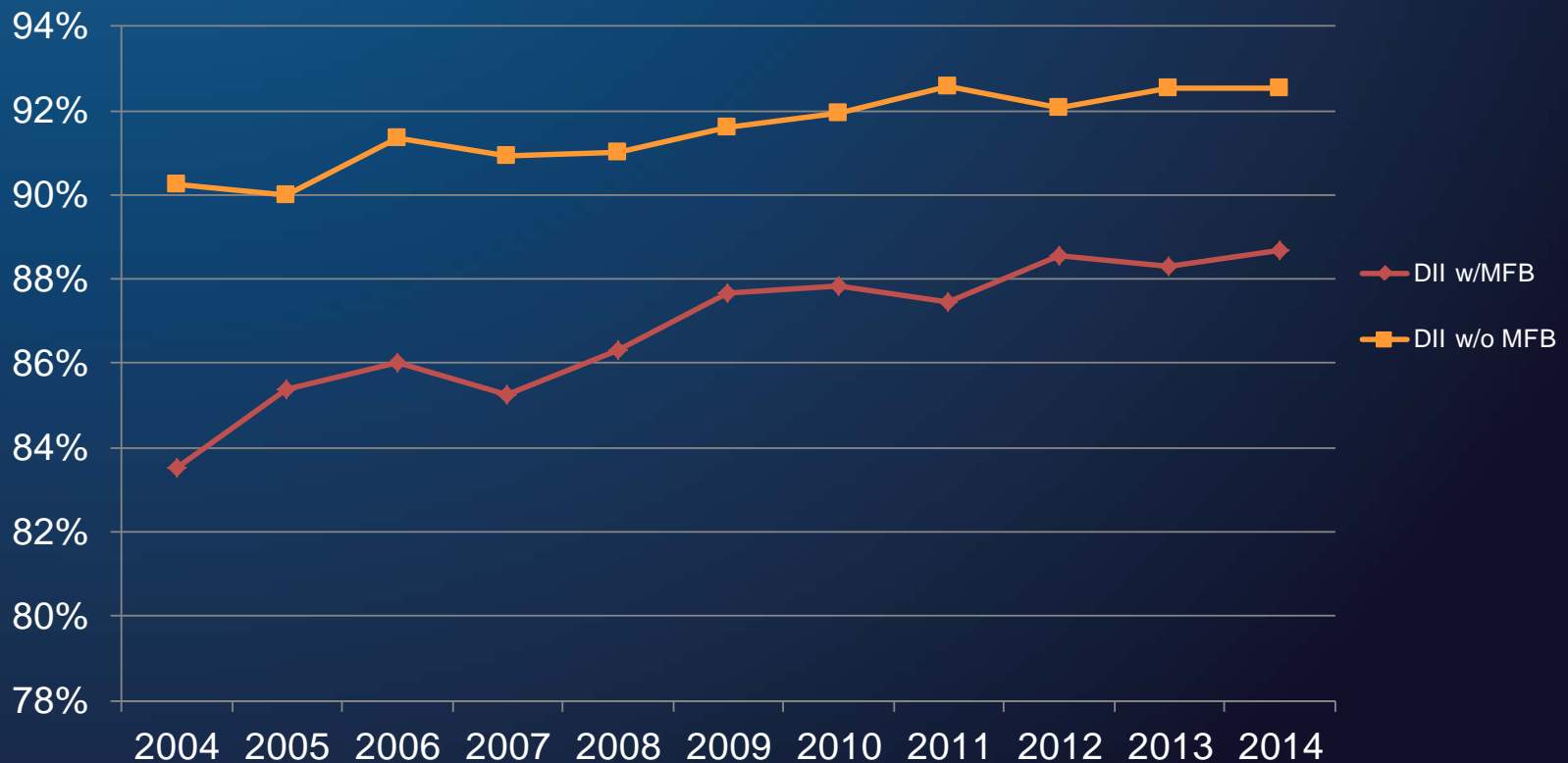
- Over the 11-year period, generated revenues grew by 75.3 percent. Total expenses grew by 109.5 percent.
- The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$2.4 million in 2004 to approximately \$5.2 million in 2014. This represents a change of about 119.1 percent over that 11-year period.

Summary of 2004 – 2014 Division II – without MFB Trend Data

- Over the 11-year period, generated revenues grew by 103.5 percent. Total expenses grew by 108.6 percent.
- The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$2 million in 2004 to approximately \$4.1 million in 2014. This represents a change of about 109.5 percent over that 11-year period.

Dashboard Indicators

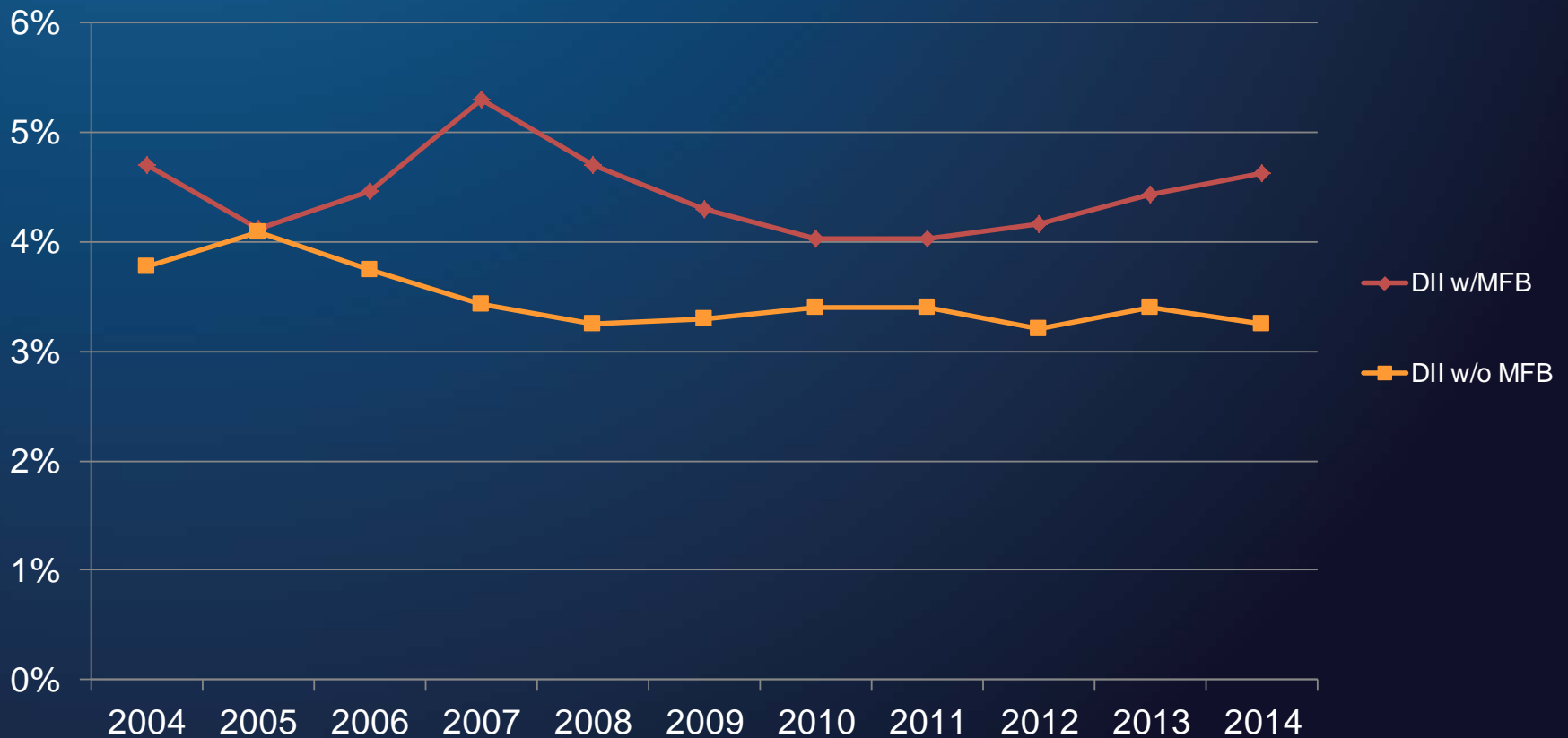
Division II Median Allocated Revenues (Allocated Rev. by Total Rev.) By Subgroup and Year (2004 – 2014)



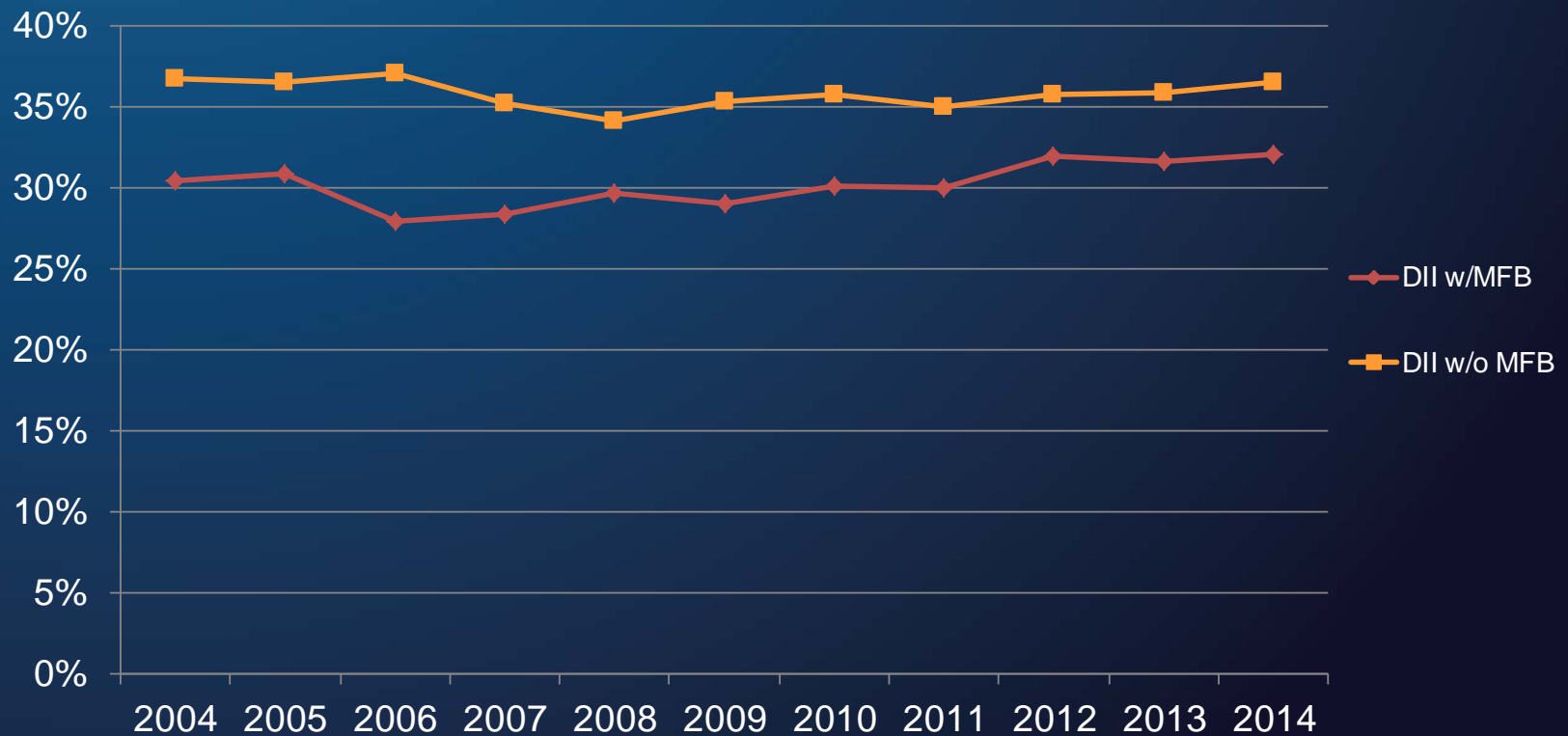
Division II Median Student Fees By Subgroup and Year (2004 – 2014)



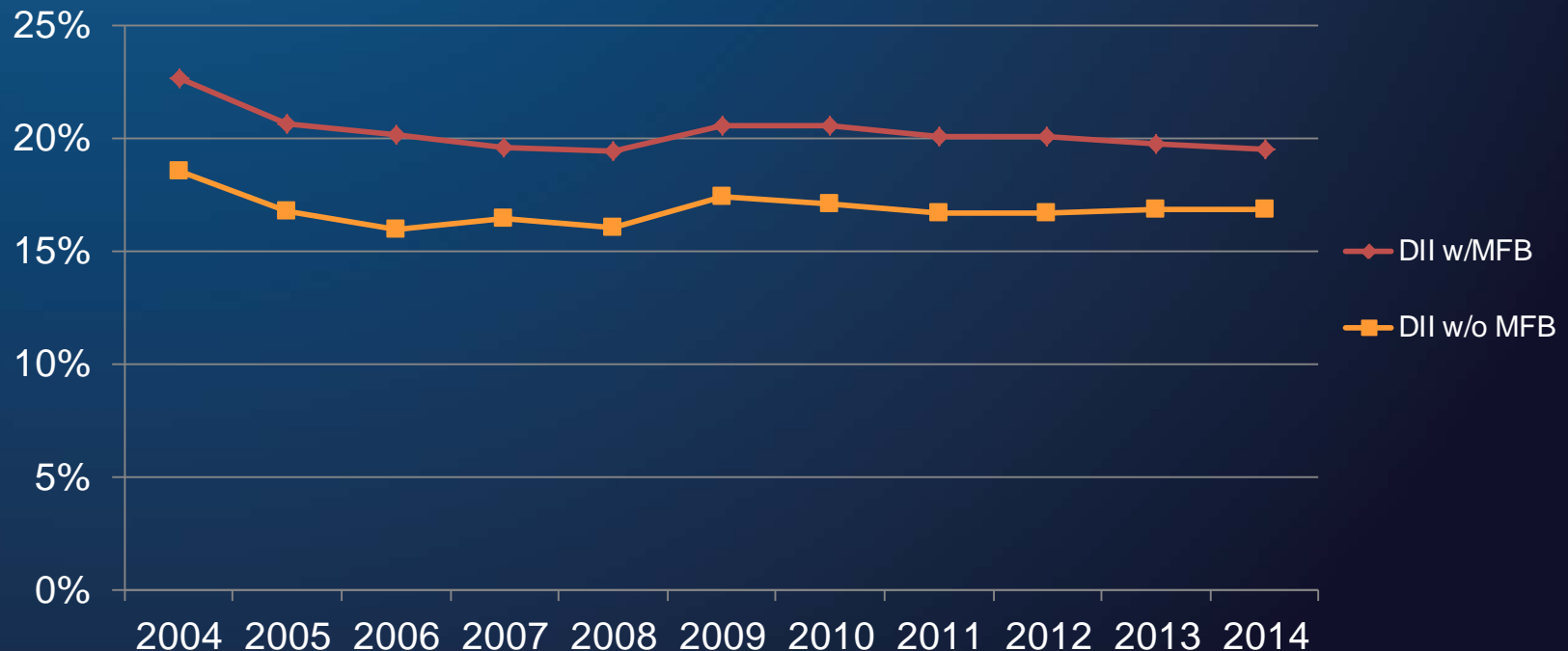
Division II Median Contributions By Subgroup and Year (2004 – 2014)



Division II Median Athletics Aid By Subgroup and Year (2004 – 2014)

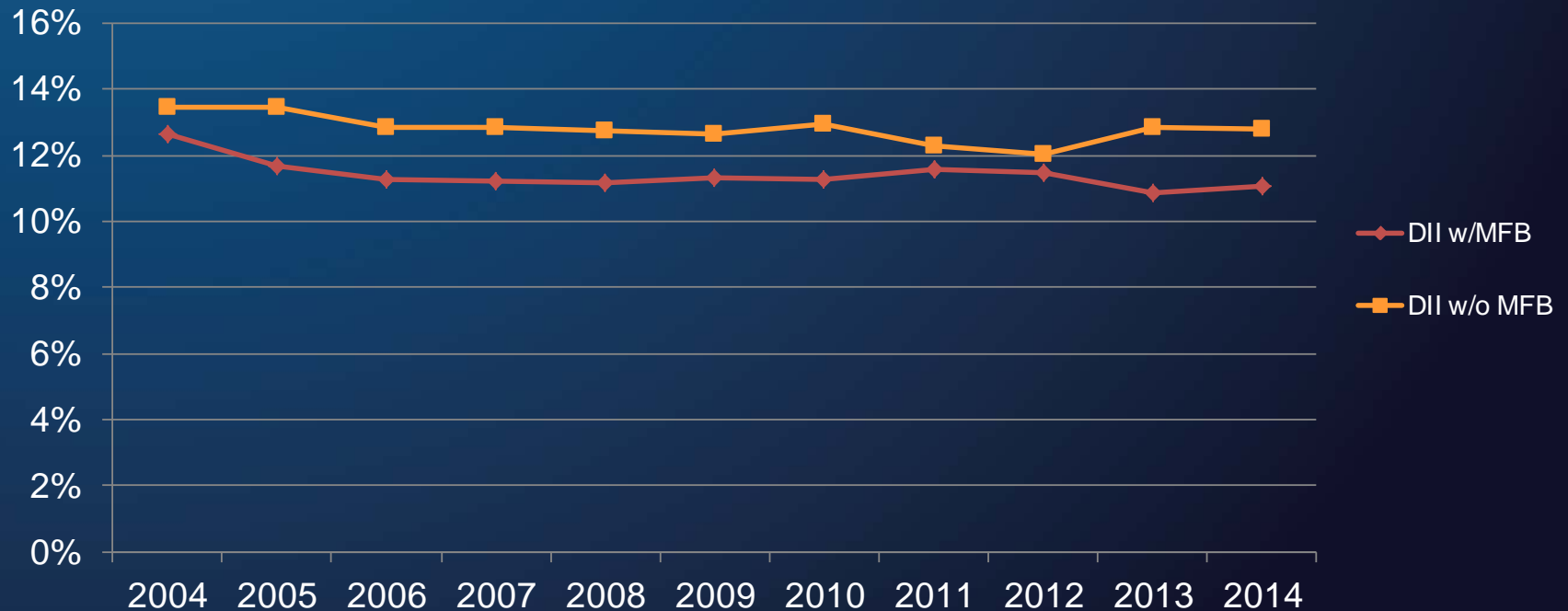


Division II Median Coaches Compensation By Subgroup and Year (2004 – 2014)

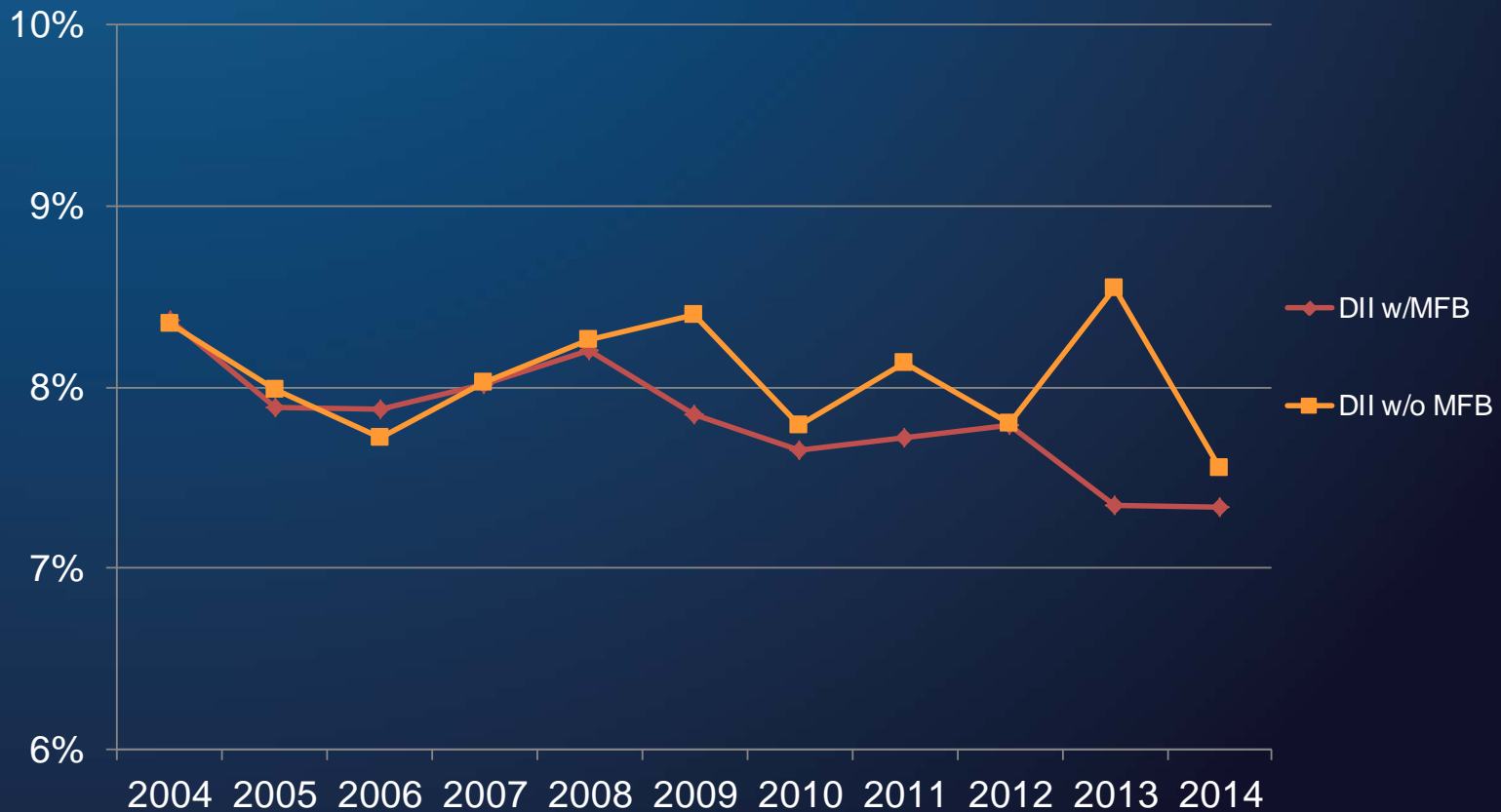


Division II Median Administrative Staff Compensation

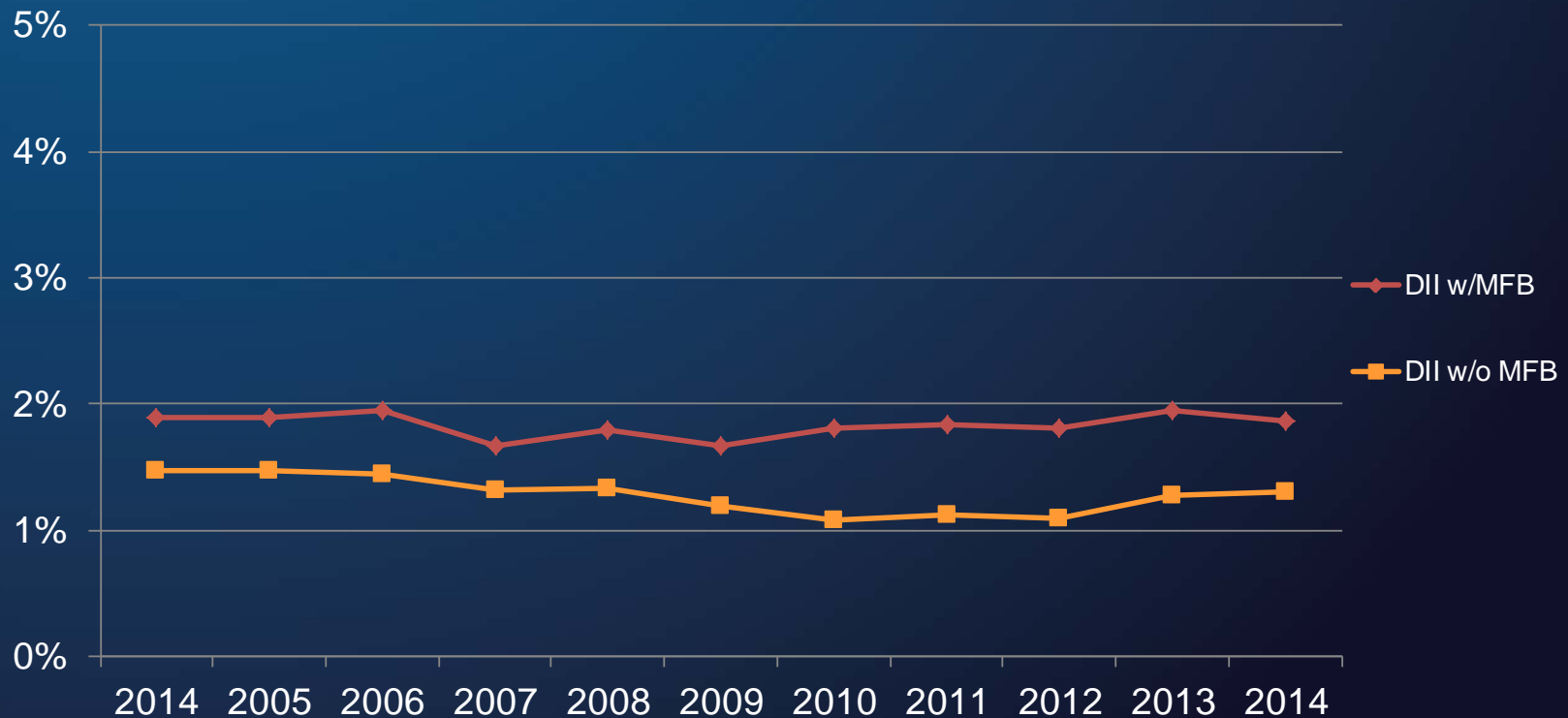
By Subgroup and Year (2004 – 2014)



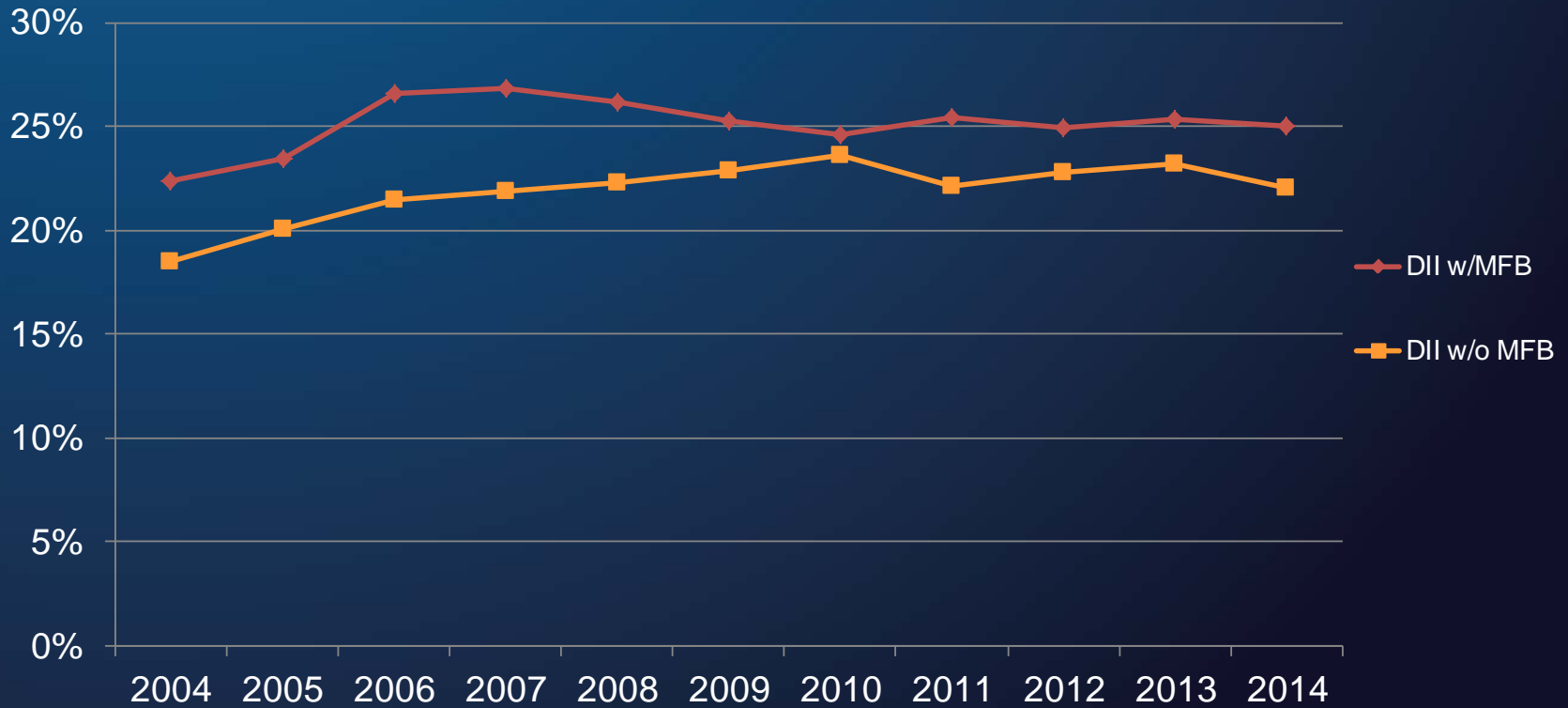
Division II Median Team Travel By Subgroup and Year (2004 – 2014)



Division II Median Medical Expenses and Insurance By Subgroup and Year (2004 – 2014)



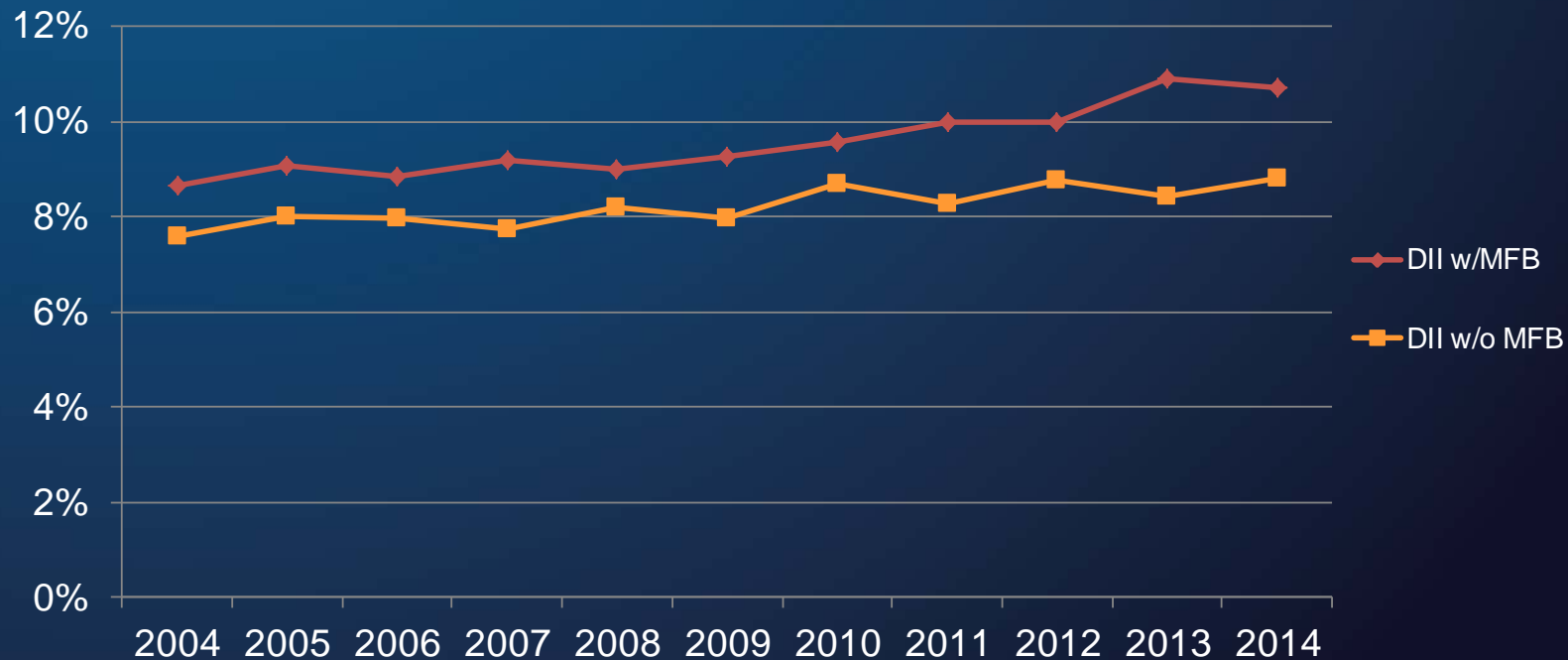
Division II Median Other Additional Expenses By Subgroup and Year (2004 – 2014)



Division II Median Athletics Aid Per Student-Athlete By Subgroup and Year (2004 – 2014)



Division II Median Student-Athletes as a Percentage of the Student Body By Subgroup and Year (2004 – 2014)



Division II Median Athletics as a Percentage of Institutional Expenditures By Subgroup and Year (2004 – 2014)

