Twelve-Year Trends in Division III Athletics Finances
Data

• The data used here were collected from the NCAA Financial Reporting System for fiscal years 2003-04 through 2014-15.

• 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.

• 245 Division III 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 III
By Football Sponsorship
### Median (and Range) 2015 Revenues and Expenses for Division III Institutions By Football Sponsorship

<table>
<thead>
<tr>
<th></th>
<th>Division III - w/MFB</th>
<th>Division III - w/o MFB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generated Revenues</strong></td>
<td>Median</td>
<td>Minimum</td>
</tr>
<tr>
<td>Generated Revenues</td>
<td>$317,000</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$3,604,000</td>
<td>$561,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$3,588,000</td>
<td>$970,000</td>
</tr>
<tr>
<td><strong>Net Generated Revenue</strong></td>
<td>($3,158,000)</td>
<td>($874,000)</td>
</tr>
</tbody>
</table>
Summary of 2015 Division III – with MFB Data

- Large disparities seen in both revenues and expenses across Division III – with MFB institutions (expenses ranged from approximately $970,000 to $16.4 million and revenues ranged from $561,000 to $16.4 million). The median expenses for this group of institutions was $3.6 million.

- Generated revenues ranged from $0 to $2.3 million. The median generated revenue was approximately $296,000.

- Generated revenues did not exceed expenses for any institution in 2015.

- The median institution shows negative net generated revenue of approximately $3.2 million. This could be construed as the cost to the institution of running a Division III athletics program with football.
Summary of 2015 Division III – without MFB Data

- Large disparities seen in both revenues and expenses across Division III – without MFB institutions (expenses ranged from $539,000 to $10.4 million and revenues ranged from approximately $103,000 to $11.2 million). The median expenses for this group of institutions was $2.0 million.

- Generated revenues ranged from $0 to $1.1 million. The median generated revenue was approximately $133,000.

- Generated revenues did not exceed expenses for any institution in 2015.

- The median negative net generated revenue for Division III – without MFB schools is approximately $1.8 million. This could be construed as the cost to the institution of running a Division III athletics program without football.
Revenue and Expense Trends from 2004 to 2015
By Football Sponsorship
Division III Median Total Revenues

Percentage increase from 2004-2015: With MFB = 136.8%
No MFB = 205.2%

Percentage increase from 2004-2015: With MFB = 136.5%
No MFB = 272.4%
Division III Median Total Expenses

Percentage increase from 2004-2015: With MFB = 124.7%
No MFB = 195.0%

Percentage increase from 2004-2015:  With MFB = 135.5%
No MFB = 194.3%
Summary of 2004 – 2015 Division III – with MFB Trend Data

• Over the 12-year period, total generated revenues grew by 136.5%. Total expenses grew by 124.7%.

• The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) increased from approximately $1.3 million in 2004 to approximately $3.2 million in 2015. This represents a change of about 135.5% over that 12-year period.
Summary of 2004 – 2015 Division III – without MFB Trend Data

• Over the 12-year period, total generated revenues grew by 272.4%. Total expenses grew by 195.0%.

• The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) increased from approximately $612,000 in 2004 to approximately $1.8 million in 2015. This represents a change of about 194.3% over that 12-year period.
2015 Dashboard Findings
By Football Sponsorship
## Summary of 2015

### Division III Financial Dashboards

<table>
<thead>
<tr>
<th>Category</th>
<th>Division III w/ MFB</th>
<th>Division III w/o MFB</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>21</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>Student Athlete as a Percentage of Student-Body</td>
<td>26%</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Athletics as a Percentage of Institutional Expenditures</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Spending Increase Gap</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Athletic Expense Per Student-Athlete</td>
<td>$7,702</td>
<td>$8,358</td>
<td>$7,887</td>
</tr>
<tr>
<td>Salaries, Benefits and Severance as Percentage of Total Expenditures</td>
<td>50%</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
<td>Coaches Compensation as Percentage of Total Expenditures</td>
<td>33%</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
<td>Administrative Compensation as Percentage of Total Expenditures</td>
<td>17%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Participation and Game Expenses as Percentage of Total Expenditures</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Team Travel Expenses as Percentage of Total Expenditures</td>
<td>12%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Facilities Maintenance and Administrative Support Expenses as Percentage of Total Expenditures</td>
<td>16%</td>
<td>20%</td>
<td>17%</td>
</tr>
</tbody>
</table>