Thirteen-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 2015-16.

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.

248 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.
  - Bowl revenues.
Allocated Revenue Sources

Allocated support:

• Student activity fees.
• Direct government support.
• Direct institutional support.
• Indirect institutional support.
• Less-transfers to the institution.
Summary Data for Division III
by Football Sponsorship
## Median (and Range) 2016 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></td>
<td>Median</td>
<td>Minimum</td>
</tr>
<tr>
<td>Generated Revenues</td>
<td>$335,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>$3,589,000</td>
<td>$581,000</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$3,689,000</td>
<td>$1,121,000</td>
</tr>
<tr>
<td>Net Generated Revenue</td>
<td>($3,213,000)</td>
<td>($961,000)</td>
</tr>
</tbody>
</table>
Large disparities seen in both revenues and expenses across Division IIII – with MFB institutions (expenses ranged from approximately $1.1 to $16.9 million and revenues ranged from $581,000 to $16.9 million). The median expenses for this group of institutions was $3.7 million.

The median generated revenues ranged from $6,000 to $2.6 million. The median generated revenue was approximately $335,000.

Generated revenues did not exceed expenses for any institution in 2016.

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 IIII athletics program with football.
Summary of 2016
Division III – without MFB Data

- Large disparities seen in both revenues and expenses across Division III – without MFB institutions (expenses ranged from approximately $474,000 to $11.9 million and revenues ranged from $190,000 to $12.3 million). The median expenses for this group of institutions was $2.1 million.
- The median generated revenues ranged from $0 to $990,000. The median generated revenue was approximately $165,000.
- Generated revenues did not exceed expenses for any institution in 2016.
- 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 2016
By Football Sponsorship
Division III Median Total Revenues With and Without Football (2004-2016)

Percentage increase from 2004-2016:
With MFB = 135.8%
Without MFB = 211.6%
Division III Median Generated Revenues With and Without Football (2004-2016)

Percentage increase from 2004-2016:
With MFB = 150.2%
Without MFB = 361.2%
Division III Median Total Expenses
With and Without Football (2004-2016)

Percentage increase from 2004-2016:
With MFB = 131.1%
Without MFB = 205.2%
Division III Net Operating Results Excluding Allocated Support With and Without Football (2004 – 2016)

Percentage increase from 2004-2016:
With MFB = 139.7%
Without MFB = 199.9%
Summary of 2004 – 2016
Division III – with MFB Trend Data

Over the 13-year period, generated revenues grew by 150.2%. Total expenses grew by 131.1%.

The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately $1.3 million in 2004 to approximately $3.2 million in 2016. This represents a change of about 139.7% over that 13-year period.
Over the 13-year period, generated revenues grew by 361.2%. Total expenses grew by 205.2%.

The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately $612,000 in 2004 to approximately $1.8 million in 2016. This represents a change of about 199.9% over that 13-year period.
2016 Dashboard Findings
By Football Sponsorship
# Summary of 2016 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>