



A photograph of two students walking away from the camera on a paved path. The student on the left is a young man with short brown hair, wearing a light blue polo shirt and white shorts, carrying a basketball in his right hand and a black duffel bag over his left shoulder. The student on the right is a young woman with long black hair, wearing a red t-shirt and white shorts, carrying a grey backpack and holding a white piece of paper. The path is lined with green trees and a flowering bush on the right. In the background, a large, light-colored building is visible through the trees.

Thirteen-Year Trends in Division II 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.
- ▶ 305 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.
 - Less-transfers to the institution.

Summary Data for Division II by Football Sponsorship

Median (and Range) 2016 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	\$777,000	\$17,000	\$4,251,000	\$397,000	\$0	\$3,377,000
Total Revenues	\$6,564,000	\$905,000	\$19,377,000	\$4,912,000	\$382,000	\$26,698,000
Total Expenses	\$6,609,000	\$1,891,000	\$18,981,000	\$4,975,000	\$701,000	\$26,698,000
Net Generated Revenue	(\$5,611,000)	(\$1,678,000)	(\$17,588,000)	(\$4,657,000)	(\$693,000)	(\$25,843,000)

Summary of 2016

Division II – with MFB Data

- ▶ Large disparities seen in both revenues and expenses across Division II – with MFB institutions (expenses ranged from approximately \$1.9 to \$19.0 million and revenues ranged from \$905,000 to \$19.4 million). The median expenses for this group of institutions was \$6.6 million.
- ▶ The median generated revenues ranged from \$17,000 to \$4.3 million. The median generated revenue was approximately \$777,000.
- ▶ Generated revenues did not exceed expenses for any institution in 2016.
- ▶ The median institution shows negative net generated revenue of approximately \$5.6 million. This could be construed as the cost to the institution of running a Division II athletics program with football.

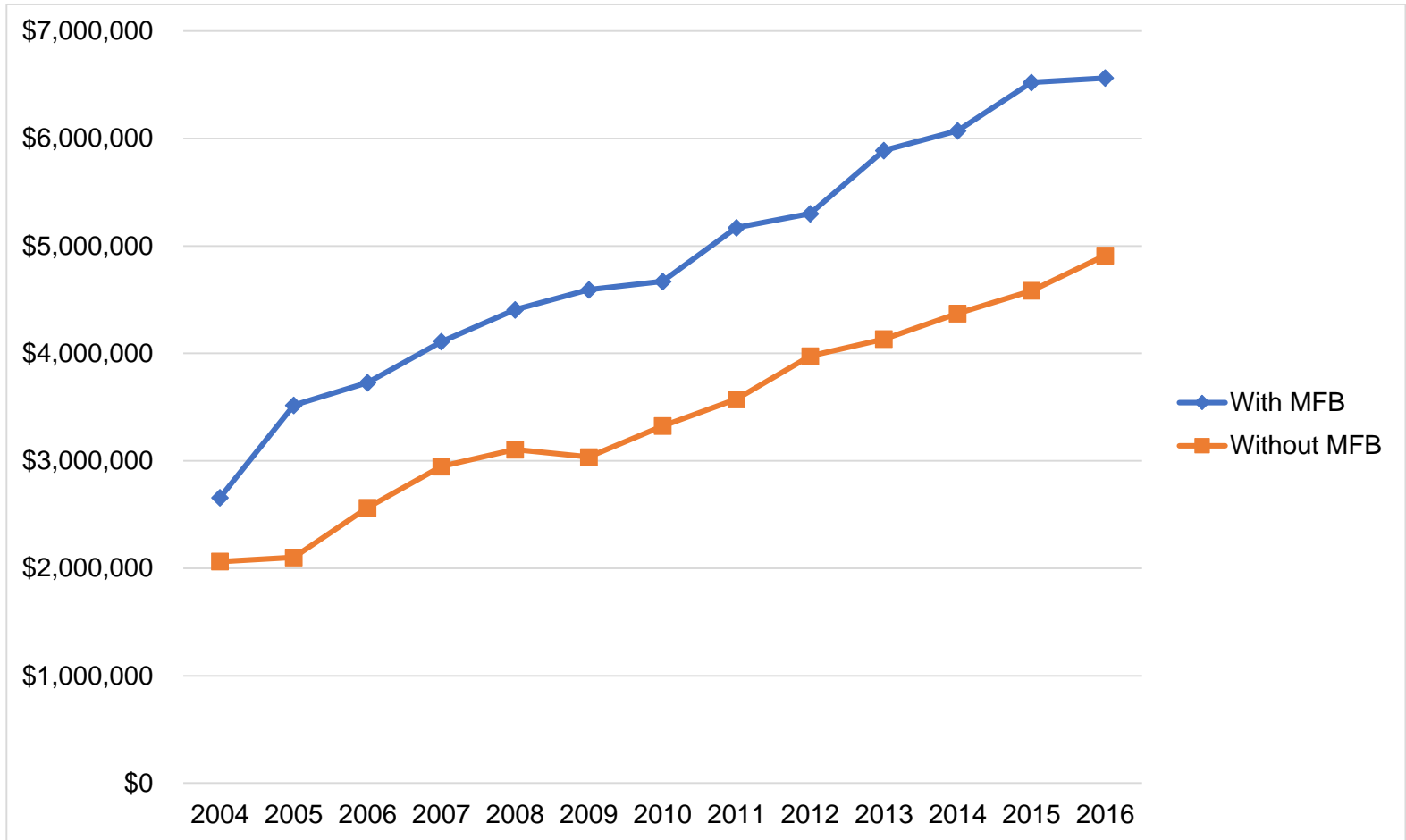
Summary of 2016

Division II – without MFB Data

- ▶ Large disparities seen in both revenues and expenses across Division II – without MFB institutions (expenses ranged from approximately \$701,000 to \$26.7 million and revenues ranged from \$382,000 to \$26.7 million). The median expenses for this group of institutions was \$5.0 million.
- ▶ The median generated revenues ranged from \$0 to \$3.4 million. The median generated revenue was approximately \$397,000.
- ▶ Generated revenues did not exceed expenses for any institution in 2016.
- ▶ The median negative net generated revenue for Division II – without MFB schools is approximately \$4.7 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 2016 By Football Sponsorship

Division II Median Total Revenues With and Without Football (2004-2016)

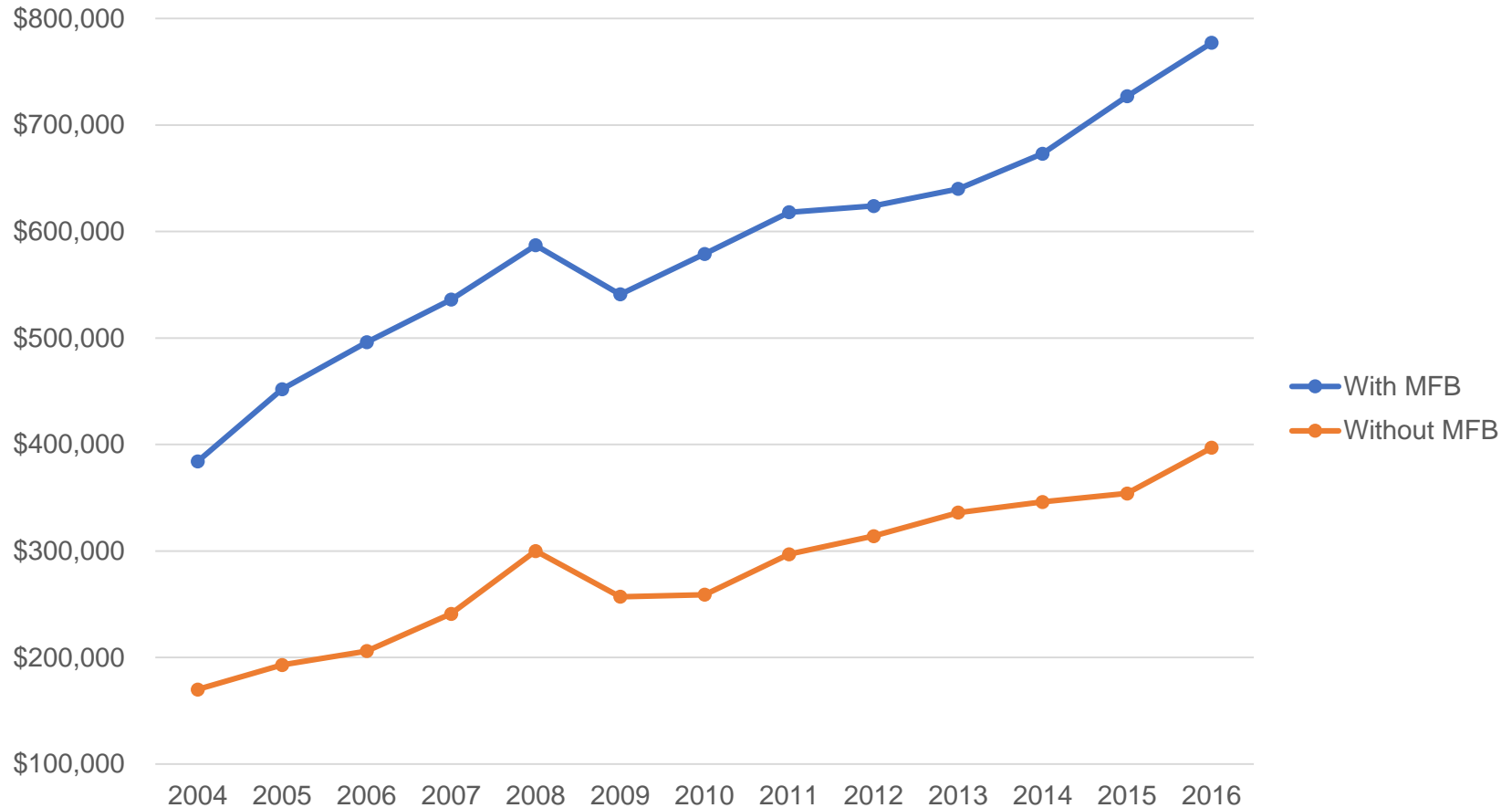


Percentage increase from 2004-2016:

With MFB = 146.9%

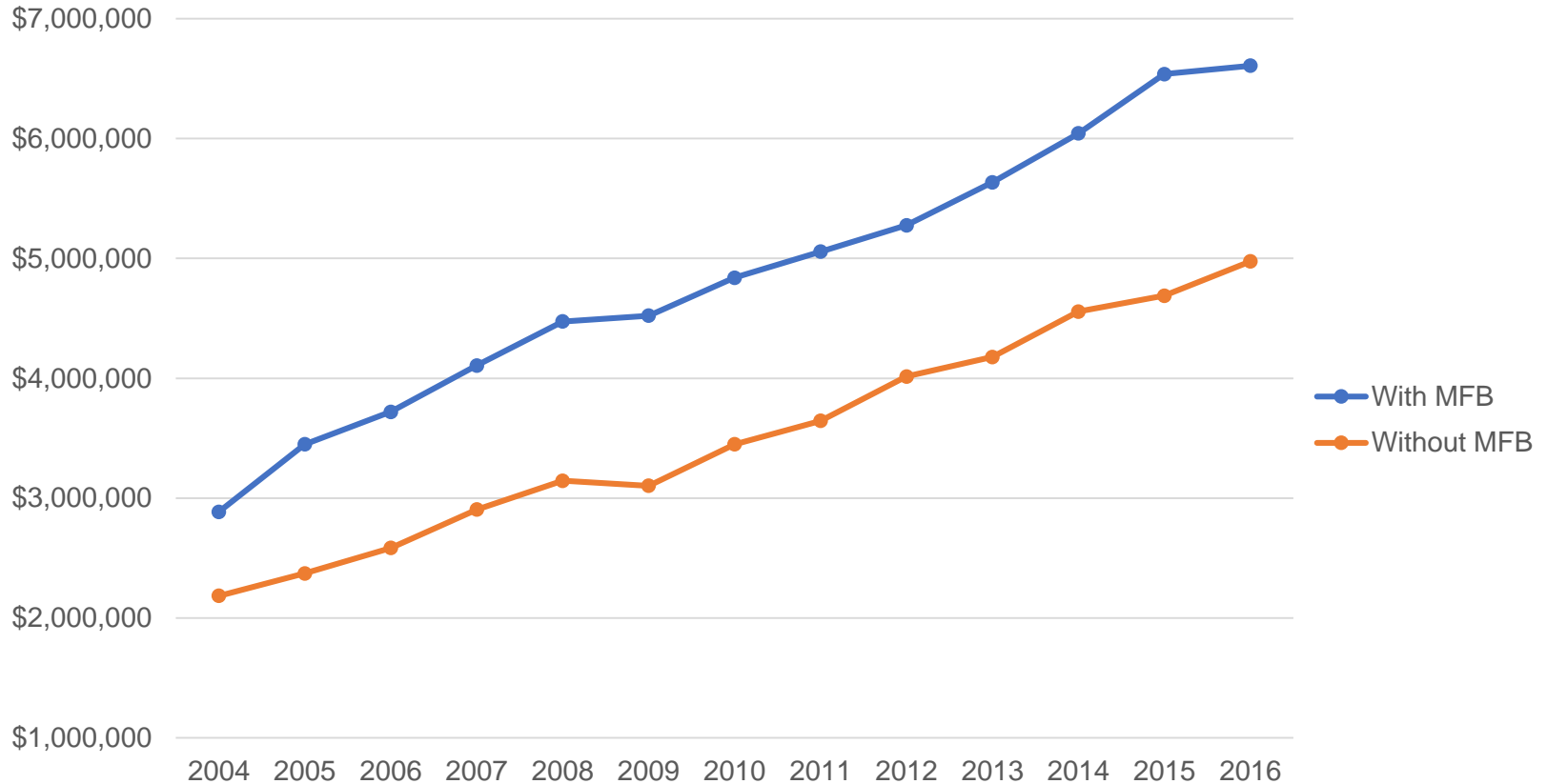
Without MFB = 138.2%

Division II Median Generated Revenues With and Without Football (2004-2016)



Percentage increase from 2004-2016:
With MFB = 102.4%
Without MFB = 133.5%

Division II Median Total Expenses With and Without Football (2004-2016)

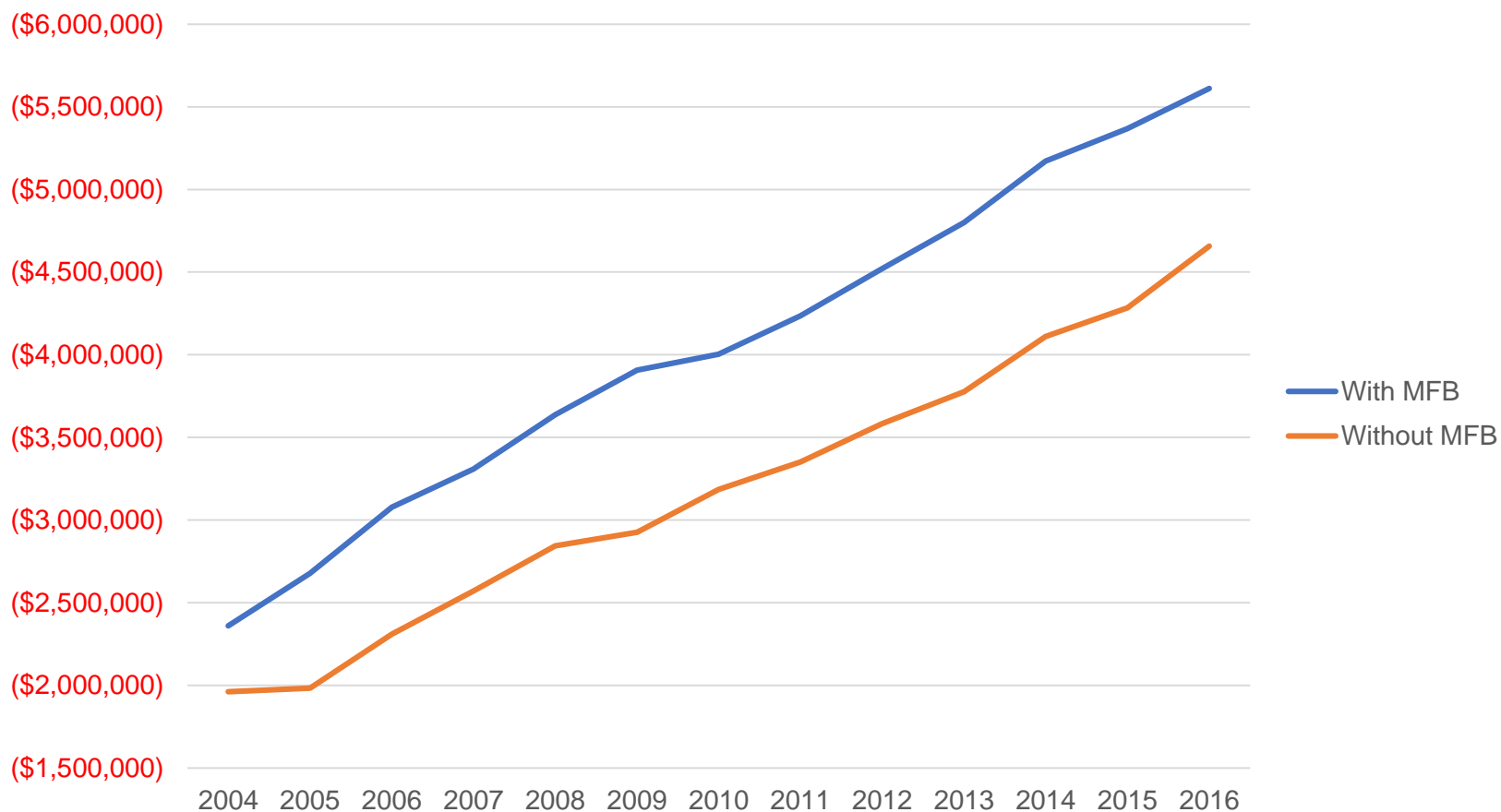


Percentage increase from 2004-2016:

With MFB = 129.1%

Without MFB = 127.8%

Division II Net Operating Results Excluding Allocated Support With and Without Football (2004 – 2016)



Percentage increase from 2004-2016:
With MFB = 137.7%
Without MFB = 137.4%

Summary of 2004 – 2016

Division II – with MFB Trend Data

- ▶ Over the 13-year period, generated revenues grew by 102.4%. Total expenses grew by 129.1%.
- ▶ 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 \$5.6 million in 2016. This represents a change of about 137.7% over that 13-year period.

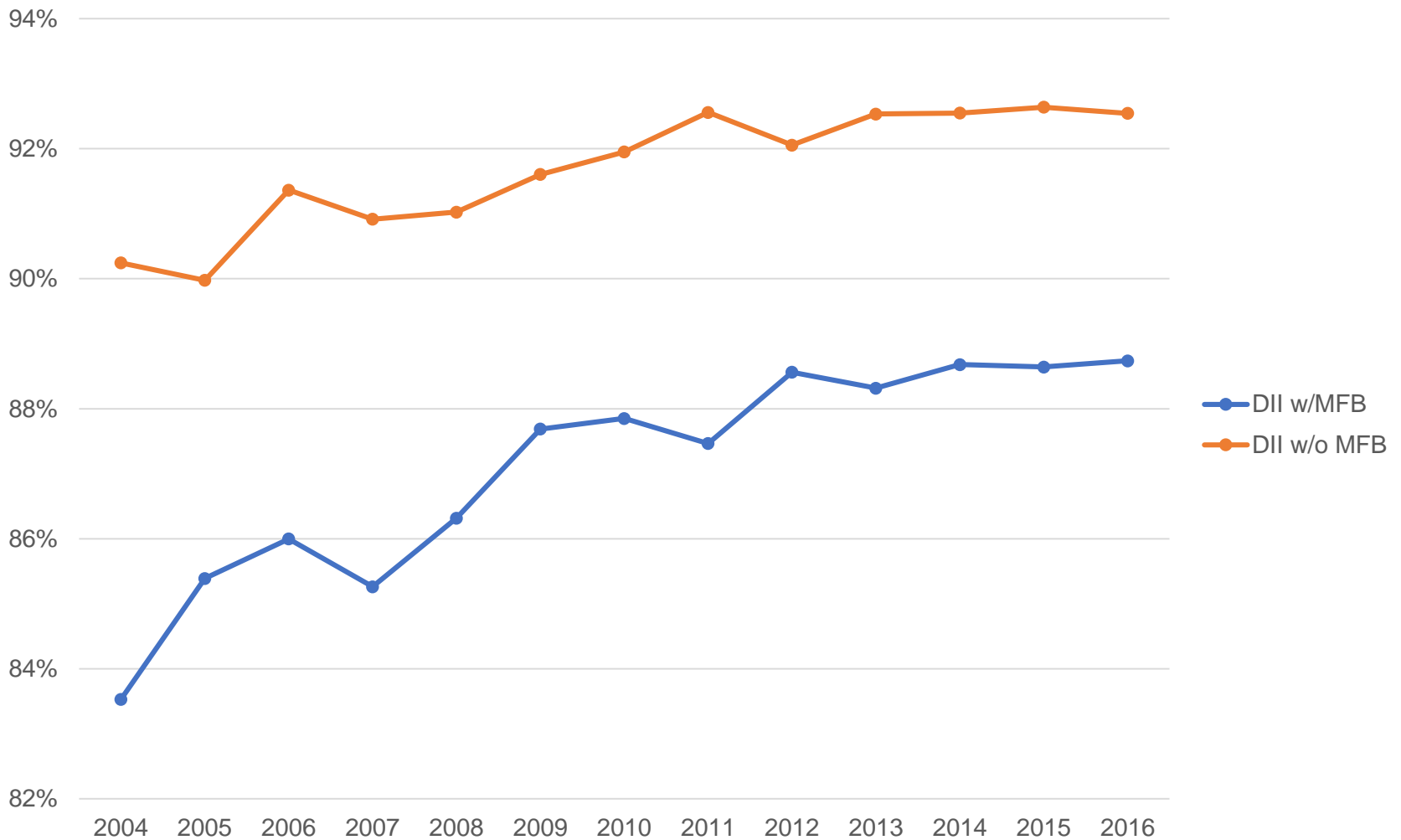
Summary of 2004 – 2016

Division II – without MFB Trend Data

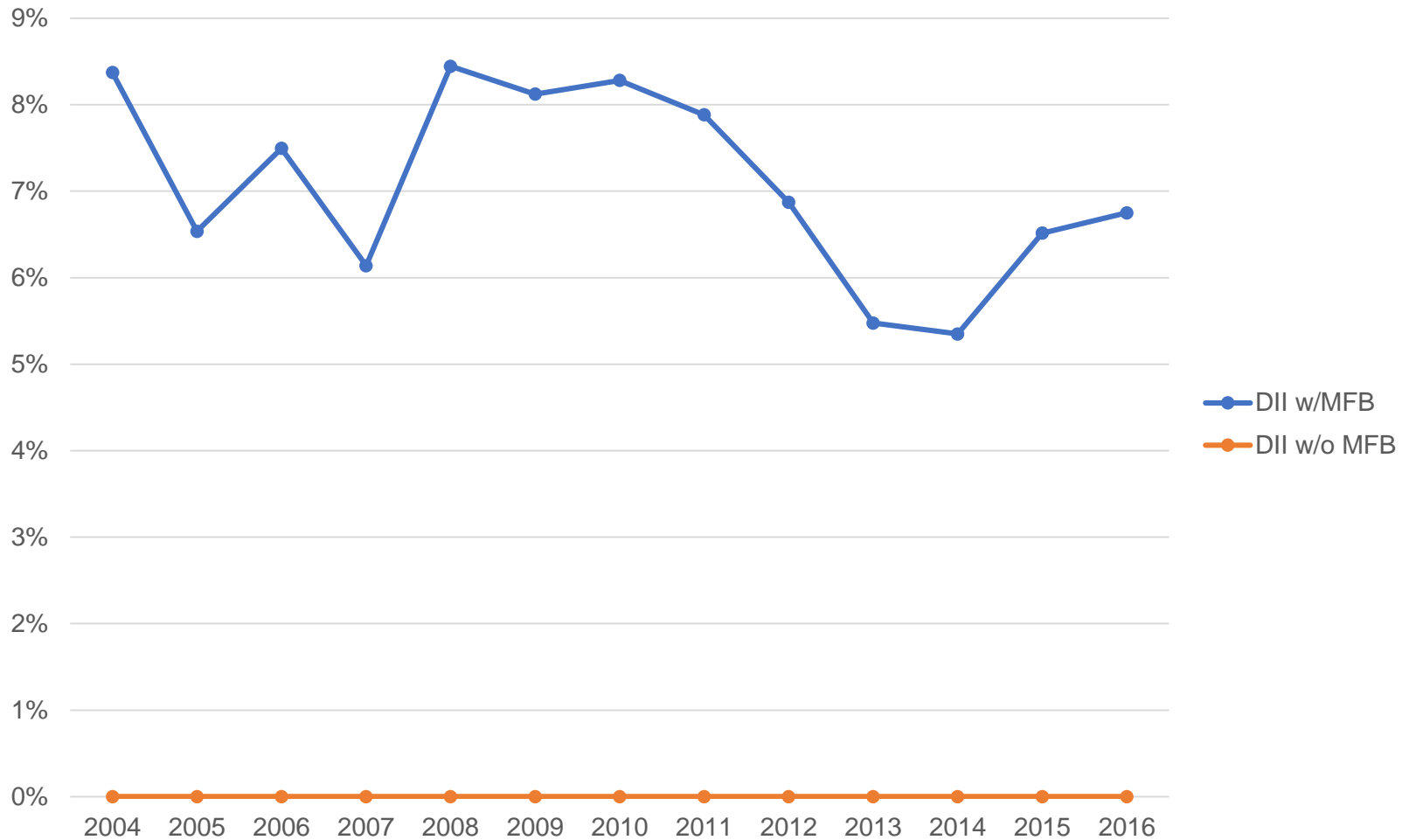
- ▶ Over the 13-year period, generated revenues grew by 133.5%. Total expenses grew by 127.8%.
- ▶ The overall negative net revenue (which might be construed as the “true” cost of running an athletics program) grew from approximately \$2 million in 2004 to approximately \$4.7 million in 2016. This represents a change of about 137.4% over that 13-year period.

Dashboard Indicators

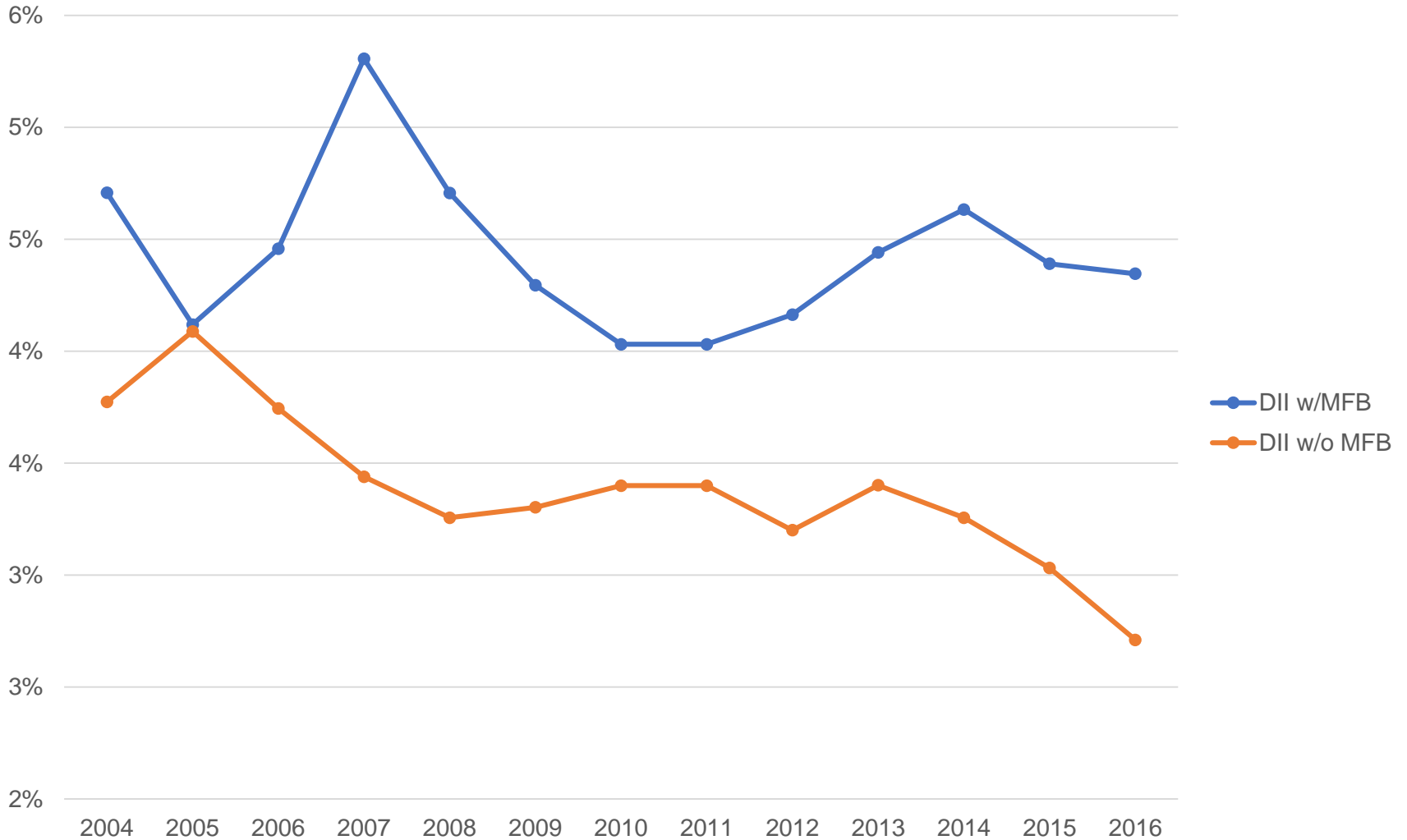
Division II Median Allocated Revenues (Allocated Rev. by Total Rev.) By Subgroup and Year (2004 – 2016)



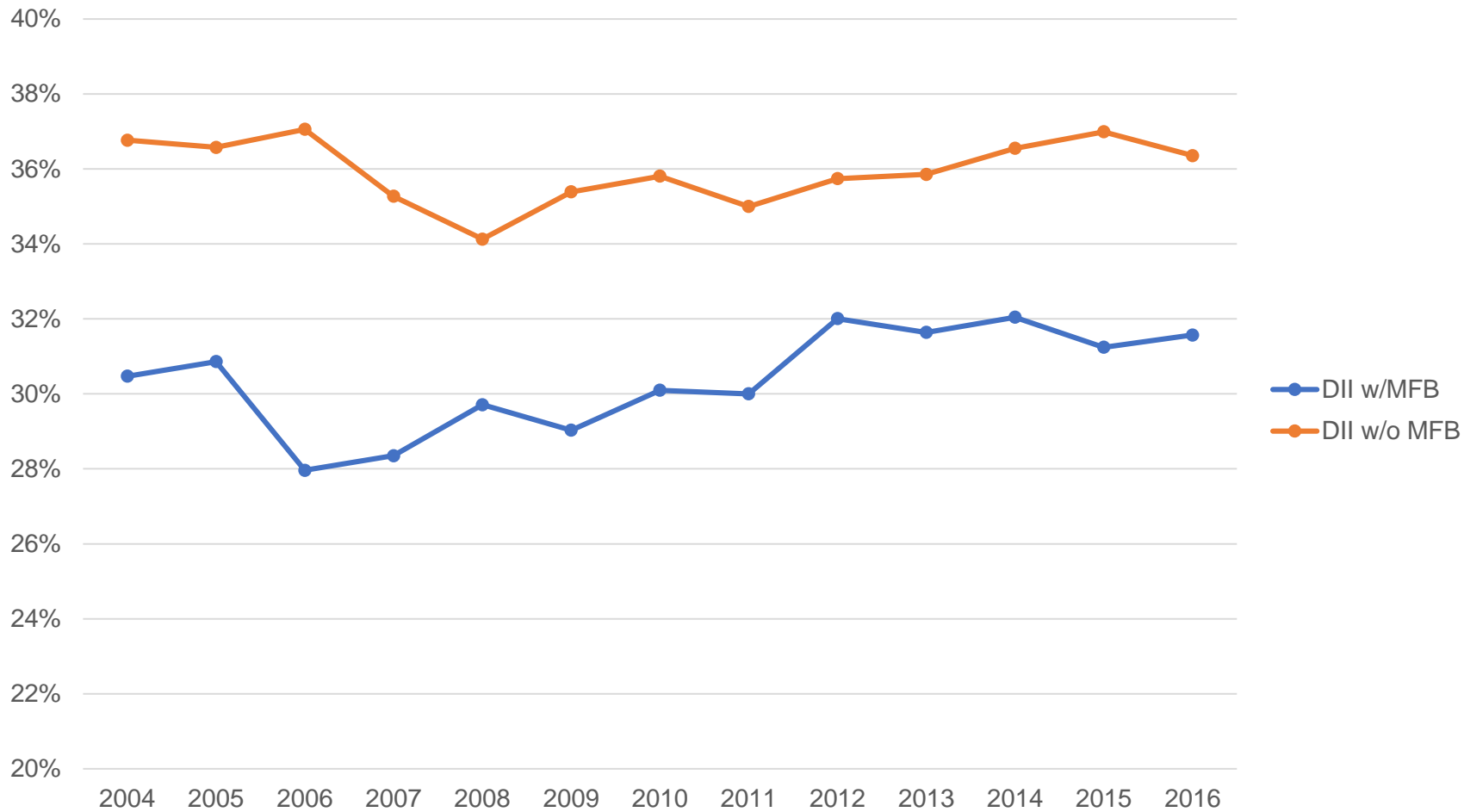
Division II Median Student Fees By Subgroup and Year (2004-2016)



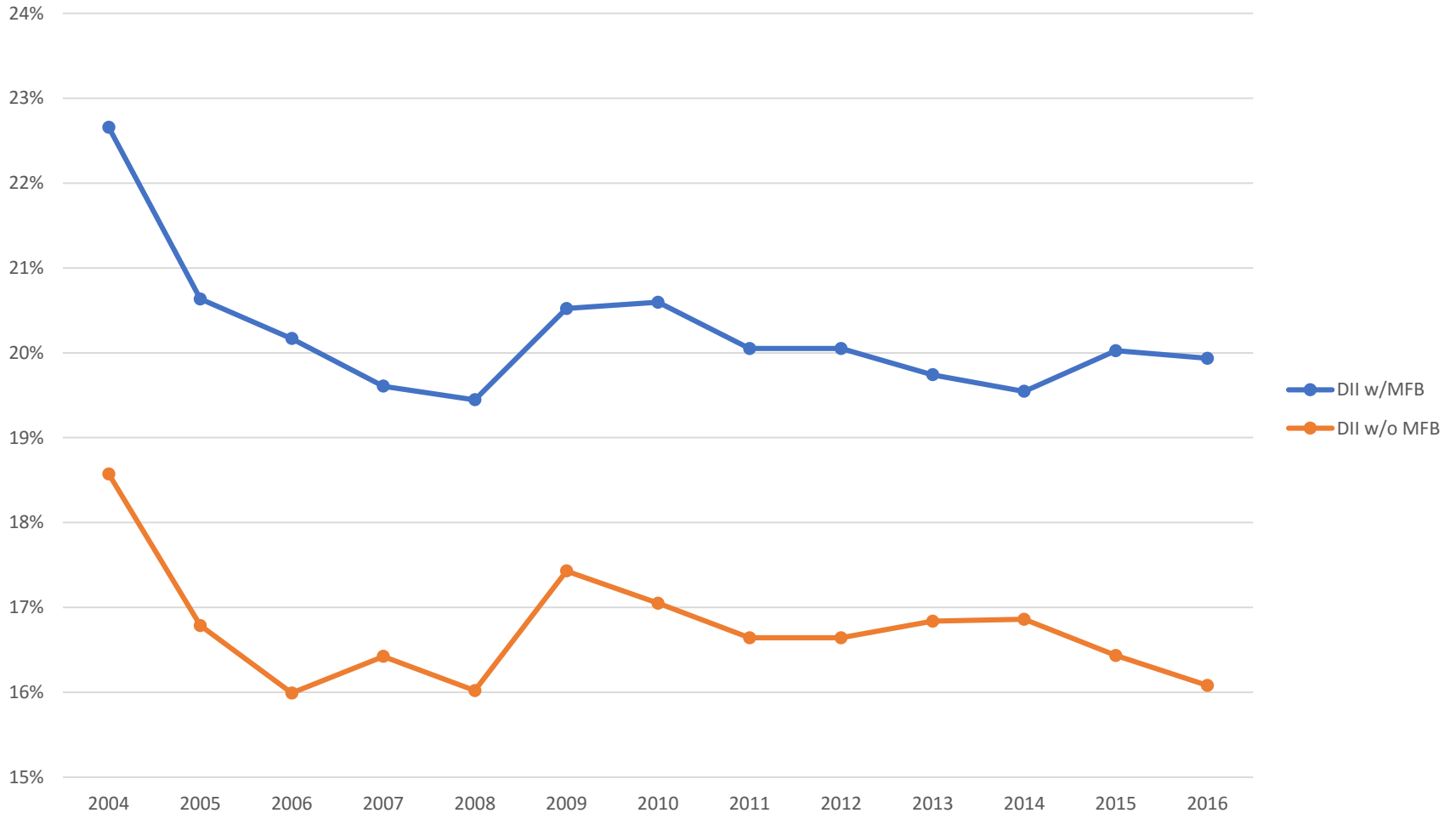
Division II Median Contributions By Subgroup and Year (2004 – 2016)



Division II Median Athletics Aid By Subgroup and Year (2004 – 2016)

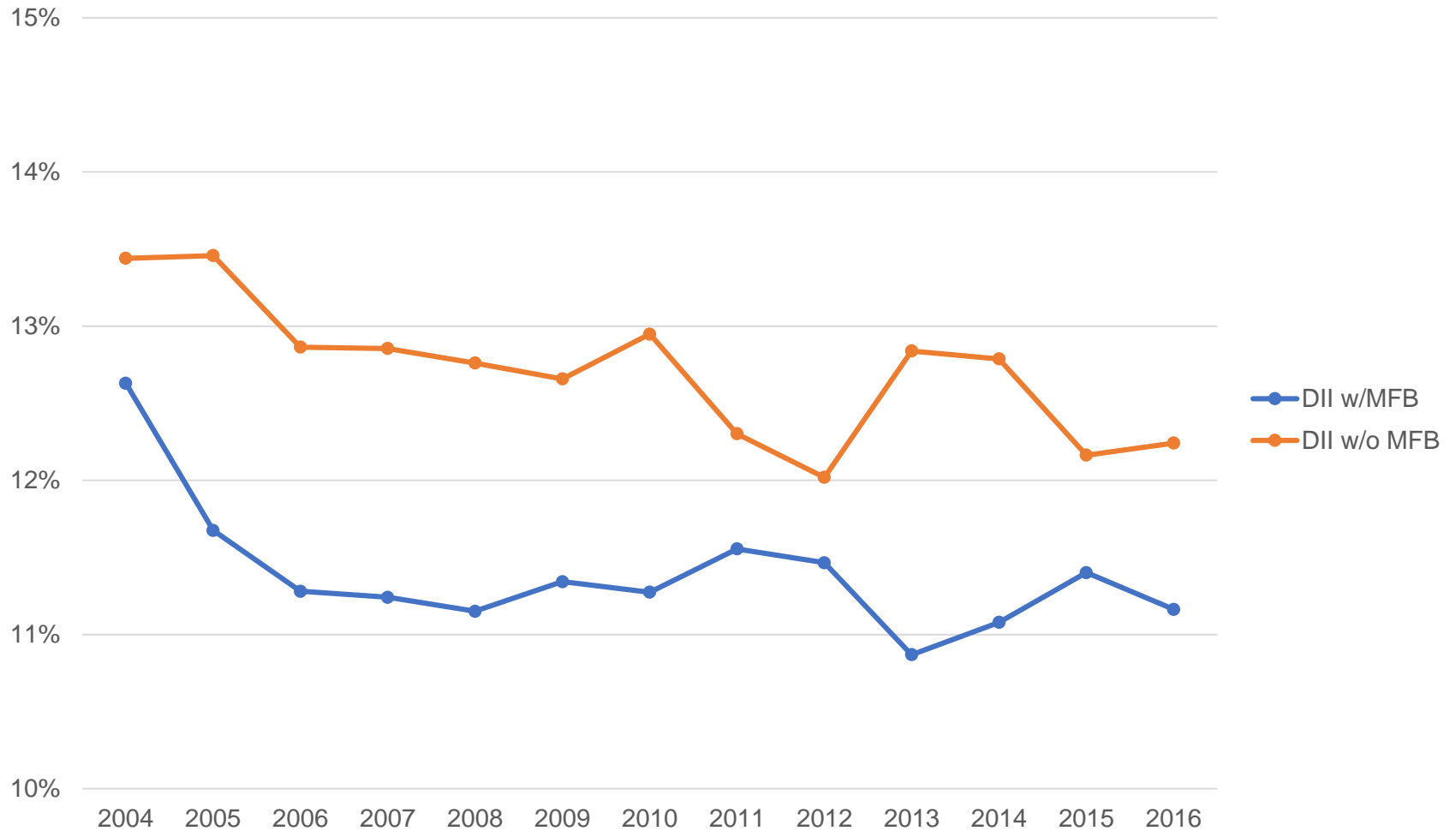


Division II Median Coaches Compensation By Subgroup and Year (2004 – 2016)

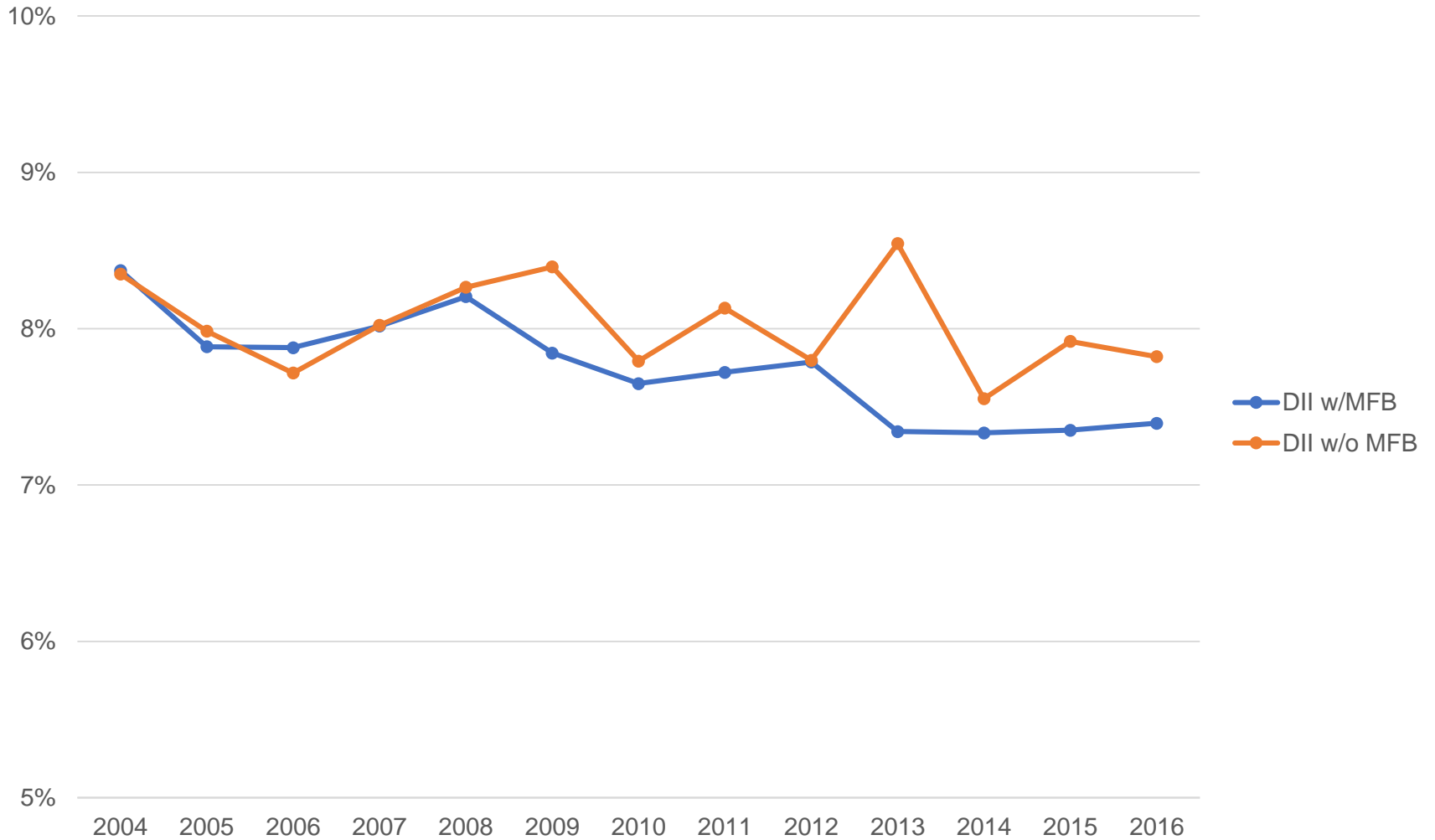


Division II Median Administrative Staff Compensation

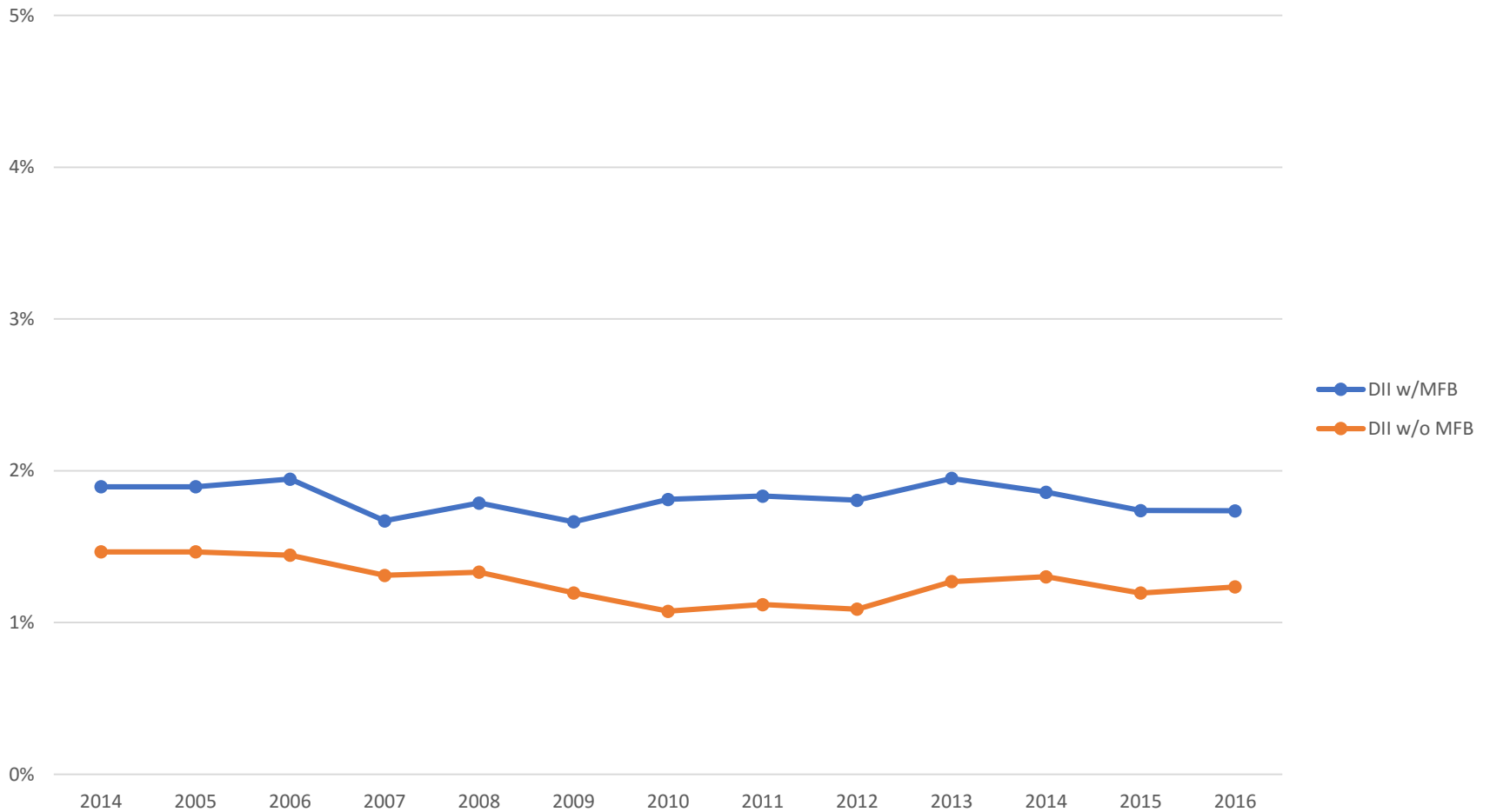
By Subgroup and Year (2004 – 2016)



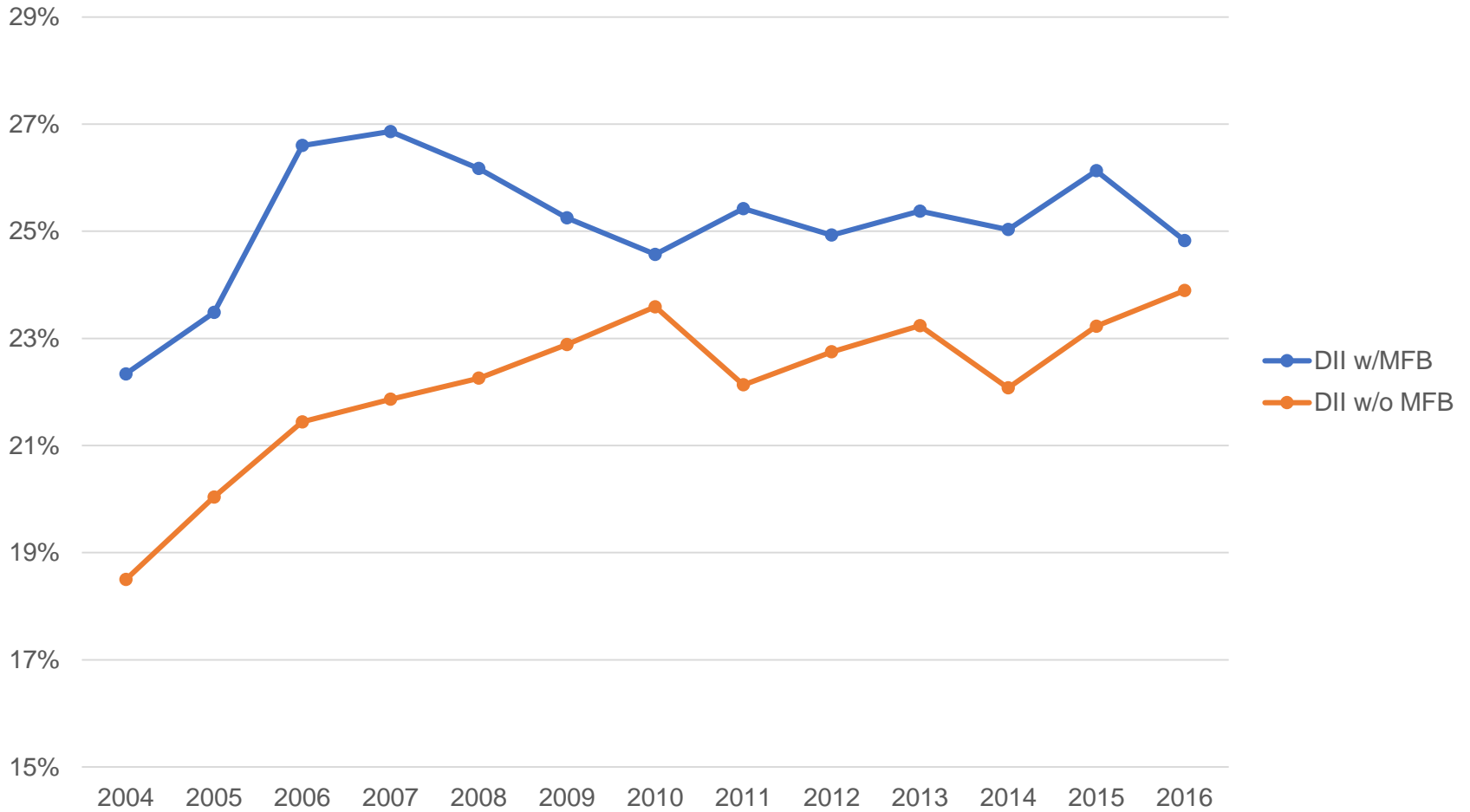
Division II Median Team Travel By Subgroup and Year (2004 – 2016)



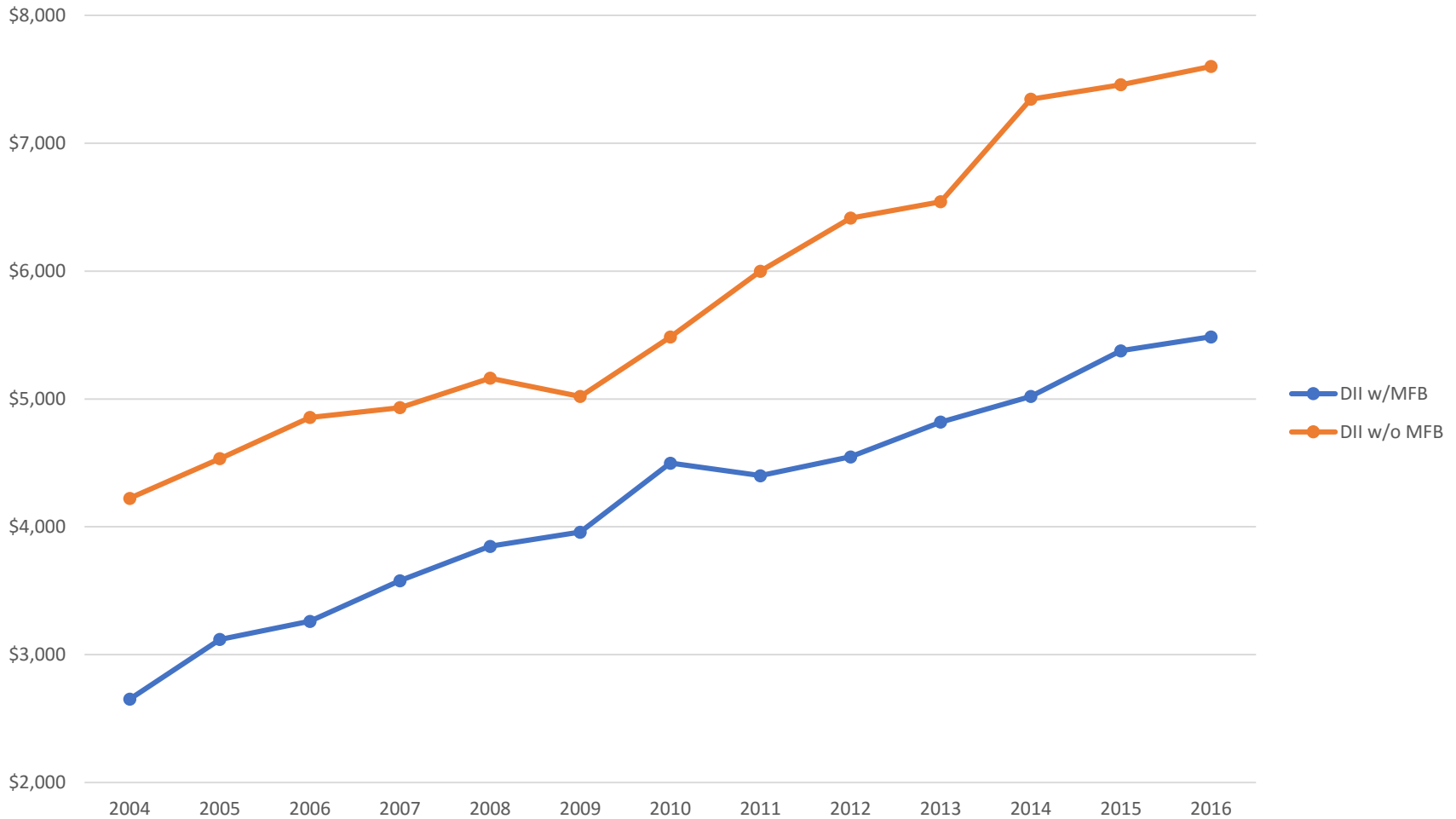
Division II Median Medical Expenses and Insurance By Subgroup and Year (2004 – 2016)



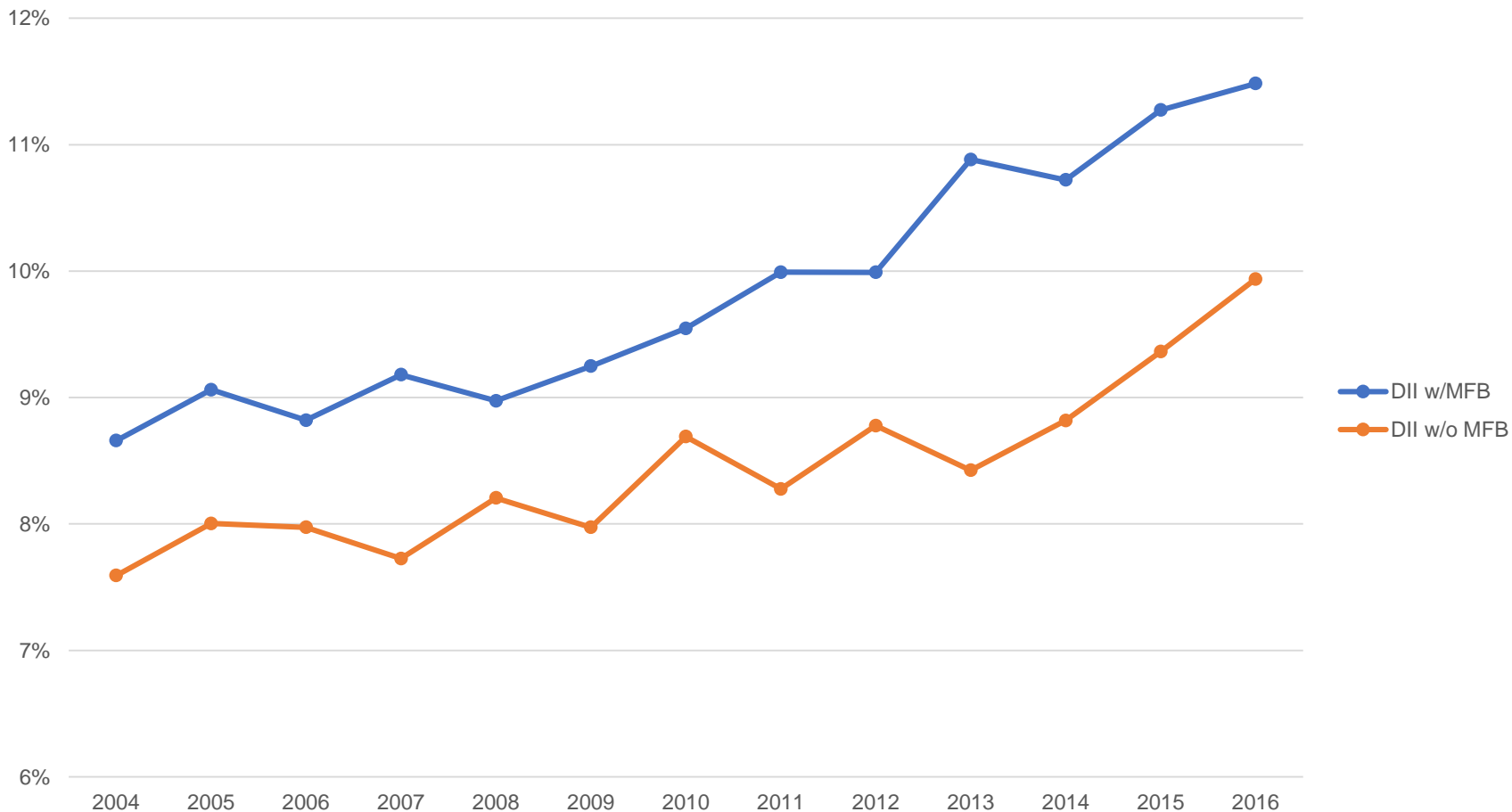
Division II Median Other Additional Expenses By Subgroup and Year (2004 – 2016)



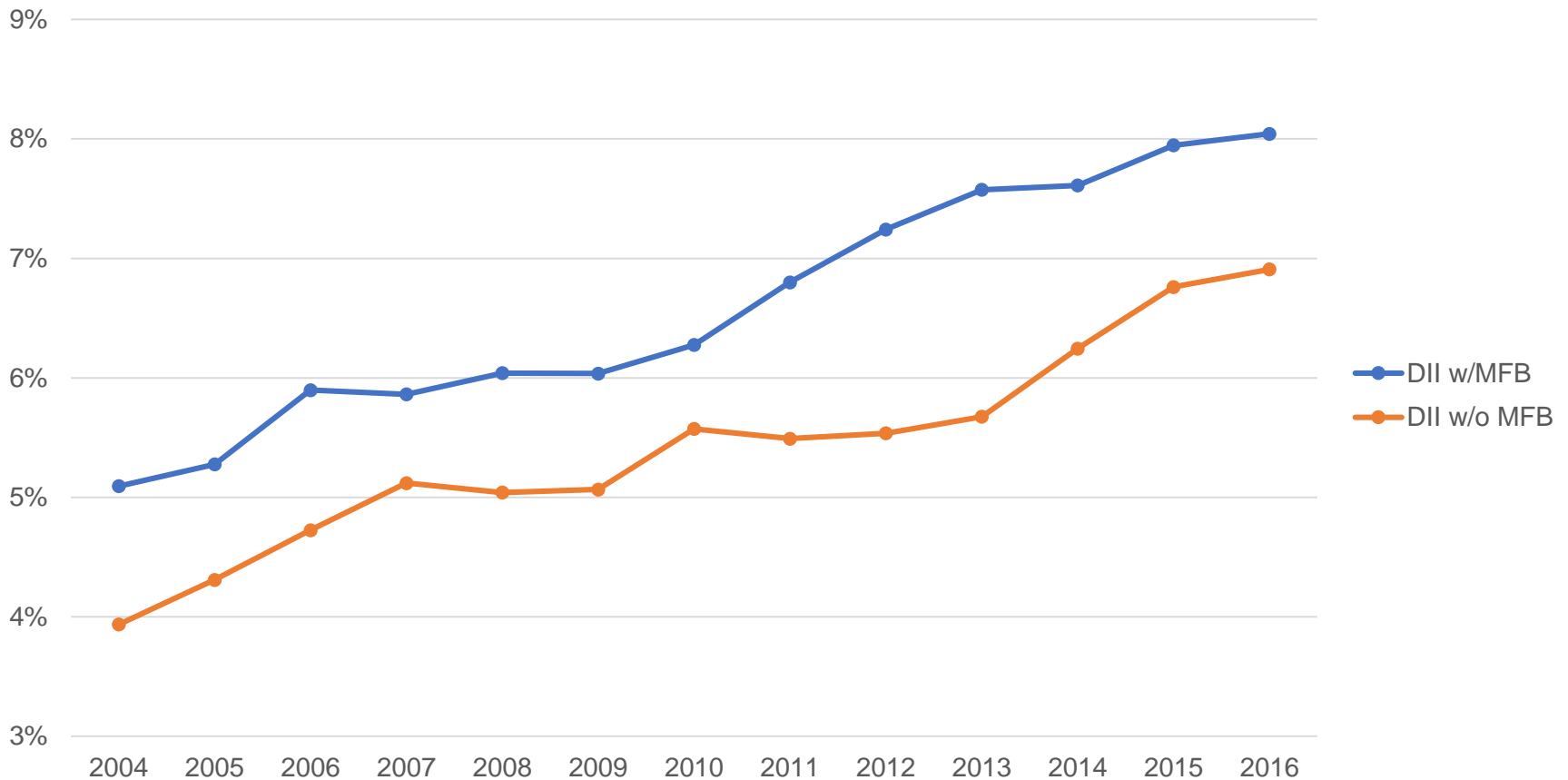
Division II Median Athletics Aid Per Student-Athlete By Subgroup and Year (2004 – 2016)



Division II Median Student-Athletes as a Percentage of the Student Body By Subgroup and Year (2004 – 2016)



Division II Median Athletics as a Percentage of Institutional Expenditures By Subgroup and Year (2004 – 2016)





Research

NCAA.org/research |  [@NCAAResearch](https://twitter.com/NCAAResearch)

NCAA is a trademark of the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.