



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 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

	Division III - w/MFB			Division III - w/o MFB		
	Median	Minimum	Maximum	Median	Minimum	Maximum
Generated Revenues	\$335,000	\$6,000	\$2,553,000	\$165,000	\$0	\$990,000
Total Revenues	\$3,589,000	\$581,000	\$16,868,000	\$2,057,000	\$190,000	\$12,345,000
Total Expenses	\$3,689,000	\$1,121,000	\$16,868,000	\$2,083,000	\$474,000	\$11,894,000
Net Generated Revenue	(\$3,213,000)	(\$961,000)	(\$14,785,000)	(\$1,835,000)	(\$426,000)	(\$11,810,000)

Summary of 2016

Division III – with MFB Data

- ▶ Large disparities seen in both revenues and expenses across Division III – 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 III athletics program with football.

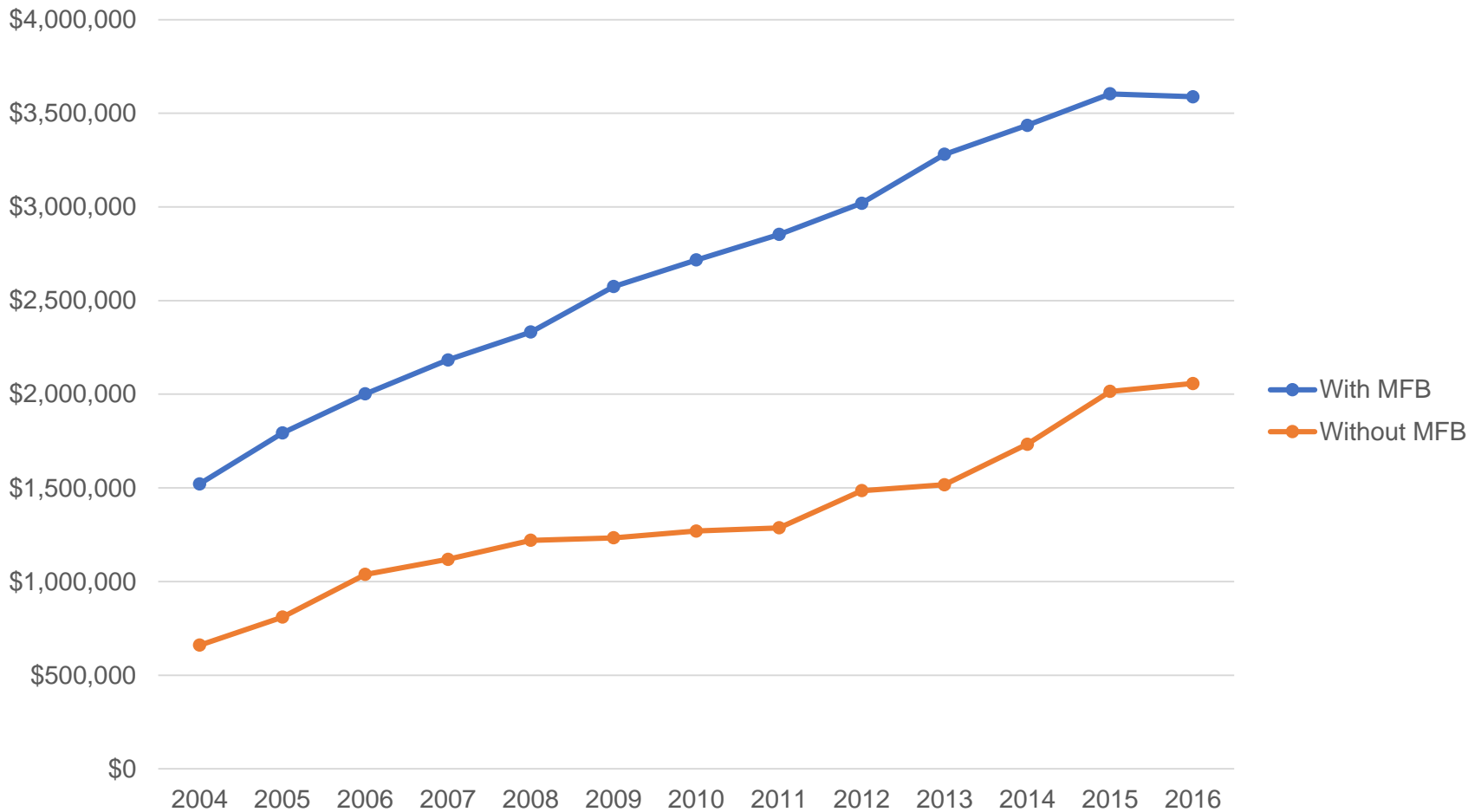
Summary of 2016

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.

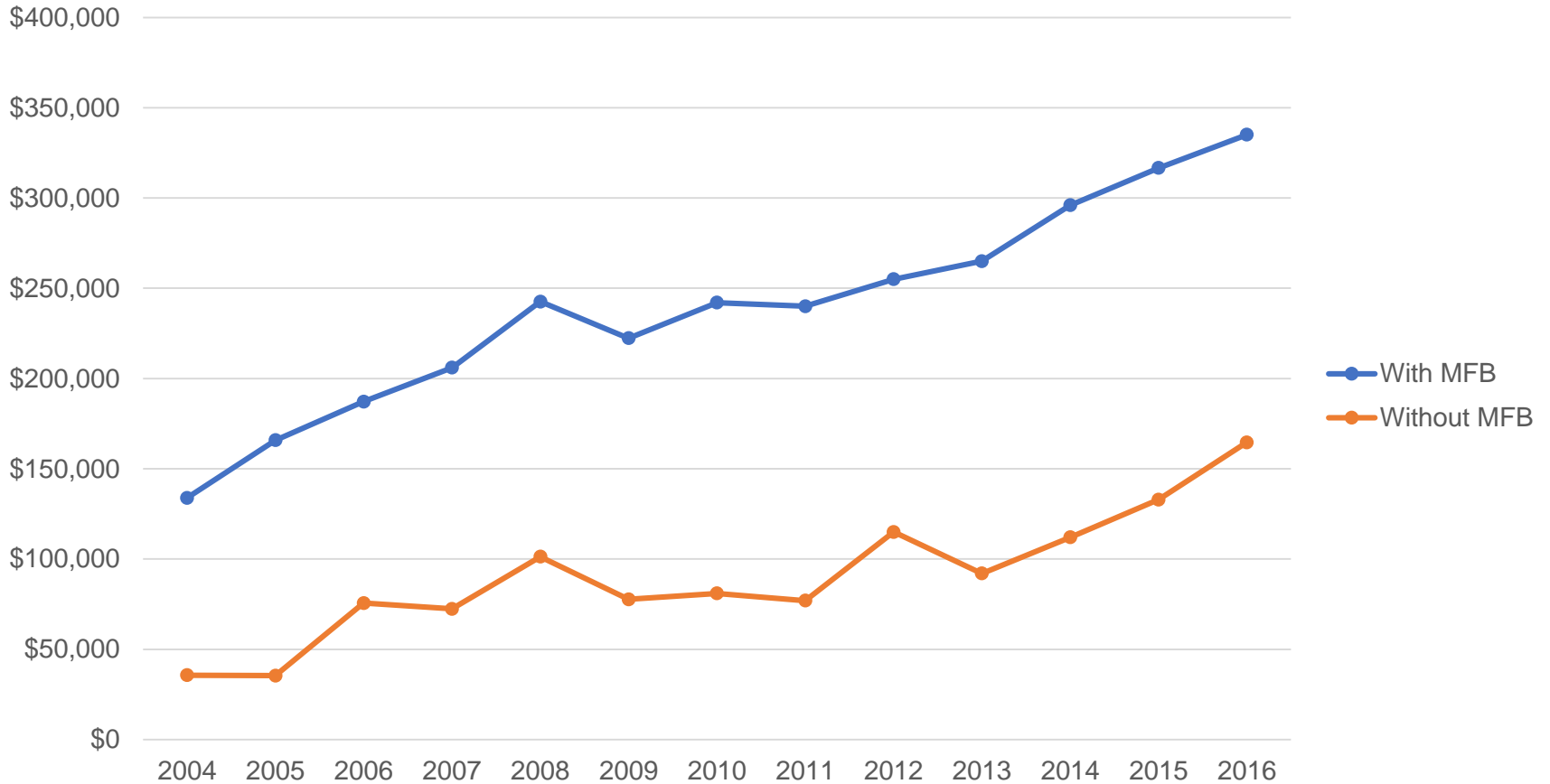
Revenue and Expense Trends from 2004 to 2016 By Football Sponsorship

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)

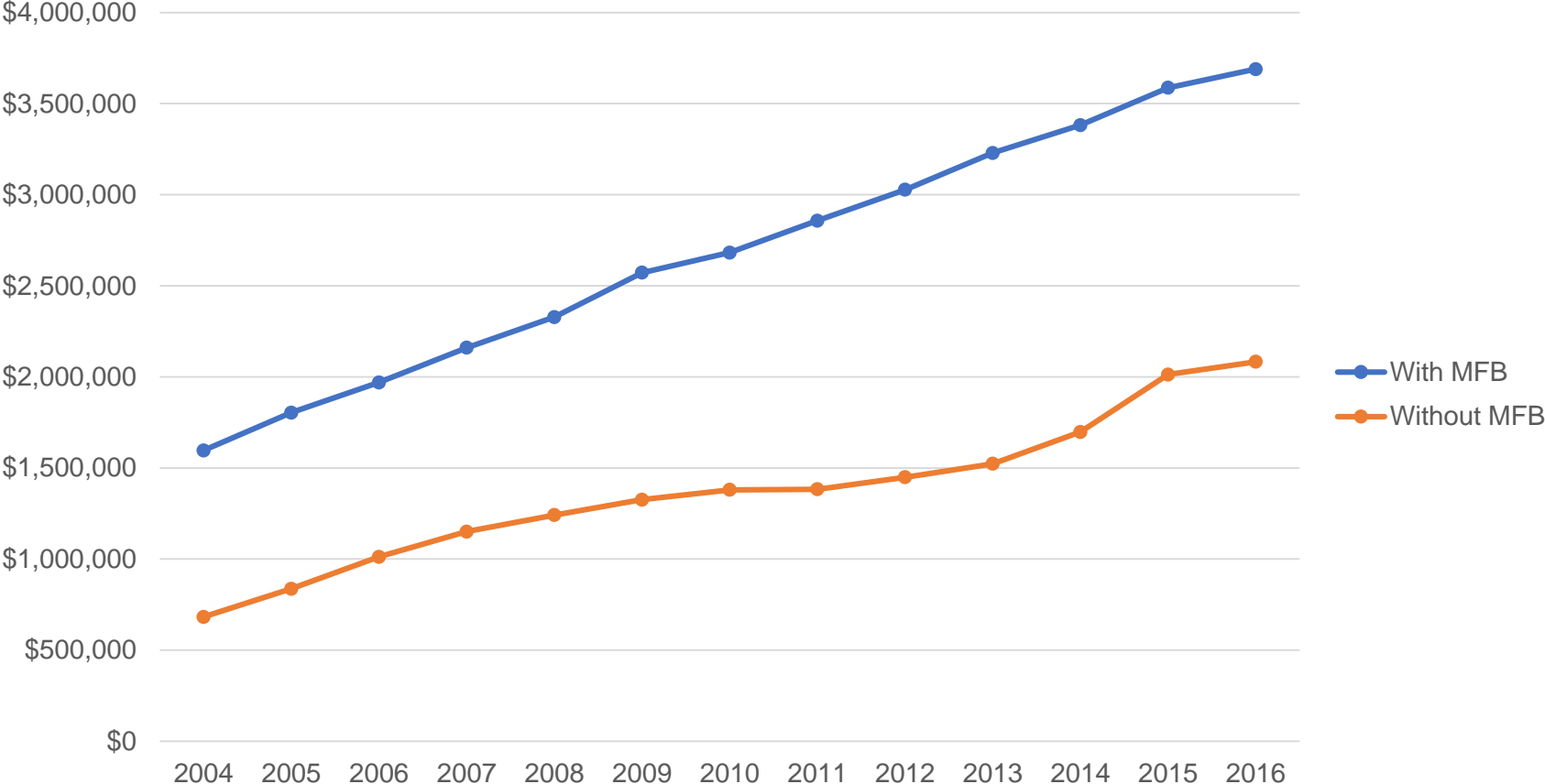


Percentage increase from 2004-2016:

With MFB = 150.2%

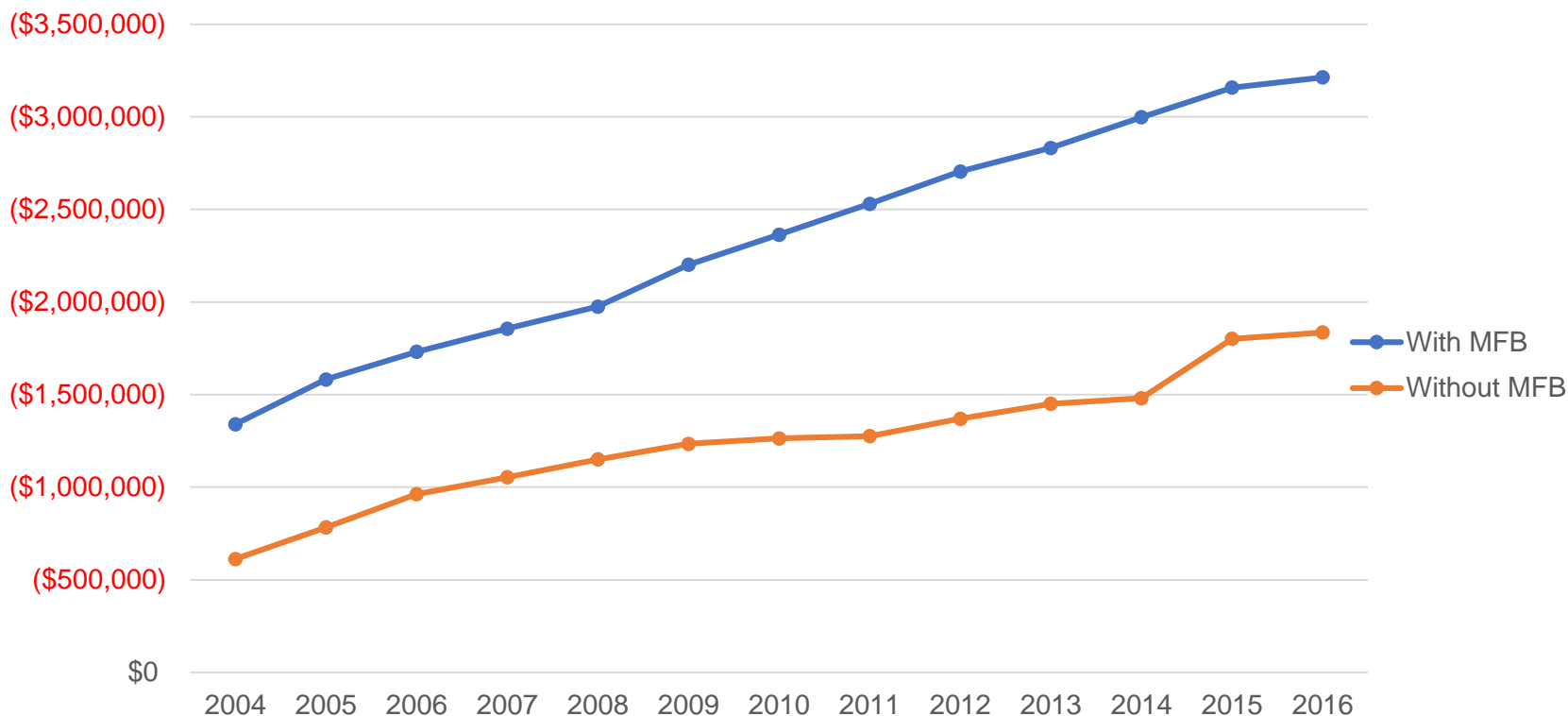
Without MFB = 361.2%

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.

Summary of 2004 – 2016

Division III – without MFB Trend Data

- ▶ 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

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



Research

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