

Who's Earning Money from March Madness?

A breakdown of revenue distribution by teams' academic performance

The NCAA shares revenue from the men's basketball tournament with Division I conferences based on the number of tournament games in which its member institutions play. The Knight Commission examined the \$409 million awarded for performance only in the past five tournaments and found that nearly 36 percent of the funds (\$146.2 million) were earned by institutions whose teams had a NCAA Graduate Success Rate (GSR) under 50 percent. A team with a GSR under 50 percent means that their average four-year cohort graduated less than half their players with each player given six years to graduate. The GSR computation excludes athletes who leave their institutions before graduation provided they are in good academic standing, and would have been athletically eligible had they continued their enrollment. Following is a breakdown of the revenues earned by each Division I team for their performance in the past five tournaments, showing how much was earned by teams with GSRs below 50 percent:

Institution	Revenue earned for appearances and wins in 2006-2010 NCAA basketball tournaments	Revenue earned by teams with GSR scores below 50 percent in 2006-2010 NCAA basketball tournaments	Percentage of total revenue earned by teams with GSR score below 50 percent in 2006-2010 NCAA tournaments
TOTALS 2006-2010	\$409,394,924	\$146,179,564	35.7%
Alabama State University	\$461,870	\$0	0.0%
American University	\$1,129,760	\$1,129,760	100.0%
Arizona State University	\$923,740	\$923,740	100.0%
Austin Peay State University	\$667,890	\$0	0.0%
Baylor University	\$1,626,546	\$958,656	58.9%
Belmont University	\$2,562,670	\$0	0.0%
Boise State University	\$667,890	\$0	0.0%
Boston College	\$5,287,320	\$0	0.0%
Bradley University	\$3,107,670	\$0	0.0%
Brigham Young University	\$2,467,978	\$0	0.0%
Bucknell University	\$2,071,780	\$0	0.0%
Butler University	\$5,572,640	\$0	0.0%
California State University, Fullerton	\$667,890	\$667,890	100.0%
California State University, Northridge	\$461,870	\$461,870	100.0%
Central Connecticut State University	\$858,890	\$0	0.0%
Clemson University	\$1,369,424	\$1,369,424	100.0%
Cleveland State University	\$923,740	\$0	0.0%
College of the Holy Cross	\$858,890	\$0	0.0%
Coppin State University	\$667,890	\$667,890	100.0%
Cornell University	\$1,848,752	\$0	0.0%
Creighton University	\$858,890	\$0	0.0%
Davidson College	\$4,566,340	\$0	0.0%
Drake University	\$667,890	\$0	0.0%
Duke University	\$7,886,270	\$0	0.0%
East Tennessee State University	\$701,534	\$0	0.0%
Eastern Kentucky University	\$858,890	\$858,890	100.0%
Florida A & M University	\$858,890	\$858,890	100.0%
Florida State University	\$701,534	\$0	0.0%
George Mason University	\$5,847,340	\$0	0.0%
George Washington University	\$2,930,670	\$0	0.0%
Georgetown University	\$8,977,564	\$0	0.0%
Georgia Institute of Technology	\$1,338,218	\$1,338,218	100.0%
Gonzaga University	\$6,499,388	\$858,890	13.2%
Hampton University	\$1,035,890	\$0	0.0%
Indiana University, Bloomington	\$4,457,450	\$0	0.0%
Iona College	\$1,035,890	\$0	0.0%
Jackson State University	\$858,890	\$858,890	100.0%
Kansas State University	\$2,294,436	\$0	0.0%
Kent State University	\$1,703,780	\$0	0.0%
Lehigh University	\$239,664	\$0	0.0%
Long Beach State University	\$858,890	\$0	0.0%
Louisiana State University	\$6,103,190	\$6,103,190	100.0%
Marquette University	\$4,393,964	\$0	0.0%
Miami University (Ohio)	\$858,890	\$0	0.0%
Michigan State University	\$8,265,010	\$0	0.0%

The "total amount of revenue earned for the 2006-2010 NCAA Men's Basketball Tournament Performances" represents only a portion of the total amount actually distributed during the years shown. The NCAA distributes money to conferences for their teams' men's basketball appearances and wins over a rolling six-year period, but this analysis includes only the amounts earned from the tournaments for which GSR scores were available. For example, the amount calculated for the 2007 distribution represents 1/6th of the total NCAA Basketball Fund distribution for 2007 since GSR scores were not published until Fall 2005, meaning that only one tournament (2006) of that particular distribution could be considered in the analysis. Similarly, the April 2011 distribution represents 5/6th of the total NCAA Basketball Fund distribution for 2011 since five of the six tournaments (2006-2010) were considered in the 2011 total. By adding up each of the distributions in the 2007-2011 time period, the NCAA awarded more than \$779 million. However, this research examined a little more than half (\$409.3 million) of the total revenue awarded during those revenue distribution cycles for the reasons described.

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Institution	Revenue earned for appearances and wins in 2006-2010 NCAA basketball tournaments	Revenue earned by teams with GSR scores below 50 percent in 2006-2010 NCAA basketball tournaments	Percentage of total revenue earned by teams with GSR score below 50 percent in 2006-2010 NCAA tournaments
Mississippi State University	\$1,797,650	\$0	0.0%
Mississippi Valley State University	\$667,890	\$0	0.0%
Monmouth University	\$1,035,890	\$0	0.0%
Morehead State University	\$923,740	\$0	0.0%
Morgan State University	\$701,534	\$701,534	100.0%
Mount St. Mary's University	\$1,335,780	\$0	0.0%
Murray State University	\$1,515,218	\$0	0.0%
New Mexico State University	\$1,098,554	\$1,098,554	100.0%
Niagra University	\$858,890	\$0	0.0%
North Carolina State University	\$2,071,780	\$0	0.0%
North Dakota State University	\$461,870	\$0	0.0%
Northwestern State University	\$2,071,780	\$0	0.0%
Oakland University	\$239,664	\$0	0.0%
Ohio State University	\$7,547,092	\$6,366,230	84.4%
Ohio University	\$479,328	\$0	0.0%
Oklahoma State University	\$1,163,404	\$0	0.0%
Old Dominion University	\$1,338,218	\$0	0.0%
Oral Roberts University	\$2,562,670	\$2,562,670	100.0%
Portland State University	\$1,129,760	\$1,129,760	100.0%
Purdue University	\$5,158,162	\$0	0.0%
Radford University	\$461,870	\$0	0.0%
Robert Morris University	\$701,534	\$0	0.0%
Saint Joseph's University	\$667,890	\$0	0.0%
Saint Mary's College of California	\$1,386,882	\$667,890	48.2%
Sam Houston State University	\$239,664	\$0	0.0%
San Diego State University	\$1,275,554	\$1,035,890	81.2%
Seton Hall University	\$1,035,890	\$0	0.0%
Siena College	\$2,499,184	\$0	0.0%
Southern Illinois University, Carbondale	\$3,612,560	\$0	0.0%
Southern University, Baton Rouge	\$1,035,890	\$1,035,890	100.0%
Stanford University	\$2,862,560	\$0	0.0%
State University of New York at Binghamton	\$461,870	\$0	0.0%
Stephen F. Austin State University	\$461,870	\$461,870	100.0%
Syracuse University	\$3,140,492	\$0	0.0%
Temple University	\$1,369,424	\$239,664	17.5%
Texas A&M University, College Station	\$7,387,298	\$6,907,970	93.5%
Texas A&M University, Corpus Christi	\$858,890	\$0	0.0%
Texas Tech University	\$858,890	\$0	0.0%
U.S. Air Force Academy	\$1,035,890	\$0	0.0%
University at Albany	\$1,894,780	\$0	0.0%
University of Akron	\$461,870	\$0	0.0%
University of Alabama, Birmingham	\$1,035,890	\$1,035,890	100.0%
University of Alabama, Tuscaloosa	\$2,071,780	\$2,071,780	100.0%
University of Arizona	\$4,984,170	\$4,984,170	100.0%
University of Arkansas, Fayetteville	\$3,230,560	\$1,035,890	32.1%
University of Arkansas, Pine Bluff	\$479,328	\$479,328	100.0%

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University of California, Berkeley	\$1,977,088	\$1,977,088	100.0%
University of California, Los Angeles	\$13,737,090	\$13,737,090	100.0%
University of California, Santa Barbara	\$239,664	\$0	0.0%
University of Connecticut	\$7,120,800	\$2,977,240	41.8%
University of Dayton	\$923,740	\$0	0.0%
University of Florida	\$9,713,564	\$0	0.0%
University of Georgia	\$667,890	\$667,890	100.0%
University of Houston	\$239,664	\$239,664	100.0%
University of Illinois, Champaign	\$3,392,540	\$0	0.0%
University of Iowa	\$1,035,890	\$1,035,890	100.0%
University of Kansas	\$9,675,838	\$7,810,900	80.7%
University of Kentucky	\$5,416,106	\$5,416,106	100.0%
University of Louisville	\$6,476,484	\$3,804,924	58.7%
University of Maryland, Baltimore County	\$667,890	\$0	0.0%
University of Maryland, College Park	\$3,120,848	\$3,120,848	100.0%
University of Memphis	\$12,304,180	\$10,918,570	88.7%
University of Miami (Florida)	\$1,335,780	\$0	0.0%
University of Michigan	\$923,740	\$923,740	100.0%
University of Minnesota, Twin Cities	\$701,534	\$701,534	100.0%
University of Missouri, Columbia	\$2,326,808	\$2,326,808	100.0%
University of Montana	\$2,311,444	\$0	0.0%
University of Nevada	\$2,753,670	\$2,753,670	100.0%
University of Nevada, Las Vegas	\$4,152,114	\$4,152,114	100.0%
University of New Mexico	\$479,328	\$479,328	100.0%
University of North Carolina, Chapel Hill	\$11,156,140	\$0	0.0%
University of North Carolina, Wilmington	\$1,035,890	\$0	0.0%
University of North Texas	\$1,098,554	\$0	0.0%
University of Northern Iowa	\$2,216,752	\$1,035,890	46.7%
University of Notre Dame	\$2,434,334	\$0	0.0%
University of Oklahoma	\$4,219,150	\$2,371,670	56.2%
University of Oregon	\$4,103,450	\$0	0.0%
University of Pennsylvania	\$1,894,780	\$0	0.0%
University of Pittsburgh	\$8,311,038	\$2,071,780	24.9%
University of Richmond	\$239,664	\$0	0.0%
University of San Diego	\$1,335,780	\$0	0.0%
University of South Alabama	\$1,703,780	\$0	0.0%
University of Southern California	\$4,168,300	\$4,168,300	100.0%
University of Tennessee, Chattanooga	\$461,870	\$461,870	100.0%
University of Tennessee, Knoxville	\$8,072,646	\$8,072,646	100.0%
University of Texas, Arlington	\$667,890	\$0	0.0%
University of Texas, Austin	\$9,696,304	\$9,696,304	100.0%
University of Texas, El Paso	\$239,664	\$0	0.0%
University of the Pacific	\$1,035,890	\$0	0.0%
University of Utah	\$461,870	\$0	0.0%
University of Vermont	\$239,664	\$0	0.0%
University of Virginia	\$1,717,780	\$0	0.0%

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University of Washington	\$4,750,402	\$718,992	15.1%
University of Wisconsin, Madison	\$6,160,408	\$0	0.0%
University of Wisconsin, Milwaukee	\$2,071,780	\$0	0.0%
Utah State University	\$1,737,424	\$0	0.0%
Vanderbilt University	\$3,484,224	\$0	0.0%
Villanova University	\$9,794,798	\$0	0.0%
Virginia Commonwealth University	\$2,179,650	\$0	0.0%
Virginia Polytechnic Institute & State University	\$1,717,780	\$0	0.0%
Wake Forest University	\$941,198	\$0	0.0%
Washington State University	\$3,721,450	\$2,003,670	53.8%
Weber State University	\$858,890	\$0	0.0%
West Virginia University	\$6,771,530	\$3,663,860	54.1%
Western Kentucky University	\$2,927,410	\$0	0.0%
Wichita State University	\$3,107,670	\$0	0.0%
Winthrop University	\$3,661,224	\$0	0.0%
Wofford College	\$239,664	\$0	0.0%
Wright State University	\$858,890	\$0	0.0%
Xavier University	\$7,529,832	\$0	0.0%

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