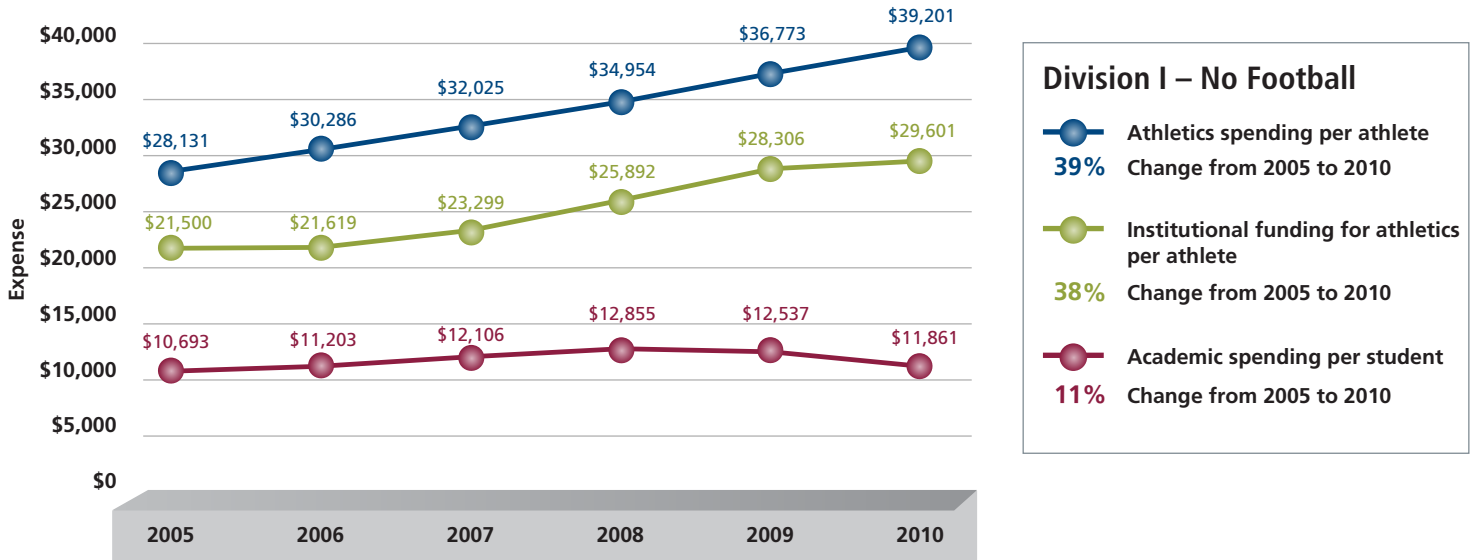


Figure 1C: Spending Trends

## Division I – No Football: Athletics spending and institutional funding to athletics growing faster than academic spending

Medians for athletics spending and institutional allocations to athletics per athlete compared to academic spending per student, 2005-2010



This figure compares the growth in median athletics spending per athlete and institutional funding to athletics per athlete to median academic spending per student at 36 of the 47 public institutions without football classified in NCAA Division I over this timeframe. From 2005 to 2010, athletics spending grew 39 percent compared to 11 percent for academic spending. The growth for institutional funding allocations to athletics per athlete was 38 percent. All figures are in current dollars.

Academic spending reflects the full cost of education measure, which includes spending for instruction, student services, and shared overhead costs for academic, instructional, and operations support averaged per full-time equivalent student. Athletics spending includes all athletics operating expenses averaged on a per athlete basis. Institutional allocations for athletics reflects the revenue reported by athletics from student fees, transfers from general fund sources, state appropriations or other sources internal to the institution averaged on a per athlete basis.

Note: Institutions with missing data or erroneous unduplicated athlete counts were excluded. As a result, previously reported medians for 2005-2009 differ slightly from these data due to a change in the institutions included in this dataset.

Source: Produced by The Delta Cost Project for the Knight Commission using data from the following sources: *USA Today's* NCAA athletics finance database of NCAA financial reports; NCES Integrated Postsecondary Education Data System (IPEDS); Office of Postsecondary Education Equity in Athletics database. Updated in 2012 to include FY2010 using same sources.