



A FOUR-PART SERIES

TRANSFORMING THE NCAA D-I MODEL

SESSION 3

WHAT D-I LEADERS THINK:
NEW SURVEY FINDINGS ABOUT REFORM

Tuesday, Oct. 13
1pm - 2pm ET

Session will begin
shortly



Dr. Nancy Zimpher

Knight Commission Member, Chancellor Emeritus, SUNY



Kendall Spencer

Knight Commission Member, Former NCAA Board Member and College Athlete



Shanteona Keys

Knight Commission Member, WBCA Manager of Education and College Athlete



Knight Commission
On Intercollegiate Athletics

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Welcome

Sam Gill,
Senior Vice President and Chief Program Officer
John S. and James L. Knight Foundation

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Nancy Zimpher, PhD

Chancellor Emeritus,
State University of New York



Kendall Spencer

Former NCAA Board Member;
NCAA National Champion in
Long Jump



Shanteona Keys

Manager of Education,
Women's Basketball Coaches
Association (WBCA)

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Overview for Today's Session

Nancy Zimpher
Knight Commission on Intercollegiate Athletics
Chancellor Emeritus,
State University of New York (SUNY)

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What DI Leaders Think: New Survey Findings About Reform Background

- Titles Knight Commission members have held or still hold: president and chancellor, athletics director, faculty athletics representative, college athlete, board of trustee member and chair, head coach and university general counsel
- Value of broad perspectives and being better informed with surveying current D-I leaders

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SESSION 1 9/16	FOLLOW THE MONEY: BREAKING DOWN D-I FINANCES	SESSION 3 10/13	WHAT D-I LEADERS THINK: NEW SURVEY FINDINGS ABOUT REFORM
SESSION 2 9/30	A NEW ANALYSIS OF THE D-I REVENUE DISTRIBUTION FORMULA INEQUITIES	SESSION 4 11/19	RECOMMENDATIONS FOR CHANGE

ALL SESSIONS ARE FROM 1PM - 2PM ET

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Information for Public Attendees

- If you have a question, please click on the Q&A icon on your control panel. You can type a question at any time.
- We will answer questions at the conclusion of our presentation. Please identify your affiliation with your question.
- Today's session is being recorded and will be available on the Knight Commission web site tomorrow.

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Mark Shugoll, PhD

CEO,
Shugoll Research



Michael Cross, PhD

Project Manager,
Knight Commission Division I
Survey

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What DI Leaders Think: New Survey Findings About Reform Methodology

- Qualitative phase: 4 focus groups with Athletics Directors and Commissioners from DI FBS, DI FCS and DI schools without football
- Quantitative phase: 15-minute online survey emailed to DI campus leaders distributed to more than 1400 individuals across 351 DI institutions and 32 conferences
- Data collection ran June 18-July 14 (after 2020 winter championships had been canceled but before any decisions were made about fall 2020 sports, including football)

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What DI Leaders Think: New Survey Findings About Reform Methodology

Total (n=362): Data for the total respondent base are accurate within +/-5% at a 95% confidence level.

Role	Total (N)	Response Rate
Presidents	69	20%
Athletics Directors (ADs)	106	30%
Conference Commissioner	21	66%
Faculty Athletics Representative (FARs)	90	25%
Senior Woman Administrator (SWA)	66	19%
Student-athlete representatives from NCAA SAAC	10	25%

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What DI Leaders Think: New Survey Findings About Reform Methodology

- Responses are analyzed by the key-decision maker group: presidents, ADs, commissioners.
- Respondents are grouped into their competitive classifications:
 - Autonomy 5 (or A5) plus Notre Dame
 - Group of 5 (G5) plus independents
 - Football Championship Subdivision (FCS)
 - Division I schools with no football
- Subgroup sizes sometimes became small. However they are large enough to identify general differences or similarities between groups.

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What DI Leaders Think: New Survey Findings About Reform Overview

Objectives of the study with campus and conference leaders:

1. To understand what they view as common problems in Division I athletics
2. To test their openness to a variety of policy reforms and major organizational structuring to address those problems

Overall Goals:

Identify key issues → Establish a case for change → Test potential solutions

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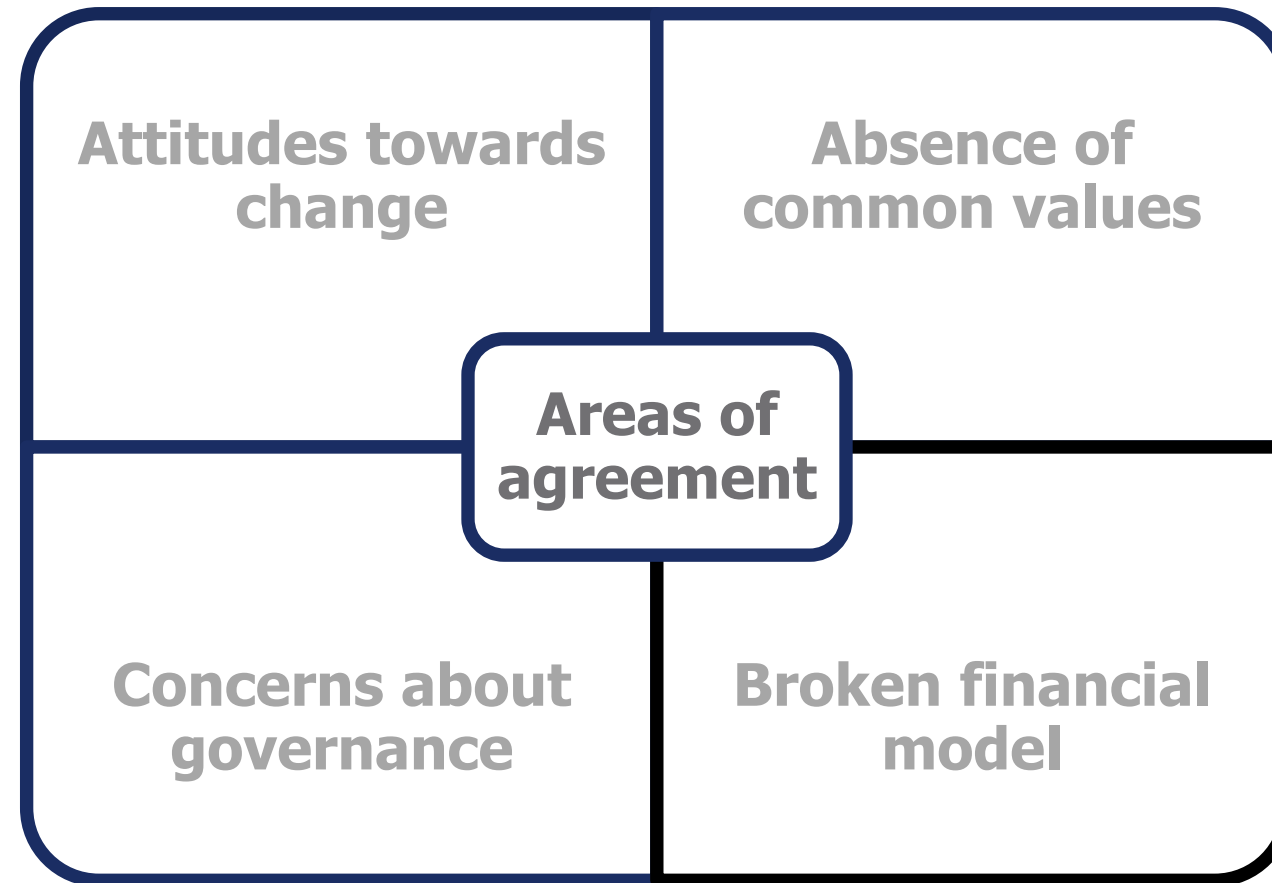
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What DI Leaders Think: New Survey Findings About Reform

Common Problems in Division I



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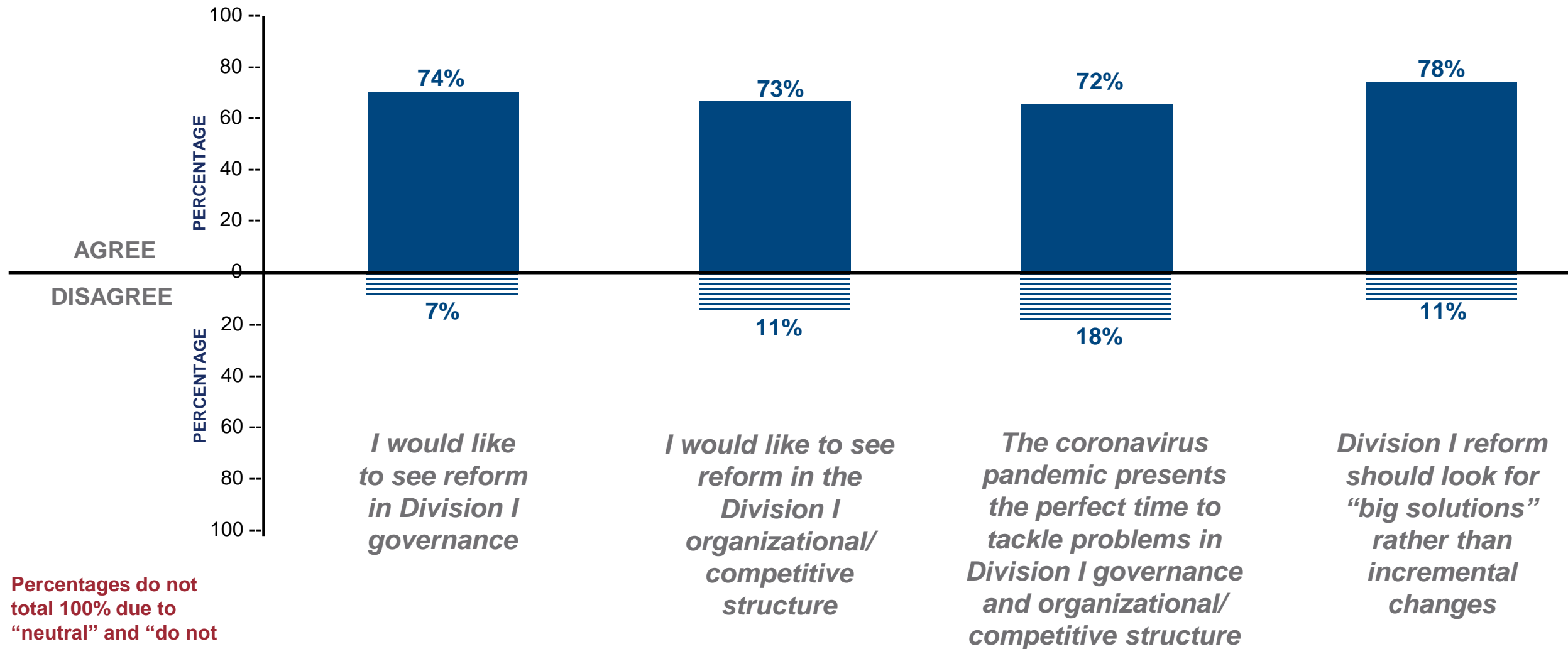
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To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I?



Percentages do not total 100% due to "neutral" and "do not know" responses not shown.

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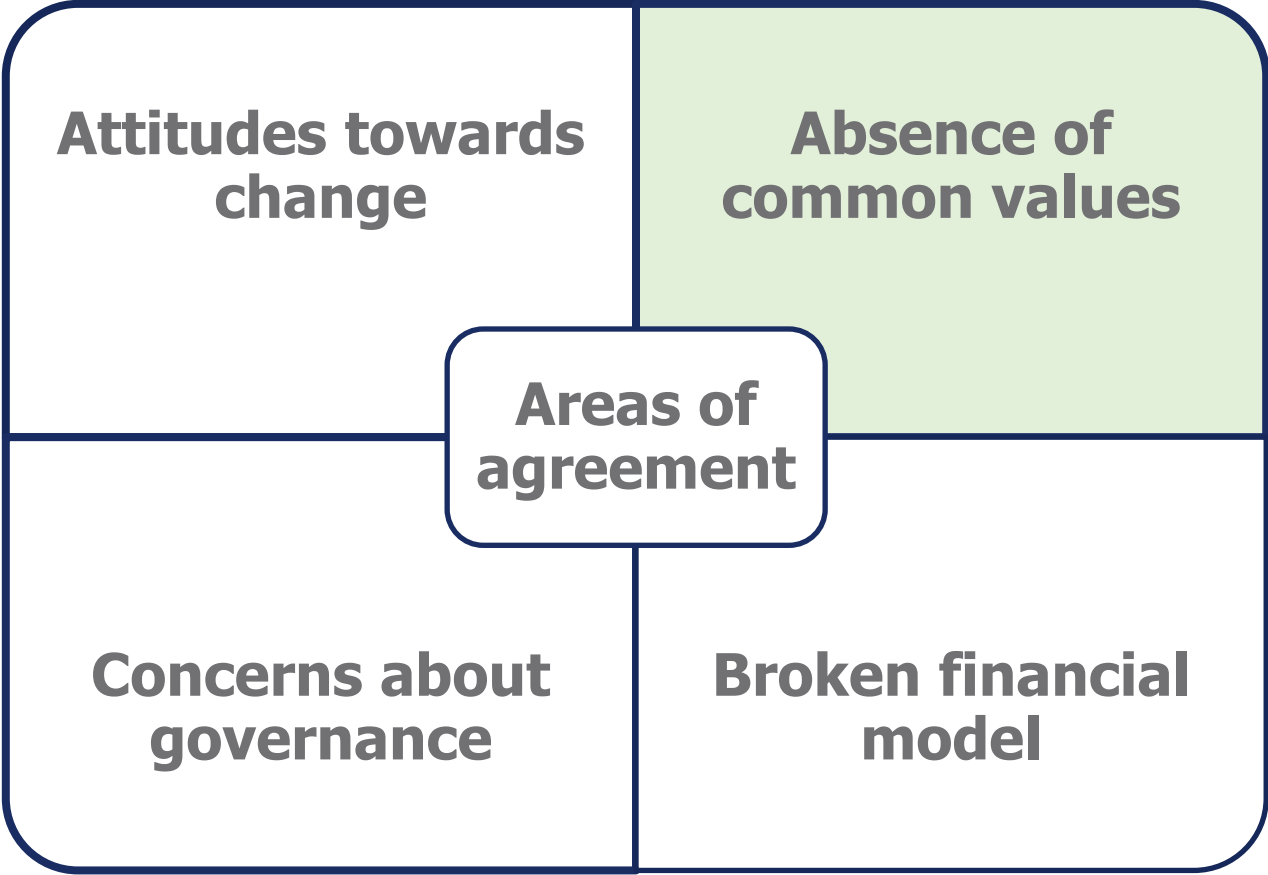
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What DI Leaders Think: New Survey Findings About Reform

Common Problems in Division I



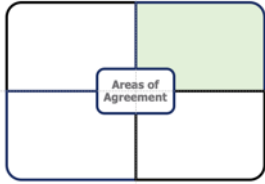
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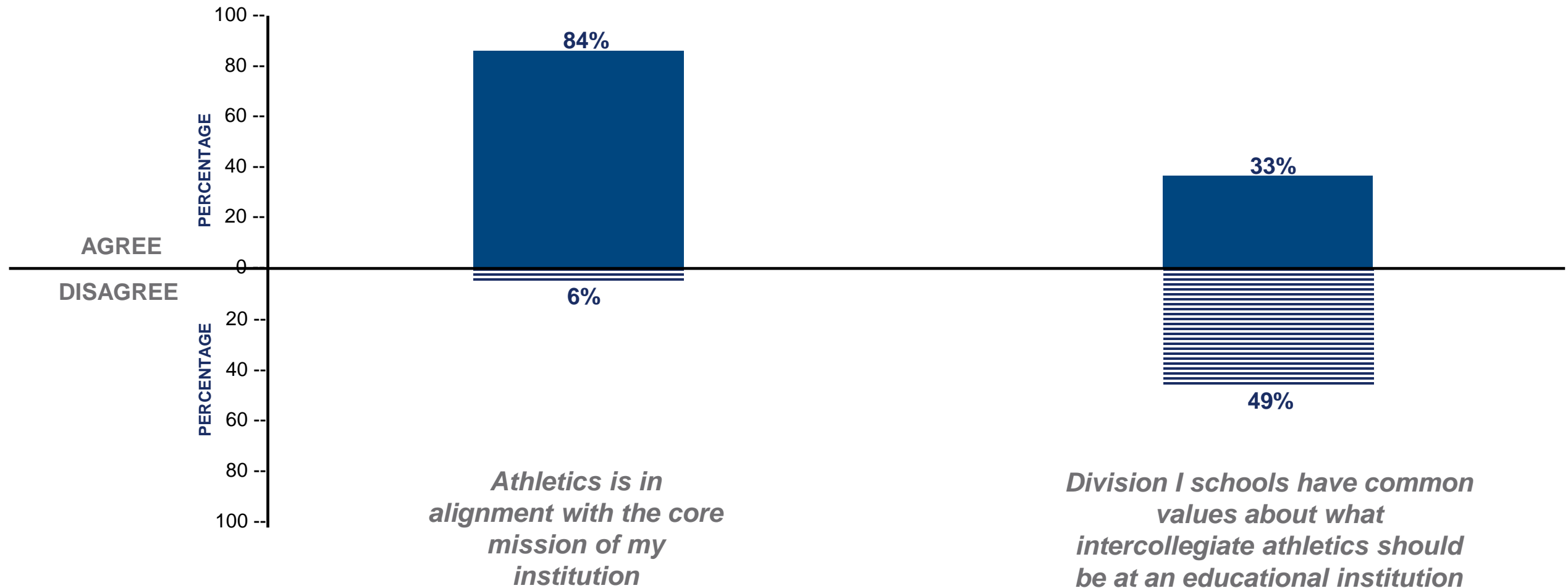
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To what extent do you agree or disagree with the following statements about core mission and common values?

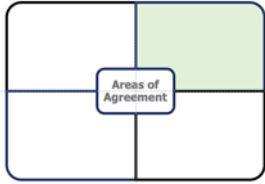


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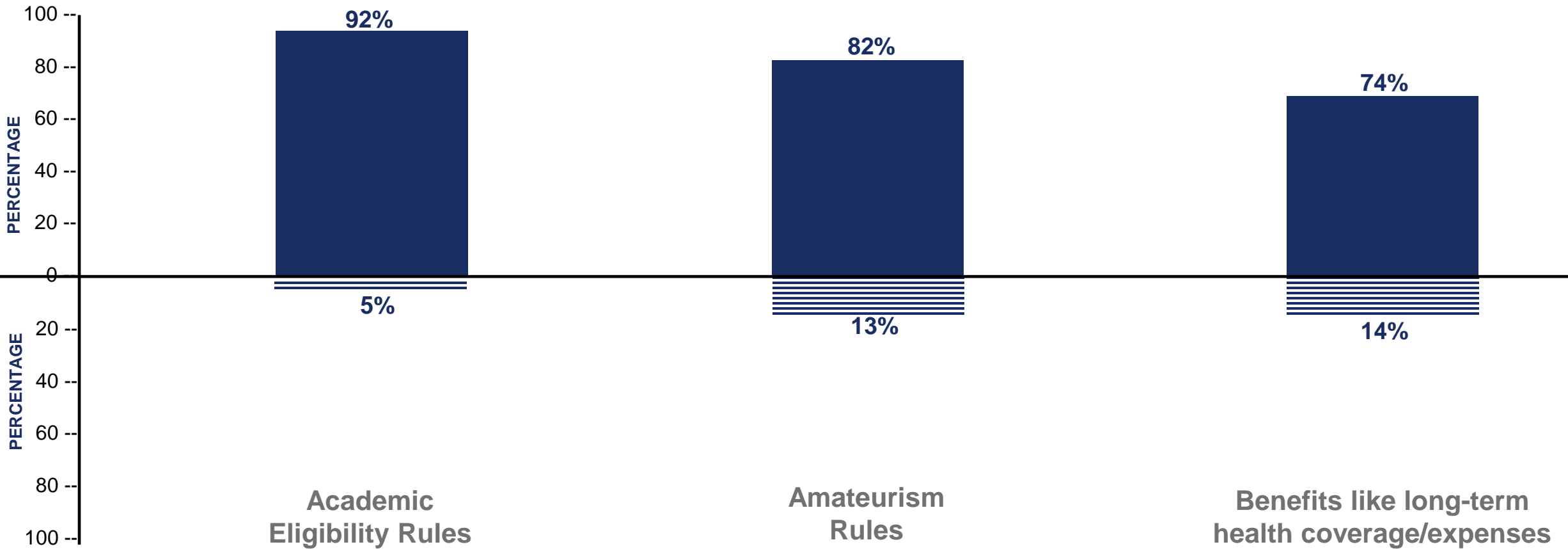


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Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes



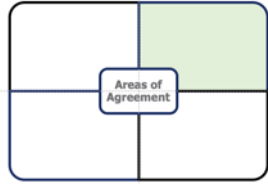
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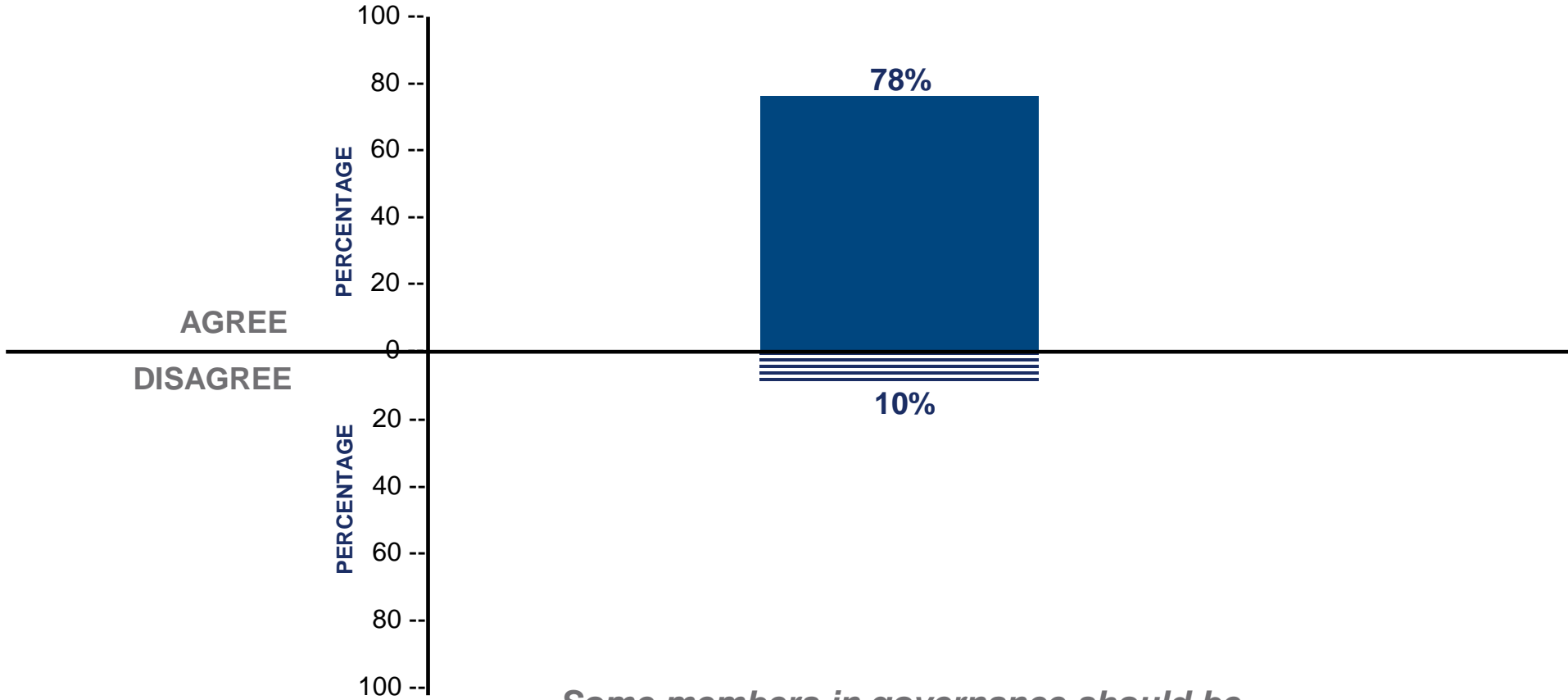
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Agreement Regarding Athlete Health, Safety and Well-Being



Some members in governance should be selected to explicitly represent the health, safety and well-being of athletes.

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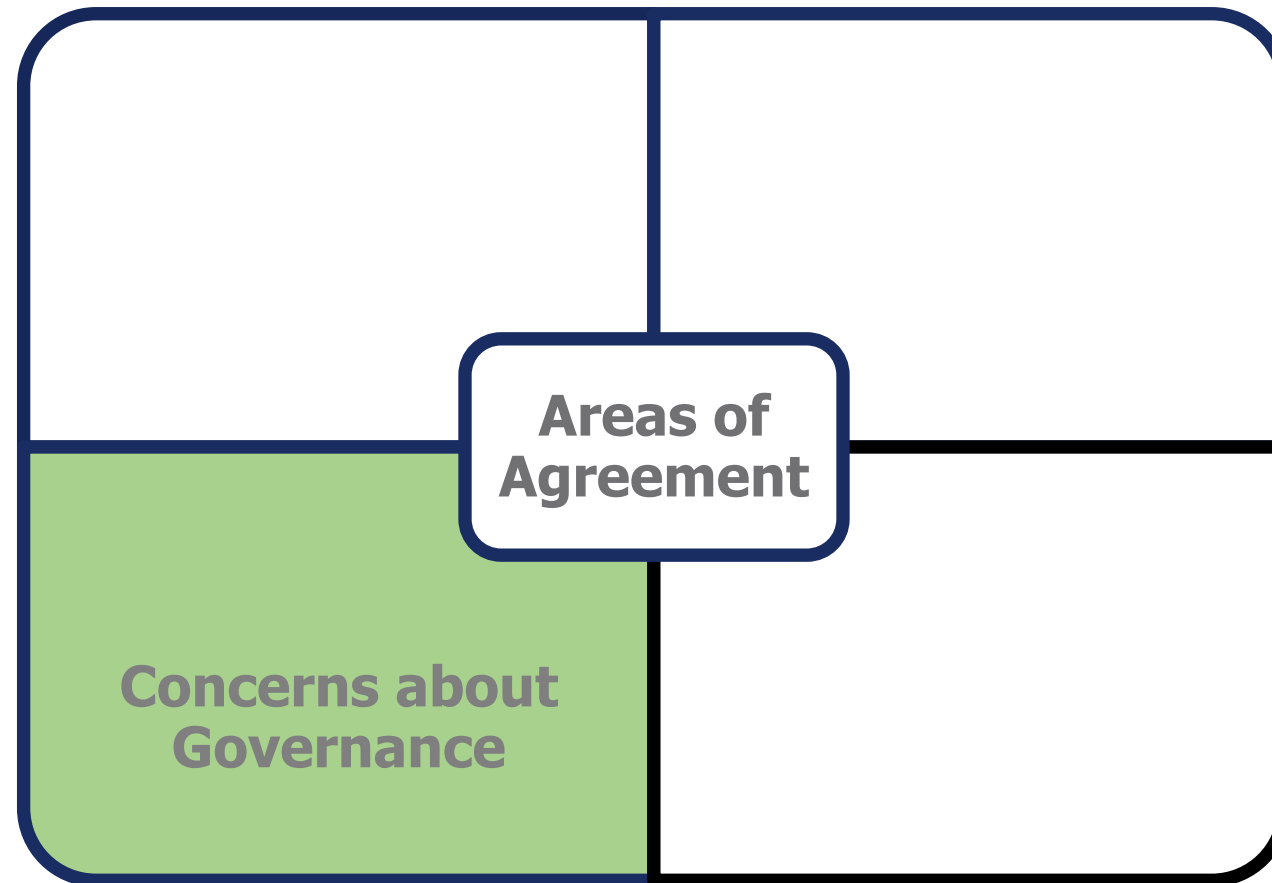
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What DI Leaders Think: New Survey Findings About Reform

Common Problems in Division I

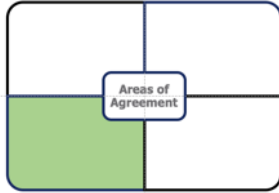


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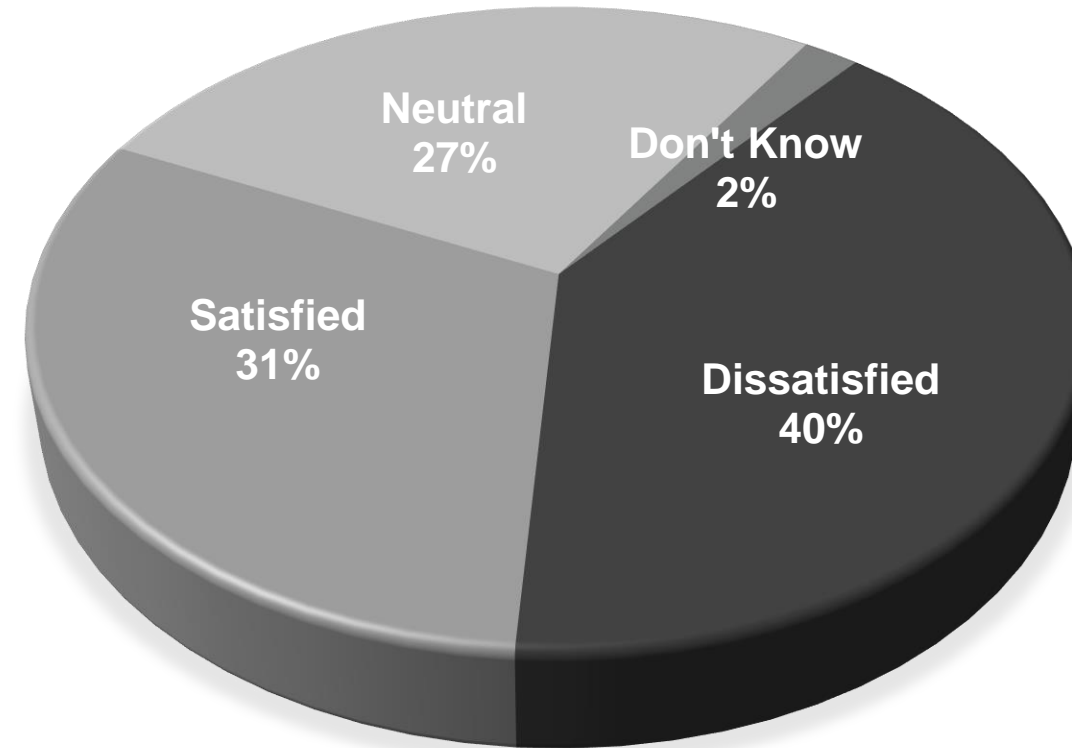


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Overall Satisfaction with Current NCAA Division I Governance



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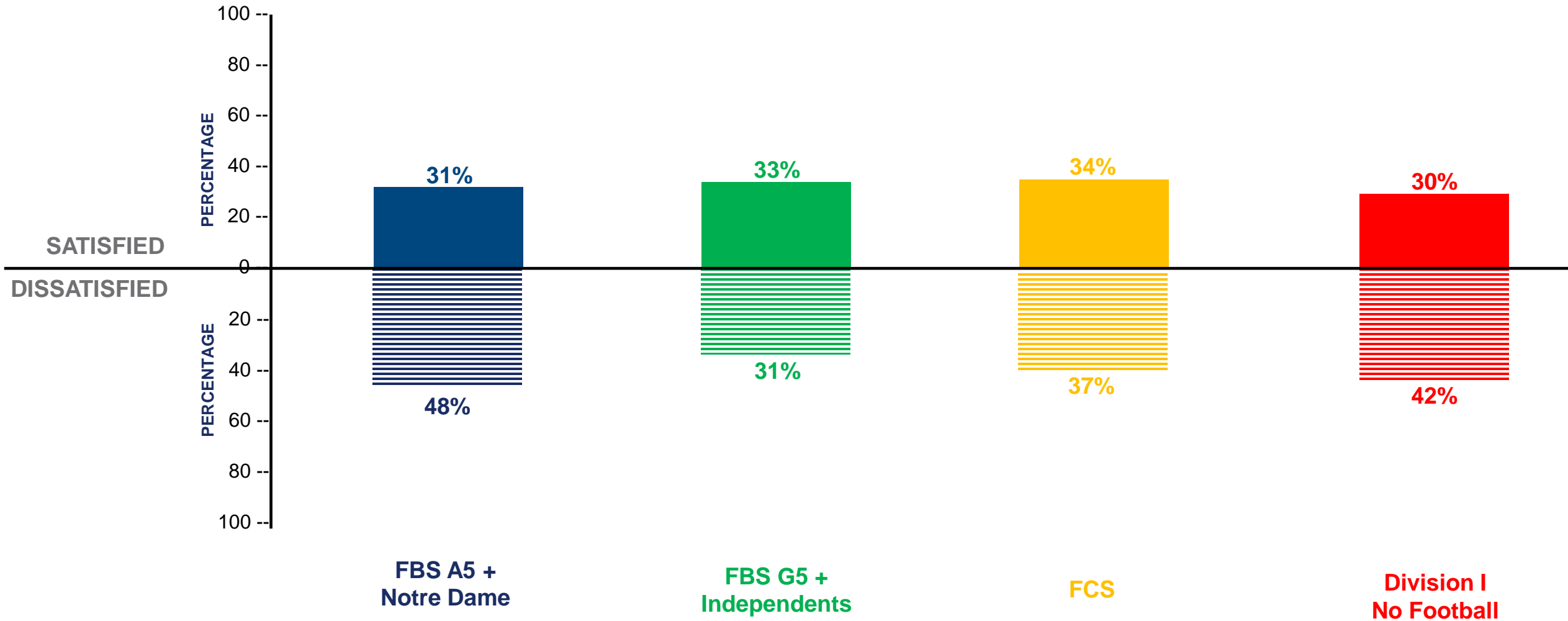
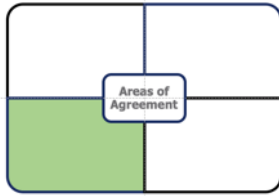


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Overall Satisfaction with Current NCAA Division I Governance By Competitive Classification



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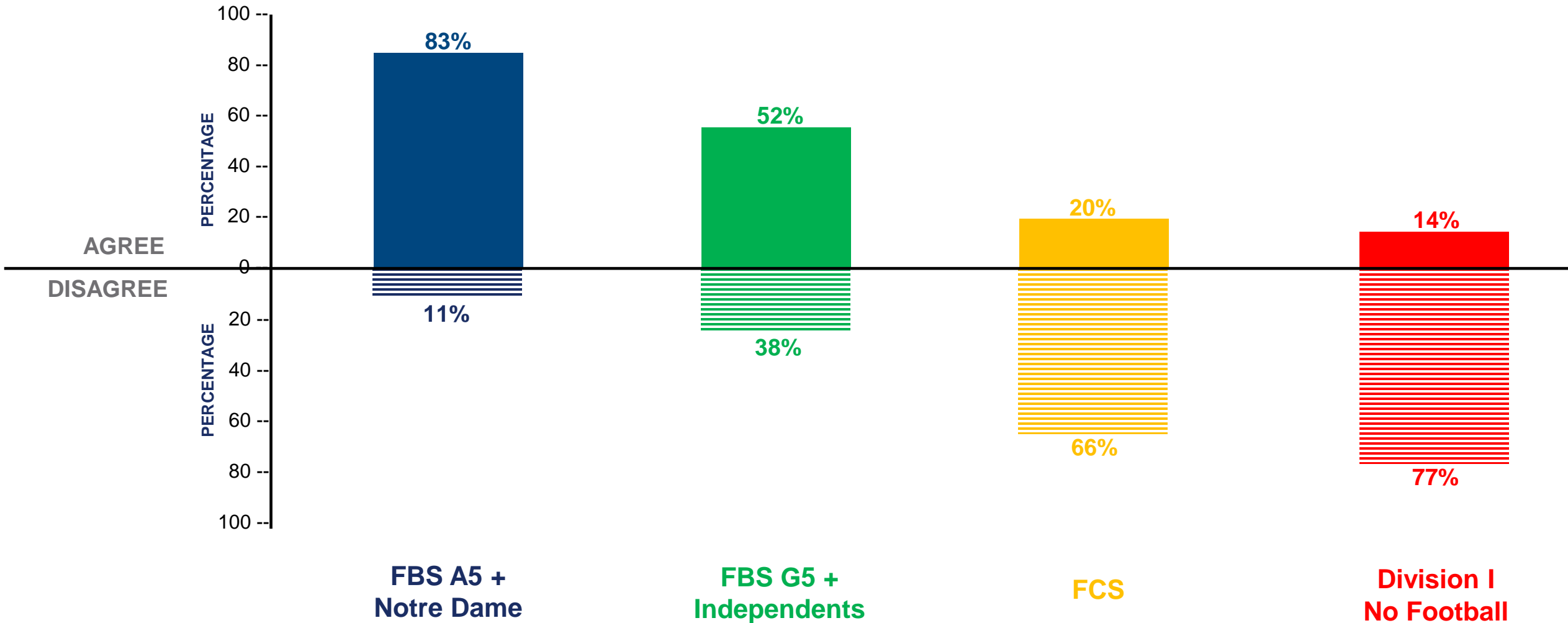
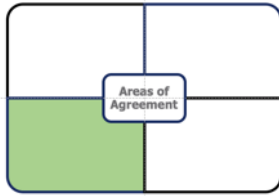
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Is It Appropriate That FBS Conferences Have More Voting Power and Representation in NCAA Governance Than Non-FBS Conferences?



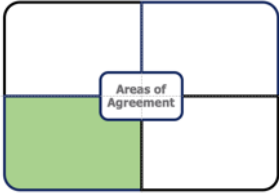
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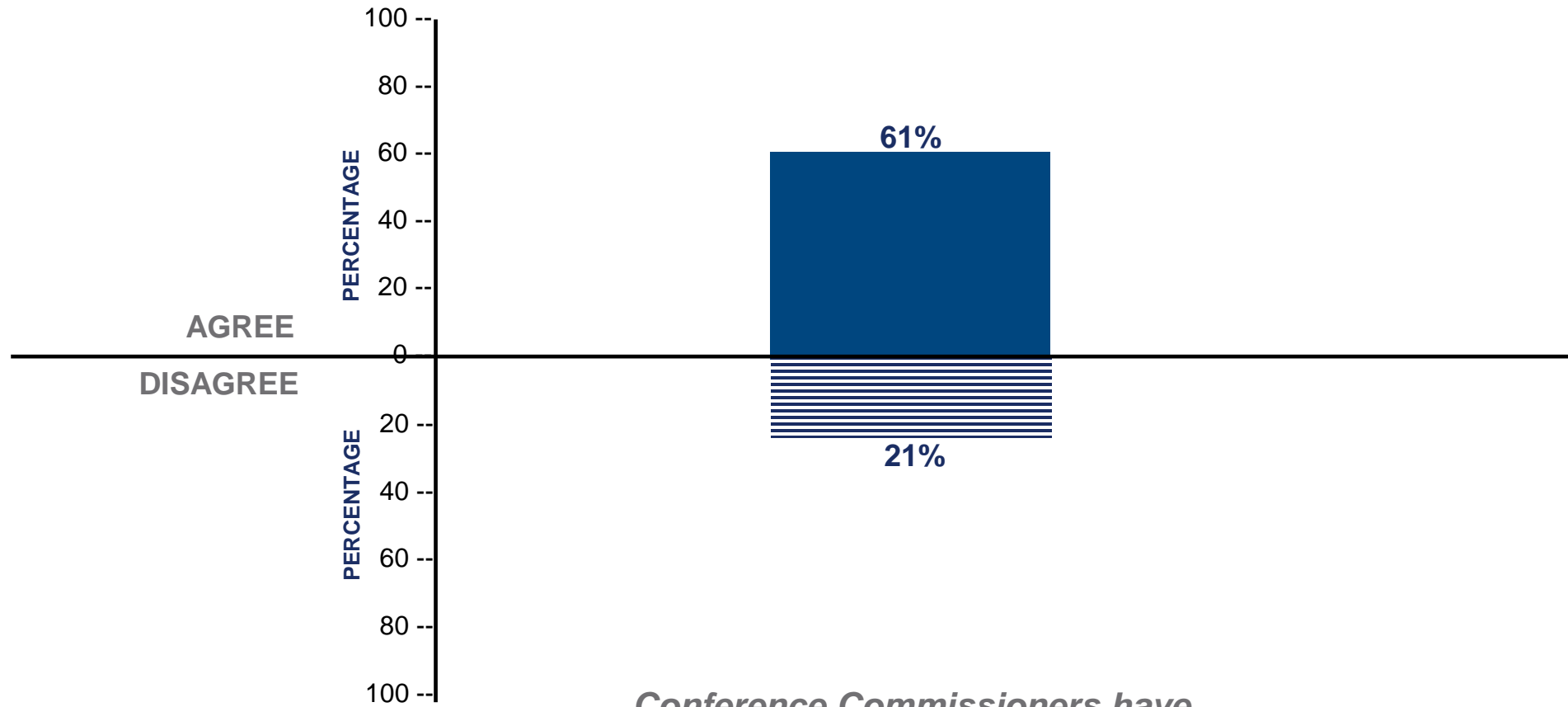
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Agreement with Various Statements About Current NCAA Division I Governance



Conference Commissioners have more influence over NCAA governance than Presidents

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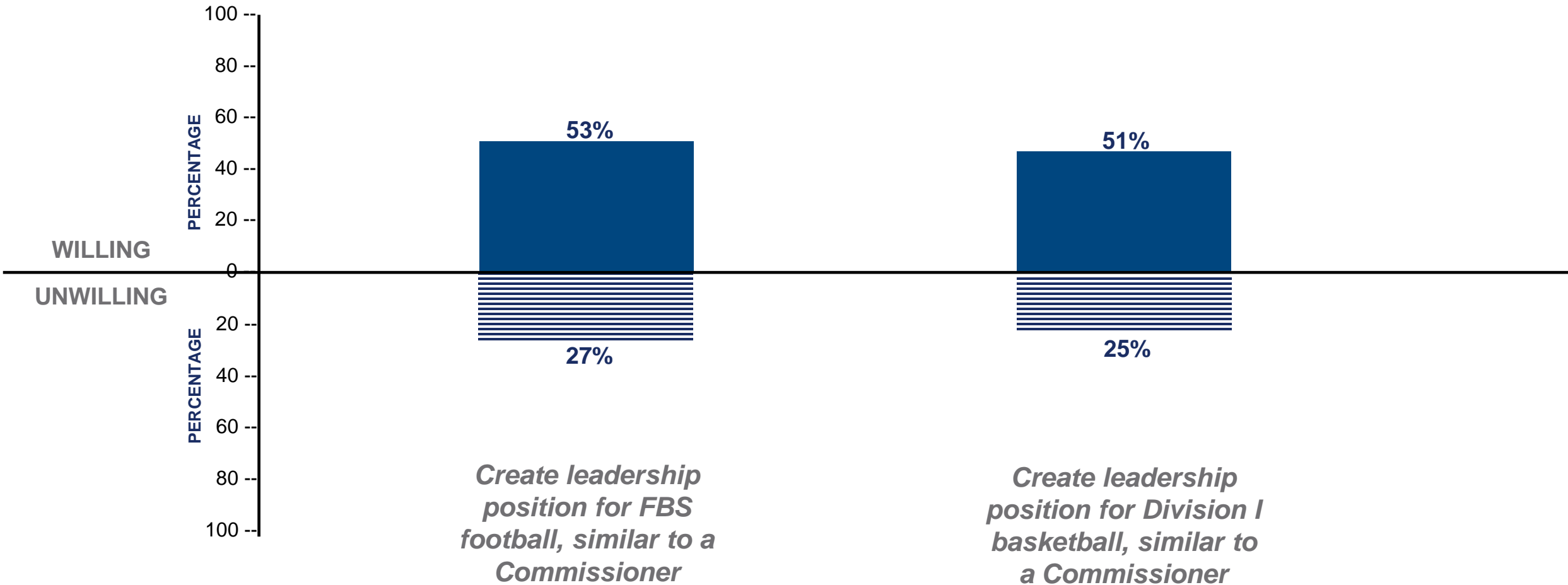
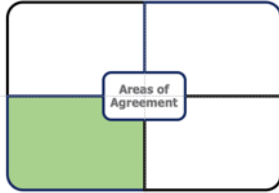


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Statements about Current NCAA Governance



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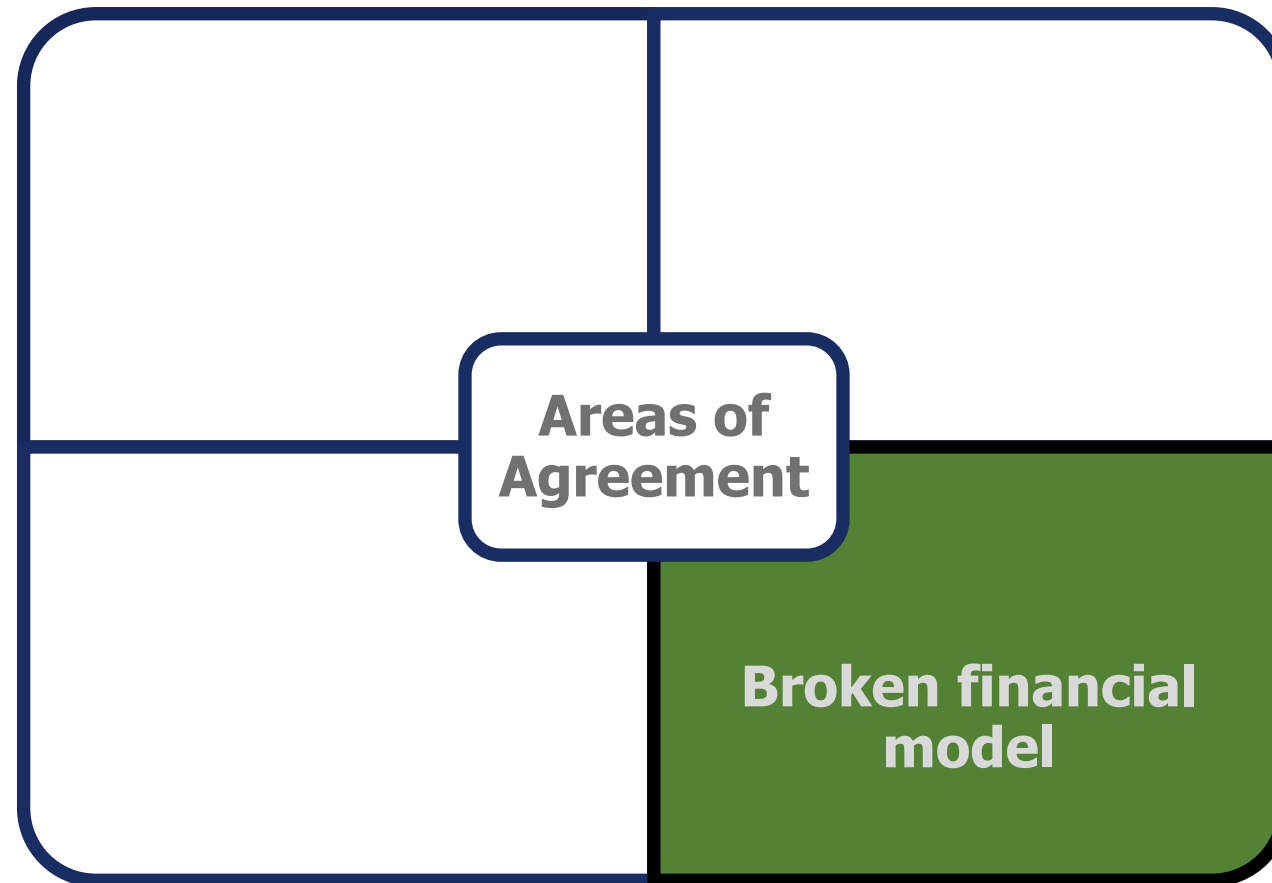
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What DI Leaders Think: New Survey Findings About Reform

Common Problems in Division I

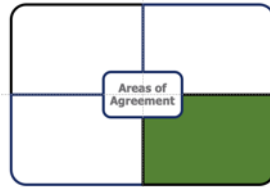


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College Sports Finances: Key Points

- Survey found consensus and differences reflecting the vast disparate resources among the membership (budgets ranging from \$4 million to \$220+ million).
- Key financial topics:
 - Differences in resources
 - Concerns regarding spending and funding sources
 - Dissatisfaction with NCAA and College Football Playoff (CFP) revenue distribution
 - Potential solutions for healthier finances

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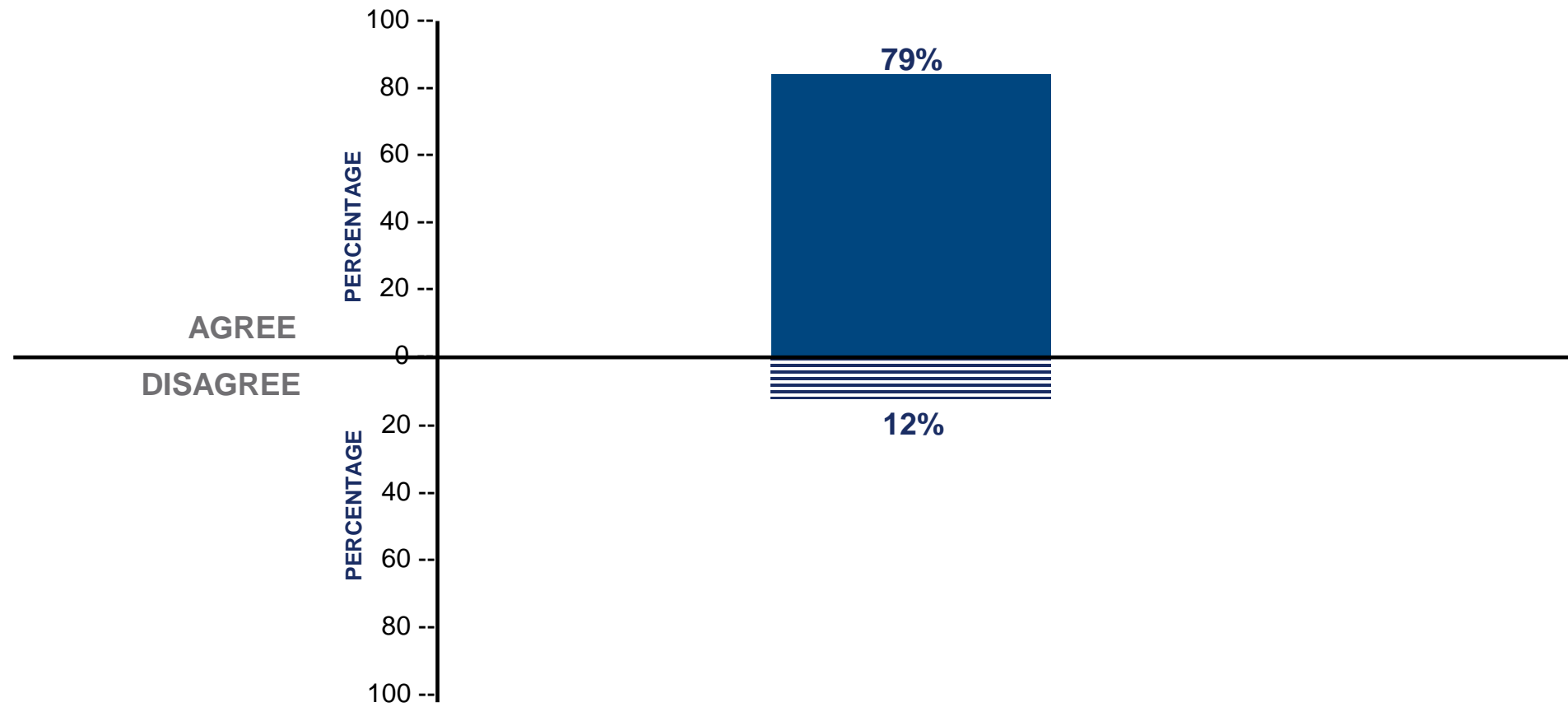


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Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics



The current Division I structure has too much difference in resources across schools.

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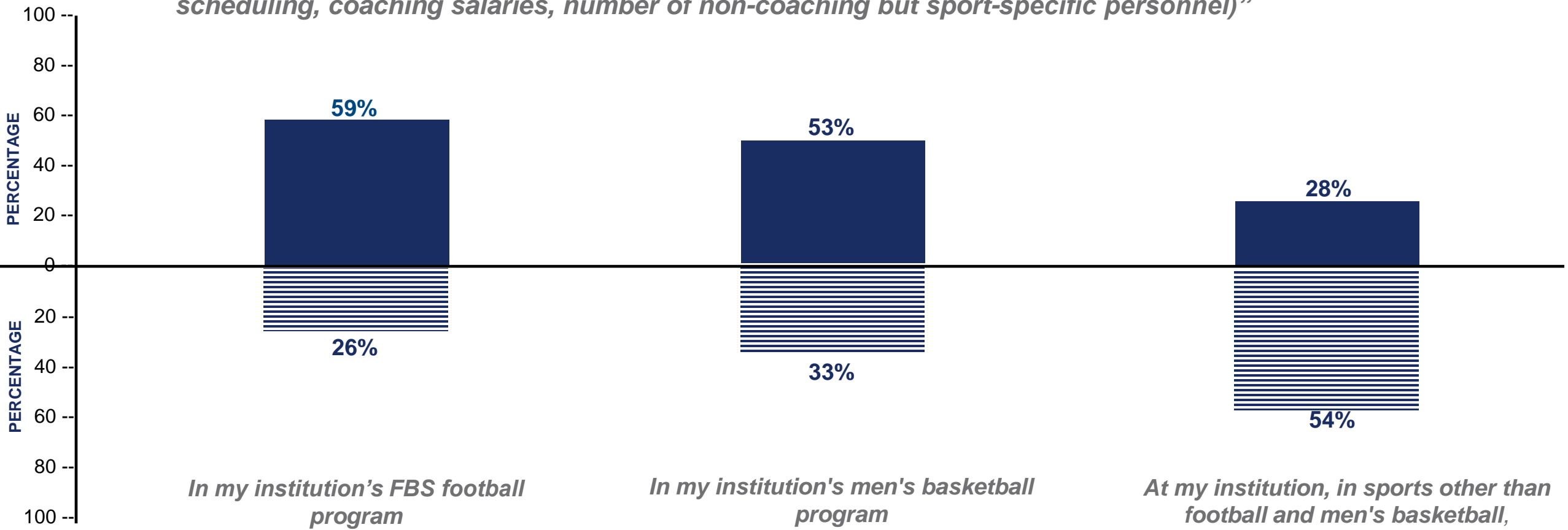
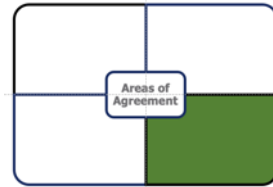
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Agreement with Statements About Keeping Up with Higher Resourced Schools

“We spend more than we should to keep up with higher-resourced schools (e.g., athlete benefits, scheduling, coaching salaries, number of non-coaching but sport-specific personnel)”



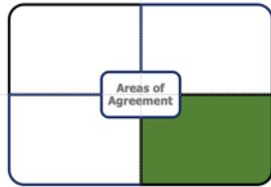
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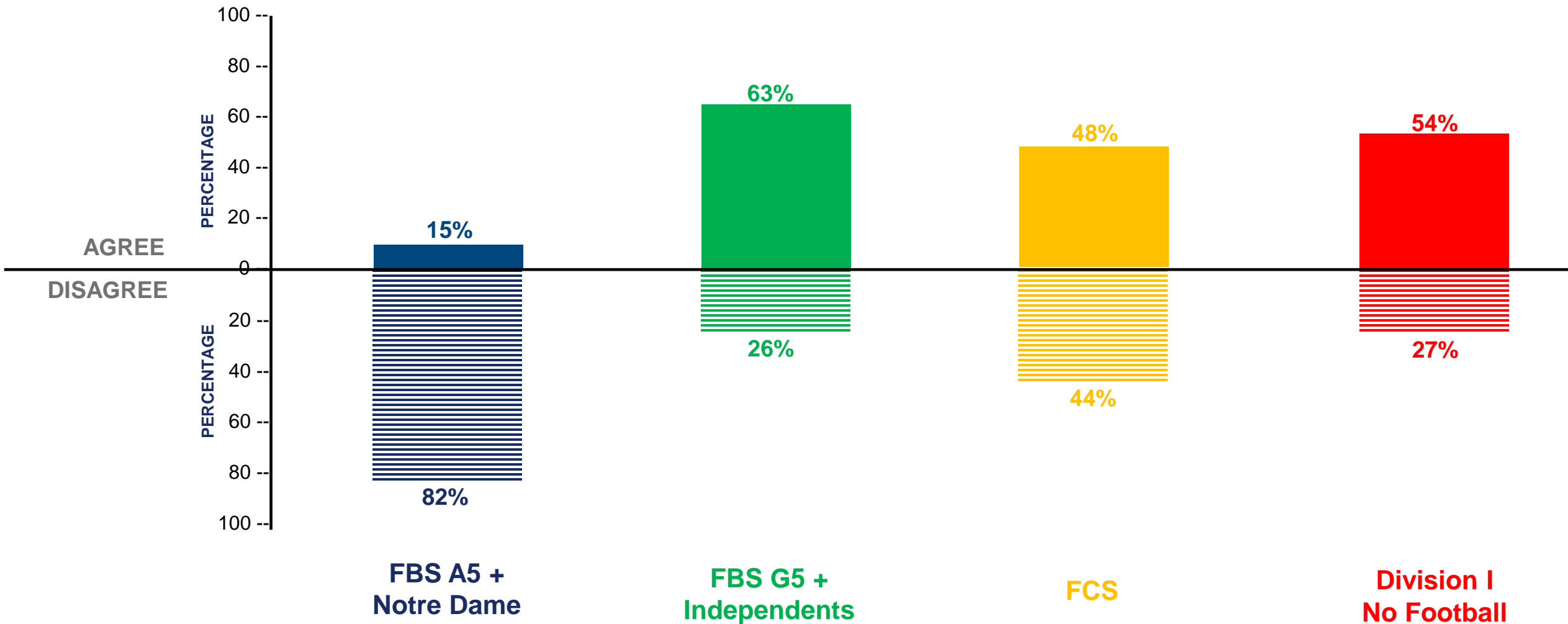
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At My Institution, There is an Over-Reliance on Student Fees and/or University Funding for Athletics



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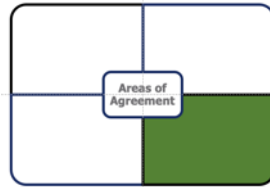
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Shared Annual Revenue Distribution



**\$590 million to 351
Division I Schools**



**COLLEGE FOOTBALL
PLAYOFF**

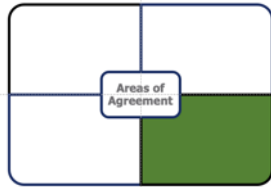
**\$460 million to 130 FBS
Schools**

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Findings on NCAA and College Football Playoff (CFP) Revenue Distribution

Some of the greatest dissatisfaction in study revealed with the NCAA and CFP revenue distribution models that send more than \$1 billion annually to D-I schools.



Analysis by competitive classification reveals that only the A5 respondents have high levels of satisfaction with both revenue distribution models.

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Findings on College Football Playoff and NCAA Revenue Distribution

- Knight Commission recommendation: FBS Football factors be eliminated from the NCAA's revenue distribution formula (the impact is estimated between \$61-\$66 million).
- Support for this reform is strong. **Only 22%** of respondents believe it is appropriate for FBS football scholarships and other factors to count in the NCAA distribution formula.
- FBS Football negatively impacts the finances of the NCAA and non-FBS institutions.

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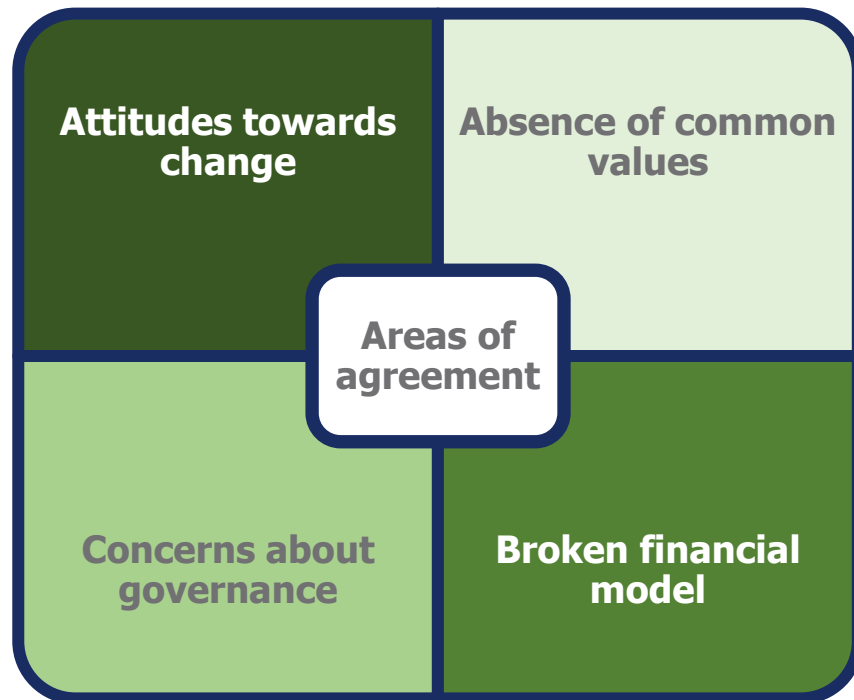


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What DI Leaders Think: New Survey Findings About Reform Openness to Policy Reforms and Organizational Structure



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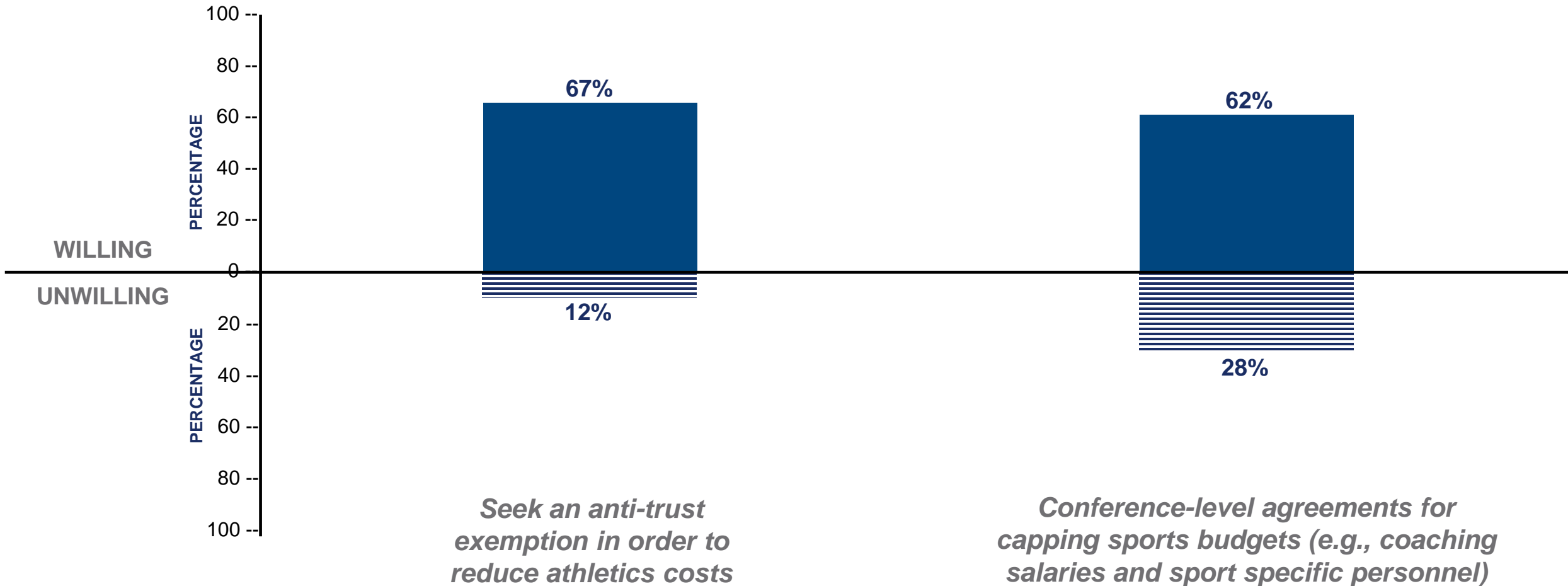
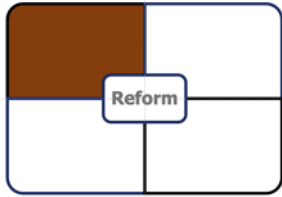
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Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level



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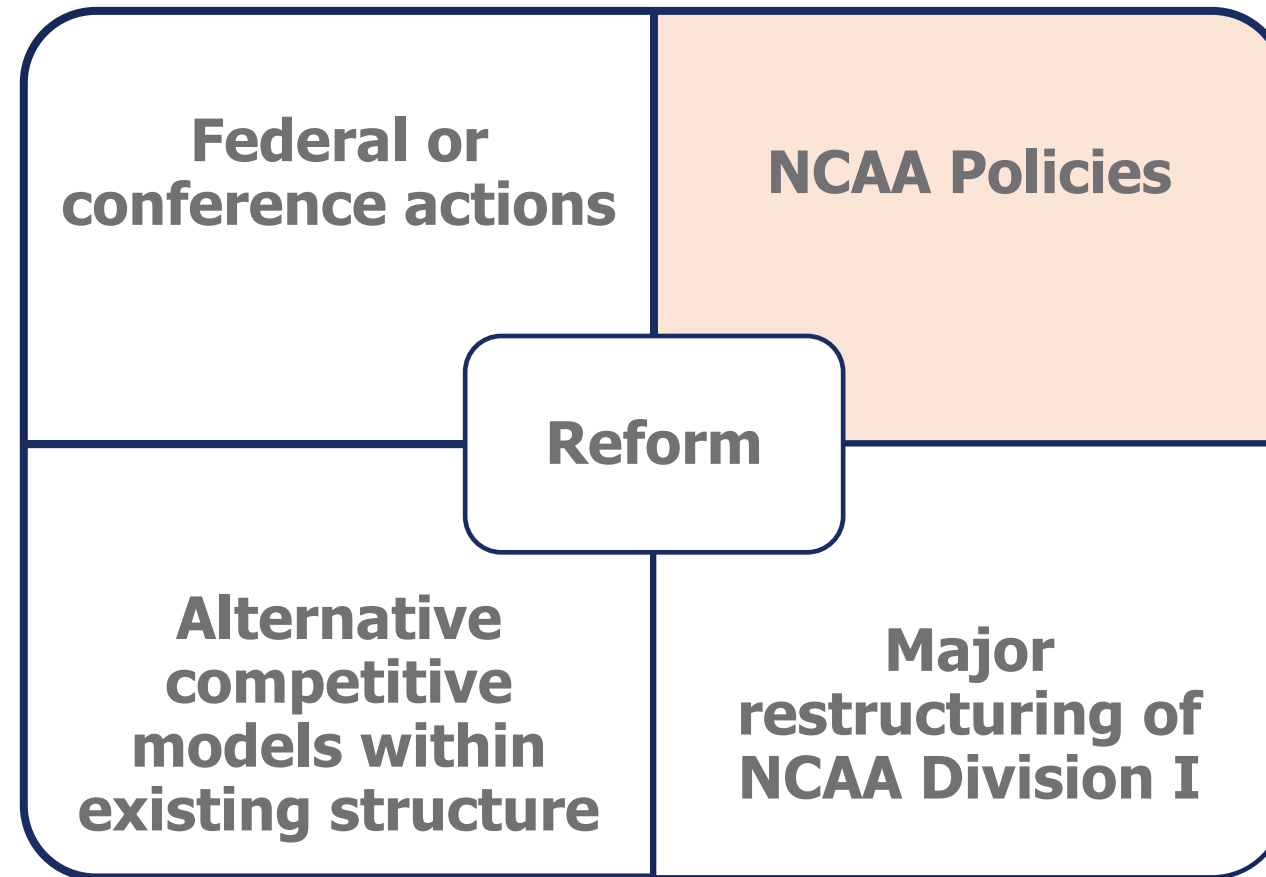
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What DI Leaders Think: New Survey Findings About Reform

Common Problems in Division I



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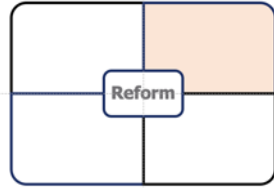
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What DI Leaders Think: New Survey Findings About Reform



The Survey also asked about satisfaction with a number of NCAA policies:

- NCAA Enforcement – less than one quarter of respondents think NCAA enforcement works well.
- Financial aid allocations – Less than half indicate the current maximum scholarship allocations are appropriate.
- Season Length - Half the respondents think men’s and women’s basketball seasons are too long.

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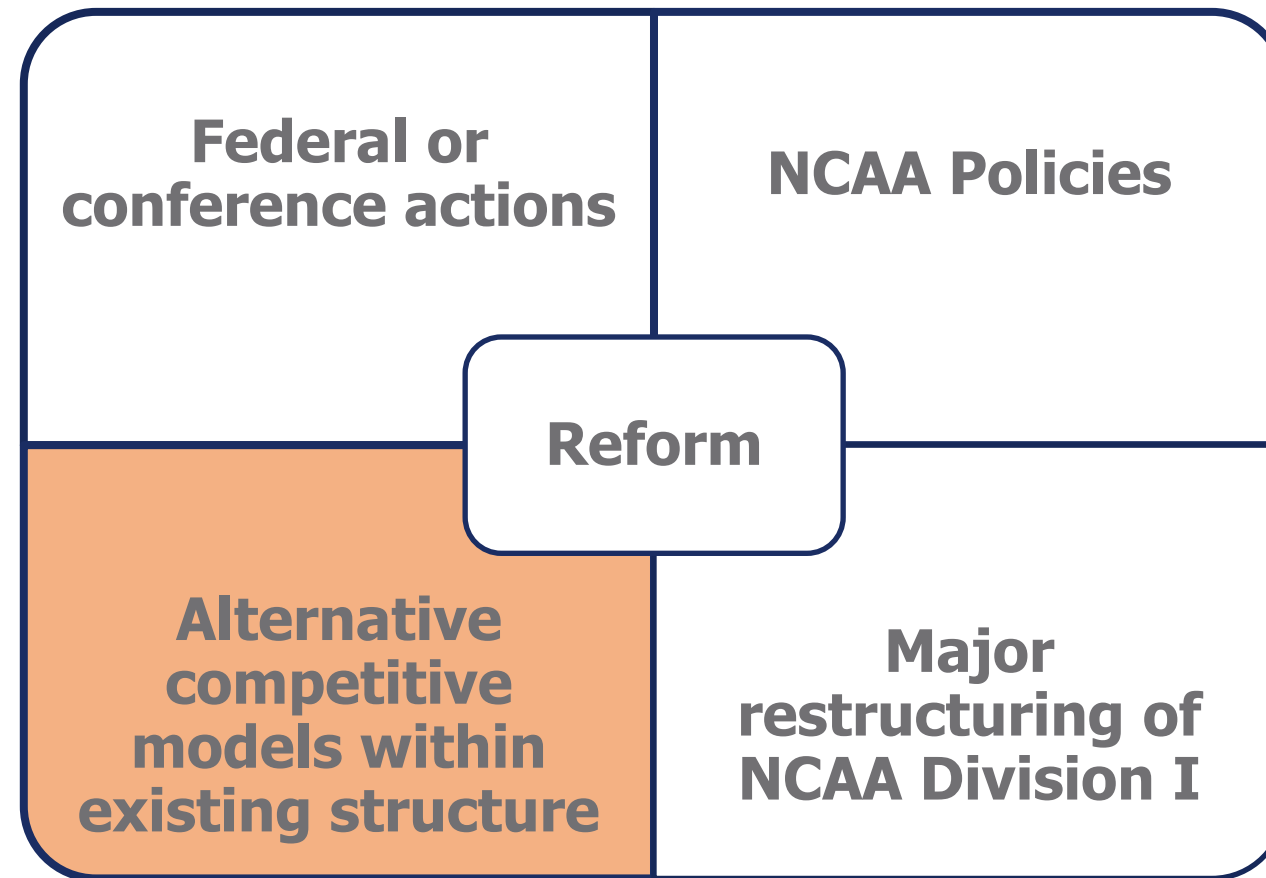
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What DI Leaders Think: New Survey Findings About Reform

Common Problems in Division I



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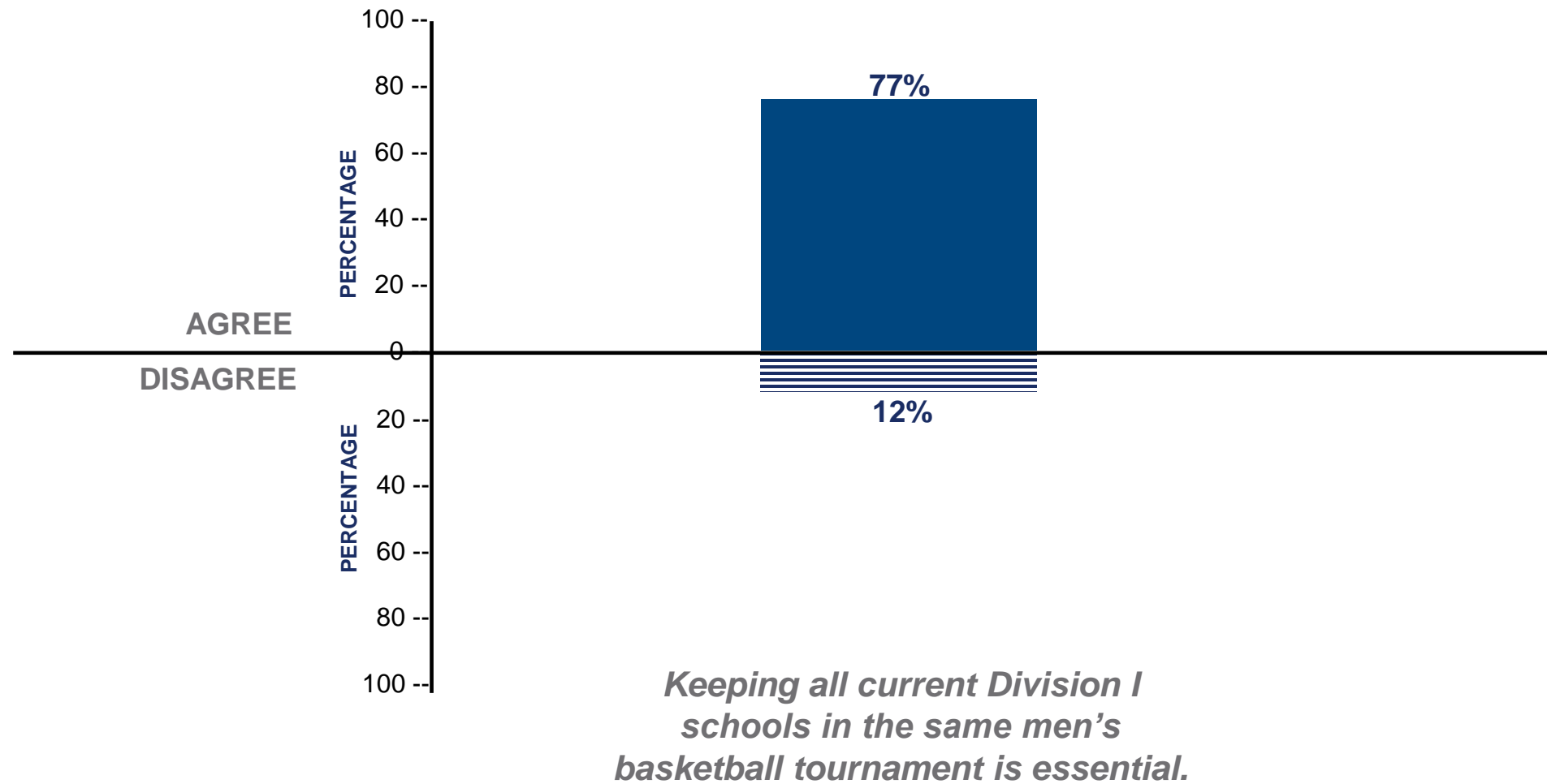
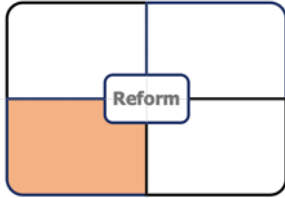
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Keeping all current Division I schools in the same men's basketball tournament is essential



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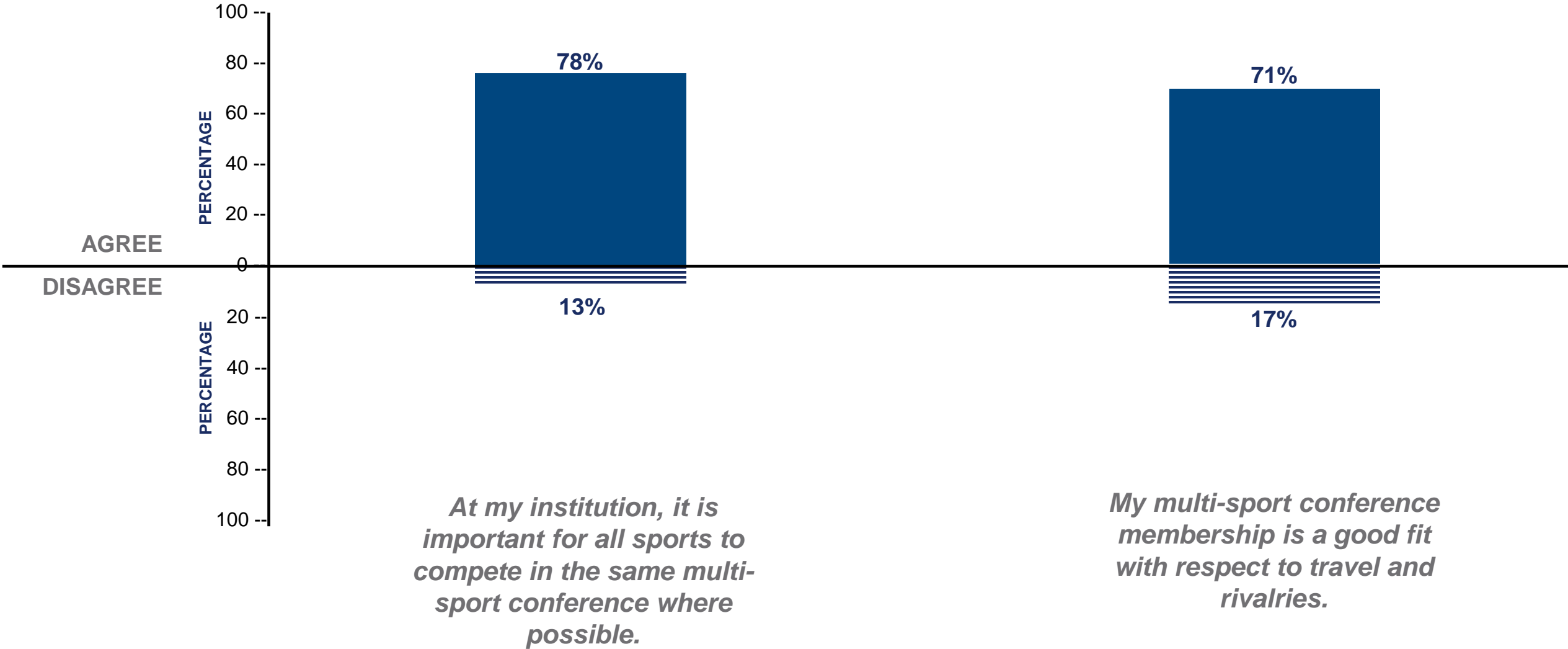
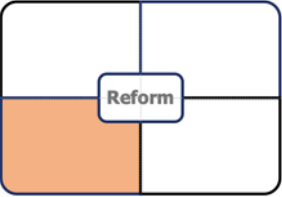
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Agreement with Various Statements about Federation



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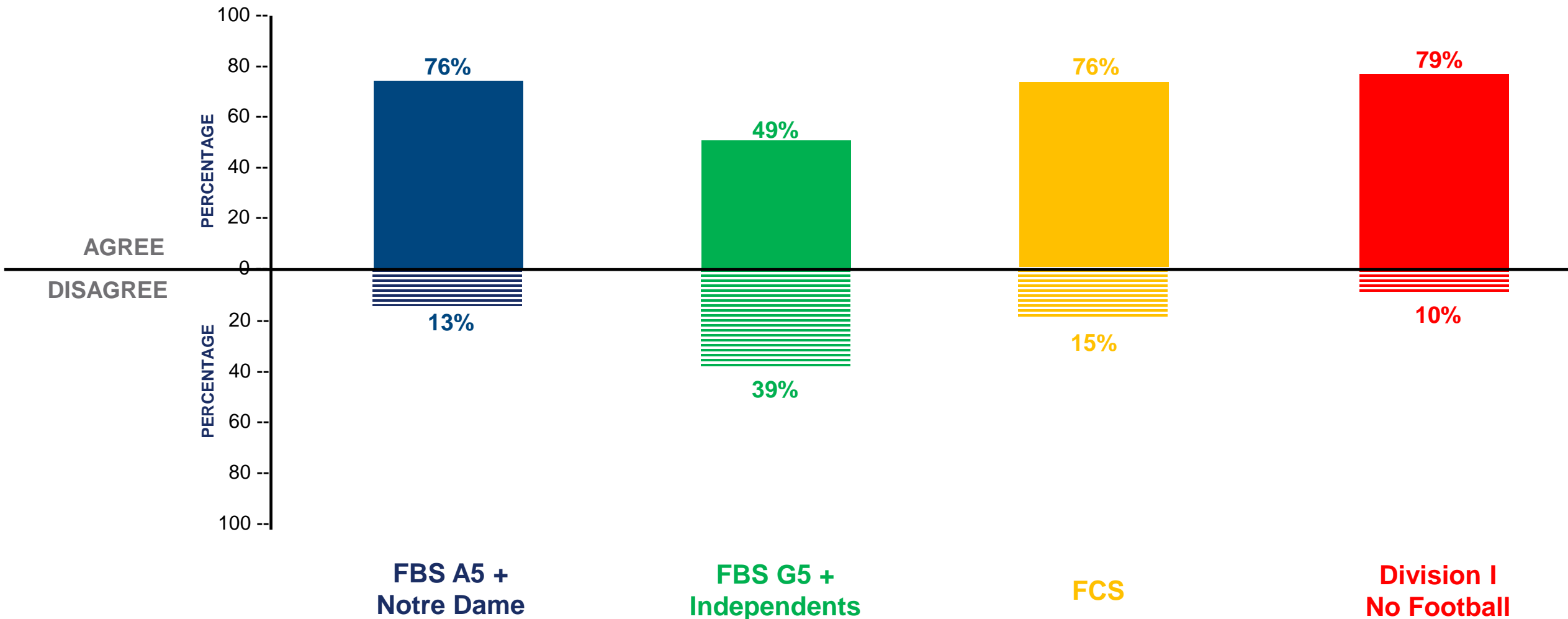
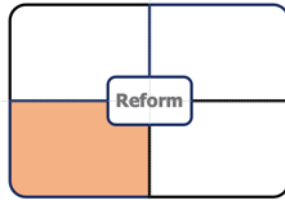
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My Multi-Sport Conference Membership is a Good Fit with Respect to Travel and Rivalries



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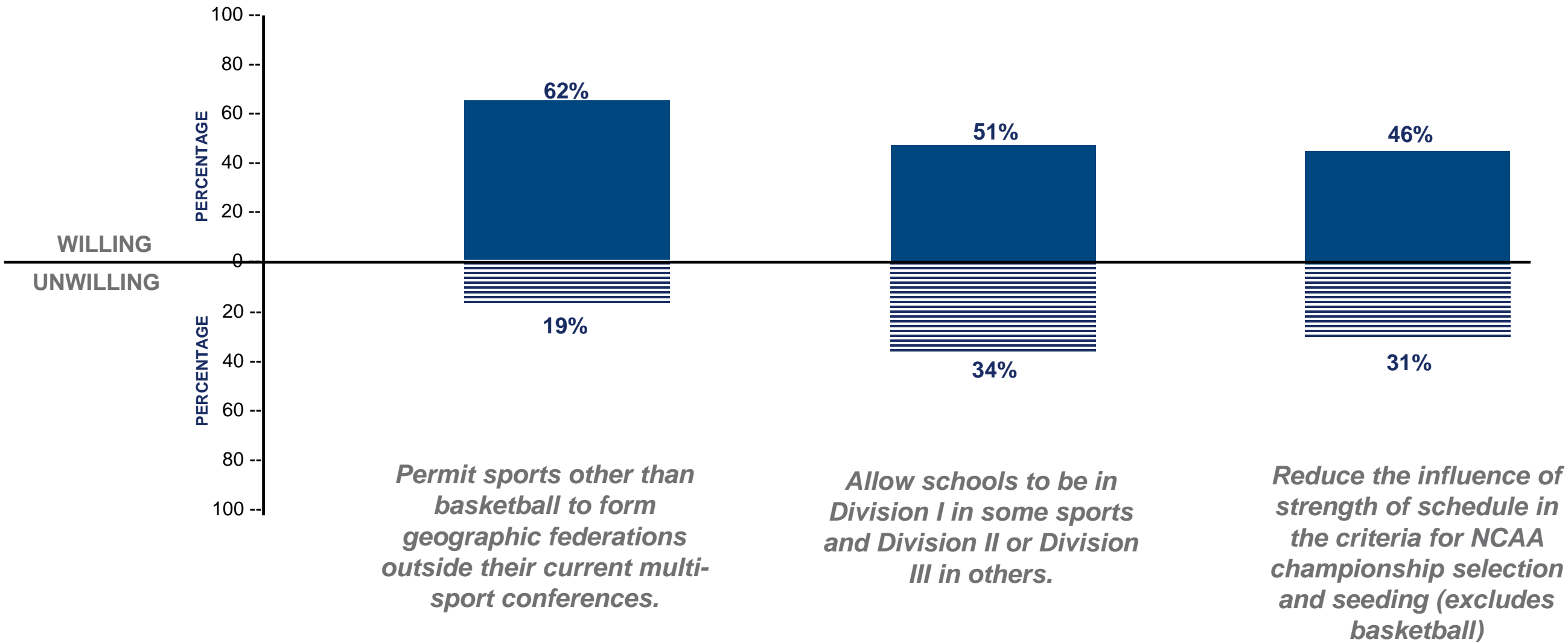
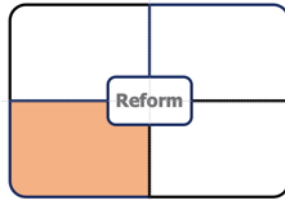
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Willingness to Support the Implementation of Various Federation Concepts Nationally or on the Conference Level



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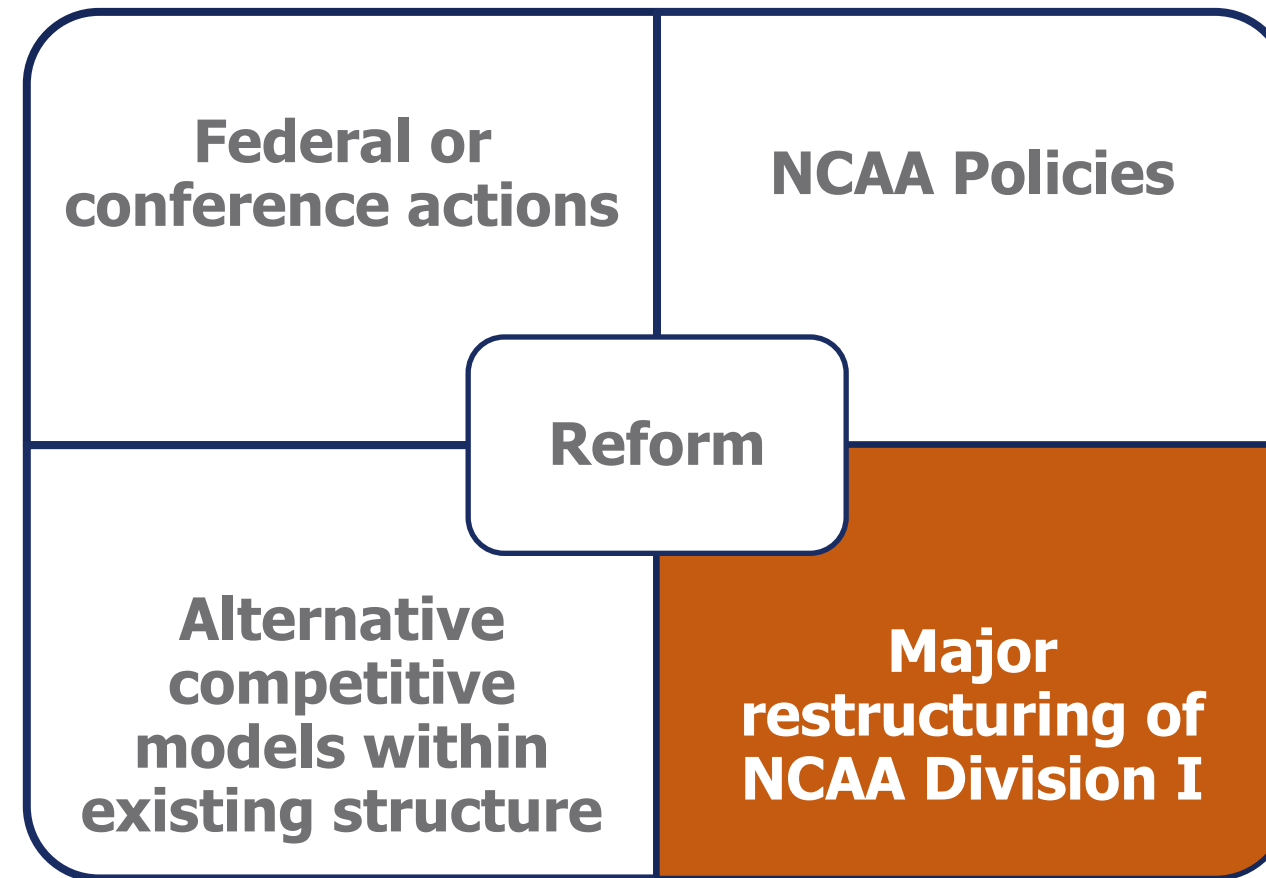
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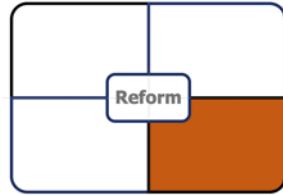


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Potential New Model (Model 1)

Create a New Entity Separate from the NCAA to Govern FBS Football Only

- Each of the current 130 FBS football programs would move to either a new non-NCAA football-only entity or to the NCAA Division I-FCS.
- The new FBS football entity would:
 - Establish its own membership criteria
 - Fund operations through College Football Playoff (CFP) revenues or other fees
 - Determine revenue distribution for its members
 - Oversee all regulatory functions, including compliance and athlete safety
- All other sports and their championships, including men's and women's basketball, would remain in the NCAA Division I.

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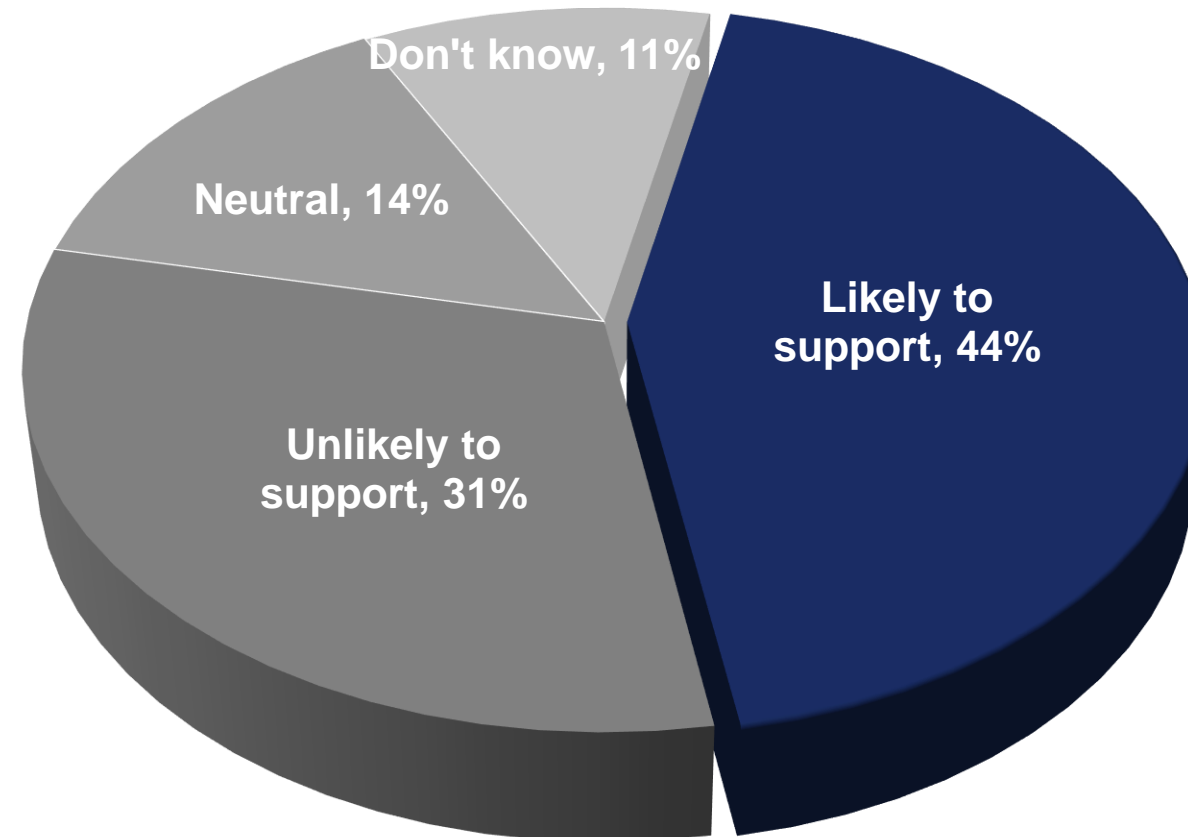
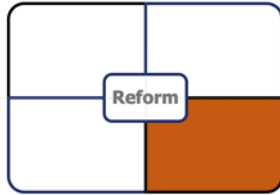


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Overall Likelihood To Support Implementing Proposed Potential Changes Create a New Entity Separate from the NCAA to Govern FBS Football Only (Model 1)



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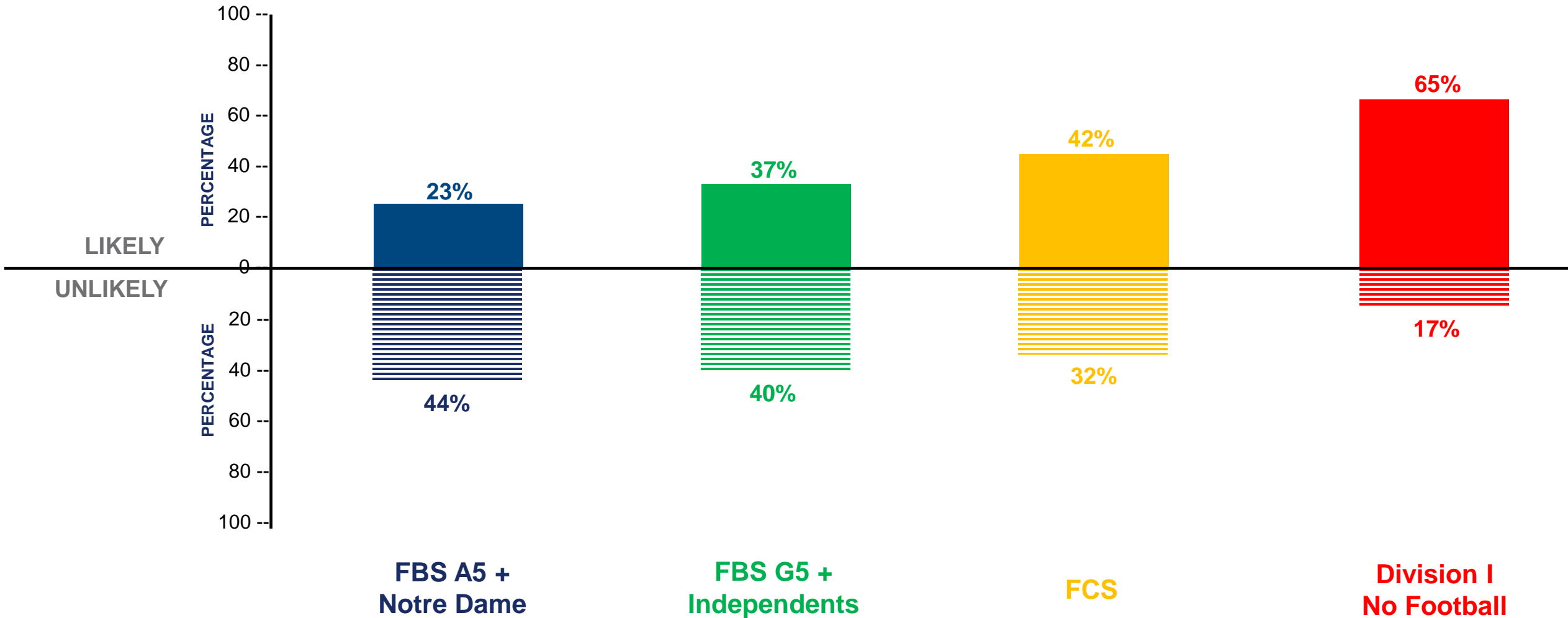
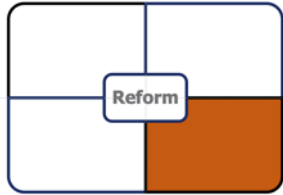
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Likelihood to Support Implementing Proposed Potential Change

New Entity Separate from NCAA for to Govern FBS Football Only (Model 1)

By Competitive Classification



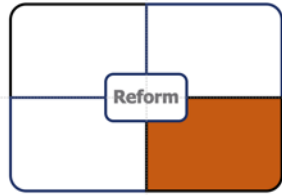
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Potential New Model (Model 2)

Create a New NCAA Division in All Sports Except Basketball for the Autonomy 5 Conferences

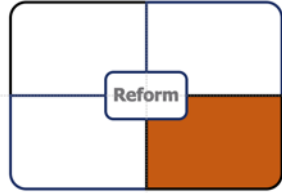
- The Autonomy 5 conferences of 65 schools would become a new Division of the NCAA in all sports except basketball. Other schools may be able to join if they meet membership criteria for this new Division.
- The new NCAA Division would establish its own membership criteria and rules such as:
 - Minimum number of sports
 - Scholarship minimums
 - Amateurism rules
- New NCAA Division championships could exist for sports other than men's and women's basketball.

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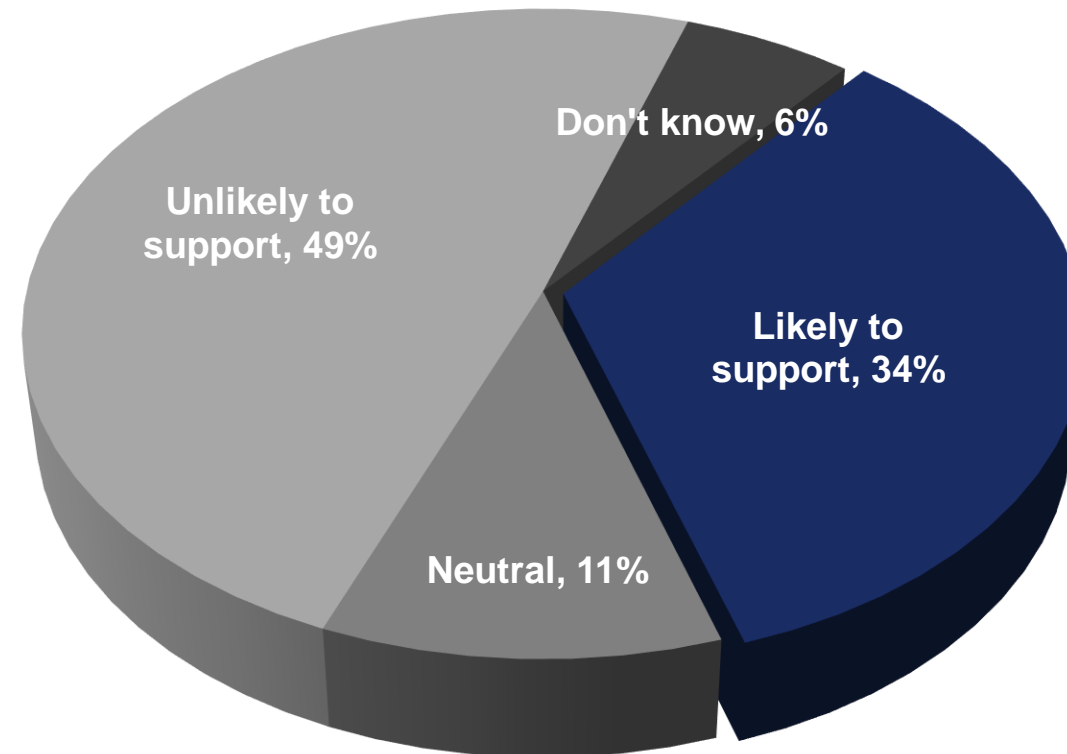


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Overall Likelihood To Support Implementing Proposed Potential Changes Create a New NCAA Division in All Sports Except Basketball for the Autonomous 5 Conferences **(Model 2)**



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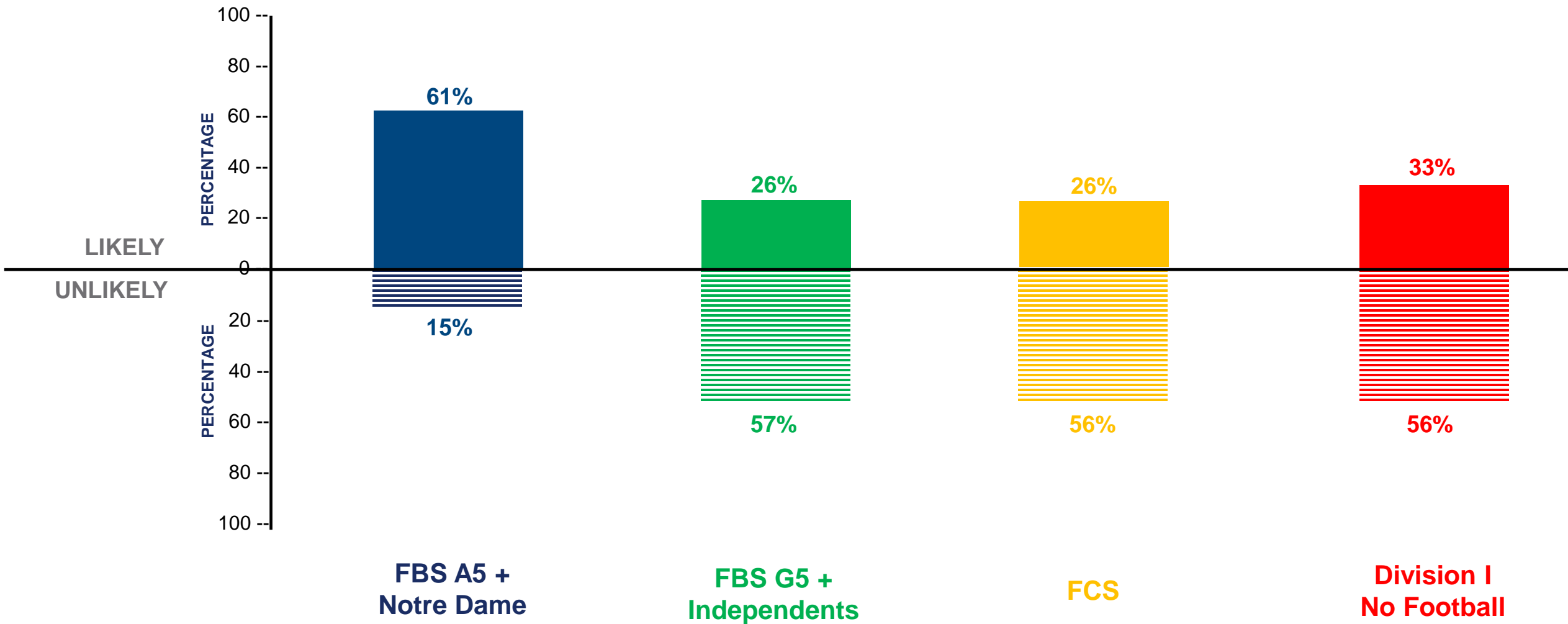
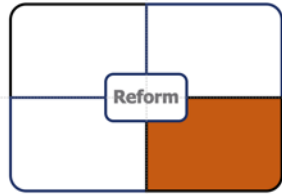
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Likelihood To Support Implementing Proposed Potential Change

New NCAA Division in All Sports except Basketball for A5 (Model 2)

By competitive classification



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Opinions on Potential Benefits of Both Models

Create a Separate Entity to Govern FBS Football
Model 1

Create a Fourth NCAA Division in All Sports Except Basketball for the A5 Conferences
Model 2

46%

Addresses some of the significant problems in Division I athletics

33%

45%

Will be fair and reasonable for my institution

29%

31%

Will achieve financial savings

23%

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D-I Leaders Survey Takeaways



Kendall Spencer

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D-I Leaders Survey Takeaways

- Overwhelming support for major change and now is time to act
- Nearly 8 in 10 want big solutions not incremental
- Only 1/3 satisfied with current model of D-I sports governance
- Consensus agreement:
 - Need explicit Board-level advocate for athlete health and safety
 - Concerns about inequities in NCAA and CFP revenue distributions
 - Sweeping actions to reduce athletics costs

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D-I Leaders Survey Takeaways on Restructuring

- Overwhelming support to keep current D-I basketball tournament structure
- Openness to different competitive structures within current model
- Major reorganization concepts: Completely separating FBS football from NCAA has greater support than a fourth NCAA Division; viewed more likely to address the problems in D-I

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INSTRUCTIONS FOR Q&A

- Available for your questions: Nancy Zimpher, Shanteona Keys, Kendall Spencer, Amy Perko, Jeff Orleans and Michael Cross
- Mark Shugoll with Shugoll Research (report is accessible on www.knightcommission.org.)
- If you have a question, please click on the Q&A icon on your control panel.
- Please identify your affiliation and also identify the presenter to whom the question is directed.

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A FOUR-PART SERIES

TRANSFORMING THE NCAA D-I MODEL

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10/13

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SURVEY FINDINGS ABOUT REFORM**

SESSION 2

9/30

**A NEW ANALYSIS OF THE D-I REVENUE
DISTRIBUTION FORMULA INEQUITIES**

SESSION 4

11/19

RECOMMENDATIONS FOR CHANGE

ALL SESSIONS ARE FROM 1PM - 2PM ET

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Thank you for attending.

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