A FOUR-PART SERIES

TRANSFORMING THE NCAA D-I MODEL

SESSION 3

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

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

Tuesday, Oct. 13
1pm - 2pm ET

Session will begin shortly

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Welcome

Sam Gill,
Senior Vice President and Chief Program Officer
John S. and James L. Knight Foundation
Kendall Spencer  
Former NCAA Board Member; NCAA National Champion in Long Jump

Shanteona Keys  
Manager of Education, Women’s Basketball Coaches Association (WBCA)
Overview for Today’s Session

Nancy Zimpher
Knight Commission on Intercollegiate Athletics
Chancellor Emeritus,
State University of New York (SUNY)
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
A FOUR-PART SERIES

TRANSFORMING THE NCAA D-I MODEL

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<th>9/16</th>
<th>FOLLOW THE MONEY: BREAKING DOWN D-I FINANCES</th>
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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 website tomorrow.
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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)
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.

<table>
<thead>
<tr>
<th>Role</th>
<th>Total (N)</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presidents</td>
<td>69</td>
<td>20%</td>
</tr>
<tr>
<td>Athletics Directors (ADs)</td>
<td>106</td>
<td>30%</td>
</tr>
<tr>
<td>Conference Commissioner</td>
<td>21</td>
<td>66%</td>
</tr>
<tr>
<td>Faculty Athletics Representative (FARs)</td>
<td>90</td>
<td>25%</td>
</tr>
<tr>
<td>Senior Woman Administrator (SWA)</td>
<td>66</td>
<td>19%</td>
</tr>
<tr>
<td>Student-athlete representatives from NCAA SAAC</td>
<td>10</td>
<td>25%</td>
</tr>
</tbody>
</table>
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.
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
What DI Leaders Think: New Survey Findings About Reform
Common Problems in Division I

- Attitudes towards change
- Absence of common values
- Concerns about governance
- Broken financial model

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

I would like to see reform in Division I governance
- Agree: 74%
- Disagree: 7%

I would like to see reform in the Division I organizational/competitive structure
- Agree: 73%
- Disagree: 11%

The coronavirus pandemic presents the perfect time to tackle problems in Division I governance and organizational/competitive structure
- Agree: 72%
- Disagree: 18%

Division I reform should look for "big solutions" rather than incremental changes
- Agree: 78%
- Disagree: 11%

Percentages do not total 100% due to "neutral" and "do not know" responses not shown.
What DI Leaders Think: New Survey Findings About Reform
Common Problems in Division I

- Attitudes towards change
- Absence of common values
- Concerns about governance
- Broken financial model

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

Athletics is in alignment with the core mission of my institution: 84% agree, 6% disagree.

Division I schools have common values about what intercollegiate athletics should be at an educational institution: 33% agree, 49% disagree.
Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes

- Academic Eligibility Rules:
  - Agree: 92%
  - Disagree: 5%
- Amateurism Rules:
  - Agree: 82%
  - Disagree: 13%
- Benefits like long-term health coverage/expenses:
  - Agree: 74%
  - Disagree: 14%
Some members in governance should be selected to explicitly represent the health, safety and well-being of athletes.
What DI Leaders Think: New Survey Findings About Reform

Common Problems in Division I

Areas of Agreement

Concerns about Governance
Overall Satisfaction with Current NCAA Division I Governance

- Satisfied: 31%
- Neutral: 27%
- Dissatisfied: 40%
- Don't Know: 2%

Don't know and satisfied are very close in percentage, with neutral being the minority. The majority of responses are either neutral or dissatisfied.
Overall Satisfaction with Current NCAA Division I Governance
By Competitive Classification

FBS A5 + Notre Dame
FBS G5 + Independents
FCS
Division I No Football

31% Satisfied, 48% Dissatisfied
33% Satisfied, 31% Dissatisfied
34% Satisfied, 37% Dissatisfied
30% Satisfied, 42% Dissatisfied
Is It Appropriate That FBS Conferences Have More Voting Power and Representation in NCAA Governance Than Non-FBS Conferences?

- **FBS A5 + Notre Dame**
  - Agree: 83%
  - Disagree: 11%

- **FBS G5 + Independents**
  - Agree: 52%
  - Disagree: 38%

- **FCS**
  - Agree: 20%
  - Disagree: 66%

- **Division I No Football**
  - Agree: 14%
  - Disagree: 77%

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Conference Commissioners have more influence over NCAA governance than Presidents

PERCENTAGE

AGREE

PERCENTAGE

DISAGREE

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Statements about Current NCAA Governance

- Create leadership position for FBS football, similar to a Commissioner: 53% willing, 27% unwilling
- Create leadership position for Division I basketball, similar to a Commissioner: 51% willing, 25% unwilling
What DI Leaders Think: New Survey Findings About Reform

Common Problems in Division I

Broken financial model

Areas of Agreement
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
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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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)”

<table>
<thead>
<tr>
<th>Agreement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In my institution’s FBS football program</td>
<td>59%</td>
</tr>
<tr>
<td>In my institution’s men’s basketball program</td>
<td>53%</td>
</tr>
<tr>
<td>At my institution, in sports other than football and men’s basketball</td>
<td>28%</td>
</tr>
</tbody>
</table>
At My Institution, There is an Over-Reliance on Student Fees and/or University Funding for Athletics

![Bar chart showing percentage of agreement and disagreement by different categories of college football programs.]

- **FBS A5 + Notre Dame:**
  - Agree: 15%
  - Disagree: 82%

- **FBS G5 + Independents:**
  - Agree: 63%
  - Disagree: 26%

- **FCS:**
  - Agree: 48%
  - Disagree: 44%

- **Division I No Football:**
  - Agree: 54%
  - Disagree: 27%
Shared Annual Revenue Distribution

$590 million to 351 Division I Schools

$460 million to 130 FBS Schools
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.

NCAA revenue distribution:
Only 22% of ALL respondents are satisfied.

CFP revenue distribution:
Only 25% of ALL respondents are satisfied.

Analysis by competitive classification reveals that only the A5 respondents have high levels of satisfaction with both revenue distribution models.
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.
What DI Leaders Think: New Survey Findings About Reform
Openness to Policy Reforms and Organizational Structure

Attitudes towards change
- Absence of common values
- Areas of agreement
- Concerns about governance
- Broken financial model

Reform
- Federal or conference actions
- NCAA Policies
- Alternative competitive models within existing structure
- Major restructuring of NCAA Division I

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

Seek an anti-trust exemption in order to reduce athletics costs

Conference-level agreements for capping sports budgets (e.g., coaching salaries and sport specific personnel)

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What DI Leaders Think: New Survey Findings About Reform
Common Problems in Division I

- Federal or conference actions
- NCAA Policies
- Alternative competitive models within existing structure
- Major restructuring of NCAA Division I

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.
What DI Leaders Think: New Survey Findings About Reform
Common Problems in Division I

<table>
<thead>
<tr>
<th>Federal or conference actions</th>
<th>NCAA Policies</th>
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<tr>
<td>Reform</td>
<td>Major restructuring of NCAA Division I</td>
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Alternative competitive models within existing structure
Keeping all current Division I schools in the same men’s basketball tournament is essential.

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

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At my institution, it is important for all sports to compete in the same multi-sport conference where possible.

My multi-sport conference membership is a good fit with respect to travel and rivalries.
My Multi-Sport Conference Membership is a Good Fit with Respect to Travel and Rivalries

FBS A5 + Notre Dame
76%
13%
49%
39%
76%
10%

FBS G5 + Independents
FCS
Division I
No Football

PERCENTAGE
AGREE
DISAGREE

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

- Permit sports other than basketball to form geographic federations outside their current multi-sport conferences. (62% willing, 19% unwilling)
- Allow schools to be in Division I in some sports and Division II or Division III in others. (51% willing, 34% unwilling)
- Reduce the influence of strength of schedule in the criteria for NCAA championship selection and seeding (excludes basketball). (46% willing, 31% unwilling)

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What DI Leaders Think: New Survey Findings About Reform

Federal or conference actions

NCAA Policies

Alternative competitive models within existing structure

Reform

Major restructuring of NCAA Division I
• 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:
  o Establish its own membership criteria
  o Fund operations through College Football Playoff (CFP) revenues or other fees
  o Determine revenue distribution for its members
  o 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.
Overall Likelihood To Support Implementing Proposed Potential Changes
Create a New Entity Separate from the NCAA to Govern FBS Football Only
(Model 1)

- Likely to support, 44%
- Unlikely to support, 31%
- Neutral, 14%
- Don’t know, 11%
**Likelihood to Support Implementing Proposed Potential Change**

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

*By Competitive Classification*

<table>
<thead>
<tr>
<th>Competitive Classification</th>
<th>Likely</th>
<th>Unlikely</th>
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<tr>
<td>FBS A5 + Notre Dame</td>
<td>23%</td>
<td>44%</td>
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<td>40%</td>
</tr>
<tr>
<td>FCS</td>
<td>42%</td>
<td>32%</td>
</tr>
<tr>
<td>Division I No Football</td>
<td>65%</td>
<td>17%</td>
</tr>
</tbody>
</table>
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.
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)

- Likely to support, 34%
- Likely to support, 49%
- Neutral, 11%
- Unlikely to support, 49%
- Don't know, 6%
Likelihood To Support Implementing Proposed Potential Change
New NCAA Division in All Sports except Basketball for A5 (Model 2)
By competitive classification

<table>
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<tr>
<th>Competitive Classification</th>
<th>Likely Percentage</th>
<th>Unlikely Percentage</th>
</tr>
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<tbody>
<tr>
<td>FBS A5 + Notre Dame</td>
<td>61%</td>
<td>15%</td>
</tr>
<tr>
<td>FBS G5 + Independents</td>
<td>26%</td>
<td>57%</td>
</tr>
<tr>
<td>FCS</td>
<td>26%</td>
<td>56%</td>
</tr>
<tr>
<td>Division I No Football</td>
<td>33%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Opinions on Potential Benefits of Both Models

Create a Separate Entity to Govern FBS Football (Model 1)

- **46%**
  - Addresses some of the significant problems in Division I athletics

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

- **33%**
  - Will be fair and reasonable for my institution

- **29%**
  - Will achieve financial savings

- **23%**
  - 45% 46% 31%
D-I Leaders Survey Takeaways

Kendall Spencer
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
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
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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