



# Division I Athletic Department Finances and Policy Impacts

**KNIGHT-NEWHOUSE**

## **College Athletics Database**

**Explore D-1 Sports and Academic Finances**

[knightnewhousedata.org](https://knightnewhousedata.org)



**Jodi Upton**

Project Manager

Knight-Newhouse College Athletics Database

Knight Chair for Exploratory and Data Journalism

Newhouse School of Public Communications

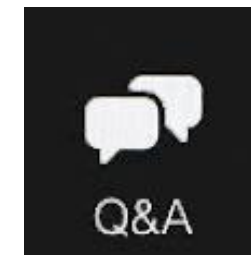


**Peyton Barish**

Assistant Project Manager,  
Knight-Newhouse College Athletics Database

## Q&A Instructions

Please click on the Q&A icon to enter your question at any time during the presentation.





# Division I Athletic Department Finances and Policy Impacts

**KNIGHT-NEWHOUSE**

## **College Athletics Database**

---

**Explore D-1 Sports and Academic Finances**

[knightnewhousedata.org](https://knightnewhousedata.org)



# Webinar Overview

**01**

## **Introduction**

Discuss the database, its history and tools

**03**

## **Financial Trends in College Sports**

Explore two financial trends in college athletics worth watching over the next couple of years and build custom reports

**02**

## **Database Demonstration**

Guide users through the database, explaining the data, and the custom reporting tool.

**04**

## **Q&A**

Answer your questions about policy issues or the database



# Introduction

- The Knight Commission created the database in 2013 to foster greater financial transparency in college sports.
- In 2021, partnership created with Syracuse University's S.I. Newhouse School of Public Communications to manage the database.
- Last year, new categories were added and other enhancements made to empower users to more easily access and analyze data on mobile devices.
- Database contains financial information for more than 230 public Division I institutions.



# Where Does the Data Come From?

- The data comes from the same financial reports that the schools send to the NCAA (MFRS).
- The data is standardized and audited, ensuring its accuracy.
- Comparison of broad revenue and expense categories.
- The database financial categories are fairly comparable across time and conferences.



**02**

# **Database Demonstration**





**03**

# **Trends**

Highlighting financial trends in college athletics



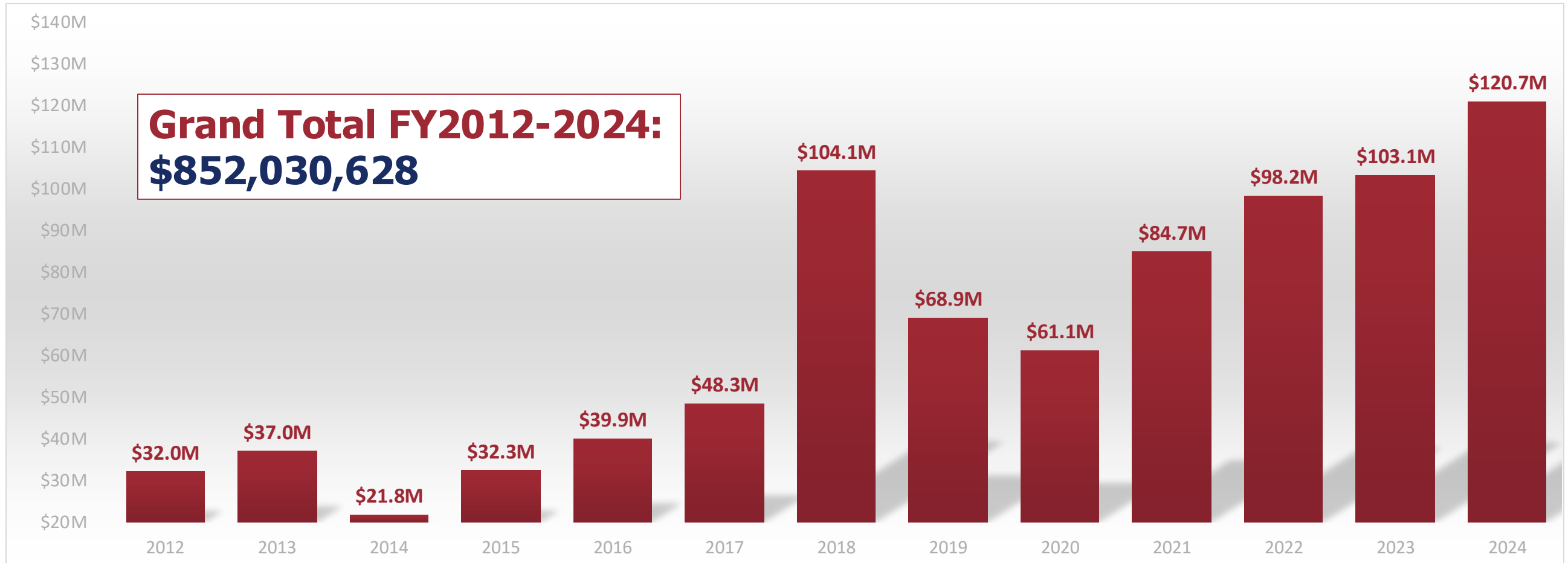
# **Soaring Severance Across FBS Football**

FBS Football Coaching Severance  
Surpasses \$1 Billion



# Soaring Severance: Head and Assistant Football Coaches

Public FBS Institutions – FY2012-2024 **ACTUAL**



**College Football Playoff Begins**

Source: Knight-Newhouse College Athletics Data. Data reported by public institutions on NCAA Financial Report forms.

Note: Total Severance includes only football head and assistant coaches, and numbers on individual bars are rounded to the nearest hundred thousand dollars

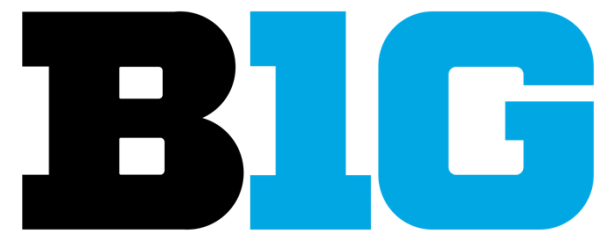


# Football Coaching Severance Payments

- This football season's firings have it shaping up to be the most expensive on record, with institutions obligated to pay **\$228M** in severance to **15** head football coaches.
- Since CFP began, public institutions have spent or are obligated to spend **\$1.02 billion** on FBS football coaching severance payments.



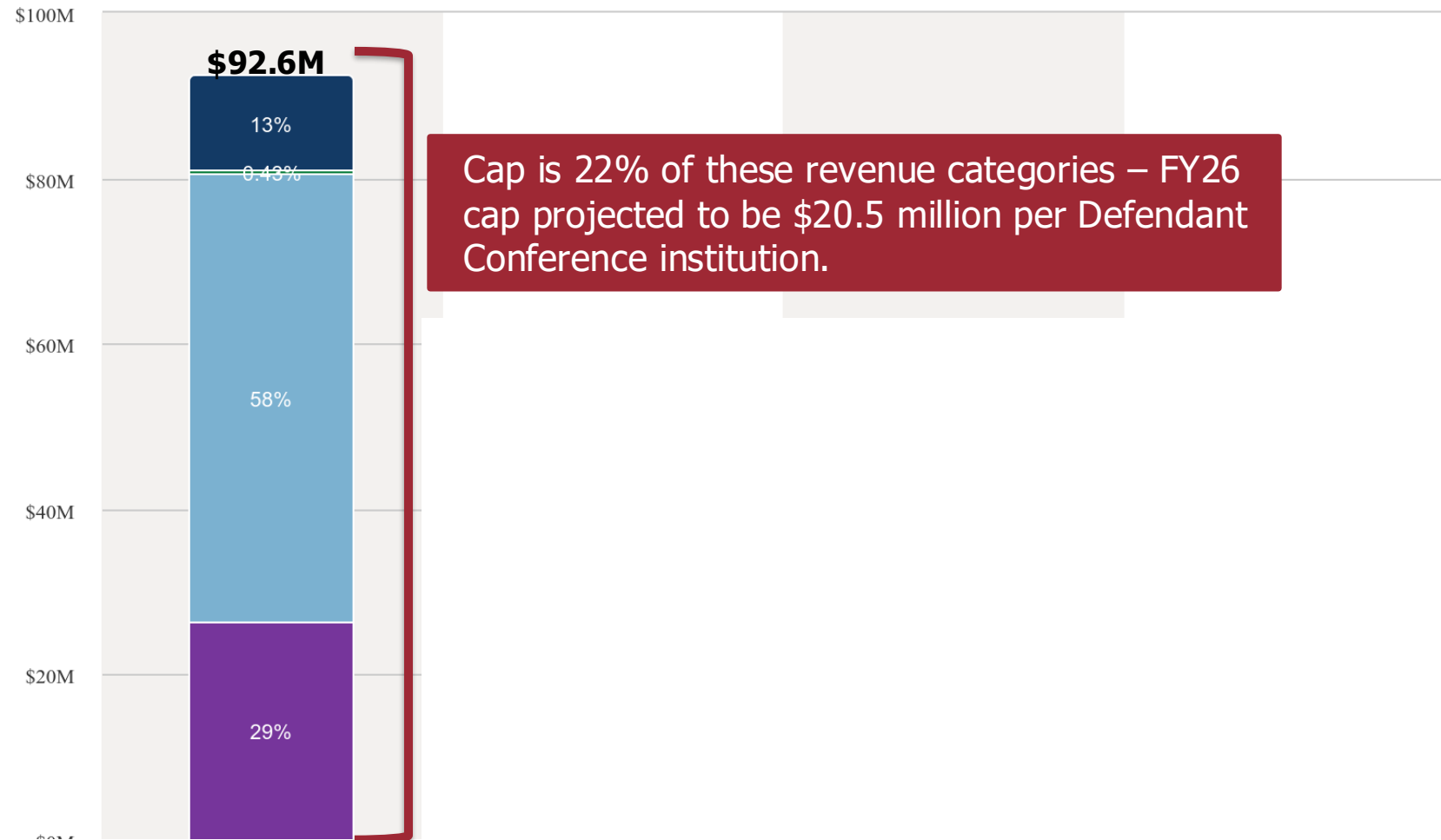
# *House Settlement and Athlete "Revenue-Sharing"*





# Institutional Cap for New Athlete Payments & Benefits

(Example graph: 2024 revenues for median public DI school in each DI grouping)



## Athletics Revenue Categories\*

- Corporate sponsorship, advertising & licensing
- Competition guarantees
- Conference/NCAA distributions, media rights and Post-Season Football
- Ticket sales

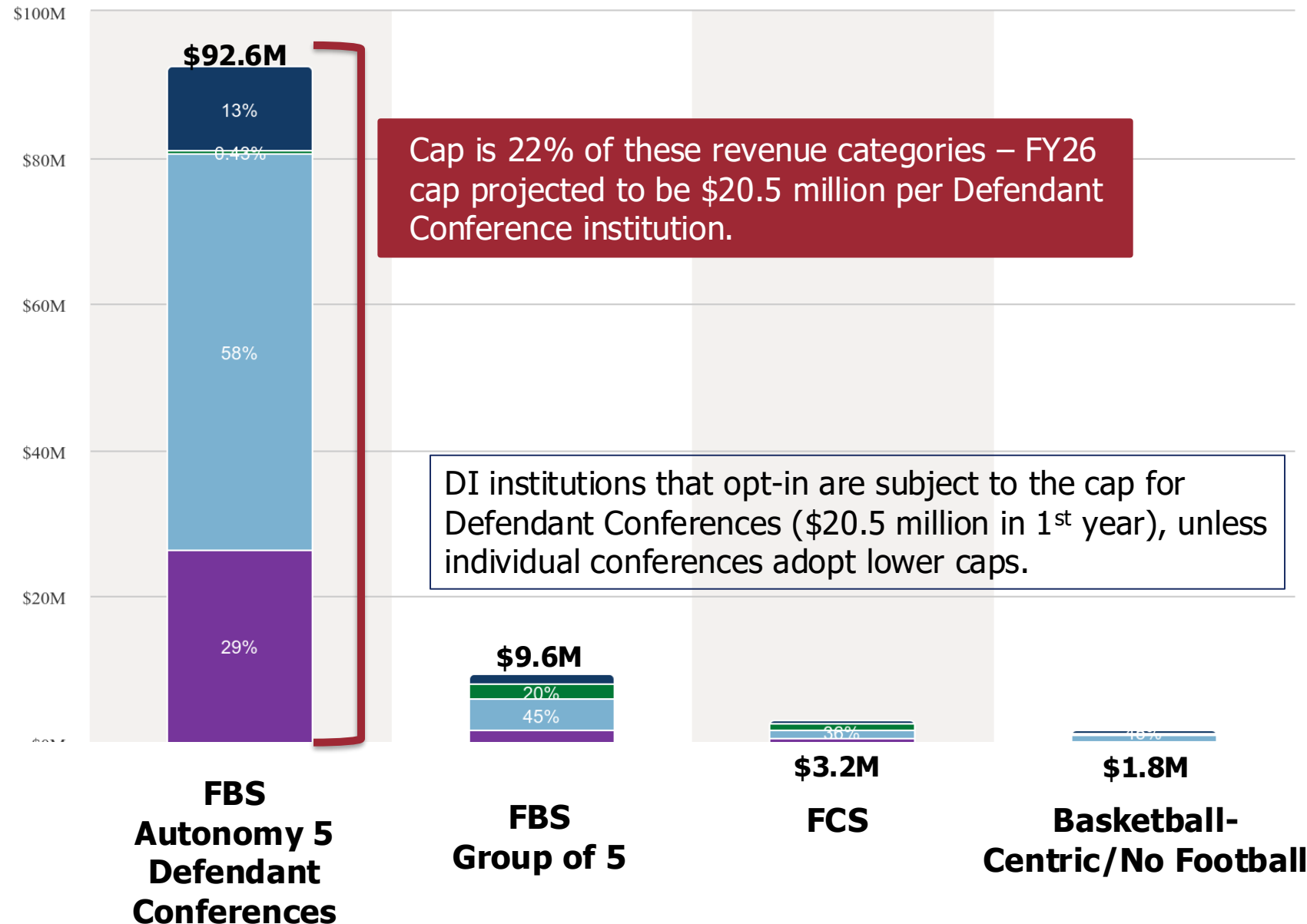
\*The *House* settlement uses eight revenue categories to determine the institutional cap. All eight are combined within the four broad categories seen above.

**FBS  
Autonomy 5  
Defendant  
Conferences**



# Institutional Cap for New Athlete Payments & Benefits

(Example graph: 2024 revenues for median public DI school in each DI grouping)



## Athletics Revenue Categories\*

- Corporate sponsorship, advertising & licensing
- Competition guarantees
- Conference/NCAA distributions, media rights and Post-Season Football
- Ticket sales

\*The *House* settlement uses eight revenue categories to determine the institutional cap. All eight are combined within the four broad categories seen above.



**04**

**Q&A**





# Thank you!

For more information visit [knightnewhousedata.org](http://knightnewhousedata.org) and  
[www.knightcommission.org](http://www.knightcommission.org)

For any questions email:  
[info@knightcommission.org](mailto:info@knightcommission.org)  
[jupton@syr.edu](mailto:jupton@syr.edu)  
[pbarish1899@gmail.com](mailto:pbarish1899@gmail.com)