WELCOME

PROTECTING COLLEGIATE OLYMPIC SPORTS

— An Interactive Session on What Comes Next —

JUNE 10, 2025 | NACDA CONVENTION | ORLANDO, FLORIDA

Knight Commission
On Intercollegiate Athletics

A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

AMY PRIVETTE PERKO

CEO,
Knight Commission on Intercollegiate Athletics

PROTECTING COLLEGIATE OLYMPIC SPORTS

— An Interactive Session on What Comes Next —

Knight Commission
On Intercollegiate Athletics
A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

BOB BOWLSBY

Member,
Knight Commission on Intercollegiate Athletics

Former D-I Commissioner & Director of Athletics

Former Member of Board of Directors,
U.S. Olympic & Paralympic Committee

BETH BROOKE

Member,
Knight Commission on Intercollegiate Athletics

Global Business & Policy Executive

Member of Board of Directors,
U.S. Olympic & Paralympic Committee

Knight Commission
On Intercollegiate Athletics
A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

Agenda

I. Session Overview

II. Statement of the Problem/Consensus on Challenges

III. Stakeholder Proposed Solutions

IV. Knight Commission Incentive Proposals

V. Poll results

JASON HUSSER
Director, Elon University Poll

ELON UNIVERSITY | Elon University Poll

PROTECTING COLLEGIATE OLYMPIC SPORTS

— An Interactive Session on What Comes Next —

Knight Commission On Intercollegiate Athletics
A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

BOB BOWLSBY

Member,
Knight Commission on Intercollegiate Athletics

Former D-I Commissioner & Director of Athletics

Former Member of Board of Directors,
U.S. Olympic & Paralympic Committee

PROTECTING COLLEGIATE OLYMPIC SPORTS

— An Interactive Session on What Comes Next —

Knight Commission
On Intercollegiate Athletics
A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

Concerns for Collegiate Olympic Sports

1. Reductions in funding and/or net loss of sports teams since the *House* settlement was announced in **April 2024 through June 10, 2025**.

    a. **37 DI teams*** have been dropped resulting in potentially more than **700 lost opportunities**

    b. Other universities announced or **added 17 DI teams*** -- roster numbers are not yet available

2. Potential reduction of opportunities through roster limits across all of Division I = **15,000+ fewer opportunities** once the phasing in of roster limits has expired

3. Future changes requiring fewer minimum number of sports for DI membership

*NCAA Championship-level sports.

**Note: Data reflected through June 10, 2025 presentation date.

Questions that could impact TEAM USA

- How will the scholarship and investment levels impact TEAM USA success?
- How could reductions in broad-based participation impact each sport over the long term?

Information from the May 20 Session:
"The Future of Collegiate Olympic Sports in a New Era for Division I"

available on knightcommission.org

2024 US Olympic and Paralympic Collegiate Participation

- **593 US Olympic athletes**
  - 75% are current or former college student-athletes
  - Representing 172 institutions and 45 conferences
- **225 US Paralympic athletes**
  - 53% are current or former college student-athletes
  - Representing 94 institutions and 45 conferences
- **84% of all US Olympic medalists in Paris competed in college sports**

DI Core Value: Providing Broad-Based Opportunities

- **227** Division I public institutions
- Providing more than **$1 billion** in athletics scholarship funding
- Including funding for private institutions, this total is estimated at close to **$2 billion**
- In 2024, more than **152,000 DI athletes** participated in college sports other than football and men's and women's basketball.

BETH BROOKE

Member,
Knight Commission on Intercollegiate Athletics

Global Business & Policy Executive

Member of Board of Directors,
U.S. Olympic & Paralympic Committee

PROTECTING COLLEGIATE OLYMPIC SPORTS

— An Interactive Session on What Comes Next —

Knight Commission
On Intercollegiate Athletics
A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

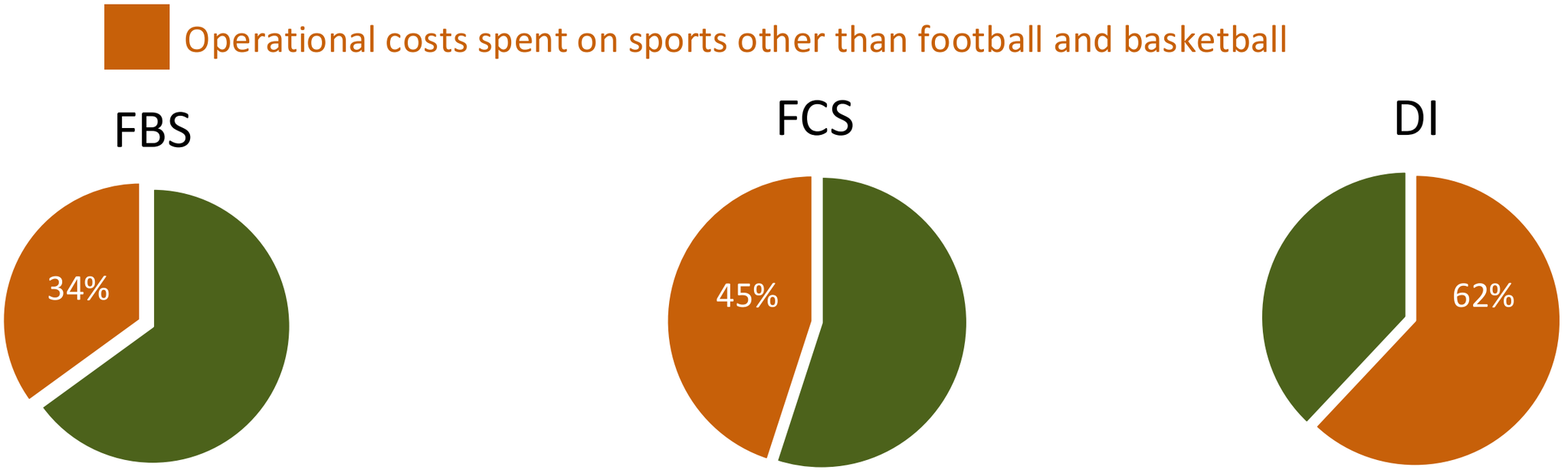
Proposed solutions fall into four categories:

- Increasing awareness and education on the role of collegiate Olympic sports – youth to the Olympic podium
- Protecting current levels of support and avoiding significant cuts
- Creating cost certainty
- Enhancing revenue

Proposal 1

Intercollegiate Coalition of Coaching Associations (ICAC)

Codify through any future federal law a requirement to maintain the proportion of current spending on operational costs for sports other than football and men's and women's basketball.



Proposal 2

Intercollegiate Coalition of Coaching Associations (ICAC)

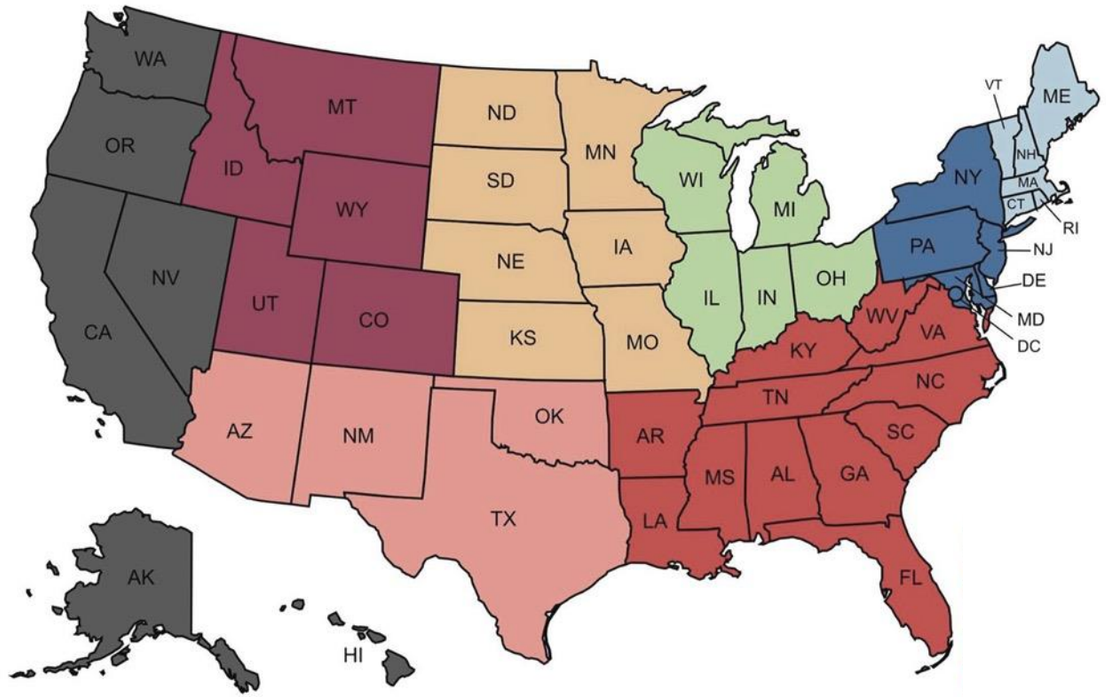
Through federal law, codify the current minimum number of sports required for NCAA Division I membership:

FBS Institutions:  16 sports

Non-FBS Institutions:  14 sports

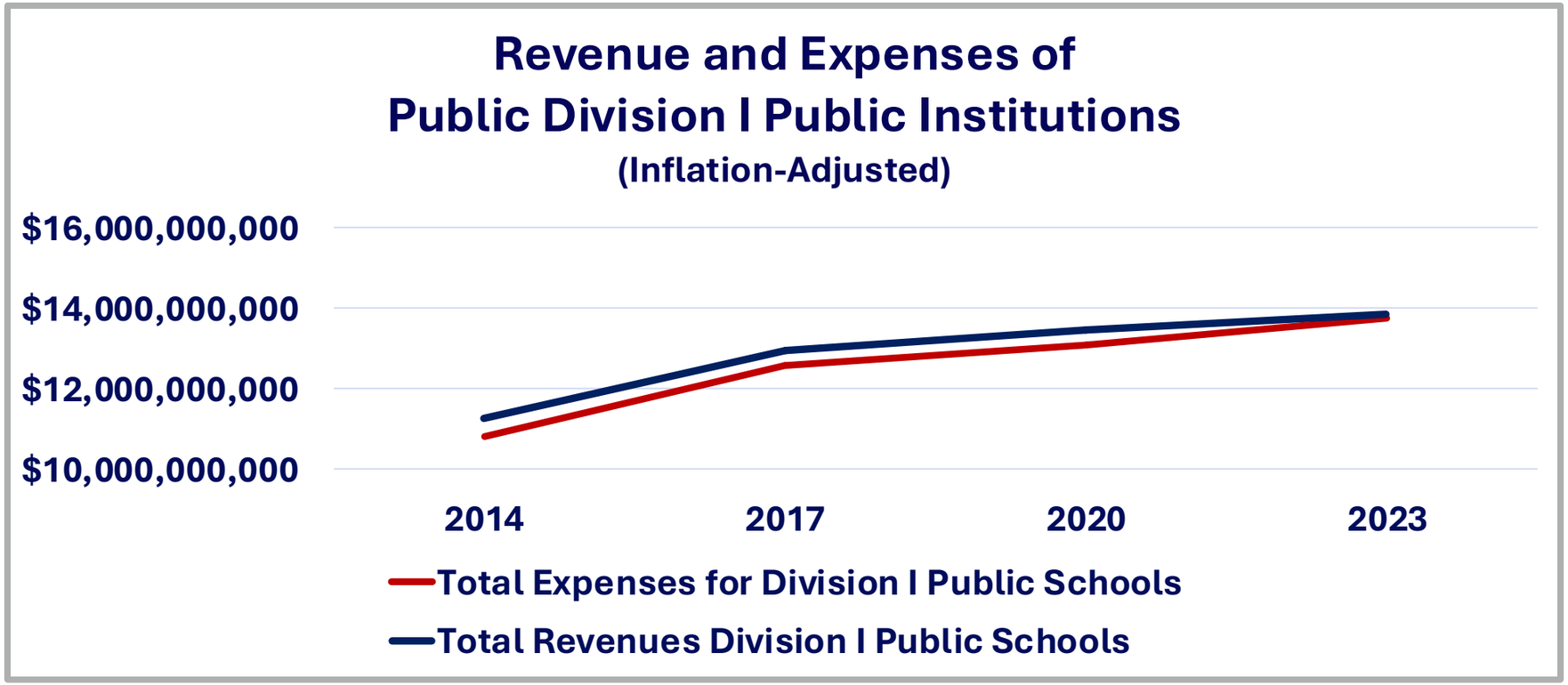
Proposal 3

Find creative ways for multisport conferences to regionalize regular-season competition for collegiate Olympic sports to contain costs.

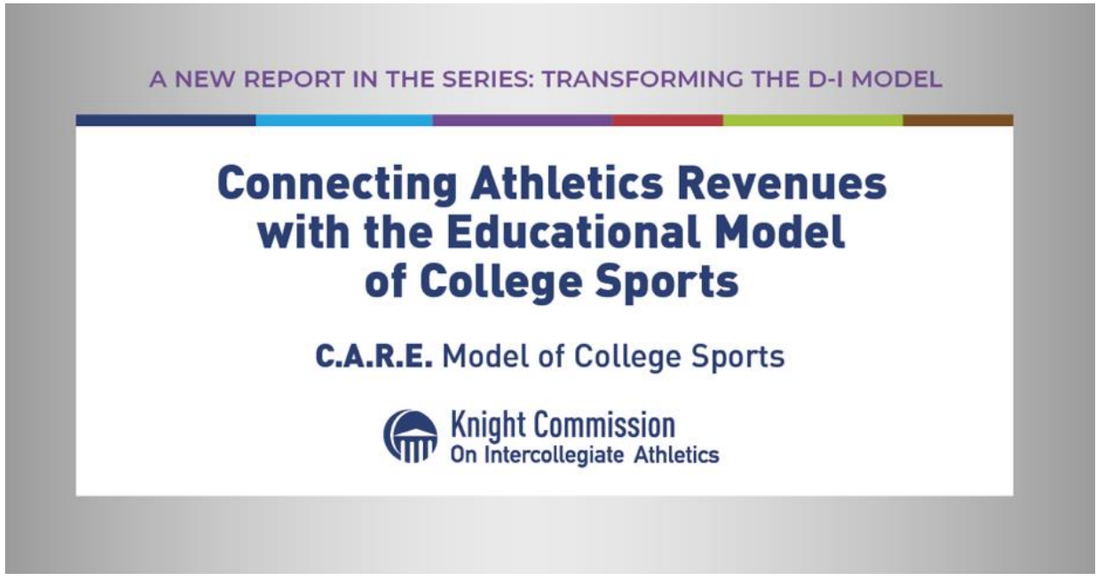


Proposal 4

Find legal ways to create cost control measures.



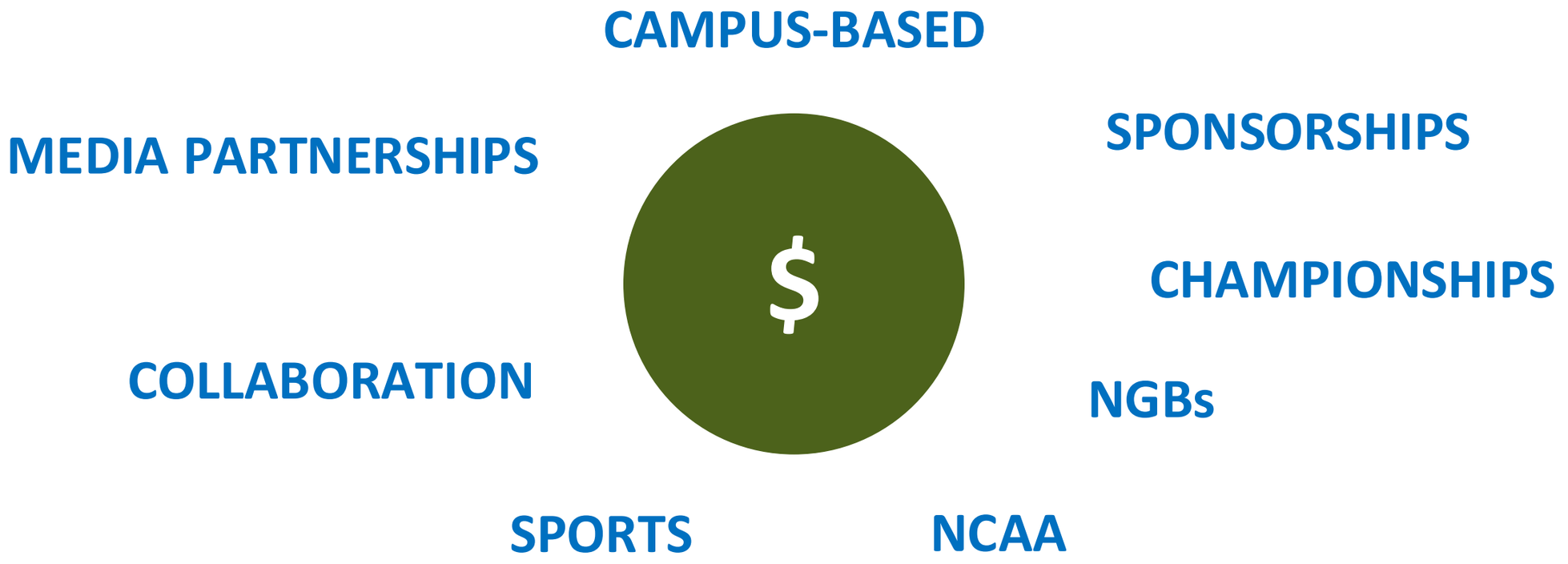
Principles to Impact Financial Framework
Distribution Incentives and Spending



Criteria include:

- **Incentives for Core Values of Education, Gender Equity, and Opportunity**

- **Financial Responsibility for Education, Health, Safety, and Well-Being**


CAMPUS-BASED
SPONSORSHIPS
MEDIA PARTNERSHIPS
$
CHAMPIONSHIPS
COLLABORATION
NGBs
SPORTS
NCAA

Proposal 6

Sports Historian and Associate Professor
Victoria Jackson

Create a national fund to support collegiate Olympic Sports through existing or increased fees/federal tax on sports gambling operators.

0.25% current federal excise tax on sports gambling with no designated purpose

$370 million collected in 2024 (estimated)

Knight Commission Proposals for Opportunity Incentives

Understanding Current National DI Shared Revenues

Managed by NCAA
(DI member schools and conferences)

Distributes more than **$600 Million** annually to **356** DI schools;

Other March Madness revenues (nearly $400m) fund all national services including FBS Football and 90 national championships for all 3 divisions

Managed independently by
Football Bowl Subdivision (FBS) Conferences

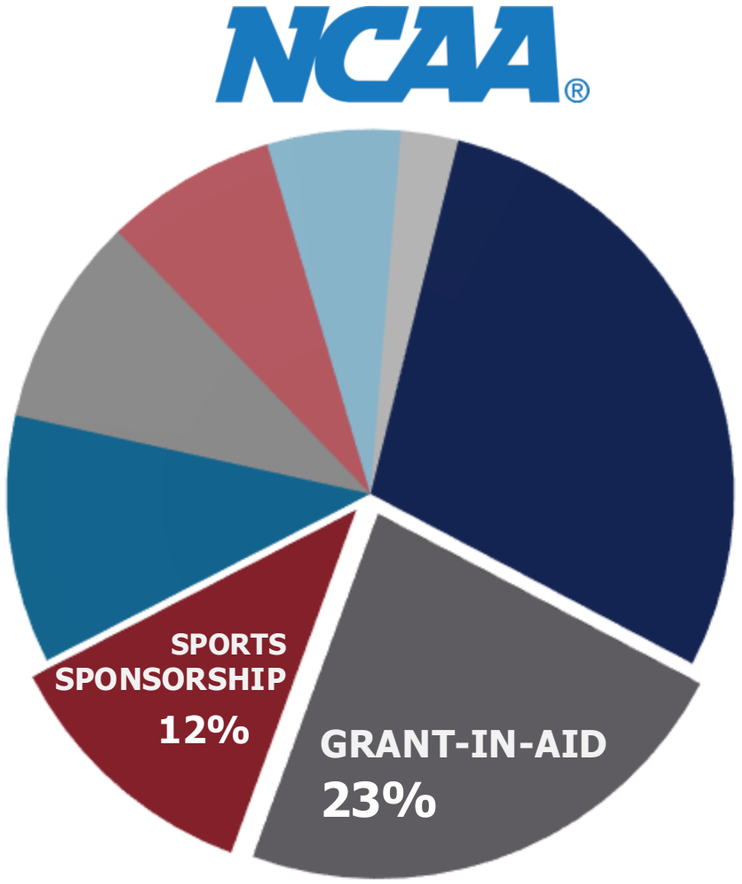
Will distribute more than **$1 Billion** annually to DI FBS schools (91% to 67 schools in ACC, Big 10, Big 12, SEC and Notre Dame)*

NCAA receives $0 in funding from the sport of FBS Football and absorbs significant national operations costs for FBS Football

*In 2026-27

Knight Commission Incentives Proposal #1:

Eliminate FBS Football Factors from NCAA Revenue Distribution Formula



Current:

The NCAA revenue distribution formula counts sports for which the NCAA operates and controls revenues associated with a post-season championship. The NCAA counts FBS football in its formula but neither operates nor controls revenues from the College Football Playoff (CFP).

Proposed:

The NCAA revenue distribution formula should be changed to count ONLY NCAA Championship-related sports; **the formula should no longer count FBS football.**

Knight Commission Incentives Proposal #1:

Eliminate FBS Football Factors from NCAA Revenue Distribution Formula

- Incentives for FBS football scholarships and counting the sport itself was estimated between **$61 and $66 million***
- **Proposal Result:** Value of financial incentives for sports other than FBS football ("collegiate Olympic sports") increases by **more than $60 million annually**.

*based on independent study by CliftonLarsonAllen (CLA) using 2018 distributions

Knight Commission Incentives Proposal #2:

Create Opportunity Incentives in the CFP Distribution

Similar to the NCAA distribution, the CFP distribution should include “opportunity incentives” that reward FBS schools only for the athletics scholarships they provide in all sports.

Knight Commission Incentives Proposal #2:

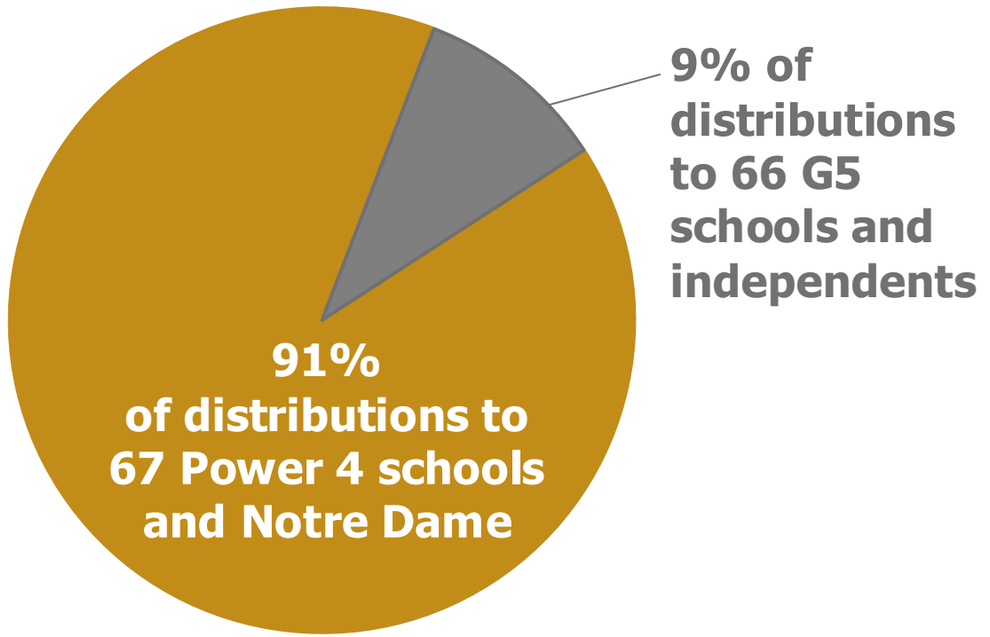
Future NCAA and CFP Annual Distributions

$1.4 Billion in revenue

$737 million scheduled for distribution to 356 DI schools*

***Distributions to DI schools will decrease with plan to pay *House* damages**

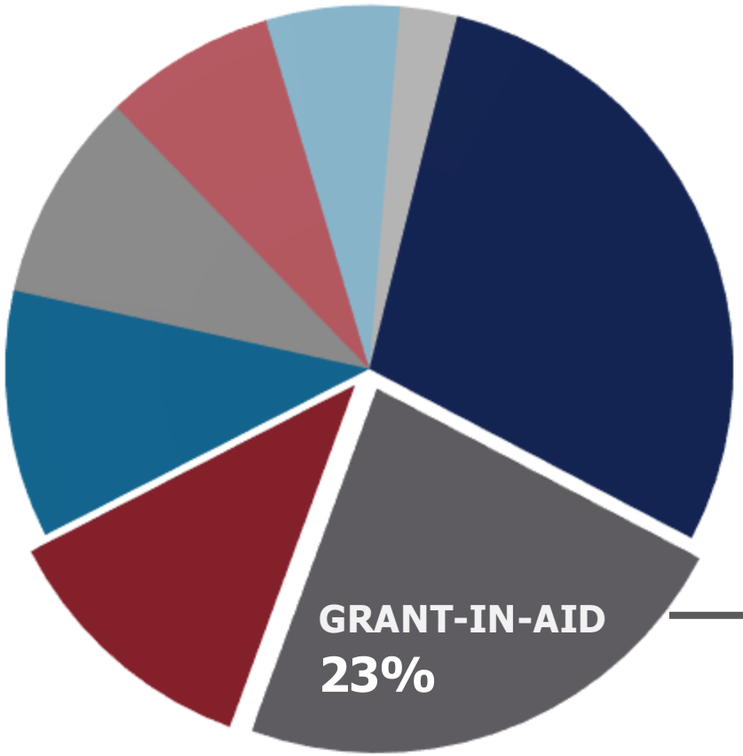
Estimated $1.3 Billion in revenue



(per contracts and policies effective 2026-27)

Sources: NCAA Revenue Distribution Plan, NCAA.org; CFP: CollegeFootballPlayoff.com; and various media reports for expanded CFP revenues

Knight Commission Incentives Proposal #2: Athlete Opportunity Incentives under 2026-27 Policy



23% Incentives*
for providing athlete opportunities in all sports

2026 projected distribution to DI schools is
$156 million

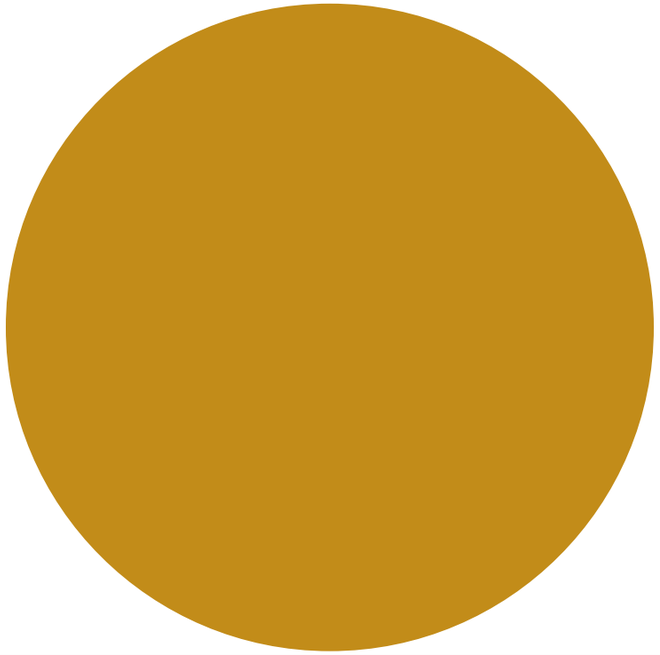
*Under existing policy, institutions that earn such incentives may not receive them due to conference authority to redirect these financial awards.

Knight Commission Incentives Proposal #2:

COLLEGE FOOTBALL PLAYOFF

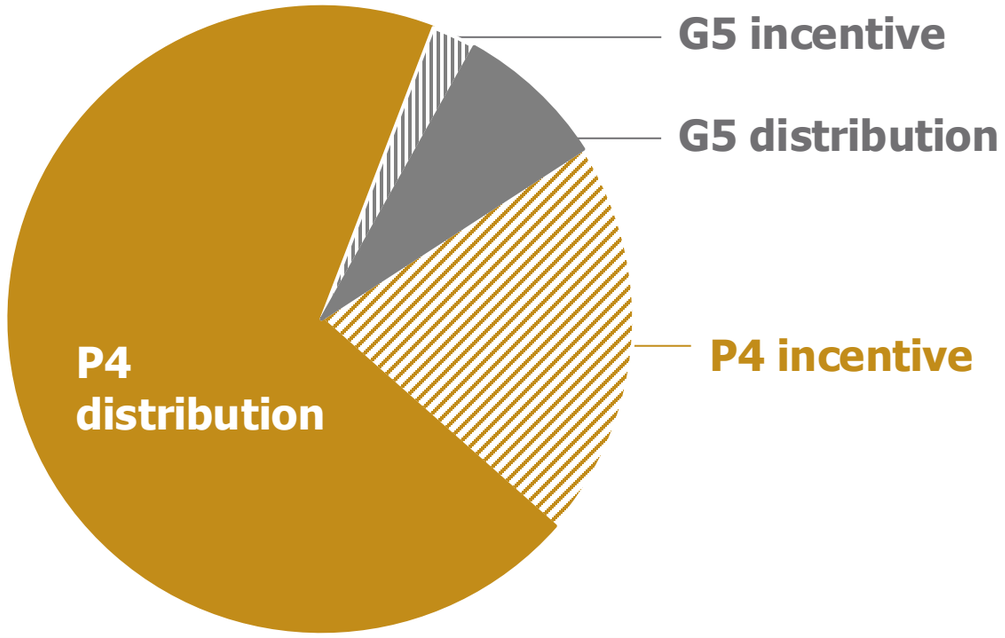
Current

0% is designated for Athlete Opportunity incentives



Proposed:

Award **23%** of the agreed-upon Power 4/G5 distribution shares for Athlete Opportunity Incentives in all sports



SANDY HATFIELD CLUBB

Managing Director for Strategic Initiatives,
Knight Commission on Intercollegiate Athletics

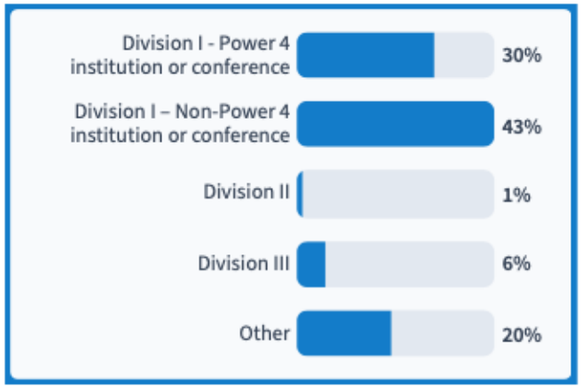
PROTECTING COLLEGIATE OLYMPIC SPORTS

— An Interactive Session on What Comes Next —

Knight Commission
On Intercollegiate Athletics
A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

Test question:

Which NCAA Division or Subdivision best represents your employment or area of work?



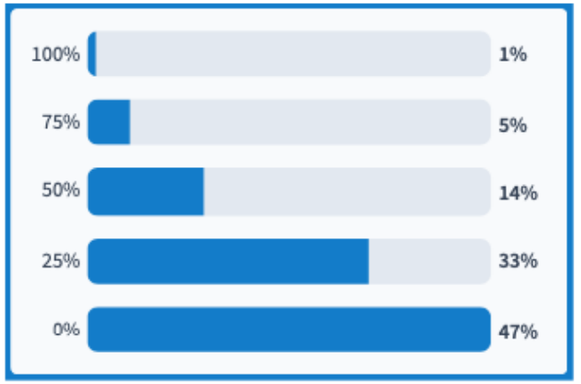
Response options	Count	Percentage
Division I - Power 4 institution or conference	38	30%
Division I – Non-Power 4 institution or conference	**55**	**43%**
Division II	1	1%
Division III	8	6%
Other	26	20%

128
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 1:

What is your best guess on how much of the cost of the development programs for TEAM USA Olympic athletes is covered by direct funding from the U.S. government?



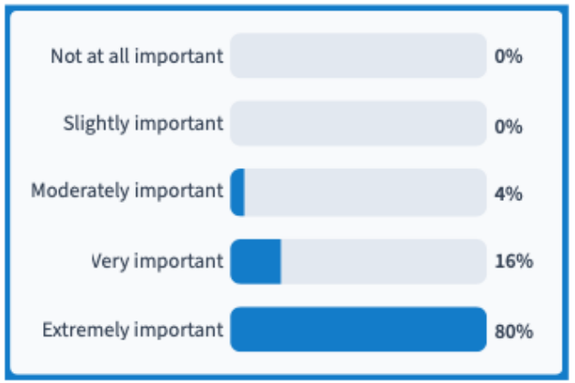
Response options	Count	Percentage
100%	1	1%
75%	6	5%
50%	16	14%
25%	39	33%
0%	**56**	**47%**

118
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 2:

How important is it for NCAA Division I universities to offer opportunities for students to participate in varsity sports other than those that are tied to generating revenues, like football and basketball?



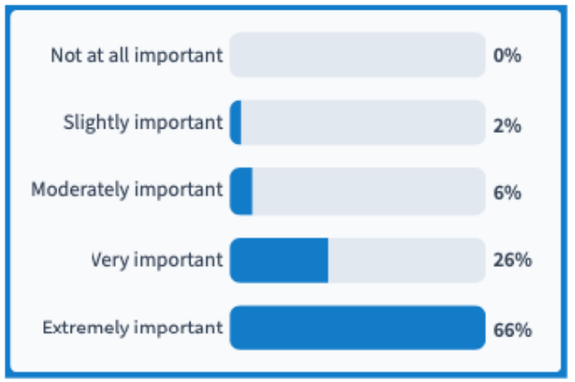
Response options	Count	Percentage
Not at all important	0	0%
Slightly important	0	0%
Moderately important	5	4%
Very important	19	16%
Extremely important	**98**	**80%**

122
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 3:

How important do you think Power 4 college programs in Olympic sports like gymnastics, hockey, swimming, and track & field are to the success of TEAM USA in the Summer and Winter Olympic Games?



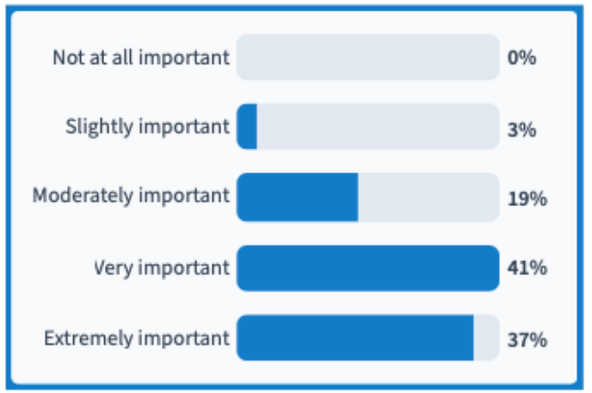
Response options	Count	Percentage
Not at all important	0	0%
Slightly important	3	2%
Moderately important	7	6%
Very important	31	26%
Extremely important	**80**	**66%**

121
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 4:

How important do you think all non-Power 4 college programs in Olympic sports like gymnastics, hockey, swimming, and track & field are to the success of TEAM USA in the Summer and Winter Olympic Games?



Response options	Count	Percentage
Not at all important	0	0%
Slightly important	4	3%
Moderately important	23	19%
Very important	**50**	**41%**
Extremely important	45	37%

122
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

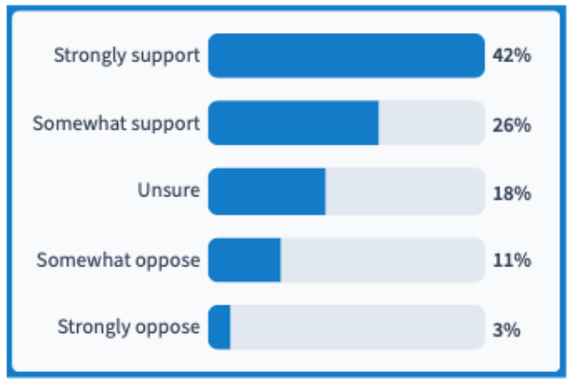
Question 5:

In one word, describe the future of collegiate Olympic sports on your campus.

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 6:

What is your opinion of the ICAC's proposal to codify, in any future federal law on college sports, a requirement that schools, at minimum, maintain the existing proportionate spending levels by subdivision on collegiate Olympic sports?



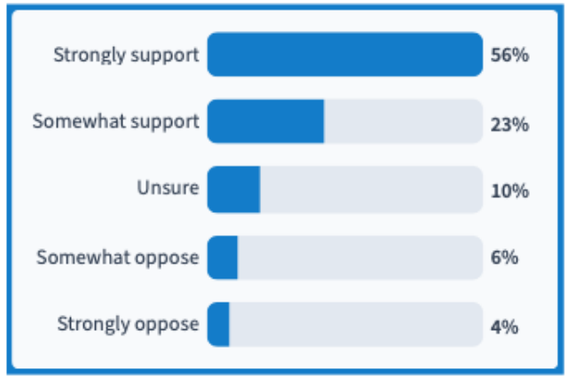
Response options	Count	Percentage
Strongly support	**49**	**42%**
Somewhat support	30	26%
Unsure	21	18%
Somewhat oppose	13	11%
Strongly oppose	4	3%

117
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 7:

What is your opinion of the ICAC's proposal to codify, in any future federal law on college sports, the current minimum number of sports required for Division I membership as specified in NCAA Bylaw 20 (16 sports for FBS and 14 sports for non-FBS schools)



Response options	Count	Percentage
Strongly support	**64**	**56%**
Somewhat support	27	23%
Unsure	12	10%
Somewhat oppose	7	6%
Strongly oppose	5	4%

115
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 8:

How important is it to find legal ways to institute cost controls for the operation of collegiate Olympic sports?

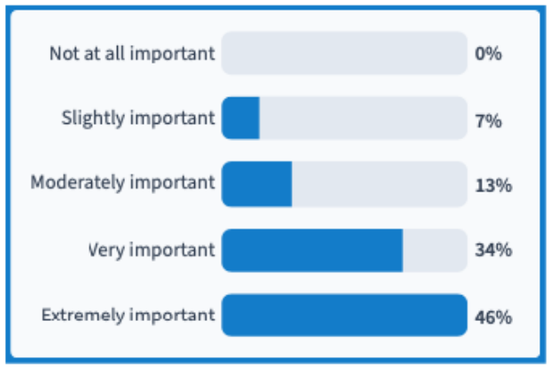
Response options	Count	Percentage
Not at all important	5	4%
Slightly important	10	9%
Moderately important	22	20%
Very important	**46**	**41%**
Extremely important	29	26%

112
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 9:

How important is it for multisport conferences to find creative ways to regionalize regular season competition in sports other than FBS football and DI basketball to contain costs?



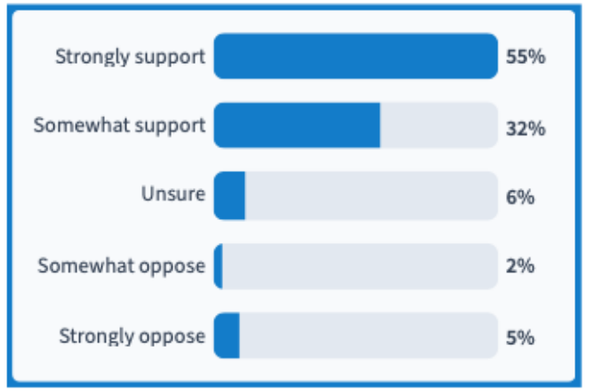
Response options	Count	Percentage
Not at all important	0	0%
Slightly important	8	7%
Moderately important	15	13%
Very important	39	34%
Extremely important	**53**	**46%**

115
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 10:

What is your opinion of using a fee or federal tax on sports gambling operators to create a national fund to support collegiate Olympic sports that develop USA Olympic national team members?



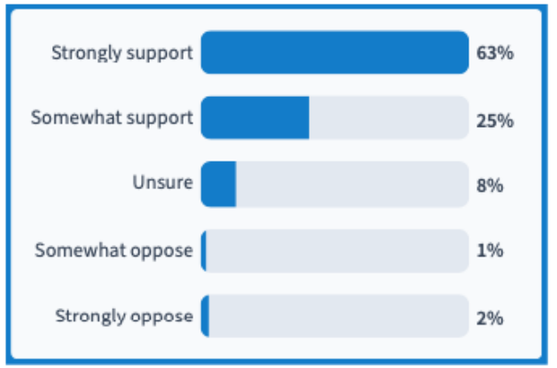
Response options	Count	Percentage
Strongly support	**62**	**55%**
Somewhat support	36	32%
Unsure	7	6%
Somewhat oppose	2	2%
Strongly oppose	6	5%

113
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 11:

What is your opinion of the Knight Commission proposal that the NCAA eliminates factors related to the sport of FBS football in its annual NCAA revenue distribution plan?



Response options	Count	Percentage
Strongly support	**55**	**63%**
Somewhat support	22	25%
Unsure	7	8%
Somewhat oppose	1	1%
Strongly oppose	2	2%

87
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

Question 12:

What is your opinion of the Knight Commission proposal for the CFP revenue distribution formula to add "opportunity incentives" that reward FBS schools for the athletics scholarships they provide in all sports, similar to the NCAA?

Response options	Count	Percentage
Strongly support	**44**	**51%**
Somewhat support	22	26%
Unsure	12	14%
Somewhat oppose	5	6%
Strongly oppose	3	3%

86
Responses

THESE RESULTS ARE FROM THE INFORMAL POLL TAKEN OF SESSION ATTENDEES.
RESULTS SHOULD NOT BE VIEWED AS A FORMAL SURVEY FINDING.

THANK YOU

FOR SESSION RESOURCES & MORE INFORMATION

visit *knightcommission.org*

Knight Commission
On Intercollegiate Athletics
A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION