Executive Summary

Last Spring the University of North Dakota, facing a financial shortfall, cut their baseball and men’s golf programs. New president Mark Kennedy elected to continue a process to determine other sports to cut, with Swimming and Diving

In 2015 128 teams completed a survey assessing the status of their program’s scholarships, staffing and alumni. The CSCAA has also conducted a second study to assess how administrator evaluate swimming and diving programs on their campus. In advance of the 2017 Division I Health Assessment, here is a summary of those findings.

Sports Sponsorship

In 2015 there were 133 men’s and 196 women’s programs. Since then, two men’s and three women’s programs have been added while three women’s and two men’s teams have been dropped. Among Power 5 schools there are 40 men’s and 52 women’s programs. There are 34 women’s and 15 men’s FBS programs and 75 men’s and 109 women’s programs among FCS or non-football programs.

Participation

Since 2015, the number of Division I swimmers and divers has grown 5.1% to 9,326 students. There are currently 4,744 female swimmers and 787 divers and 3,345 male swimmers and 450 divers.
**Budgets**

At the end of the 2015 season, the average budget for Power 5 programs had surpassed $1.15 million per men’s team and $1.08 million per women’s team. Operating budgets for these programs averaged $189,133 for women’s teams and $209,338 for men’s.

The average men’s budgets at BCS schools are roughly half of Power 5 teams with an average budget of $589,210 and an average operating budget of $108,217. Women’s BCS teams averaged $711,549 with $107,906 used for operating.

At Mid-Major programs – the largest segment of Division I swimming and diving – budgets averaged $387,849 for women’s teams and $321,784 for men’s. Operating budgets for each were $71,178 and $65,972 respectively.

**Scholarships**

At the end of the 2014-15 season there were approximately 967 women’s and 611 men’s scholarships for Division I swimmers and divers. This amounted to an investment of $58.4 Million.

Most Power 5 institutions are fully funded with a median of 14.0 women’s and 9.9 men’s scholarships. The rest of Division I teams, however, offer an average of 8.6 women’s and 4.3 men’s scholarships. This does not include the 25 women’s and 39 men’s teams that do not offer any scholarships.

**Fundraising & Endowments**

Data on swimming and diving endowments is highly incomplete. At this time, less than half (48%) of all Division I programs reported having an endowment of any type with roughly two thirds (63%) of FBS and Mid-Major teams having no endowment whatsoever.

Of those institutions with an endowment, the median value was $1,07 Million.

The average Division I program fundraised an average of $41,686.

**Evaluations**

When asked what criteria athletic directors and sport supervisors used to evaluate their swimming and diving programs, the overwhelming majority listed student-athlete experience and academic performance.

The three most-important criteria among Power 5 administrators were Academic Performance, then Student-Athlete Experience and Athletic Performance.

Administrators at non-Power 5 institutions evaluated their swimming and diving programs on the basis of Student-Athlete Experience followed by Academics. Fiscal Management and Team Image tied for third, ahead of Athletic Performance.

**Benchmarks**

The vast majority of Athletic Directors and Sport Administrators used the instruments to measure their swimming and diving teams’ performance.

To gauge student-athlete experience, 63% of administrators relied on student-athlete evaluations and/or exit interviews.

Exactly half of all administrators relied on conference finish to evaluate the athletic performance of their teams. Less than a quarter based their evaluations on placement at or qualifiers for the NCAA Championships.

In evaluating academic performance, administrators relied almost exclusively on a team’s academic performance ranking (APR). None indicated that they used GSR or GPA as a measure.

**Call To Action**

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