



# STATE OF ATHLETICS

IN THE FACE OF CORONAVIRUS

**LEAD1**  
ASSOCIATION

**TW** TEAMWORKS®

# IN THIS REPORT...

The **LEAD1 Association**, which represents the athletics directors of the 130-member schools of the Football Bowl Subdivision, and **Teamworks**, the leading athlete engagement platform for collegiate and professional organizations, surveyed more than 100 FBS athletics directors on their concerns, plans and goals in light of the current pandemic.

While this situation continues to evolve and new variables are introduced every day, **ADs are faced with decisions that must be made now**, based on the information that they have available. The “State of Athletics in the Face of Coronavirus” report reveals how they are approaching this unprecedented time and attempting to best serve their student-athletes and institutions.

“In response to the unprecedented uncertainty across our industry, **athletics directors have pointed to academic progress and mental wellness as two of their primary concerns for student-athletes**. There isn’t a playbook to help our student-athletes move past this challenging time, and these findings underline the importance – now more than ever – for teams to deeply engage with student-athletes to ensure they have the resources they need.”



**Zach Maurides**

CEO and Founder of Teamworks

“We have entered into a period of uncertainty and uncharted territory in college athletics. Not only for athletics directors, but for student-athletes, coaches and administrators. We felt it necessary to capture the real-time concerns from our membership to best prepare them for what’s to come. It is clear that the 100+ athletics directors who responded to our survey believe their **number one priority is to maintain the highest levels of physical health, safety and academic progress for their student-athletes.**”



**Tom McMillen**

President and CEO of the LEAD1 Association

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# STUDENT-ATHLETE WELLNESS

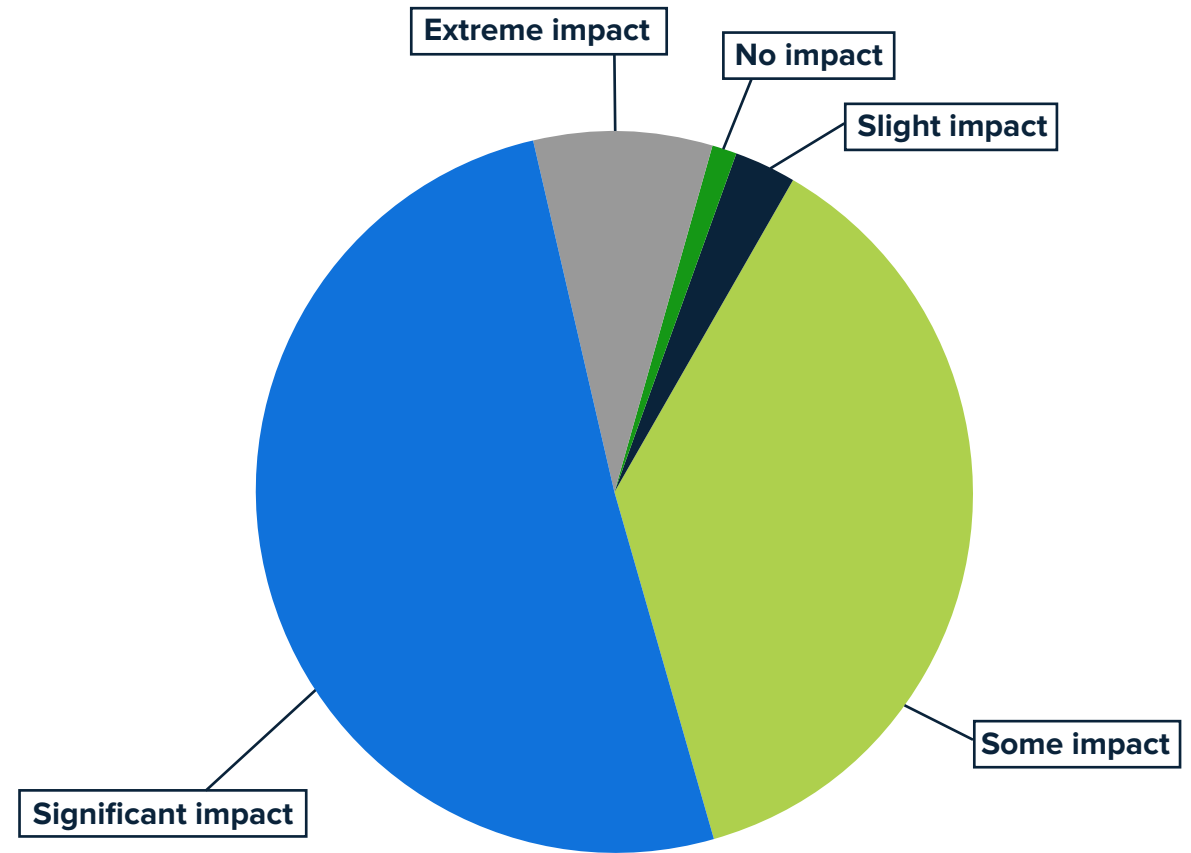
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Based on your department's mental health/wellness checks of your student-athletes, what do you estimate the impact of COVID-19 is having on your student-athletes?

**59%**

see a significant or extreme impact on student-athletes



*“Most stressful time in their life.”*

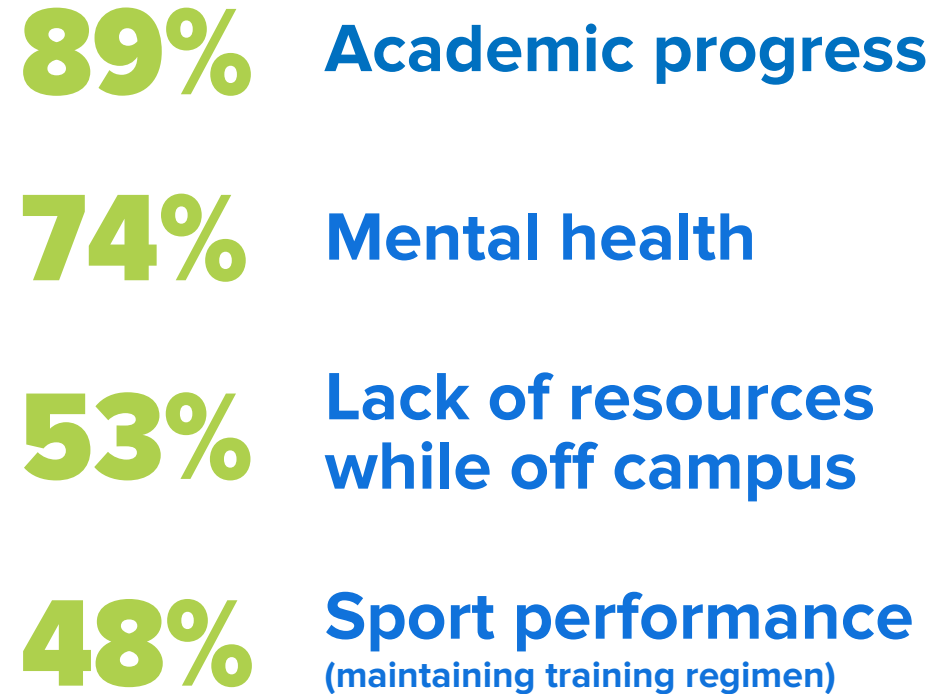
*“Impact is highly variable by student and the support system they have in place at home.”*



**What are you most concerned about in regard to your student-athletes over the next three months?**

*Respondents could select up to three choices.*

## TOP CONCERNS

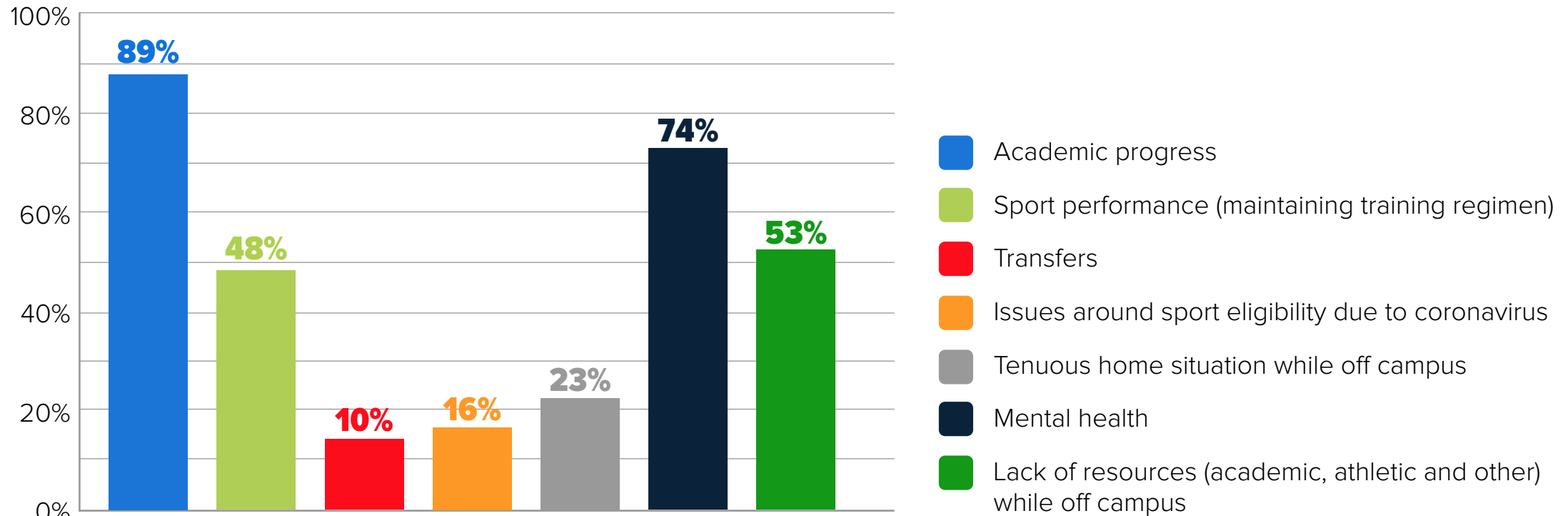


*“APR needs to be suspended for this semester.”*



## What are you most concerned about in regard to your student-athletes over the next three months?

*Respondents could select up to three choices.*







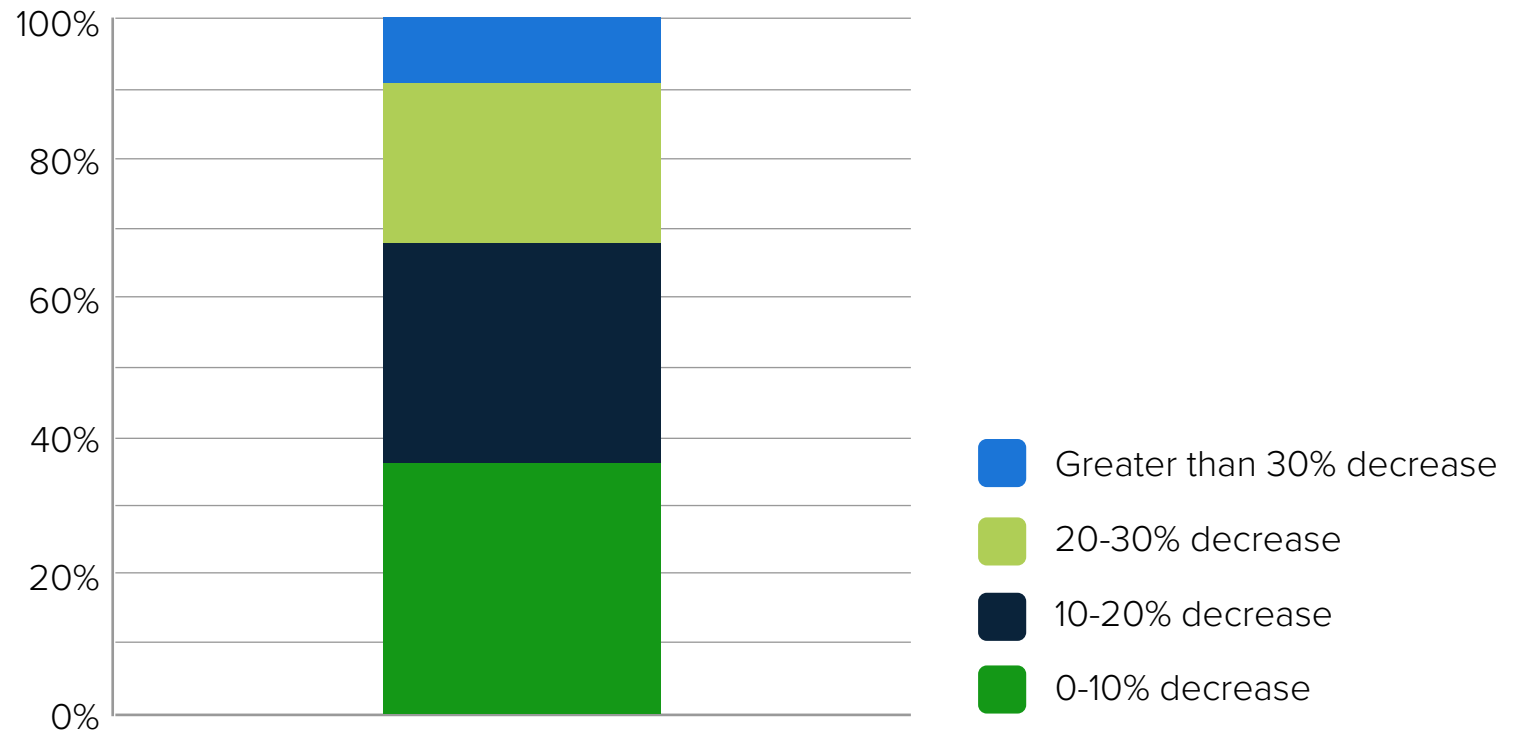
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# FINANCIAL SECURITY

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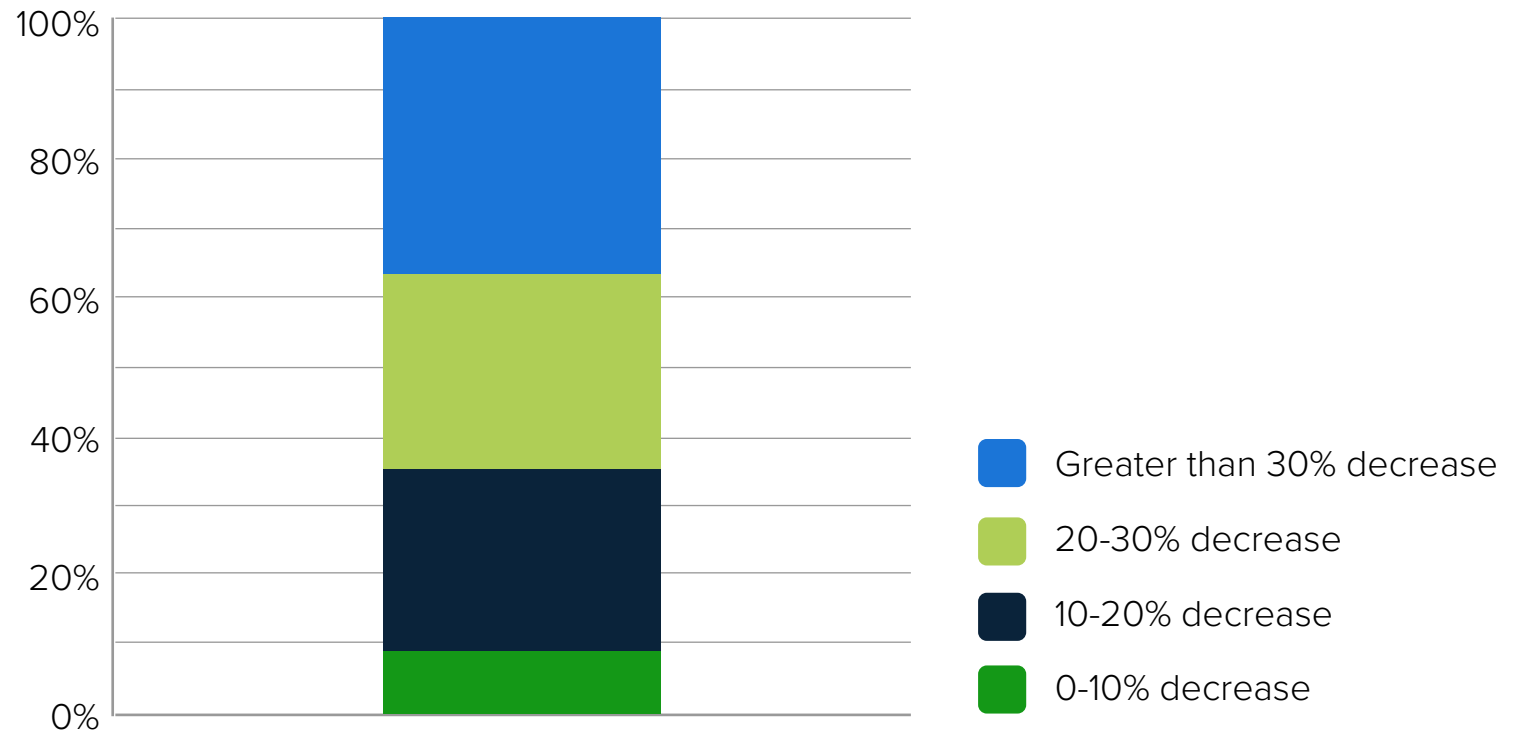
**In your worst-case scenario analysis, what is your department projecting for your 2019-20 fiscal year revenue as a result of this crisis?**



*“Very few of us make a profit on spring sports. We generate revenue, but not a profit so in most cases we should be seeing a savings due to a lack of expenses to host home contests and travel.”*



**In your worst-case scenario analysis, what is your department projecting for your 2020-21 fiscal year revenue as a result of this crisis?**



*“Depends entirely on when we can get back up and running. I think football has the opportunity to be a tremendous healer for our nation if we can get up and running by then.”*



**Only 8%** project a **30%+** decrease in revenue for 2019-20, but **35%** are forecasting that steep of a drop for 2020-21. Football is the key variable still at play, given its tremendous impact on revenue.

*“If football is cancelled or not played in full, significant more financial exposure.”*

*“Football is the unknown.”*



**In projecting your 2020-21 fiscal year revenue, which revenue streams are you most concerned about being at risk?**

*Respondents could select up to three choices.*

## AT-RISK REVENUE STREAMS

- 75%** Donations
- 74%** Ticket sales and other revenue from in-person events
- 56%** Conference distributions
- 51%** NCAA distributions
- 31%** Sponsorships
- 28%** Student fees

*“Student fees could be impacted based on lower enrollment numbers and a continued trend to increase online enrollment.”*



Significant differences in top three **2020-21 revenue reduction concerns** exist between Power Five and Group of Five respondents.

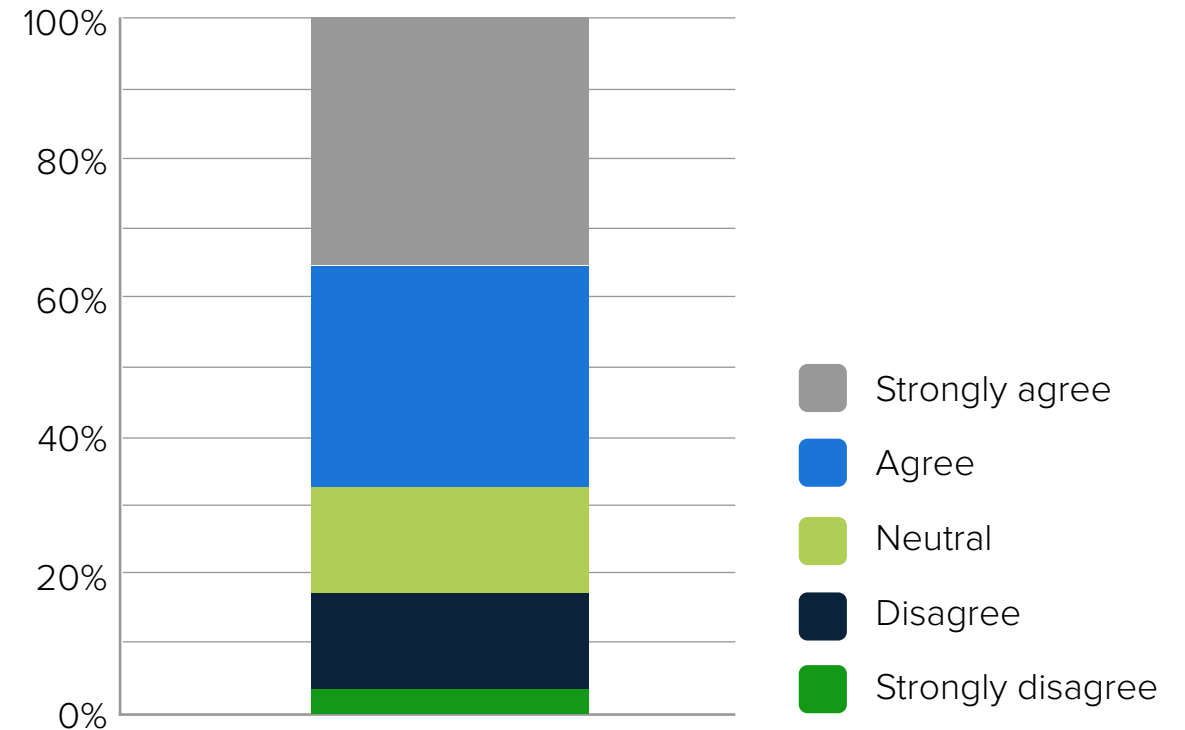
	POWER FIVE	GROUP OF FIVE
NCAA distributions	33%	63%
Ticket sales and other revenue from in-person events	90%	61%
Student fees	0%	50%



**Does collegiate athletics need to find a way (if legally possible) to collectively contain costs and limit current compensation as a result of this crisis?**

**67%**

**agree or strongly agree  
with limiting current  
compensation**

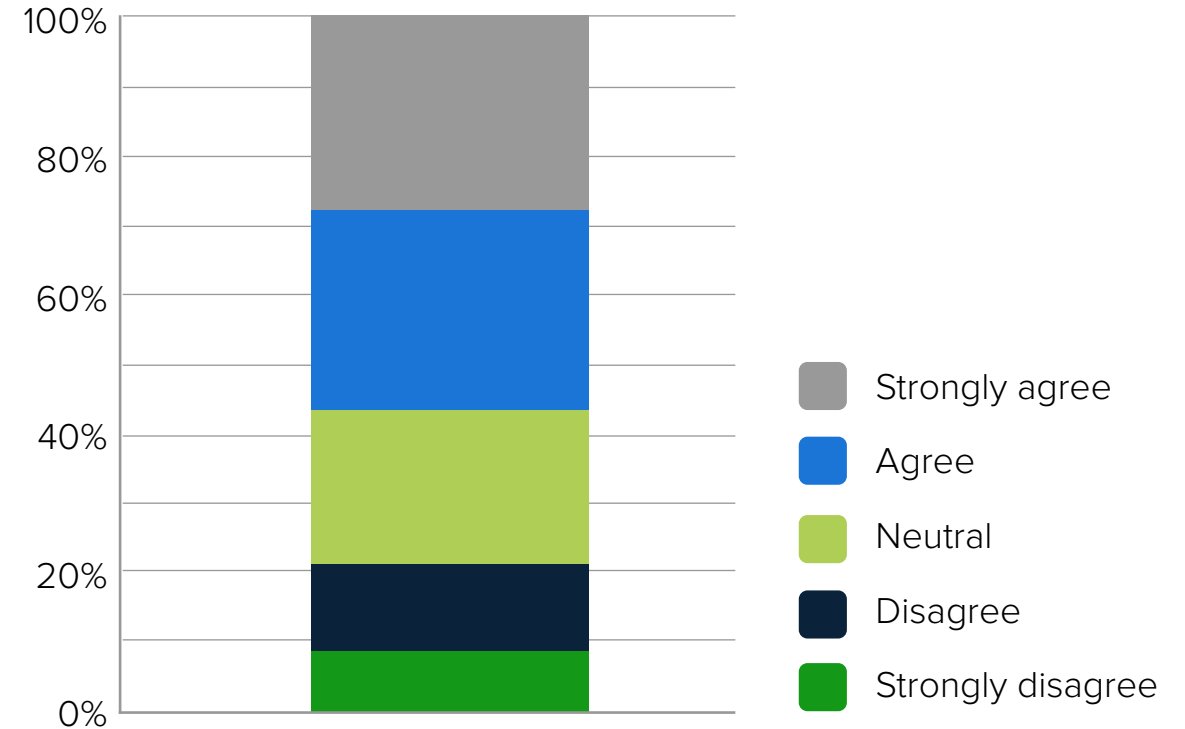


*“I think we need to make wise decisions now in order to support a sustainable model.”*



**Does collegiate athletics need to find a way (if legally possible) to collectively contain costs and limit severance payments as a result of this crisis?**

**56%** agree or strongly agree with limiting severance payments



*“I believe we do, just don’t feel the crisis is the reason.”*

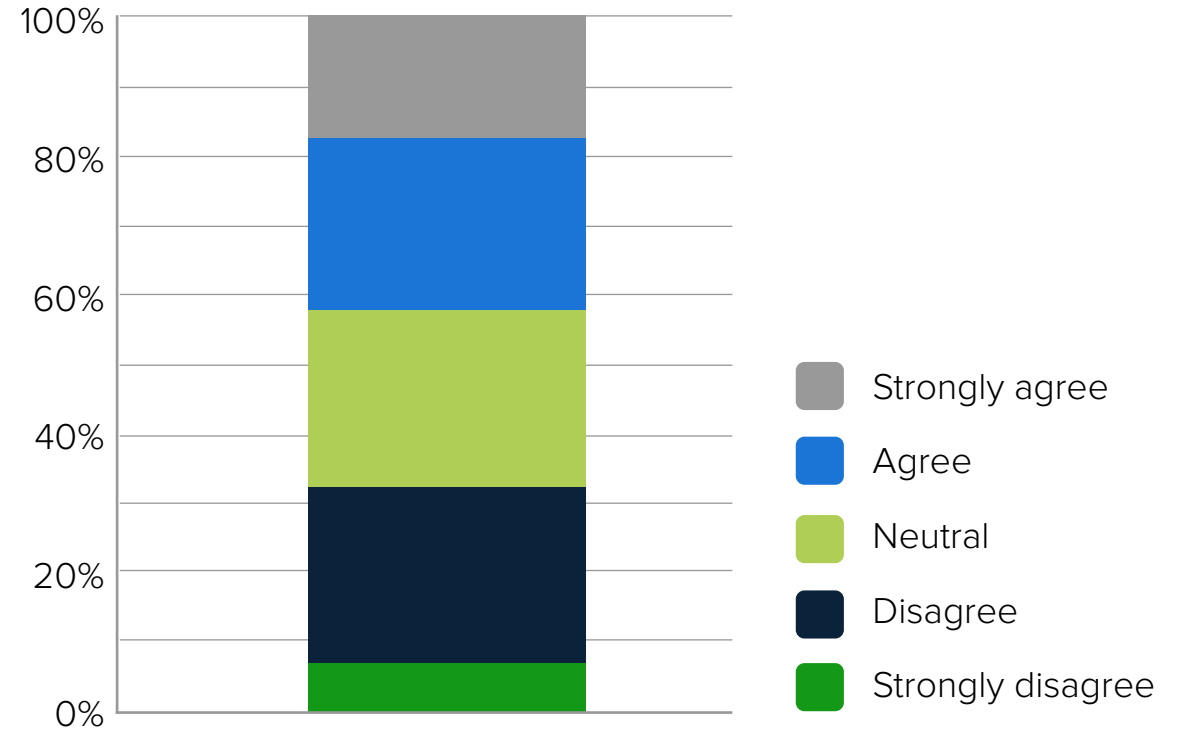




**Does collegiate athletics need to find a way (if legally possible) to collectively contain costs and limit the facilities arms race as a result of this crisis?**

**41%**

**agree or strongly agree with limiting the facilities arms race**



*“Never happen, P5s will always do what is in their best interest and not the groups interest. Everyone loves socialism on college campuses but in athletic departments it is straight capitalism.”*



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# **STRATEGIC PLANNING**

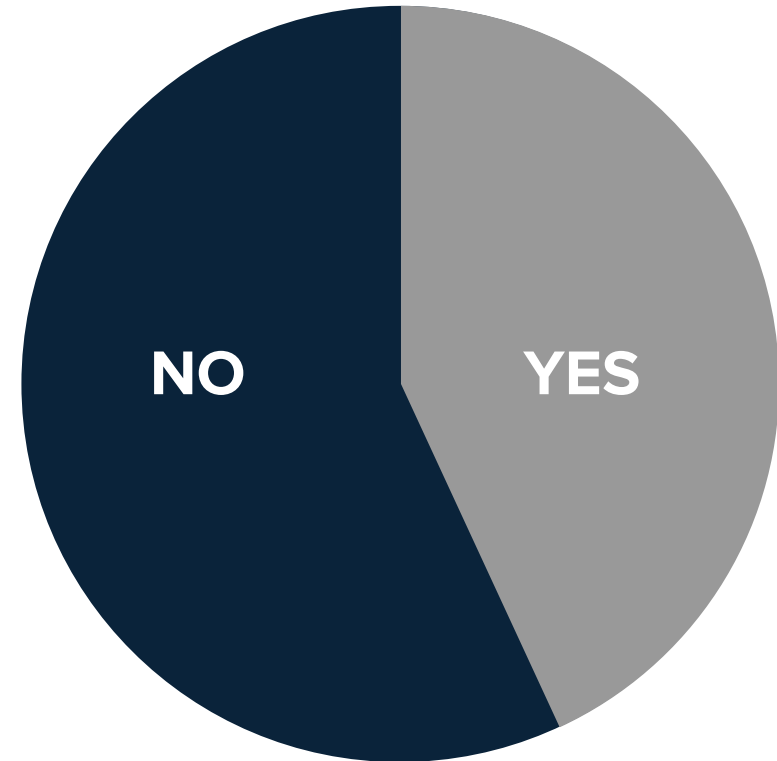
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**Does your department have a financial reserve in place that can be used for this type of crisis?**

**41%**

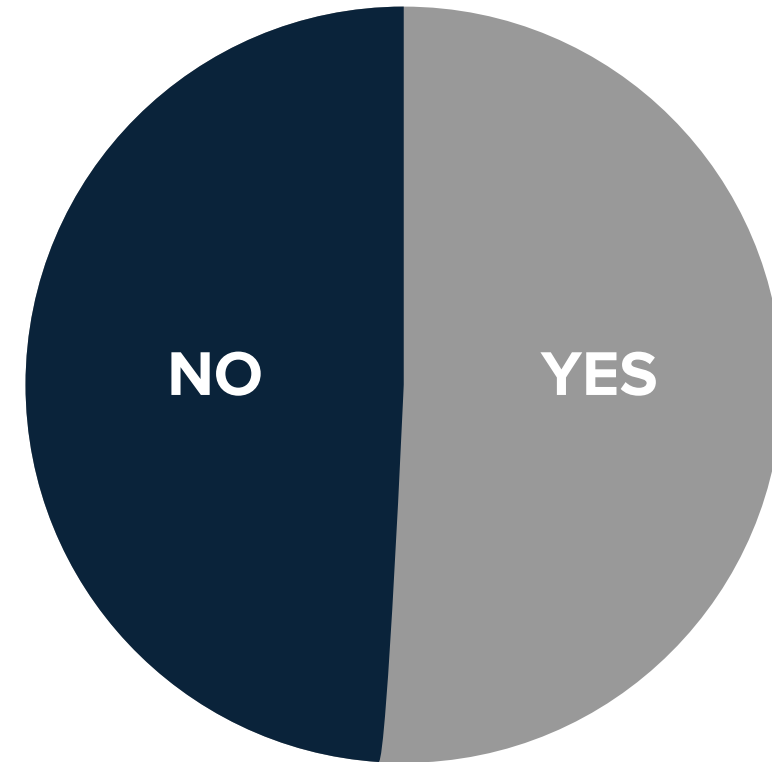
of Power Five departments have a reserve, compared to only 26% of Group of Five departments



*“We have a strong reserve, but our reliance on student fees will wipe out the reserve quickly.”*



**If you do not currently have a financial reserve, would you institute one going forward?**

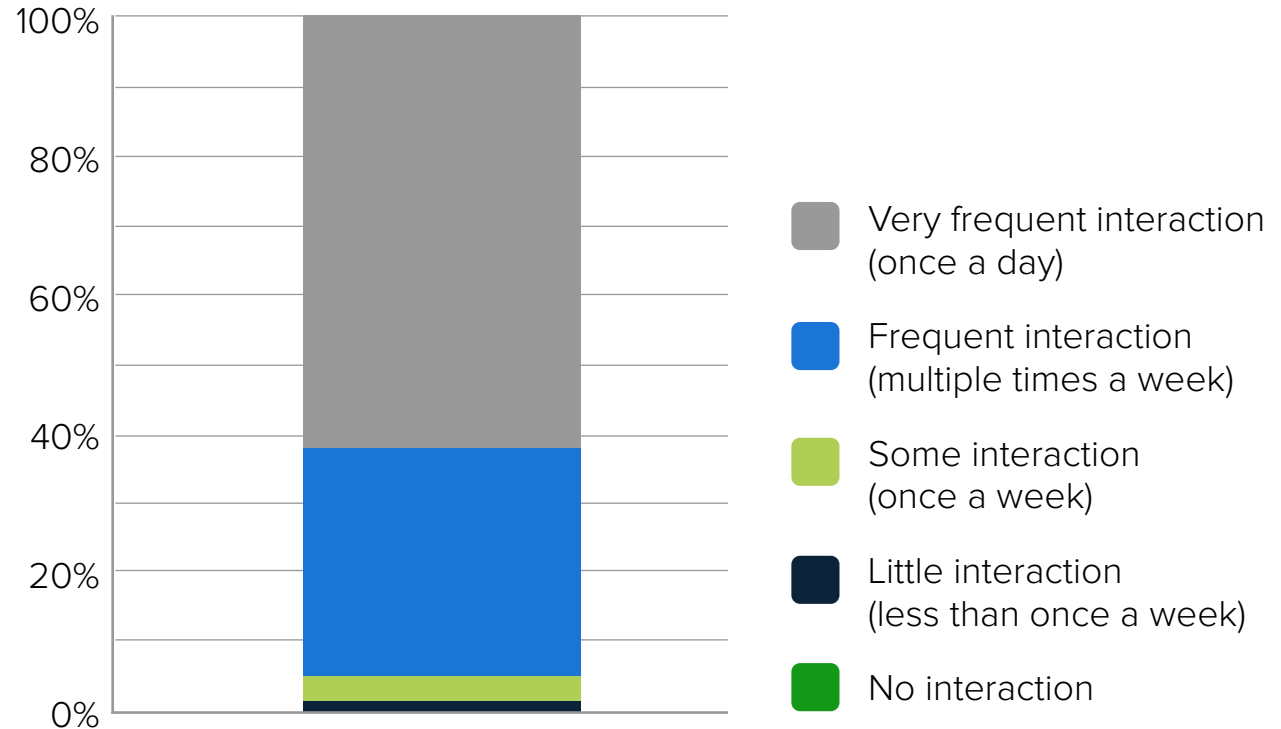


*“This is not a matter of choice. It takes every dollar to keep the doors open and try to compete. We don’t have an emergency fund for that very reason. Just because I want to doesn’t fix the problem.”*

*“We continue to work on having a reserve but all it takes is a football coaching change to drain that reserve and the need to start over.”*



**How closely have you been working with your institution (outside of athletics) to identify a course of action with regards to the coronavirus outbreak?**



**61%**

are in daily contact with their institution



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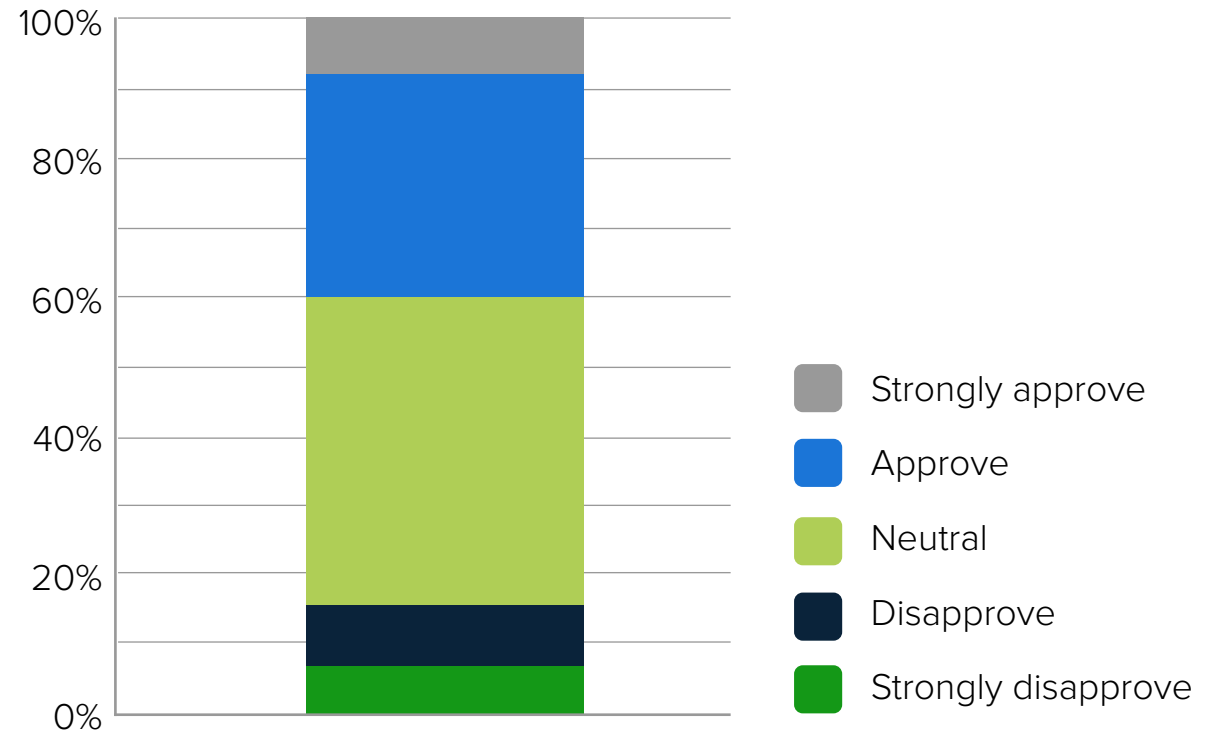
# FINANCIAL SACRIFICES

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**Do you believe your high-earners should voluntarily offer to make a personal financial sacrifice during this crisis?**

**45%** are neutral



*“That is a moral question.”*

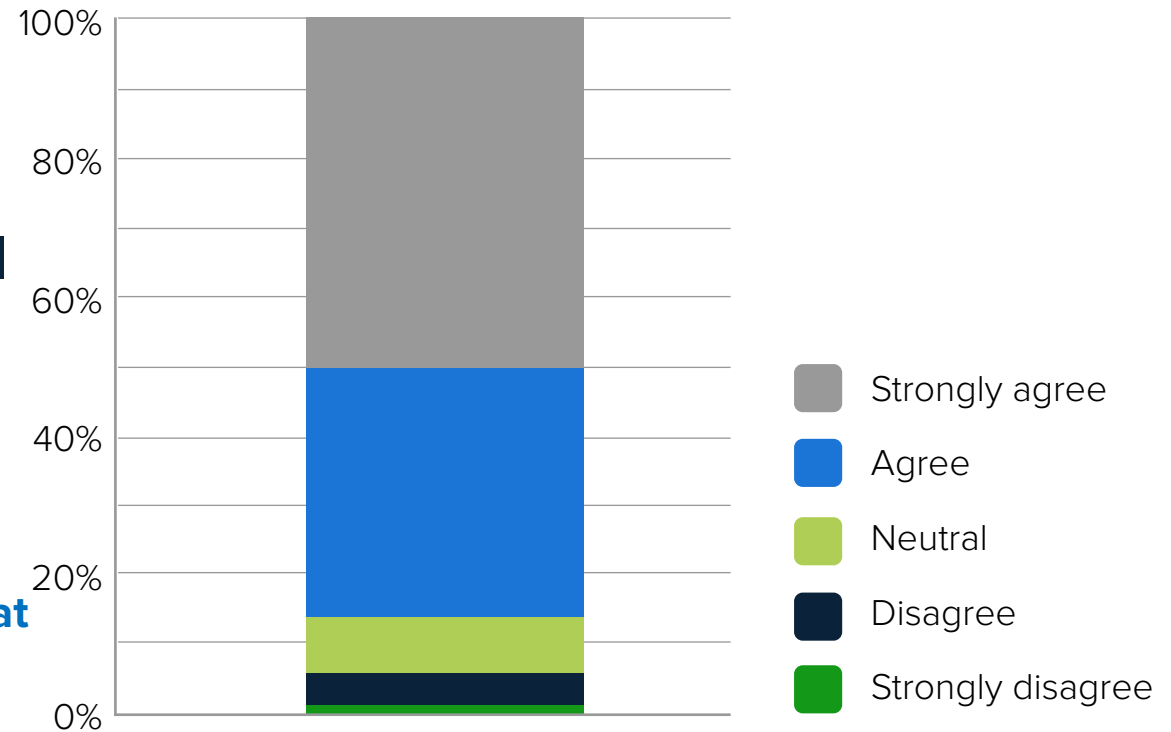
*“I believe in capitalism...not socialism.”*

*“I have already offered this campus leadership.”*



## Do you believe your campus will require athletics to make financial sacrifices due to this crisis?

**86%** agree or strongly agree that a sacrifice will be required



*“Athletics is self sufficient on our campus, but they may still ask us to tighten our belt.”*

*“We may be asked to reduce our subsidy or make short term adjustments to operating or pause on a few capital projects.”*

*“I believe all areas on campus will have to make cuts.”*





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# LOOKING TO THE FUTURE

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## What outcomes do you think will be most likely as a result of this crisis?

*Respondents could select up to three choices.*

### TOP OUTCOMES

67%

Decrease in on-campus enrollment

53%

Slow down of the arms race as a result of greater overall frugality

53%

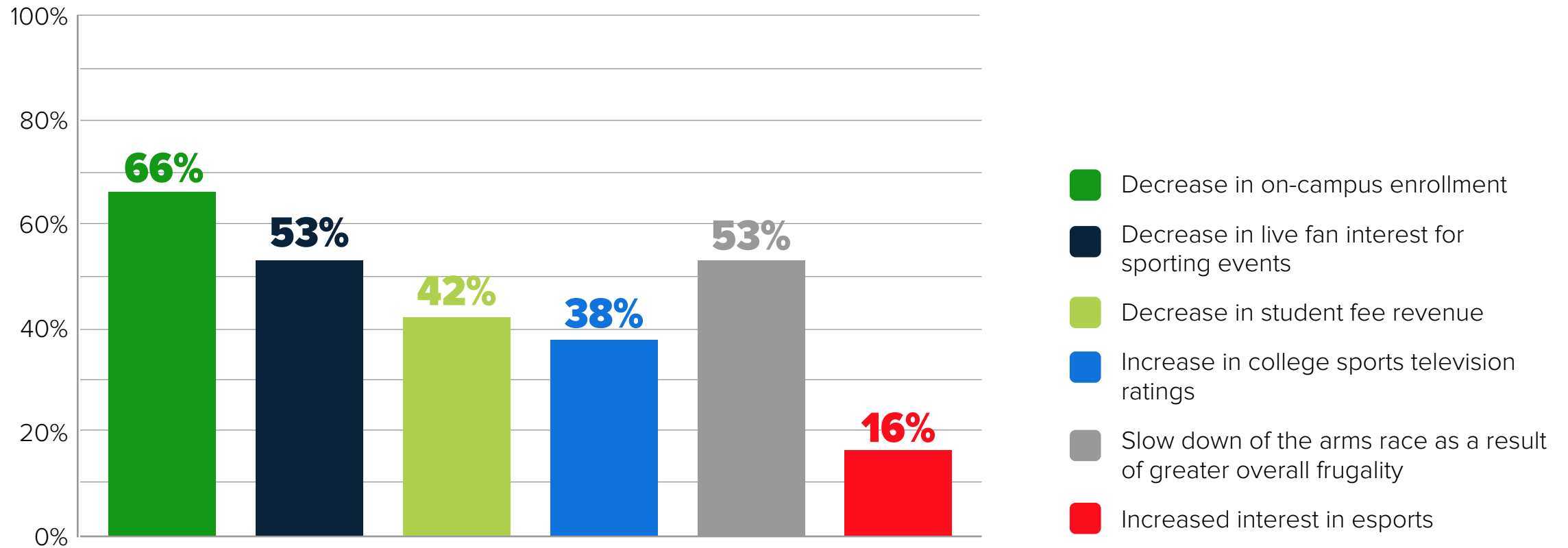
Decrease in live fan interest for sporting events

*“Would add: rethinking of NCAA classification, conference-wide. Decreased offering of sports, cutting sports...scholarship cuts may be necessary before cutting a sport.”*



## What outcomes do you think will be most likely as a result of this crisis?

*Respondents could select up to three choices.*





**Besides financial sustainability, what is your greatest concern in the next six months?**

**39%**

**Morale and culture**

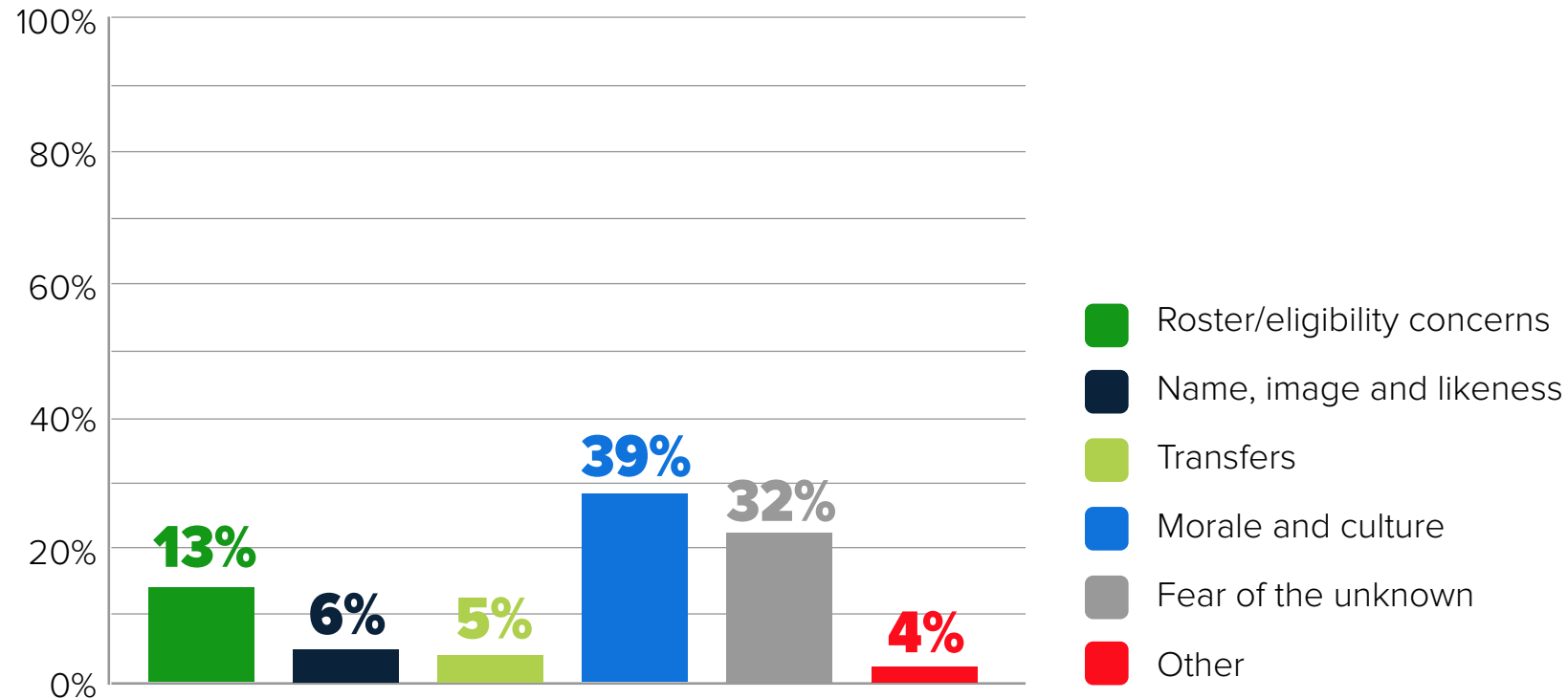
**32%**

**Fear of the  
unknown**

*“Due to the crisis and nature of what is going on nationally I think that this is a horrible time to consider implementing NIL and one-time immediate transfers. The financial landscape is going to look so much different going forward.”*



## Besides financial sustainability, what is your greatest concern in the next six months?



### Other responses included:

- Deepening concern in academia that athletics and student-athletes are over-privileged
- APR
- Student health and safety
- All the above

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