

Conference Realignments in G5

- AAC added Army
- Conference USA added Kennesaw State
- MAC will add UMass in 2025
- Mountain West merging with Pac-12
- Sun Belt added four members in 2022





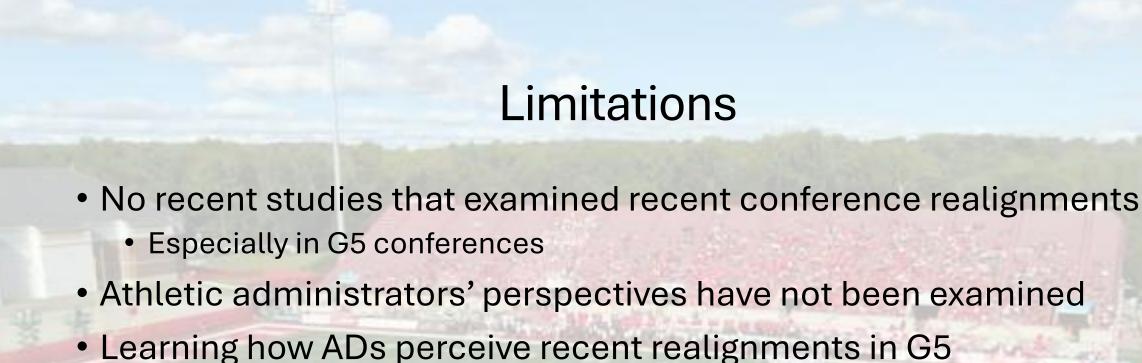






Conference Realignment Research

- Athletic department revenue and expenditure (Hoffer & Pincin, 2015)
- Revenue and nonrevenue sports
 - Attendance (Groza, 2010; Szymanski & Winfree, 2018)
 - New football division proposed (Jensen & Turner, 2014)
 - Olympic sports (Litvin et al., 2020)
- Competitive balance
 - CUSA basketball (Perline et al., 2012) & Big 12 football (Noble et al., 2016)
- Rivalries (Harvard et al., 2017a, 2017b)



conferences adds scholarly value to the literature

What the Study Addresses

- To understand how athletic administrators at G5 schools perceive conference realignments
- Research questions that will be answered:
 - 1. How do athletic administrators perceive the impact of conference realignments on their athletic department and its finance?
 - 2. How do athletic administrators perceive revenue vs nonrevenue sports after conference realignments?
 - 3. How do athletic administrators view the competitive balance and rivalries within their G5 conference after conference realignments?

Research Design

- Qualitative study
- Five to ten participants
 - ADs with different expertise working at a G5 school
- Semi-structured interviews
 - Guided by the three research questions

