

NCAA Division I - FBS

2025 CSC Compensation, Career Satisfaction & Staffing Survey Summary – May 2025



Median data in this report is reflective of 277 individuals and 79 DI-FBS institutions from the College Sports Communicators (CSC) membership who completed the surveys in the **2025 CSC Compensation & Career Satisfaction Survey** (individual) and **2025 CSC Member Institution Communications Staffing Survey** (school) in February 2025. Visit Collegesportscommunicators.com/2025SalarySurvey for more information and interactive dashboards.

Individual	
Average Salary Range	\$71,549 - \$75,414
Average years of professional experience	13.0
Feel valued by employer *(favorable)	69.7%
Well compensated *(favorable)	44.7%
Compensation is sufficient for geographic area *(favorable)	50.3%
Satisfied with workplace flexibility *(favorable)	81.7%
Satisfied with healthcare-related benefits *(favorable)	91.3%
Satisfied with total benefits package *(favorable)	84.2%
NPS - Would you recommend a career in athletics communications/creative "Promoter"	5.1%
NPS - Would you recommend a career in college sports "Promoter"	7.6%
Have your responsibilities increased in the last three years? "Yes"	84.3%
Did increased responsibilities improve your title? "Yes"	39.8%
Did increase responsibilities increase your compensation? "Yes"	40.3%
Funds for professional development	\$500 - \$1,135
Which skills do you believe are most critical to your professional advancement?	1. Strategic Communications 2. Brand Management 3. Digital/social media
If you could improve ONE thing to increase your job satisfaction, what would you improve?	Salary/pay

*(favorable) = Somewhat agree or Strongly agree

School	
Average number of FULL-TIME communications/creative staff	16.54
Our institution is well-resourced in terms of amount of FULL-TIME communications and creative staff. *(favorable)	46.9%
Our institution is well-resources in terms of facilities and work space. *(favorable)	56.9%
Our institution is well-resourced in terms of technology required to do our jobs at the level we are expected to perform. *(favorable)	82.3%
Average total non-salary annual operating budget for communications and creative departments	\$112,211
Is the head of athletics communications a member of the senior leadership team? "yes"	69.6%

CSC recommends:

- Communications and creative teams should be represented on the athletics department's senior leadership where important decisions about the school's brand are made.
- Ensure you have the number of **full-time staff** with the required skill sets to meet the expectations of coaches and administration. Support with adequate work space and the equipment/technology necessary.
- Proactively enact policies that discourage staff from working more than 40 hours per week. Require all staff take at least one day off per week.
- Invest time and resources into staff professional development and innovation.
- Make efforts to pay staff competitive wages to similar industries outside of sports, depending on experience and value to the department.