

NCAA Division I - Non-football

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 CollegSportsCommunicators.com/2025SalarySurvey for more information and interactive dashboards.

Individual	
Average Salary Range	\$62,971 - \$66,249
Average years of professional experience	12.3
Feel valued by employer *(favorable)	60.0%
Well compensated *(favorable)	37.1%
Compensation is sufficient for geographic area *(favorable)	41.4%
Satisfied with workplace flexibility *(favorable)	75.7%
Satisfied with healthcare-related benefits *(favorable)	74.3%
Satisfied with total benefits package *(favorable)	75.7%
NPS - Would you recommend a career in athletics communications/creative "Promoter"	5.7%
NPS - Would you recommend a career in college sports "Promoter"	5.7%
Have your responsibilities increased in the last three years? "Yes"	78.6%
Did increased responsibilities improve your title? "Yes"	23.6%
Did increase responsibilities increase your compensation? "Yes"	32.7%
Funds for professional development	\$380 - \$950
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	4.35
Our institution is well-resourced in terms of amount of FULL-TIME communications and creative staff. *(favorable)	22.4%
Our institution is well-resources in terms of facilities and work space. *(favorable)	30.6%
Our institution is well-resourced in terms of technology required to do our jobs at the level we are expected to perform. *(favorable)	59.2%
Average total non-salary annual operating budget for communications and creative departments	\$79,329
Is the head of athletics communications a member of the senior leadership team? "yes"	59.2%

CSC recommends:

- Communications and/or 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.