



Group of Five Conference Realignment

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Conference Realignment 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)

Limitations

- No recent studies that examined recent conference realignments
 - Especially in G5 conferences
- Athletic administrators' perspectives have not been examined
- Learning how ADs perceive recent realignments in G5 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

