

2025 Faculty Salary Survey: Results, Utility, and Longitudinal Data

Mark Vermillion, Wichita State University

G. Clayton Stoldt, Wichita State University

Heather Alderman, Commission on Sport Management Accreditation



Objectives

- Results: Determine the salaries of sport management academics and examine salary data in relation to a range of institutional and individual variables.
- Data: Offer comparisons to results of the three prior sport management salary surveys
- Utility: Discuss how this information may be of use to faculty and academic leaders

Linkages

- COSMA Principle 6.2: Financial resources are critical to sport management education
- Conference theme: Sport Management – Who and What Are We?
- Prior sport management salary research
 - COSMA salary surveys 2016, 2019, 2022
 - Female faculty and negotiation (Grappendorf et al., 2022)
 - Job satisfaction (Hall, 2003)

Utility

- Resource regarding salary ranges, means, medians by rank for:
 - Sport management faculty
 - Academic unit leaders
- Overall results are distributed free of charge to survey respondents and at COSMA conference
- More granular, custom reports available at additional cost through COSMA

Method

- Online survey of sport management faculty members in the fall of 2025
- 213 respondents*
- Three rounds of solicitations
 - COSMA database
 - NASSM Listserv
 - Social media

**response rate for each question varies due to the nature of each survey item*



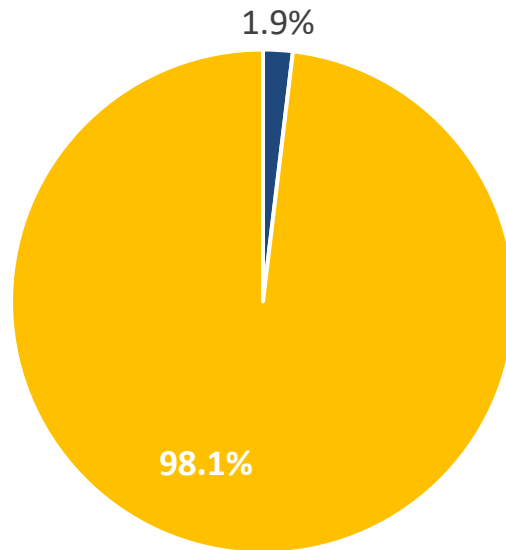
Method

- Five groups of survey items/questions
 - Institutional characteristics (e.g., enrollment)
 - Program characteristics (e.g., accreditation)
 - Faculty rank
 - Base salary and total salary
 - Converted to USD
 - Additional responsibilities

Institution Type

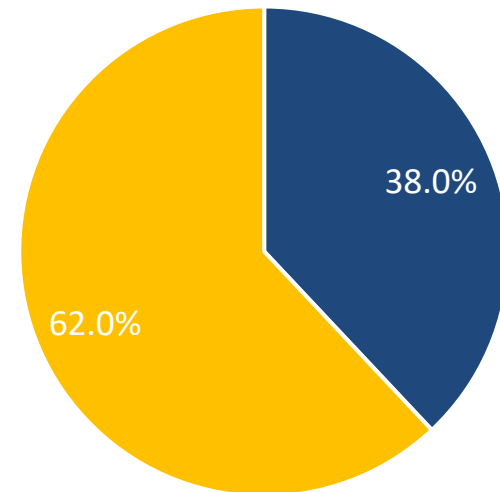
Nearly all respondents worked at four-year institutions. Nearly two-thirds of those institutions were public.

Two or Four Year? (n=213)



■ Two-year ■ Four-year

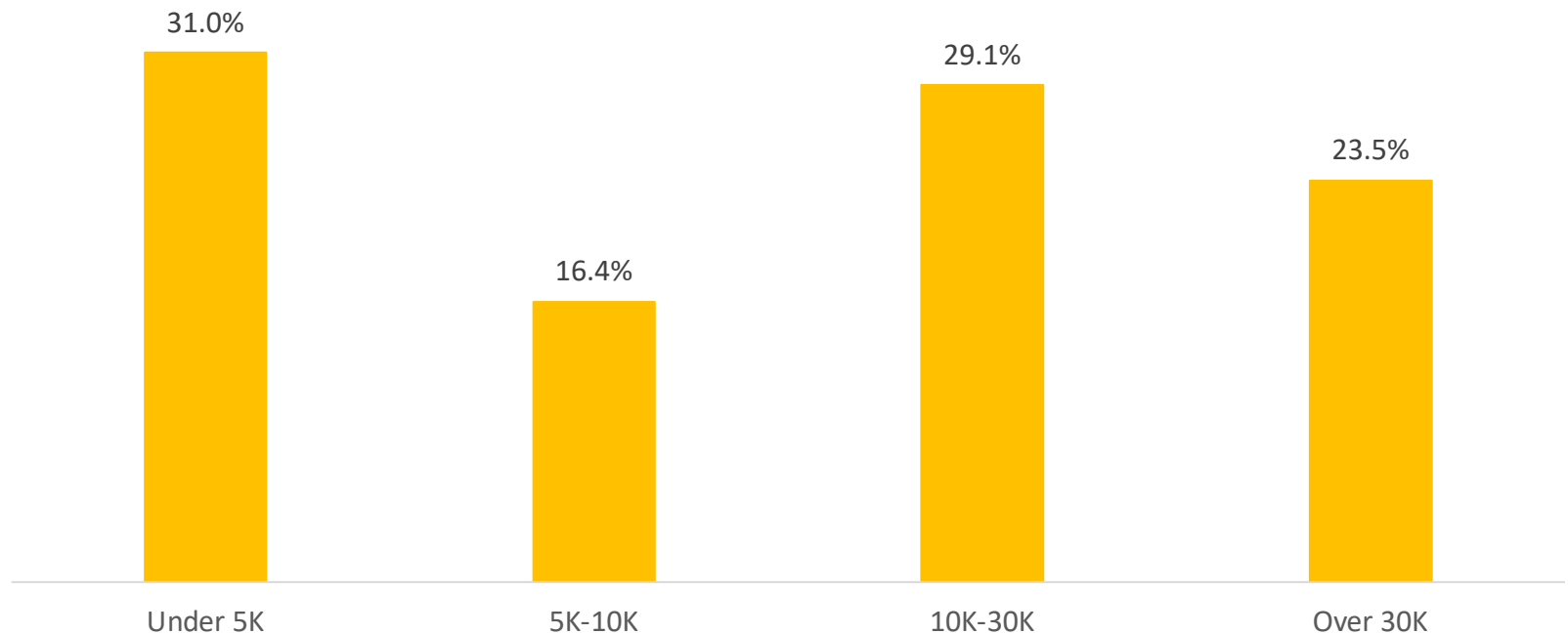
Private or Public? (n=213)



■ Private ■ Public

Institutional Enrollment

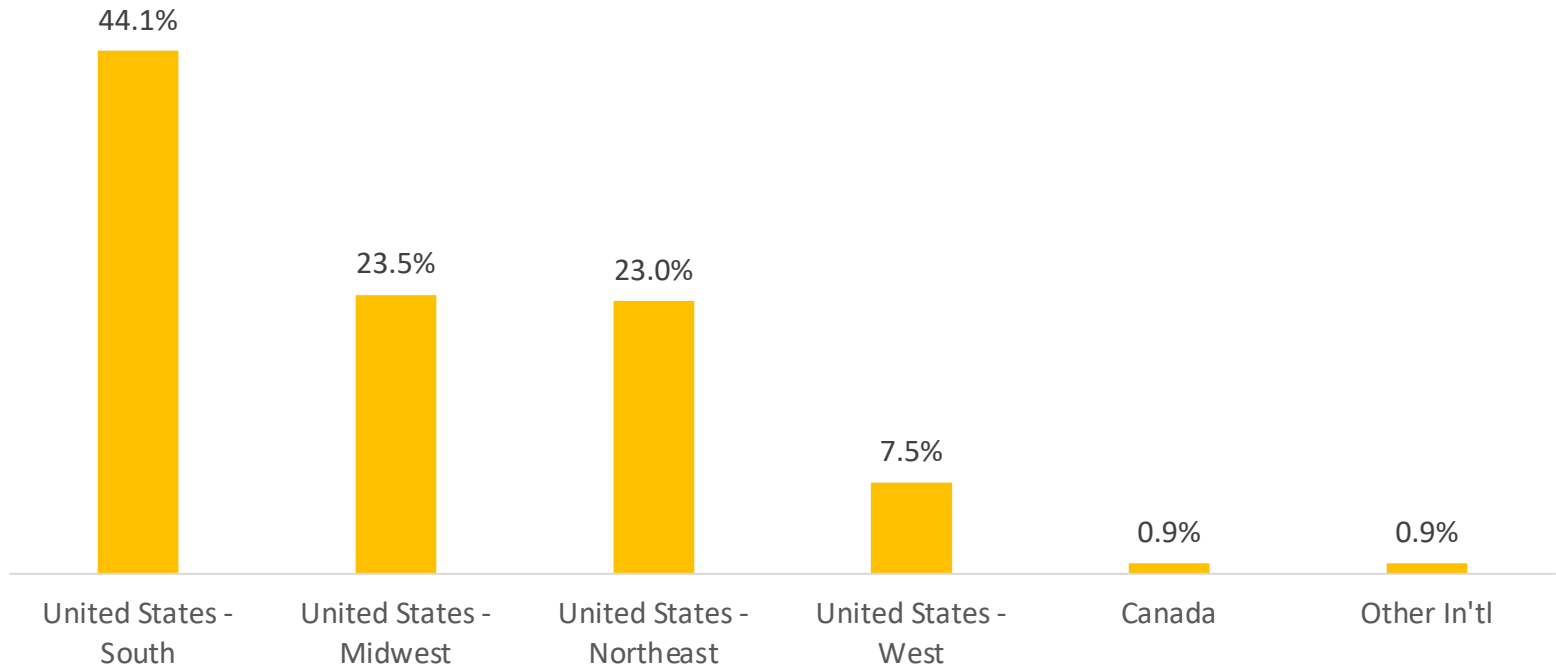
SM Degrees Offered at Institution (n=213)



Geographic Location

Most respondents' institutions are in the US with 2 in 5 located in the South and a quarter located in both the Northeast and Midwest.

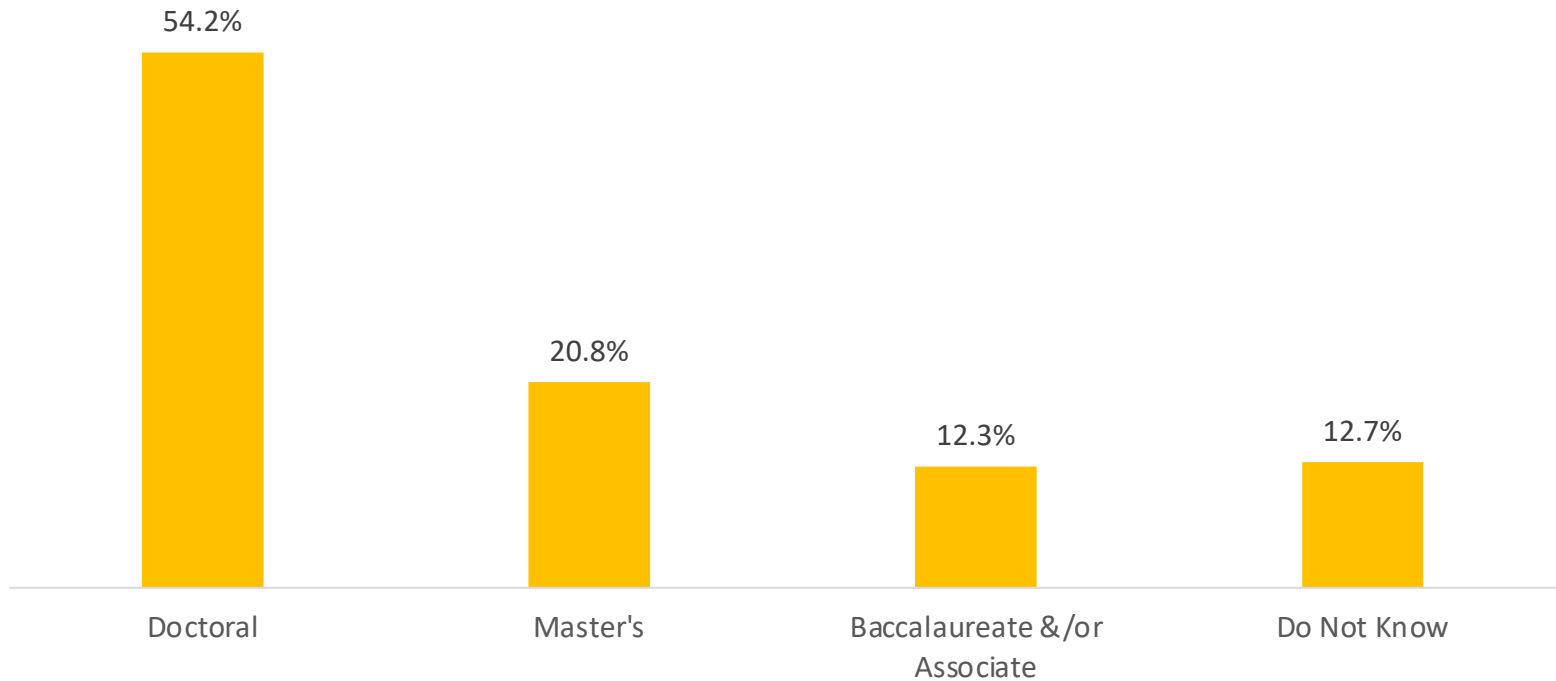
Location of Parent Institution (n=213)



Carnegie Classifications

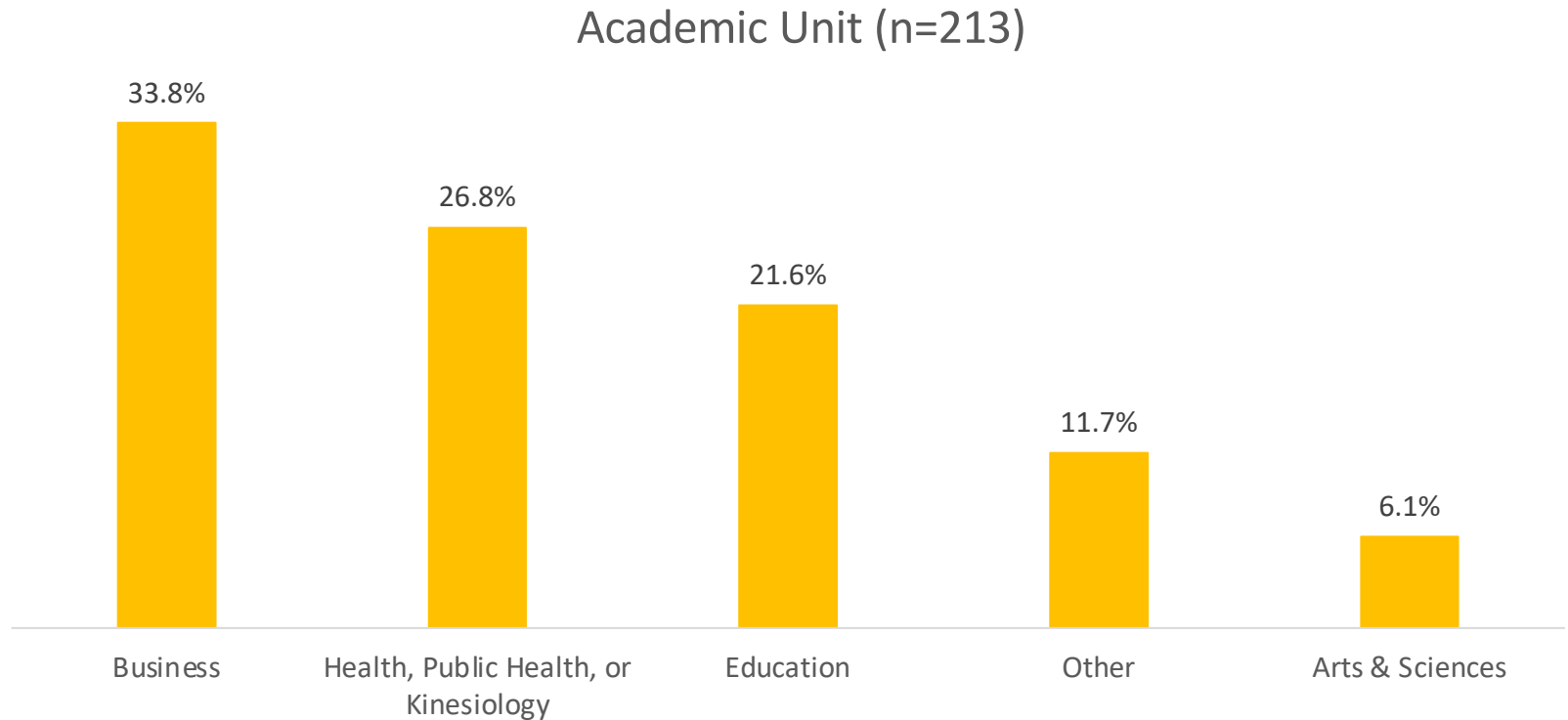
More than half of respondents indicated they were working at doctoral institutions.

Carnegie Classification (n=212)



Where Sport Management Unit Resides

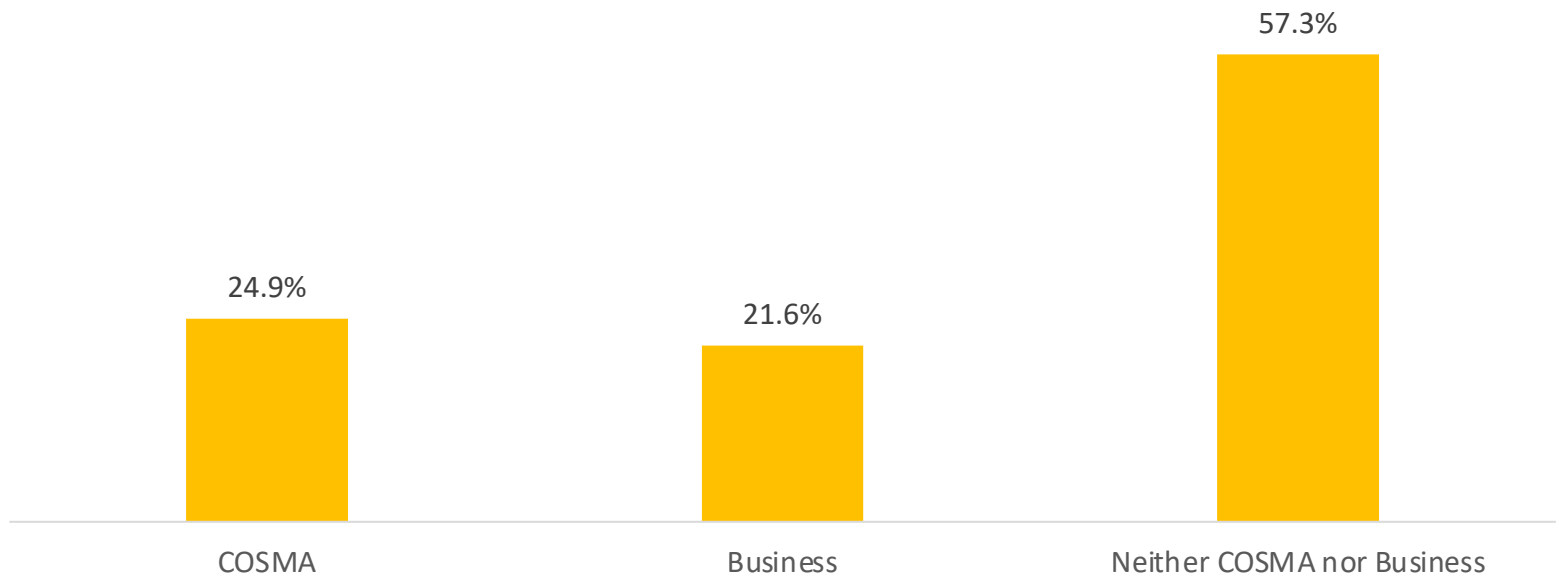
The top three (3) schools in which sport management units reside are Business, Health, Public Health, or Kinesiology and Education.



Accreditation Status

Almost 25% of respondents indicated their sport management program(s) were accredited by COSMA. The business category included AACSB, ACBSP and IACBE.

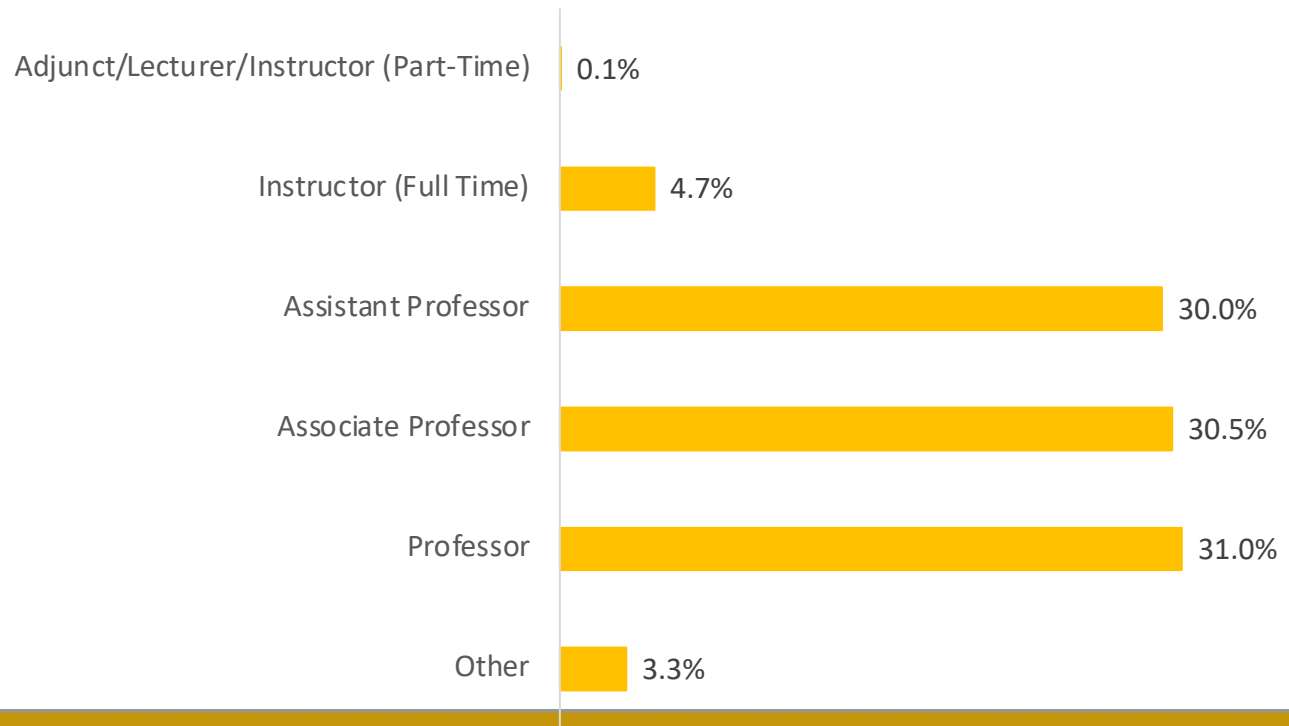
Accreditation Status of Sport Management Academic Unit
(n=213)



Faculty Rank

Rank was evenly distributed across assistant, associate and full levels.

Faculty Rank (n=213)



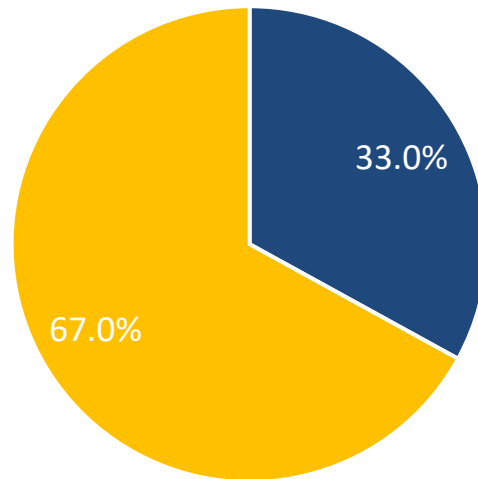
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SM Faculty Base Salaries

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
Instructor	10	70,545	72,500	45,000	99,000
Assistant Professor	64	76,487	73,000	48,000	130,000
Associate Professor	65	90,359	83,389	50,000	172,000
Professor	66	113,311	107,012	57,000	201,000

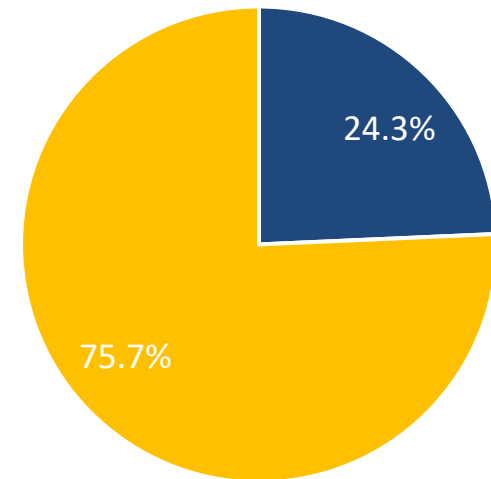
Accreditation Responsibilities

Responsibilities?
(n=212)



■ Yes ■ No

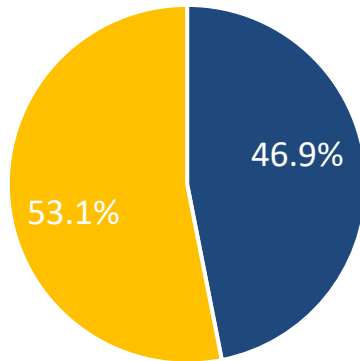
Release Time?
(n=70)



■ Yes ■ No

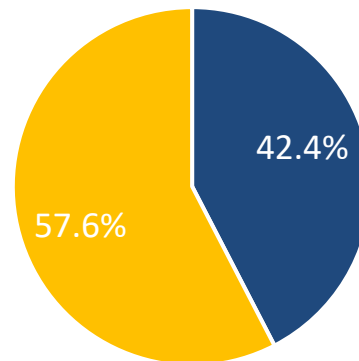
SM Program Coordinator

Program Coordinator?
(n=211)



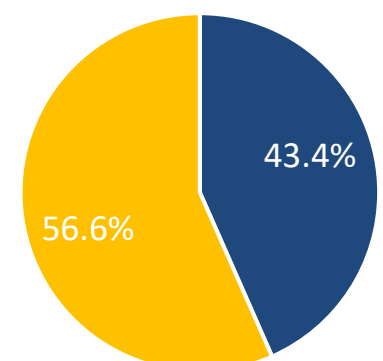
■ Yes ■ No

Additional Comp?
(n=99)



■ Yes ■ No

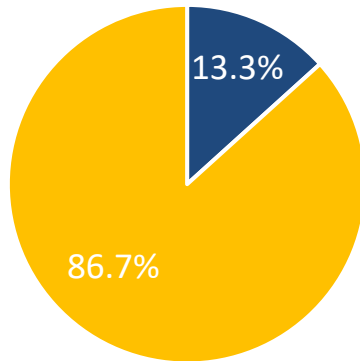
Release Time?
(n=99)



■ Yes ■ No

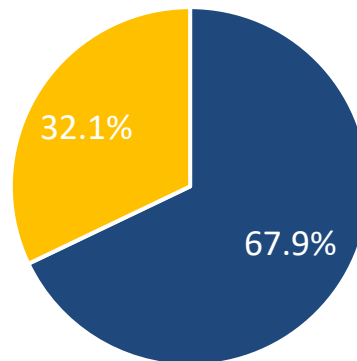
Department Chair

Dept. Chair?
(n=211)



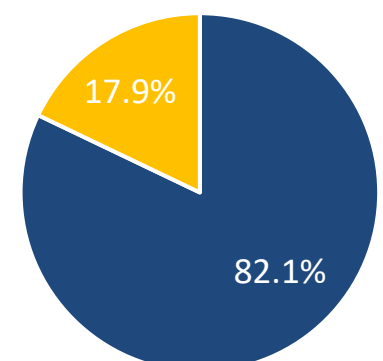
■ Yes ■ No

Additional Comp?
(n=28)



■ Yes ■ No

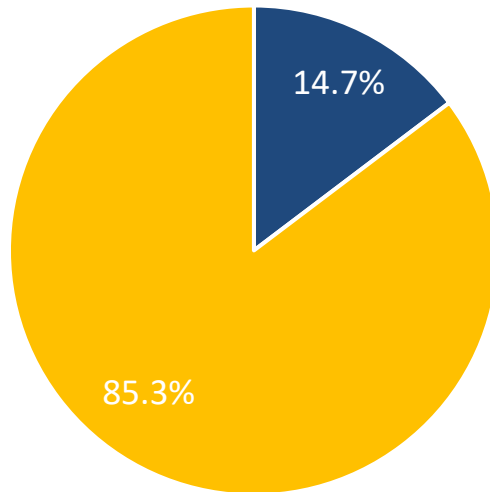
Release Time?
(n=28)



■ Yes ■ No

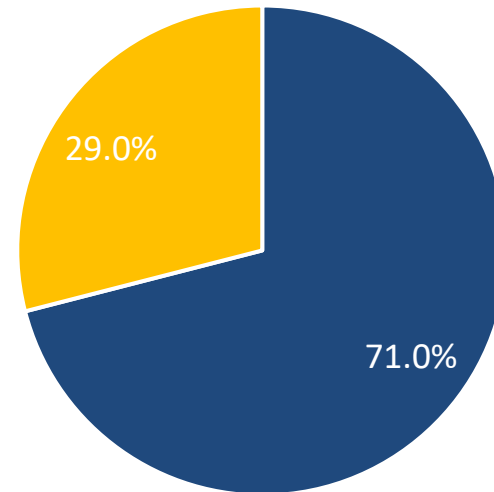
Administrative Role (e.g., dean, provost)

Administrative Role?
(n=211)



■ Yes ■ No

Additional Comp?
(n=31)



■ Yes ■ No

SM Faculty Total Salaries

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
Instructor	9	77,889	75,000	45,000	115,000
Assistant Professor	63	83,414	79,800	48,000	150,000
Associate Professor	62	99,316	90,063	58,000	210,000
Professor	63	135,180	125,000	65,000	273,154

Base By Survey Years - Instructor

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
2016*	46	51,877	49,500	28,000	85,000
2019	8	56,138	56,750	40,000	69,500
2022	5	72,400	72,000	66,000	80,000
2025	10	70,545	72,500	45,000	99,000

* - Survey of SM unit leaders who provided data for their faculty



Total By Survey Years - Instructor

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
2016*	NA	NA	NA	NA	NA
2019	8	61,188	62,500	40,000	83,000
2022	5	84,120	75,600	67,000	120,000
2025	9	77,889	75,000	45,000	115,000

* - Survey of SM unit leaders did not include this item



Base By Survey Years – Asst Prof

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
2016*	171	67,958	65,000	43,160	130,000
2019	81	69,938	65,000	45,900	145,000
2022	51	67,356	65,000	40,000	107,921
2025	64	76,487	73,000	48,000	130,000

* - Survey of SM unit leaders who provided data for their faculty



Total By Survey Years – Asst Prof

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
2016*	NA	NA	NA	NA	NA
2019	73	78,849	74,000	50,000	192,500
2022	48	74,726	70,500	40,000	124,569
2025	63	83,414	79,800	48,000	150,000

* - Survey of SM unit leaders did not include this item



Base By Survey Years – Assoc Prof

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
2016*	115	81,556	77,565	52,000	170,000
2019	52	88,122	82,786	57,000	185,000
2022	56	86,674	84,250	48,500	163,200
2025	65	90,359	83,389	50,000	172,000

* - Survey of SM unit leaders who provided data for their faculty

Total By Survey Years – Assoc Prof

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
2016*	NA	NA	NA	NA	NA
2019	49	101,522	93,500	63,000	226,000
2022	54	99,217	91,650	55,000	220,000
2025	62	99,316	90,063	58,000	210,000

* - Survey of SM unit leaders did not include this item



Base By Survey Years - Professor

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
2016*	79	105,503	91,000	60,000	259,649
2019	35	107,841	98,000	51,000	242,500
2022	33	117,781	103,000	75,000	301,000
2025	66	113,311	107,012	57,000	201,000

* - Survey of SM unit leaders who provided data for their faculty



Total By Survey Years - Professor

	n	Mean (\$)	Median (\$)	Min. (\$)	Max. (\$)
2016*	NA	NA	NA	NA	NA
2019	35	125,345	108,405	51,000	302,500
2022	31	140,204	130,596	81,200	360,400
2025	63	135,180	125,000	65,000	273,154

* - Survey of SM unit leaders did not include this item



Discussion

Citations

- Commission on Sport Management Accreditation (2024). *Accreditation principles manual & guidelines for self-study preparation*.
https://www.cosmaweb.org/uploads/2/4/9/4/24949946/accreditation_principles_february_2024.pdf
- Grappendorf, H., Veraldo, C.M., Farrell, A., & Grube, A.J. (2022). What female sport management professors think: Adherence to gender roles and impact on salary negotiation. *Sport Management Education Journal*, 16 (1), 4-16. <https://doi.org/10.1123/smej.2020-0073>
- Hall, C. (2003). *Job satisfaction of sport management faculty in the USA* (Unpublished doctoral dissertation). Florida State University, Tallahassee, FL.
- Stoldt, G.C., Vermillion, M., Alderman, H., & Curtin, K. (2016). *Faculty salary survey*. Commission on Sport Management Accreditation.
- Stoldt, G.C., Vermillion, M., Alderman, H., & Curtin, K. (2019). *Faculty salary survey*. Commission on Sport Management Accreditation.
- Vermillion, M., Stoldt, G.C., & Alderman, H. (2022). *Faculty salary survey*. Commission on Sport Management Accreditation.