

Division II Priorities for 2006

1. Division II Strategic Positioning. In the fall of 2005, the NCAA Division II Presidents Council agreed to implement a comprehensive study related to the division's defining characteristics and key attributes. This initiative will assist our membership as we work to affirm Division II's core mission and philosophy for intercollegiate athletics. The ultimate objective for this project is to clarify the division's strategic position and, thus, provide Division II institutions with an opportunity to celebrate who we are, what we believe in, and the potential that we can reach together. This refined Division II identity will be communicated to the public at large (e.g., our communities), our own Association-wide membership (e.g., Divisions I, II and III), and on our individual campuses.
2. Broadcasting and Media Coverage. In 2005, Division II increased its television coverage of national championships by adding the semifinals for men's and women's basketball, finals in baseball and softball, semifinals for football and finals in men's and women's soccer and field hockey. In 2006, Division II will continue to expand its television coverage of national championships and to investigate and test new forms of broadcasting technology. This increased television coverage will assist the division in effectively publicizing its key attributes and championships events. Further, the division will continue to seek ways to partner with conferences on regular season television coverage.
3. Celebration of Division II Membership Affiliation. In 2004 and 2005 in an effort to strengthen Division II membership affiliation, banners, stencils, decals and vests, all displaying the Division II logo, were sent to Division II institutions. Receipt of these tools received great and favorable response from the Division II membership. Further, field markings at Division II national championships will depict the Division II logo and not just the NCAA blue disc. Division II will continue to look for ways to bring increased pride and appreciation in Division II membership affiliation and develop new campus locations to display the Division II logo.
4. Community Outreach. At the 2005 Division II Chancellors and Presidents Summit, Rich Luker, President, Leisure Intelligence Group, spoke to the current trends and future projections regarding spectator interest in Division II intercollegiate athletics. Luker suggested that many Division II institutions are better positioned than they might think, given the public's increasing appetite for "reality" entertainment. He believes that increased fan interest in minor league baseball serves as an effective model that Division II should emulate. Luker will serve as a presenter at a Division II education session at the 2006 NCAA Convention and will work with Division II over the next couple of years to develop a tool kit to help institutions strengthen the link between athletics programs and local communities.
5. Division II Sports Festival. In May 2004, Division II hosted the first sports festival in Orlando, Florida. In November 2006, Division II will host the second sports festival, partnering with the University of West Florida and the Pensacola Sports Association. The 2006 Fall Festival will crown national champions in the sports of men's and women's cross-country, men's and women's soccer, field hockey and volleyball.

6. *Football Study*. In April 2005, the Division II Presidents Council appointed a task force to study a possible way to restructure mid-level NCAA football. The task force will continue to conduct its work over the next year, working with Division IAA member institutions and the American Football Coaches Association. The task force will conduct an education session at the 2006 NCAA Convention to provide an update on its work.
7. *Regionalization Review*. The Division II regionalization philosophy provides equal access for all regions and conferences and addresses institutions' financial concerns by encouraging regular-season schedules that are conducted within a close geographic proximity. Over the last year, the Division II Regionalization Task Force and the Division II Championships Committee have studied the Division II regionalization philosophy to determine what could be done to make Division II championship policies consistent with this philosophy. The Championships Committee will continue to solicit feedback from the membership on various concepts and will conduct the Division II Issues Forum at the 2006 NCAA Convention.
8. *Division II Academic Success Rate Reporting System*. At the 2005 NCAA Convention, the Division II membership adopted legislation to require all Division II institutions to submit data for the Division II Academic Success Rate (ASR). The ASR is an NCAA supplemental graduation rate, in addition to the federal graduation rate, to gather graduation data on transfer and nonscholarship student-athletes. Institutions must begin reporting data for the ASR, as a condition of membership, beginning in the spring 2006. An incentive program has been developed for those institutions that report ASR data in spring 2007 through spring 2010, and each institution that reports complete ASR data will be eligible for the incentive. An education session (offered twice) will be conducted at the 2006 NCAA Convention and will provide a hands-on look at the electronic reporting system being developed to permit electronic submissions of the ASR and the federal graduation rate. Computers will be available to demonstrate the electronic reporting system, and attendees will have the opportunity to test and use the on-line system during the session.
9. *Division II Strategic Plan Activation*. Over the last year, Division II committees assigned responsibility for goals of the strategic plan have been working to establish initiatives for implementation of the plan. Funding has been approved and allocated to each committee for activation of its initiatives. Implementation of initiatives will occur over the next few years.
10. *Division II Student-Athlete Advisory Committee Initiatives*. Over the last year, the Division II Student-Athlete Advisory Committee has created a sportsmanship statement that will be delivered and shared with every Division II institution. Further, the Division II SAAC has created a Model Campus SAAC document that also will be shared with the Division II membership. Additionally, the Division II SAAC has set a goal of \$100,000 for the annual Division II Make-A-Wish® Fundraiser. The SAAC raised \$80,000 in 2004-05.