

Division II Priorities for 2007



1. *Strategic Positioning Platform.* In 2006, the Presidents Council implemented a comprehensive study related to Division II defining characteristics and key attributes. From this study, a strategic positioning platform was developed that aids in answering the question—What is Division II? Specifically, the strategic positioning platform addresses who we are, what we emphasize as a division, and what we stand for. Throughout 2007, this refined Division II identity will be communicated to the public at large (e.g., our communities), to the Association-wide membership (e.g., Divisions I, II and III), and on our individual Division II campuses.
2. *New Look for Division II.* One avenue to bring the strategic positioning platform to life is through the activation of new visual looks and media opportunities for Division II. The Presidents Council is working with SportGraphics and Creative Street Media Group to develop avenues to illuminate and define the division in a number of ways, including development of public service announcements and print advertisements, activation of a Web site, graphics packages and promotional materials and videos. A toolkit will be developed to assist institutions and conferences with activating these items at the local level.
3. *Community Engagement Education.* Another objective identified by the Division II Presidents Council that is the result of discussions at the June 2005 Chancellors and Presidents Summit is a commitment by Division II to strengthen the link between Division II athletics programs and their local communities. The long term goal is to illuminate Division II community engagement initiatives occurring at the campus or conference level so as to help enhance the identity of Division II. Legislation will be before the Division II membership at the 2007 Convention that is intended to eliminate legislative restrictions, provided the institution and the individuals involved are engaged in a community outreach initiative. In addition, in 2007, an interactive Web site will be unveiled to the membership that will encourage institutions to submit best practices or ideas that work that will assist the membership to become engaged in its communities. The division will continue to offer a marketing workshop through NACMA, and other tools will be developed throughout the year to enhance Division II community involvement and engagement.
4. *Engaging Division II Presidents on Issues that Impact Long-Range Success of Division II.* In 2007, the division will continue to explore avenues to engage Division II chancellors and presidents on issues that will impact the success of Division II. Some methods for doing this might include: expanded meeting opportunities at the NCAA Convention, chancellor and president-targeted communication tools, and a second Chancellors and Presidents Summit in mid-summer to build on the progress made during the 2005 Summit.
5. *Division II/CSTV Partnership.* NCAA Division II and CSTV (College Sport Television Network) recently finalized a three-year regular-season television and broadband agreement that will showcase select Division II football and men's and women's basketball games live. The agreement, which began with the 2006 fall sports season, means that Division II now has a media partner who will be dedicated to telling the Division II story and highlighting our student-athlete accomplishments for the next three years. The partnership includes CSTV providing airtime for NCAA production of football and basketball games, as well as broadband streaming video of football games and basketball games. In 2007, Division II will continue to expand its television

- coverage of Division II sports and continue to build, expand and enhance the Web site for broadband streaming of games.
6. *New Division II Member Process.* Over the past year, the Division II Membership Committee has gone through a thorough review of the current membership process for institutions interested in becoming Division II members. Further, the Membership Committee has looked at ways and strategies (e.g., collection of data/information) to retain current members. The Division II membership will consider legislation at the 2007 Convention to amend the current membership process. In 2007, the division will begin an intensive campaign to strategically manage its future growth, so that those institutions that achieve membership are institutions most closely aligned with the Division II philosophy and mission statement. Additionally, the division will continue its concerted effort to attract new members and retain those institutions that are currently Division II members.
 7. *Academic Success Rate (ASR) Participation.* In 2006, 75 percent of all Division II institutions submitted ASR data for the 1999-2000 entering class. In mid-July, the division launched the Division II Academic Tracking System, which will enable institutions to track outcomes for cohorts of currently enrolled student-athletes. The new system will assist with the tracking so that the information required for reporting in 2011 will be compiled and saved. Continued education will occur on the tracking system so that when failure to report involves a penalty, all Division II institutions will be in a position to comply. Further, institutions will be encouraged to submit academic performance data. This academic performance data assists decision-making on academic requirements for Division II.
 8. *Division II Images and Look at Championships Sites.* The Division II Championships Committee and Management Council Identity Subcommittee will continue to work on ways to incorporate Division II images and messaging at championships sites, including early round sites. In addition, the Membership Report, banners, field markings and other Division II merchandise will continue to be used for this initiative.
 9. *Implementation of the Regionalization Model for Championships Selection.* In June 2006, the Division II regionalization model was approved by the Division II Championships Committee (and endorsed by the Management Council and Presidents Council), with a mandatory implementation date of 2008-09. In 2007, the NCAA staff will continue its education of the regionalization model with the Division II membership. Included in this education process will be the development of a regionalization handbook that will be distributed to the entire Division II membership.
 10. *Compliance/Rules Education.* The Division II Legislation Committee has been working with ACUA (Association of College and University Auditors) to develop a compliance audit guide for use by Division II institutions and conferences. Further, a compliance Web site was constructed to house information relevant to compliance and rules education. In 2007, the Membership Committee will look to incorporate the compliance audit guide into the ISSG. Further, the Membership Committee will once again require institutions to report on how the institution satisfies the Division II financial aid requirements. Additionally, the Legislation Committee will look for ways to promote the compliance Web site.