



## Division II

Chancellors & Presidents

October Update

### STRATEGIC POSITIONING INITIATIVE

I hope you are finding these monthly updates helpful as we prepare for this January's NCAA Convention. We are excited about the Division II Sports Festival in Pensacola November 14-18 where we will conduct six Division II national championships. Over 800 student-athletes will have the opportunity to be a part of the festival.

I have heard from many of you that you are excited about the Division II strategic positioning initiative and that you plan to attend the Convention to learn more. This will be an important meeting for Division II, and I look forward to seeing you in Orlando. Our work together in the days ahead will extend from the strategic platform, including our ability to articulate more clearly the value of Division II intercollegiate athletics.

#### **New Division II Study on the Value of Intercollegiate Athletics**

The NCAA strategic plan identified, as one of its key goals, the need to increase the number and quality of research initiatives to help member institutions and conferences make informed decisions. The availability of quality research will assist campus leaders in making informed decisions. The Division II Presidents Council has recognized the need for high quality research in development of its strategic positioning platform and by its investment of Division II resources in past research on the finances of Division II athletics programs. Its current efforts to better understand the needs and desires of student-athletes are supportive of both the strategic plan and the Division II positioning platform. Recently, the Division II Presidents Council agreed to commission the firm Hardwick-Day to conduct an empirical study on the values of participating in Division II athletics.

This new study will provide models Division II institutions may use to approximate the value of athletics participation at their institutions. While the Division II Orszag brothers' financial study in 2005 focused on the real costs associated with a move from Division II to

Division I, this study will detail the 'value' of the Division II partial athletics scholarship system and provide financial models that schools can use to understand the financial benefits of a Division II athletics program.

Hardwick-Day consults with colleges and universities to achieve enrollment and net revenue goals, create new opportunities, and enhance position in an increasingly competitive higher education marketplace through measured outcomes.

Nathan Mueller will lead this project for Division II. Mr. Mueller brings to Hardwick-Day 15 years of experience in higher education management, including eight years as director of admissions and five years as vice president, with responsibility for admissions, financial aid, information technology and public relations at a Division II institution.

Mr. Mueller works with clients to develop financial aid strategies, while evaluating the effectiveness of financial aid as an enrollment management tool. He also performs full budget modeling, analyzes the cost and effectiveness associated with certain financial aid policies, and audits admissions and financial aid operations. Mr. Mueller holds a B.A. in communication and political science from the University of Minnesota.

The Presidents Council anticipates that this study and model development will be shared with the Division II membership next summer.

#### **Division II NCAA Convention Meetings for Division II Chancellors and Presidents**

The Division II Presidents Council has agreed to focus on CEO issues Sunday and Monday morning at the 2007 Convention. If you are attending the Convention, please plan to arrive in Orlando Saturday morning or early afternoon and depart Monday following the Division II business session. Listed below is a summary of key

meetings for Division II presidents and chancellors Saturday, Sunday and Monday in Orlando.

Saturday, January 6

9 a.m. to 3 p.m. Association-wide Programming/Keynote Lunch  
4 to 5:30 p.m. Opening Business Session

Sunday, January 7

8 to 9:30 a.m. President's Breakfast and Programming (all three divisions)  
10 a.m. to 1 p.m. Division II Chancellors and Presidents Programming and Luncheon  
5 to 6:30 p.m. Delegates Reception  
6:45 to 8:45 p.m. Honors Celebration

Monday, January 8

8 a.m. to approximately 1 p.m. Division II Business Session

## Division II Community Engagement Initiative

A proposal, sponsored by the Division II Management and Presidents Councils for the 2007 NCAA Convention, establishes a community engagement initiative that allows institutions relief from standard recruiting, promotional, and awards and benefits regulations when they engage in activities with a community purpose.

The goal is to help Division II members align with the strategic positioning platform the Presidents Council has established for the division, which places a premium on community involvement as a primary characteristic of Division II colleges and universities.

The legislation eliminates some of the "red tape" regulations that would otherwise prevent schools from fully developing community-based partnerships. The Presidents Council is passionate about allowing Division II schools to strengthen their partnerships with their communities, and the legislation is necessary to accomplish that goal. We need to view this in the context of building community relationships, rather than as a change in recruiting bylaws. The Presidents Council strongly believes this legislative proposal is an important part of the Division II strategic positioning platform, and the group encourages your institution's support. This is what makes the platform come to life.

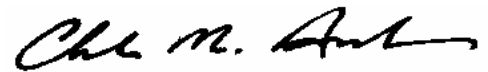
## CSTV Broadband Web site

The agreement with CSTV means that Division II now has a media partner that will be dedicated to telling the Division II story and highlighting our student-athlete accomplishments for the next three years. This achievement is something that Division II presidents and chancellors indicated was important for the future success of Division II.

The regular-season partnership is the first of its kind for Division II. The CSTV agreement, which runs through 2009, provides an amplified platform to highlight Division II contests and student-athlete accomplishments, while also promoting the intercollegiate athletics philosophy for Division II member institutions.

Below is the link for the Division II Web site that we would like for you to ask your staff to add as a link on your athletics department's Web site. This site is an important investment in telling the Division II strategic positioning story, and we hope that your institution will help us direct the public to this site.

<http://www.ncaasports.com/dii>



Charles M. Ambrose, President  
Pfeiffer University

## Division II Presidents Council Representatives

Charles M. Ambrose, *chair*, Pfeiffer University  
Daniel Bradley, Fairmont State University  
Robert Charles Brown, Arkansas Tech University  
David Danahar, Southwest Minnesota State University  
Margaret Mary Fitzpatrick, St. Thomas Aquinas College  
Antoine M. Garibaldi, Gannon University  
Joseph Grunenwald, Clarion University of Pennsylvania  
Thomas K. Harden, Clayton State University  
Glen Johnson, Southeastern Oklahoma State University  
Arthur F. Kirk Jr., Saint Leo University  
James E. Lyons Sr., California State University,  
Dominguez Hills  
Kathryn A. Martin, University of Minnesota Duluth  
Eddie N. Moore Jr., *vice chair*, Virginia State University  
James S. Netherton, Carson-Newman College  
Rose Tseng, University of Hawaii at Hilo