



## STRATEGIC POSITIONING INITIATIVE

Wow! Where did the summer disappear to this year? If you are like me, it has become much more difficult to control your schedule in June and July. I find more meetings being scheduled during these two months than in years past, and it is becoming increasingly difficult to find time to “recharge the battery.” I know that the Division II Presidents Council didn’t help matters this summer as we scheduled our second Division II Chancellors and Presidents Summit in June.

I wish to thank the 130 Division II chancellors and presidents who attended the 2007 Summit in San Diego. We had a great gathering of Division II leaders, and I was impressed with the discussions and engagement that occurred that weekend.

### Summit Summary

In October, the Division II Presidents Council will review transcripts and evaluations from the Summit to begin to shape our initiatives and agenda for Division II during the next few years. It is apparent that a few themes emerged from our time together in San Diego, including:

1. NCAA Division II should be viewed as a “membership destination.”
2. NCAA Division II policies, programs and budget initiatives should align with the division’s new strategic positioning platform.
3. NCAA Division II, with its partial athletics scholarship model, should be recognized as the optimal Tuition Revenue Model for intercollegiate athletics.

As we prepare for the upcoming year, there are three new Division II tools or resources that I want to remind you about.

### Tools and Resources

1. *Division II Activation Toolkit and Purchasing Web site.* The Division II activation toolkit is the division’s primary resource to assist in bringing our

new strategic positioning platform to life on our campuses, in our conferences and in our communities. Featured in the toolkit are a series of six books that will outline communication strategies and recommendations for addressing various audiences. In addition, an online purchasing store has been launched that gives your institution a chance to order or download various resources, such as print ads, signage and press release language. These resources and communication strategies will assist your implementation of the strategic positioning platform. Included in the list of resources are items where a school can co-brand its messaging by including its institutional or conference logo.

To provide a starting opportunity for purchasing the visual resources, every Division II active member institution and conference has a \$1,000 credit for orders placed prior to January 1, 2008. To start your collection of Division II identity resources, please go to the purchasing Web site at [www2.ncaa.org/portal/legislation\\_and\\_governance/committees/division2\\_activation\\_kit.html](http://www2.ncaa.org/portal/legislation_and_governance/committees/division2_activation_kit.html). The password to begin your shopping experience is ncaadii (case sensitive).

2. *Division II Community Engagement.* The Division II Community Engagement Web site is a compilation of resources for Division II schools to use to enrich their community engagement initiatives. You will find the latest news, photos and videos featuring Division II schools engaging with their communities. Through community engagement, we can direct the energy and spirit of winning student-athletes to positively change society. Community engagement activities are key to providing a comprehensive educational experience for students and strengthening the link between Division II athletics programs and their local communities. To experience the Division II community engagement Web site for yourself, go to [www.diicommunity.org](http://www.diicommunity.org).

3. *Division II Financial Values Study.* When the NCAA strategic plan was developed, one of the key

goals identified was the need to increase the number and quality of research initiatives to help member institutions and conferences make informed decisions. The Division II Presidents Council recognized the need for high quality research in development of its strategic positioning platform and by investing Division II resources in research on the finances of Division II athletics programs. Its current efforts to better understand the needs and desires of student-athletes are supported by both the strategic plan and the positioning platform. The study commissioned by the Presidents Council and executed this past spring by Hardwick-Day is examining the benefits of membership in Division II and assessing the net financial benefit that accrues to members as a result of participation at this level of athletics competition. The preliminary report can be found on the NCAA Web site at: [http://www1.ncaa.org/membership/governance/division\\_II/strategic\\_positioning/NCAA\\_DII\\_Financial\\_Study\\_Report.pdf](http://www1.ncaa.org/membership/governance/division_II/strategic_positioning/NCAA_DII_Financial_Study_Report.pdf).

As we have worked together to develop these Division II tools, the result has been to move our division from a regulatory environment to a strategic initiatives environment. This switch gives us great opportunities to lift each other up through our collective successes, rather than attempting to penalize behavior through legislative requirements.

### **Final Newsletter**

As we enter this new school year, I intend for this to be my final newsletter communication with you in my role as chair of the Division II Presidents Council. I will end my service on the Presidents Council in January at the 2008 NCAA Convention in Nashville, and I hope you will make plans to join the Presidents Council at the annual meeting to help celebrate the division's achievements these past two years.

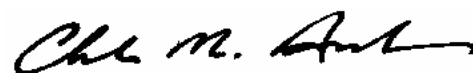
My first newsletter was sent in May 2006. These monthly updates were directed to Division II presidents and chancellors to summarize work occurring in our division regarding the strategic positioning of Division II in the NCAA family. As you know, many tools and resources have been developed that will help all of us explain and communicate what it means to be a Division II member. The tools and resources are items that most of our schools could not afford to create individually. Through the talent and resources available through the

NCAA, we are able to tap into these and put them to use in our communities and conferences.

What else can be done? Here are a few suggestions I can offer in this final newsletter.

1. Meet with your staff to discuss how to use these Division II tools and resources.
2. Meet with your Board to update them on Division II strategic positioning initiatives.
3. Use the Division II strategic positioning platform template to describe the strategic position of your athletics department or your conference.
4. Write a letter to your local paper about Division II "Life in the Balance" and why your school is a good fit.

As always, please feel to contact me at [chuck.ambrose@pfeiffer.edu](mailto:chuck.ambrose@pfeiffer.edu) if you have suggestions or questions.



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  
Barbara Dixon, Truman 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  
Stephen Jordan, Metro State College of Denver  
Ernest McNealey, Stillman College  
Eddie N. Moore Jr., *vice chair*, Virginia State  
University  
J. Patrick O'Brien, West Texas A&M University  
Beverly Pitts, University of Indianapolis  
Hamid Shirvani, California State University,  
Stanislaus