



Division III

DISCOVER | DEVELOP | DEDICATE

CoSIDA Conference Call  
August 5, 2010



# DIVISION III IDENTITY INITIATIVE

## CONTEXT

- DIVISION III IS THE NCAA'S LARGEST DIVISION.
- SIGNIFICANT GROWTH AND DIVERSITY OF DIVISION III.
- 2005-08 – REVIEW POSSIBLE STRUCTURAL CHANGES (E.G., SUBDIVISION, NEW DIVISION).

## CONTEXT, CONTINUED....

- SPRING 2008 MEMBERSHIP SURVEY REFLECTED THE STRONG AFFINITY OF OUR MEMBERSHIP FOR DIVISION III AND THEIR DESIRE TO RETAIN THE CURRENT DIVISION III STRUCTURE (82%).

## CONTEXT, CONTINUED....

- SEPTEMBER 2008, THE PRESIDENTS COUNCIL ISSUED A SERIES OF NINE WHITE PAPERS DETAILING ISSUES TO BE ADDRESSED, AS A DIVISION, RELATED TO FUTURE MEMBERSHIP GROWTH.
- TOP PRIORITY: BETTER UNDERSTANDING AND ARTICULATION OF THE DIVISION III PHILOSOPHY AND IDENTITY.

## DIVISION III IDENTITY

- STRONG AND UNIQUE PHILOSOPHY; YET MORE KNOWN FOR WHAT WE DON'T DO (AWARD ATHLETICS AID) THAN WHAT WE STAND FOR.
- IDENTIFY AND COMMUNICATE OUR SHARED VALUES WITH BOTH INTERNAL AND EXTERNAL AUDIENCES FOR A BETTER UNDERSTANDING OF DIVISION III.
- DEVELOP STRATEGIC POSITIONING PLATFORM.
- INDIVIDUAL VS. COLLECTIVE IDENTITY.

## PROCESS

- PLATFORM – DEVELOPED WITH EXTERNAL EXPERTISE.
- PLATFORM WAS RESEARCH BASED.
- FIRST PHASE – APPROXIMATELY 60 INTERVIEWS.

## PROCESS, CONTINUED...

- SECOND PHASE – WEB-BASED SURVEY THAT GENERATED APPROXIMATELY 3,000 RESPONSES.
- INPUT FROM PRESIDENTS AND MANAGEMENT COUNCILS.
- INPUT FROM STUDENT-ATHLETE ADVISORY COMMITTEE.
- PRESIDENTS COUNCIL ADOPTED SEPTEMBER 2, 2009.

# DIVISION III STRATEGIC PLATFORM

## POSITIONING STATEMENT:

**“FOLLOW YOUR PASSIONS AND DISCOVER YOUR POTENTIAL.”** THE COLLEGE EXPERIENCE IS A TIME OF LEARNING AND GROWTH — A CHANCE TO FOLLOW PASSIONS AND DEVELOP POTENTIAL. FOR STUDENT-ATHLETES IN DIVISION III, **THIS HAPPENS MOST IMPORTANTLY IN THE CLASSROOM**, THROUGH EARNING AN ACADEMIC DEGREE.

# DIVISION III STRATEGIC PLATFORM

## POSITIONING STATEMENT, CONTINUED...

THE DIVISION III EXPERIENCE PROVIDES FOR PASSIONATE PARTICIPATION IN **A COMPETITIVE ATHLETIC ENVIRONMENT**, WHERE STUDENT-ATHLETES PUSH THEMSELVES TO EXCELLENCE AND BUILD UPON THEIR ACADEMIC SUCCESS WITH NEW CHALLENGES AND LIFE SKILLS.

# DIVISION III STRATEGIC PLATFORM

POSITIONING STATEMENT, CONTINUED...

AND STUDENT-ATHLETES ARE ENCOURAGED TO PURSUE  
THE FULL SPECTRUM OF OPPORTUNITIES AVAILABLE  
DURING THEIR TIME IN COLLEGE.

# DIVISION III STRATEGIC PLATFORM

POSITIONING STATEMENT, CONTINUED...

IN THIS WAY, DIVISION III PROVIDES AN **INTEGRATED ENVIRONMENT** FOR STUDENT-ATHLETES TO TAKE **RESPONSIBILITY** FOR THEIR OWN PATH, **FOLLOW THEIR PASSIONS** AND **FIND THEIR POTENTIAL** THROUGH A COMPREHENSIVE EDUCATIONAL EXPERIENCE.

# DIVISION III STRATEGIC PLATFORM

## ATTRIBUTES:

- PROPORTION.
- COMPREHENSIVE LEARNING.
- PASSION.
- RESPONSIBILITY.
- SPORTSMANSHIP.
- CITIZENSHIP.

# DIVISION III STRATEGIC PLATFORM

## AUDIENCES AND AUDIENCE BENEFITS:

- STUDENT-ATHLETES/PARENTS.
- DIVISION III INTERNAL CONSTITUENCIES.
- GENERAL PUBLIC/MEDIA.

# DIVISION III STRATEGIC PLATFORM

## REASONS TO BELIEVE:

- COMPREHENSIVE EDUCATIONAL EXPERIENCE.
- INTEGRATED CAMPUS ENVIRONMENT.
- ACADEMIC FOCUS.
- AVAILABLE FINANCIAL AID.
- COMPETITIVE ATHLETIC PROGRAMS.
- NATIONAL CHAMPIONSHIP OPPORTUNITIES.
- COMMITMENT TO ATHLETICS PARTICIPATION.

# THE THREE D'S

## DISCOVER

DIVISION III STUDENT-ATHLETES ARE ENCOURAGED TO PURSUE THEIR INTERESTS AND PASSIONS BEYOND THE CLASSROOM AND FIELD OF PLAY...**TO DISCOVER THEMSELVES.**

# THE THREE D'S

## DEVELOP

DIVISION III INSTITUTIONS PROVIDE AN ENVIRONMENT THAT ENCOURAGES STUDENT-ATHLETES TO **DEVELOP INTO WELL-ROUNDED ADULTS**. SMALL CLASS SIZES, THE ABILITY TO PARTICIPATE IN MORE THAN ONE SPORT, AND AN EMPHASIS ON PARTICIPATING IN ACTIVITIES OUTSIDE OF THE CLASSROOM ARE ALL HALLMARKS OF THE DIVISION III EXPERIENCE.

# THE THREE D'S

## DEDICATE

DIVISION III INSTITUTIONS EXPECT STUDENT-ATHLETES TO  
**DEDICATE** THEMSELVES TO **ACHIEVING THEIR POTENTIAL.**

STUDENT-ATHLETES MUST MANAGE THEIR HECTIC  
SCHEDULES, KEEP UP WITH CLASS WORK AND **FACE THE SAME**  
**CHALLENGES AS THE REST OF THE STUDENT BODY.**

# FINANCIAL RESOURCES

- \$1,000 CREDIT TO EACH ACTIVE AND PROVISIONAL MEMBER SCHOOL.
- \$1,000 CREDIT TO EACH MEMBER CONFERENCE TO SUPPORT IDENTITY INITIATIVES.
- \$100,000 ALLOCATED TO THE NATIONAL OFFICE TO DEVELOP BROAD-BASED DIVISION III RESOURCES (E.G., TOOL KITS, VIDEOS, CHAMPIONSHIP PRESENTATION, ETC.)
- TOTALS APPROXIMATELY \$600,000 PER YEAR 2010-12.

# ACTIVATION AND PLANNING

- SPRING CHAMPIONSHIPS.
- MEDIA TOURS.
  - INDIANAPOLIS – JUNE 4.
  - WASHINGTON, DC – AUGUST 17-18.
  - MINNEAPOLIS, MN – TBD.
- OUTREACH (CONFERENCES AND MEETINGS).
  - NACDA, ECAC SIDA, CoSIDA.

# ACTIVATION AND PLANNING

- REVISED REPRESENTATION ON [WWW.NCAA.ORG/DIII](http://WWW.NCAA.ORG/DIII)

# ACTIVATION AND PLANNING

- REVISED REPRESENTATION ON [WWW.NCAA.ORG/DIII](http://WWW.NCAA.ORG/DIII)
- TOOL KIT.
- ACTIVATION WEB SITE.
  - VIDEOS/VIDEO REPOSITORY.

# ACTIVATION AND PLANNING

Full ambassador list	Full audience list	Full avenue list
<ul style="list-style-type: none"> <li>-ADs and athletic department administrators</li> <li>-Coaches</li> <li>-College or university administration (admissions office, development, financial aid, student-life, alumni relations)</li> <li>-Conference commissioners and administrators</li> <li>-Faculty athletic representatives</li> <li>-Presidents, chancellors and vice presidents</li> <li>-Sports information directors</li> <li>-Student-athletes</li> </ul>	<ul style="list-style-type: none"> <li>-Administrators-athletics department</li> <li>-Admissions office</li> <li>-Alumni</li> <li>-Board of Trustees/Board of Regents</li> <li>-Coaches</li> <li>-Community</li> <li>-Conference office</li> <li>-Deans</li> <li>-Faculty</li> <li>-Fans</li> <li>-Financial aid office</li> <li>-High school guidance counselors and coaches</li> <li>-Investors-corporate sponsors, boosters</li> <li>-Media</li> <li>-Presidents, chancellors and vice presidents with athletics oversight</li> <li>-Prospective student-athletes and parents</li> <li>-Sports Information Directors</li> <li>-Student-athletes</li> <li>-Students</li> </ul>	<ul style="list-style-type: none"> <li>-admission and recruiting materials</li> <li>-collateral and marketing materials (brochures, fliers, newsletters, postcards, print ads, TV/radio spots)</li> <li>-conversation/word-of-mouth</li> <li>-digital media (web site, social networking, blogs, applications, video/audio archives, etc)</li> <li>-events (meetings, awards, banquets, community functions, Town Halls)</li> <li>-financial aid materials</li> <li>-fund raising materials</li> <li>-interviews</li> <li>-media guides</li> <li>-presentations</li> <li>-press releases/press conferences</li> <li>-promotional items/premiums (apparel, merchandise, etc.)</li> <li>-speaking engagements/speeches</li> <li>-venue presentation/dressing and communication (signage, PA announcements video boards, game programs)</li> <li>-videos</li> </ul>

# ACTION ITEMS

## WHAT CAN BE DONE NOW:

- USE THE NEW DIVISION III LOGO LOCKUP.
- SHARE THE VIDEOS (INTERNALLY AND EXTERNALLY).
- CONDUCT A COMMUNICATIONS AUDIT AND START USING THE LANGUAGE IN THE PLATFORM IN YOUR DAILY COMMUNICATIONS (CAMPUS, CONFERENCE).

# COMMUNICATIONS

- NCAA DIRECT.
- CHAMPION MAGAZINE.
- NCAA.ORG.
- INTERNAL COMMUNICATIONS (NCAA DAILY).
- PUBLIC AND MEDIA RELATIONS.
- NCAA CONVENTION COMMUNICATIONS AND CONTENT DEVELOPMENT.

# RESOURCES

**LOGOS:** [NCAALOGOS.COM](http://NCAALOGOS.COM)

REGISTER WITH USER NAME AND PASSWORD

**VIDEOS:** [NCAACHAMPSPROMOTION.COM](http://NCAACHAMPSPROMOTION.COM)

USER NAME: NCAA

PASSWORD: MEMBERSHIP

QUESTIONS/FEEDBACK?

# THANK YOU.

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