

DIVISION III STRATEGIC POSITIONING  
ACTIVATION AND COMMUNICATIONS PLAN

**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. 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. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their own passions and find their potential through a comprehensive educational experience.

Goals of the Division III Strategic Positioning Activation and Communication Plan:

- To advance the Division III positioning so that the membership and stakeholders can:
  - More precisely define Division III;
  - Speak with one consistent/unified voice and recognize the power and persuasion that will come as a result; and
  - Guide, direct and shape future decisions and actions.
- To educate and engage the Division III membership about the identity initiative and how to apply it at the conference and campus levels.
- To support the Division III membership through national office financial and staff resources so that they can apply such resources towards the respective needs and target audiences.
- To reinforce and connect the Division III purpose and values with those of the Association and the collegiate model.

Overview:

- The attached sheets support the goals outlined above. It is categorized within four areas of activity as defined below:
  - Activation from the national office: Resources and platforms created, shaped and directed by national office staff and programs to be made available to all Division III members where applicable (e.g., tool kits, videos, monthly communications, public service announcements, committee materials, championship look, feel and messaging, etc.). **The resources in this category would be funded by the \$100,000 in the national office budget, pending approval by the Strategic Planning and Finance Committee.**

- Activation at the local level: Application of the strategic platform by campus and conference personnel to existing campus and conference communication platforms (e.g., recruiting and admissions materials, web sites/web pages, social networking sites, venue dressing, faculty summits, press releases, regular-season coverage, etc.). **Many items in this category would be funded by the designated \$1,000 per campus/conference model, pending approval by the Strategic Planning and Finance Committee. However please note that many items supporting local activation come at little to no cost (e.g., boilerplate press release language, the Division III mark and creative elements).**
- Outreach: Ongoing communication with Division III members and stakeholders who are aware of the identity initiative but may not be completely educated on its genesis, process, research findings, foundation of the positioning, etc. This could also be an area of activity where Division III members and stakeholders are educated but not engaged or “sold” on the merits of the initiative. **The resources to support this area of activity come largely from staff time as well as time within already planned conferences and meetings (e.g., FARA, CoSIDA).**
- Communications: A coordinated, proactive plan to effectively communicate the Division III strategic positioning platform to Division III membership (including chancellors and presidents, athletics directors, student-athletes, commissioners, athletics communicators/sports information directors, faculty athletics representatives and other key constituents), NCAA national office staff, the public (including prospective student-athletes and their parents) and media. **The resources to support this area come largely from staff time and national office communication platforms (new and existing).**

DIVISION III STRATEGIC POSITIONING ACTIVATION AND PLANNING CALENDAR 2010-11

	APRIL-JUNE 2010	JULY-SEPTEMBER 2010	OCTOBER-DECEMBER 2010
Activation (national office)	<ol style="list-style-type: none"> <li>1. Spring championships:                             <ol style="list-style-type: none"> <li>a. Game program print ad</li> <li>b. PA scripts</li> <li>c. Additional signage</li> <li>d. TV PSAs</li> <li>e. Language in championship selection releases (if applicable)</li> </ol> </li> <li>2. Revised presentation of Division III public pages on NCAA.org .</li> <li>3. Management council and presidents council meetings                             <ol style="list-style-type: none"> <li>a. Newly formatted agenda</li> <li>b. PowerPoint template</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Revised Eligibility Center materials.</li> <li>2. Revised presentation of Division III public pages on NCAA.org</li> <li>3. Public web pages on ncaa.org launched.</li> <li>4. Tool kit distributed (August 13 after presidents council)</li> <li>5. Purchasing web site launched.</li> </ol>	<ol style="list-style-type: none"> <li>1. Fall championships:                             <ol style="list-style-type: none"> <li>a. Game program print ad</li> <li>b. PA scripts</li> <li>c. Basic signage package</li> <li>d. TV PSAs</li> <li>e. Language in championship selection releases (if applicable)</li> </ol> </li> <li>2. Management council and presidents council meetings</li> <li>3. New videos: faculty version; coaches' version.</li> <li>4. Senior administrator summit.</li> </ol>
Activation (local level)	<ol style="list-style-type: none"> <li>1. "What can I do now?"                             <ol style="list-style-type: none"> <li>a. Update NCAA Division III mark</li> <li>b. Conduct communications audit and incorporate platform language into campus and conference materials</li> <li>c. Share the videos</li> </ol> </li> <li>2. Apply for Tier III conference grant dollars.</li> </ol>	<ol style="list-style-type: none"> <li>1. Appoint campus or conference representative accountable for the implementation.</li> <li>2. Distribute tool kits (hard copy or electronic)</li> <li>3. Purchase items from purchasing web site.</li> <li>4. Submit features for ncaa.org content.</li> </ol>	<ol style="list-style-type: none"> <li>1. Faculty summits</li> <li>2. Coaches meetings</li> <li>3. Submit best practices and success stories with staff for inclusion in NCAA Convention content.</li> <li>4. Submit features for ncaa.org content.</li> </ol>
Outreach	<ol style="list-style-type: none"> <li>1. Identity workshops begin – location TBD</li> <li>2. CoSIDA presentation in Indianapolis.</li> <li>3. DIII SIDA (ECAC) in Cape Cod.</li> </ol>	<ol style="list-style-type: none"> <li>1. CoSIDA convention                             <ol style="list-style-type: none"> <li>a. Educational session</li> <li>b. Identity workshop</li> </ol> </li> <li>2. NACDA</li> <li>3. Pres/Chan orientation (if applicable)</li> </ol>	<ol style="list-style-type: none"> <li>1. FARA Annual Convention                             <ol style="list-style-type: none"> <li>a. Identity workshop</li> </ol> </li> </ol>
Communication plan	<ol style="list-style-type: none"> <li>1. Build PR foundation on local media relationships.</li> <li>2. Localize national-level NCAA issues.</li> <li>3. Supplement with national-level stories.</li> <li>4. Capitalize on Division III-related announcements.</li> <li>5. Continue providing information in Division III membership communications.</li> </ol>		

DIVISION III STRATEGIC POSITIONING ACTIVATION AND PLANNING CALENDAR 2010-11

	<b>JANUARY-MARCH 2011</b>	<b>APRIL-JUNE 2011</b>	<b>JULY-SEPTEMBER 2011</b>	<b>OCTOBER-DECEMBER 2011</b>
Activation (national office)	Convention  Winter championships: - Game program print ad - PA scripts - Additional signage - TV PSAs - Language in championship selection releases (if applicable)	Spring championships: - Game program print ad - PA scripts - Additional signage - TV PSAs - Language in championship selection releases (if applicable)  -		Fall championships: - Game program print ad - PA scripts - Basic signage package - TV PSAs - Language in championship selection releases (if applicable)
Activation (local efforts)	Campus workshops	Division III week	Campus workshops	Campus workshops
Outreach				
Communication plan				