



TO ALL DIVISION III PRESIDENTS, ADMINISTRATORS AND COMMUNICATORS:

We are pleased to provide you with materials you may find useful in planning activities related to our upcoming inaugural Division III Week.

Division III is asking its schools and conferences to join in this celebration by scheduling a public activity on your campus or in your conference that highlights at least one of these aspects of the student-athlete experience: academic accomplishment, athletic experience, and leadership/community service/campus involvement.

Division III Week officially is scheduled for April 9-15, 2012. However, we also are encouraging institutions that are hosting athletics-related events the weekend before or on April 6 (National STUDENT-Athlete Day) to incorporate those into the celebration.

In essence, we are asking you to do what many of you already are doing – activities ranging from having a faculty member serve as a guest coach, to conducting a youth sports clinic, to scheduling a community-service activity or activating the Special Olympics partnership. The key is to institute one or more of these activities during Division III Week and to publicize that activity as part of our division-wide celebration.

Regardless of the degree to which your institution participates in this first Division III Week, it is your opportunity to highlight the Division III philosophy as practiced on your campus – in other words, the ways in which your institution provides a well-rounded collegiate experience for the significant percentage of students who compete in your varsity athletics programs.

Since the Identity Initiative began in 2010, it has provided us with a common language, enabling us to talk about how our campuses are places where student-athletes can “follow your passions and develop your potential.” It is an approach to intercollegiate athletics that combines rigorous academics, competitive sports and an opportunity to pursue other interests in a unique and powerful way.

We hope that ultimately, an annual observance of Division III Week will become an important component of our Identity Initiative, particularly in our efforts to reach out to campus and community constituencies, prospective students and parents, and the general public.

The national office encourages you to let us know about your plans for Division III Week by emailing d3identity@ncaa.org, so that we can share more broadly what is occurring on our campuses.

Thank you for your participation in Division III Week!

Dan Dutcher
NCAA Vice President for Division III



FAQs



We should be eager for opportunities to do more than just tell our story. As educators, we know it is important not just to tell, but to show; not just to talk the talk, but walk the walk. In fact, we do walk that walk every week, as we lead student-athletes to excel not only on our courts and fields of play, but in the classroom and also the variety of campus activities they involve themselves in, and through the community-service activities that so many student-athletes embrace not as an obligation, but as an opportunity to give something back.



– James Bultman, outgoing Division III Presidents Chair, at the 2012 NCAA Convention

WHAT IS DIVISION III WEEK? Division III Week is an opportunity for all individuals associated with a Division III institution to observe and celebrate the impact of athletics and of student-athletes on the campus and surrounding community. During the week, every Division III school and conference office is encouraged to conduct a type of outreach activity that falls into one of three categories: academic accomplishment; athletic experience; or leadership/community service/campus involvement.

WHEN WILL IT CELEBRATED? Division III Week begins Monday, April 9 and runs through Sunday, April 15. However, institutions hosting athletics-related events the weekend before or on April 6 (National STUDENT-Athlete Day) are encouraged to make those days part of the celebration.

WHAT KIND OF OUTCOMES SHOULD WE EXPECT FROM DIVISION III WEEK? The specific charge is to conduct and promote at least one activity to illustrate academic, athletic, or co-curricular or extra-curricular engagement. On the macro-level, each institution will be encouraged to report its activity back to the national office so the collective impact of our division can be shared on a broader scale. Ultimately, through both local and national activation, the goal is to build a greater awareness and understanding of Division III athletics.

WHO ON CAMPUS SHOULD BE INVOLVED IN DIVISION III WEEK?

The true essence of Division III athletics is the full integration of our student-athletes into the campus culture. Therefore, in addition to primary participation and organization by the athletics administration and student-athletes, it would be ideal for Division III Week to involve all stakeholders on campus including, but not limited to, the president, faculty, student body, admissions, registrar's office, student affairs leadership, alumni, etc.

WILL THIS BE AN ANNUAL EVENT?

We hope so! After this year's inaugural celebration, the NCAA national office will solicit feedback from the membership on timing, best practices and challenges of Division III Week to determine the frequency and dates moving forward.

HOW DID DIVISION III WEEK COME TO BE?

The event is part of Division III's Identity Initiative, which was introduced in 2010 to sharpen the division's identity and to enable schools and conferences to consistently explain why they prefer to compete in Division III. The initiative has been guided by a strategic-positioning platform, describing Division III as a place where student-athletes can "follow your passions and develop your potential," within an approach that combines rigorous academics, competitive sports and an opportunity to pursue other interests.

OUR STUDENT-ATHLETES ARE ALREADY INVOLVED IN THE TYPES OF ACTIVITIES THAT DIVISION III WEEK IS PROMOTING. WHAT'S THE BENEFIT TO PURSUING ANOTHER EVENT FOR THE SPECIFIC APRIL 9 TO 15 TIME FRAME?

At the end of the week, we want to be able to communicate on a national level that "x" number of student-athletes contributed to "x" different projects or helped "x" number of people, or introduced "x" number of people to the Division III experience in a designated amount of time. In short, Division III Week is a strategic initiative that gets impact from a unity of effort. It's all of us working toward the same goal at the same time. And that is powerful.

EXAMPLES OF POSSIBLE ACTIVITIES

Academic Accomplishment

- Nominate a faculty member to serve as a guest coach for a practice or competition
- "Call a faculty member" – once a week a coach calls a different faculty member to go for coffee or lunch
- Host a Faculty Forum on intercollegiate athletics

Athletic Experience

- Participate in a youth sports clinic or competition
- Host a banquet recognizing the outstanding accomplishments of student-athletes throughout the year
- Collaborate with the recreation/intramural department to host a combined student-athlete/student body/faculty "Field Day"

Community Service

- Organize an event with your local chapter of Special Olympics, such as hosting a sports clinic, bowling outing or fundraiser
- Invite Special Olympics athletes to games, giving them a VIP fan experience
- Read to local elementary school students
- Organize and participate in a "Campus Clean-Up" day



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COMMUNICATIONS CHECKLIST

This checklist – a resource for campus communicators, sports information directors or student-athlete advisory committees – is designed to spur additional publicity ideas for Division III Week promotions and stories and to maximize messaging opportunities.

ON CAMPUS

- Have you collaborated with your university relations and/or alumni relations departments to brainstorm opportunities for cross-campus sharing?
- Have you worked with your institution's student paper, radio station and/or television station to assist in promoting Division III Week activities and special student-athlete stories?
- Is there an opportunity to plug Division III Week in the alumni newsletter or magazine? Recruiting materials? Admissions collateral? Faculty newsletter?
- Will Division III Week be promoted in the main student center? If so, how can the athletics department involve the entire campus in the celebration of Division III Week?
- What kind of public-facing campus blogs would be appropriate for Division III Week stories? Does the president have a blog? The athletics director?
- Who maintains the comprehensive campus calendar? Can athletics partner with this department to ensure Division III Week is recognized on this platform?
- Do the athletics facilities or other locations on campus provide an opportunity to promote Division III Week on signs, sandwich boards, table tents or bulletin boards?
- Could you use the new Division III Identity videos, which are customizable to your institution? You can find these engagement tools via online links at the Division III membership page. (Also see the NCAA Division III YouTube channel.)
- Social media is ideal for real-time communication. Whether you have photos, videos or a story from an event, think about optimizing reach through all campus and athletics Facebook pages, Twitter feeds, LinkedIn groups and YouTube pages.

LOCAL MEDIA ENGAGEMENT

- Explore campus connections with local newspapers, magazines, websites, radio stations or television reporters.
- Join forces with the university relations office to pitch a story to targeted outlets, making sure to emphasize your involvement in Division III Week and the national impact of the event. Also, be sure to highlight outstanding current and/or former student-athletes who could serve as possible human interest stories for these media outlets.
- Are any of your games on local cable television? Web-streamed? If so, could Division III Week messaging be integrated into the session via video, photos, public-address scripts, etc.?

THE NCAA WANTS YOUR STORIES

- The NCAA appreciates receiving stories from institutions about the outstanding activities and accomplishments happening on campuses across the country. Many times, the national office will use submitted stories on its Division III public website ("Around the Division" section), Champion Magazine, or the Division III social media channels, such as the Division III Facebook page, @NCAADIII Twitter or the Division III YouTube channel.
- Please send stories and/or photos to d3identity@ncaa.org.
- Videos can be shared in a few ways:
 - Upload to your own YouTube channel and share on the NCAA Division III Facebook page.
 - Email YouTube links to d3identity@ncaa.org.
 - Place the file to NCAA FTP
 - Visit ftp.ncaa.org
 - Username: graphics; Password: 100_artist
 - Place in "DIII Week" or "DIII Special Olympics" folder
- Have you reported your activity? Please fill out the tri-fold brochure included in your Division III Week kit (shipping approximately March 1) and drop it in the mail, or report via the online form (Division III membership side of NCAA.org), so that we can share the collective impact of Division III Week.



ATHLETIC EXPERIENCE ACTIVITIES

Passion and sportsmanship define the “athlete” in the Division III “student-athlete” paradigm. The “athlete” plays for the love of the game, strives for excellence in all facets of life and perseveres through adversity. So, during Division III Week, choose one of the listed activities below to celebrate the athletic component of our identity – a true homage to the symbiotic relationship of athletics and higher education.

- Administer a banquet for your student-athletes, highlighting team and individual athletic and academic achievements for the year.
- Schedule a nutritionist, sports psychologist or fitness expert to educate the student-athletes about athletic best practices and well-being.
- Conduct a youth sports clinic on campus.
- Host an athletics department “open house,” inviting administrators, admissions, alumni relations, registrar’s office, student affairs, faculty, student-athletes, etc., showcasing the exceptional accomplishments and contributions of athletics to the campus community.
- Plan a mentoring night for current student-athletes – highlighting former student-athletes, their path to a successful career, and the value of their student-athlete experience.
- Collaborate with the recreation/intramural department to host a combined student-athlete/student body/faculty “Field Day.”
- Work with other entities on campus to pilot a graduate assistant coach/athletics administrator program – a two-fold approach that would devote more resources to athletics and develop young professionals who have a passion for Division III athletics.
- Enhance camaraderie and spirit among student-athletes via a “pride cup” competition. A “pride cup” could take the shape of a mini-Olympics or could be a year-long competition between teams that incorporates academics, community service, team performance, support of fellow teams and attendance at programming.
- Ask the Student-Athlete Advisory Committee (SAAC) to participate in the development of departmental policies that directly impact student-athletes.
- Host a Division III Week barbeque or event at a spring sporting event – inviting the president, admissions, student affairs, student-athletes, etc.
- Organize a massive pep rally on campus for the entire student body to collectively celebrate athletics.
- Sponsor a reunion or other recognition event that brings together former teams and former student-athletes to honor their service to your institution and to provide a role model for current student-athletes.
- Create a “Division III Week” presentation for different entities on campus, showcasing team and individual accomplishments and contributions through academic achievement, community service and leadership.
- Produce a weekly/monthly publication or newsletter for campus entities, alumni and student-athletes, featuring model student-athletes, accolades and involvement in the campus and local community.



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ACADEMIC ACCOMPLISHMENT ACTIVITIES

In Division III, we realize that the classroom is the primary setting for preparation and proportion. However, Division III also understands that academics are more than just GPAs, test scores and majors; it is a comprehensive learning experience that develops successful leaders and professionals. Want to embrace this commitment during Division III Week? Check out the ideas below on how to celebrate the “academic accomplishments” of your student-athletes:

- Collaborate with your Faculty Athletics Representative (FAR) to educate faculty and staff about Division III athletics and the student-athletes at your institution.
- Craft and distribute a newsletter or fact sheet to a variety of campus and community constituents to help illustrate the Division III student-athlete experience.
- Pitch stories to campus and local media outlets about the academic success of your student-athletes, including data from Division III research initiatives and stories about specific student-athletes on campus and/or former student-athletes.
- Set up coffee or lunch meetings with an array of faculty/student affairs leadership, with the support and buy-in of your FAR.
- Host a Faculty/Staff Forum on intercollegiate athletics, at which faculty would be invited to ask questions, meet model student-athletes and learn more about the Division III experience.
- Advance the importance of higher education by sending student-athletes to local elementary schools to speak about their majors and the significance of a comprehensive educational experience.
- Quarterback a “faculty sponsor” program, in which each team will have a designated faculty member who will serve as an additional academic resource for student-athletes and can attend games in a “guest coach” capacity.
- Encourage each coach to plan an “academic-focused” workshop for his or her team.
- Host a session with study-abroad program coordinators to explore diverse learning opportunities.
- Create a program that tracks student-athlete involvement and participation in campus and community organizations, honor societies and committees.
- Partner with your student affairs staff to maximize communication about extra-curricular positions and opportunities.



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COMMUNITY SERVICE ACTIVITIES

Citizenship and responsibility are Division III attributes. Student-athletes giving back to their local (and often national and international) communities not only adds to the comprehensive learning component of Division III, but also provides a venue for passion and service. Division III institutions are strongly encouraged to engage in a Special Olympics activity, but if your institution is unable to organize a Special Olympics event, below is an assortment of other community service activities to help observe Division III Week.



SPECIAL OLYMPICS EVENTS

- Use the Planning Guide on NCAA.org/D3SpecialOlympics to initiate a Special Olympics event. The first and most important step is to contact your state Special Olympics representative. If you have any problems connecting with the Special Olympics representative, contact your national Student-Athlete Advisory Committee (SAAC) representative.
- Decide on an activity that will be mutually beneficial to both the Special Olympics athletes and student-athletes.

ADDITIONAL COMMUNITY SERVICE IDEAS

- Host a blood drive on campus sponsored by the athletics department, with student-athlete volunteers and organizers.
- Coordinate a Habitat for Humanity build in your local community.
- Organize a fundraiser for Special Olympics or a local charity. Some possible fundraiser ideas include a dance marathon, a golf outing involving community leaders and former student-athletes, a 5K or half-marathon, Relay for Life, polar plunge, tricycle races, etc.
- Orchestrate an open house for local and regional non-profits to establish new contacts and relationships and educate them on the Division III student-athlete experience.
- Partner with local schools to promote the importance of literacy by starting a reading rewards program (provide incentives such as tickets or front-row seats at games).
- Honor local military families by designing special clinics, recognition at events or sending care packages overseas.
- Lead and participate in an institution-wide “Campus Clean-Up” day.
- Spend time at a nursing home, children’s hospital or homeless shelter, volunteering time and energy.
- Organize a trip to a food bank, where student-athletes can help sort and package food.
- Volunteer at an animal shelter. Help with cleaning, play with the animals, or do whatever is needed to make the shelter a nicer “temporary” home for the animals.

SUCCESSFUL SPECIAL OLYMPICS ACTIVITIES:

- Coordinate a bowling outing
- Host a Special Olympics clinic
- Plan a Special Olympics exhibition game
- Invite Special Olympics athletes to games, giving them a VIP fan experience
- Volunteer at Special Olympics events as officials, coaches, etc.
- Develop a campus “Spread the Word to End the Word” campaign
- Contribute all proceeds from concession sales to Special Olympics

DIVISION III FACTS AND FIGURES

Division III is the NCAA's largest division – approximately 42 percent of NCAA membership.

MEMBERSHIP

Source: September 2011 Membership Report

- 442 Total Members (436 Active and 6 Provisional/Reclassifying).
- Of the active members, 81 percent (352) of the institutions are private, while 19 percent (84) are public.
- 43 Division III Conferences

COMPOSITION OF STUDENT BODY

On average, student-athletes represent 20 percent of the student body at Division III institutions. (This percentage is much higher at many smaller institutions, typically between 25 to 40 percent.)

INSTITUTIONAL ENROLLMENT

Source: 2010-11 EADA Data Submission

	LOWEST	AVERAGE	HIGHEST
OVERALL	329	2,625	22,097

NCAA-SPONSORED CHAMPIONSHIPS

Source: 2011-12 Division III Manual

Men Championship Sports (14)

Baseball, Basketball, Cross Country, Football, Golf, Ice Hockey, Lacrosse, Soccer, Swimming and Diving, Tennis, Indoor Track and Field, Outdoor Track and Field, Volleyball*, Wrestling

Women Championship Sports (14)

Basketball, Cross Country, Field Hockey, Golf, Ice Hockey, Lacrosse, Rowing, Soccer, Softball, Swimming and Diving, Tennis, Indoor Track and Field, Outdoor Track and Field, Volleyball

National Collegiate Championships

Men – Gymnastics, Water Polo;
 Women – Bowling, Gymnastics, Water Polo;
 Men and Women – Fencing, Rifle, Skiing

*New NCAA Championship starting in 2011-12

ATHLETICS PARTICIPANTS

(including Emerging Sports)

Source: 2009-10 Participation and Sponsorship Report

About 40 percent of NCAA student-athletes compete at Division III institutions.

	DIVISION III	OVERALL
MEN	101,329 (59%)	249,307 (57%)
WOMEN	70,984 (41%)	186,460 (43%)
TOTAL	172,313 (40%)	435,767

AVERAGE NUMBER OF MEN'S AND WOMEN'S SPORTS SPONSORED PER INSTITUTION

Source: 2009-10 Participation and Sponsorship Report

MEN – 8.2 WOMEN – 8.9

AVERAGE NUMBER OF PARTICIPANTS PER INSTITUTION

Source: 2009-10 Participation and Sponsorship Report

MEN – 230 WOMEN – 160

NCAA DIVISION III BUDGET ALLOCATIONS

Source: NCAA Financial Statements

3.18 percent of NCAA operating budget, which equals about \$25 million in 2011-12.

PRIORITY INITIATIVES

Source: NCAA Division III Strategic Plan

- Clarify the values of Division III athletics.
- Establish a greater strategic role for presidents in the Division III governance structure.
- Ensure the division is effectively managing diversity and gender equity issues.
- Establish a drug and alcohol education program.
- Assess adherence to the Division III philosophical principle that student-athletes should have academic performance consistent with the general student body.

DID YOU KNOW?

Source: 2009-10 CIRP College Senior Survey

- Division III student-athletes report participating in club sports and intramural sports at greater rates than non-athletes. Female student-athletes also report in greater numbers than female non-athletes that they have served as a leader in an organization.
- Division III student-athletes report active academic engagement and participation in academic “extras,” such as research with faculty, study-abroad opportunities and capstone/senior thesis projects.
- Division III student-athletes report significantly greater gains in time management when compared with non-athletes. Male student-athletes also report significantly greater gains in leadership when compared with male non-athletes.
- Division III student-athletes report greater involvement in volunteering. They also are more likely to report “leadership potential” as an important consideration in choosing a career.
- Division III student-athletes are more likely to report that they see themselves as part of the campus community.



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PSA SCRIPTS

Please consider using any of the following public service announcements describing Division III Week during athletics contests or at public events scheduled in conjunction with the celebration.



THIS WEEK, THE **(school)** ATHLETICS PROGRAM IS PARTICIPATING IN THE FIRST NATIONWIDE CELEBRATION OF NCAA DIVISION III WEEK. A SIGNIFICANT PERCENTAGE OF OUR STUDENTS PARTICIPATE IN VARSITY ATHLETICS, COMPETING FOR THE LOVE OF THE GAME. WE ARE PROUD TO JOIN APPROXIMATELY 450 DIVISION III SCHOOLS IN CELEBRATING THE ACADEMIC AND ATHLETIC ACCOMPLISHMENTS OF STUDENT-ATHLETES, AS WELL AS THEIR LEADERSHIP, COMMUNITY SERVICE AND CAMPUS INVOLVEMENT.



THIS WEEK, THE **(conference)** IS PARTICIPATING IN THE FIRST NATIONWIDE CELEBRATION OF NCAA DIVISION III WEEK. A SIGNIFICANT PERCENTAGE OF STUDENTS ENROLLED AT EACH OF OUR MEMBER SCHOOLS COMPETE IN VARSITY ATHLETICS, PLAYING FOR THE LOVE OF THE GAME. THEY ALSO EXCEL IN THE CLASSROOM AND DEMONSTRATE LEADERSHIP, COMMUNITY SERVICE AND CAMPUS INVOLVEMENT. WE ARE PROUD TO JOIN A TOTAL OF 43 DIVISION III CONFERENCES THIS WEEK IN CELEBRATING THESE ACCOMPLISHMENTS.



DID YOU KNOW THAT, ON AVERAGE, ABOUT ONE-FIFTH OF STUDENTS ENROLLED AT NCAA DIVISION III MEMBER SCHOOLS PARTICIPATE IN VARSITY ATHLETICS? THIS WEEK, **(school/conference)** IS JOINING APPROXIMATELY 450 DIVISION III SCHOOLS AND 43 CONFERENCES IN THE FIRST NATIONWIDE CELEBRATION OF NCAA DIVISION III WEEK. WE ARE PROUD OF OUR STUDENT-ATHLETES, WHO EXCEL BOTH IN THE CLASSROOM AND IN ATHLETIC COMPETITION WHILE DEMONSTRATING LEADERSHIP, COMMUNITY SERVICE AND CAMPUS INVOLVEMENT.



THE STUDENT-ATHLETES COMPETING AT/IN **(school/conference)** ARE AMONG NEARLY 180,000 STUDENTS WHO PLAY VARSITY SPORTS IN THE NCAA'S LARGEST DIVISION, AND ALL ARE JOINING IN THE FIRST NATIONWIDE CELEBRATION OF DIVISION III WEEK. DIVISION III STUDENT-ATHLETES PLAY FOR THE LOVE OF THE GAME, WHILE EXCELLING IN THE CLASSROOM AND DEMONSTRATING LEADERSHIP, COMMUNITY SERVICE AND CAMPUS INVOLVEMENT. LEARN MORE ABOUT DIVISION III AT WWW.NCAA.ORG, ON THE DIVISION III FACEBOOK PAGE, OR AT NCAA DIVISION III ON TWITTER.



DO YOU WONDER WHY THE NCAA DIVISION III LOGO INCLUDES THE WORDS DISCOVER, DEVELOP AND DEDICATE? THE TRUE STUDENT-ATHLETES WHO COMPETE IN/AT **(school/conference)** ARE DISCOVERING THEIR POTENTIAL, DEVELOPING THEIR PASSIONS AND DEDICATING THEMSELVES TO ACADEMIC SUCCESS WHILE PREPARING TO CONTRIBUTE TO SOCIETY. THEY ALSO COMPETE ALONGSIDE NEARLY 180,000 YOUNG MEN AND WOMEN AT APPROXIMATELY 450 DIVISION III SCHOOLS WHO PLAY FOR THE LOVE OF THE GAME. LEARN MORE ABOUT DIVISION III AT WWW.NCAA.ORG, AND LEARN MORE ABOUT OUR OWN STUDENT-ATHLETES AT **(school/conference website)**.



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Using athletics to persevere

Victor Williams of Bridgewater (Virginia)

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Who We Are

Facts and figures

Information for prospective student-athletes/parents

Search for a school

DIII self-release form

Special Olympics partnership

Becoming a DIII member

ADDITIONAL RESOURCES

NCAA.org (Public Side)

- “Around the Division” stories

NCAA.org (Membership Side)

- Identity Initiative free resources and downloads
- Customizable Identity Initiative videos

NCAA.org/D3Special Olympics

- Resources for implementation
- Stories, photos, videos

NCAA Division III Facebook

- Behind-the-scenes photos and videos from championships
- Game-of-the-Week polls

@NCAADIII Twitter

- Real-time updates and stories from the NCAA, championships and the membership

NCAA Division III YouTube

- Identity Initiative videos
- Championships highlight and banquet videos

Contacts

- Jack Copeland, NCAA Division III Identity Initiative Contractor, jcopeland@ncaa.org
- Kat Krtnick, Assistant Director of Communications, kktrtnick@ncaa.org

DIVISION III WEEK PRESS RELEASE BOILERPLATE

Division III is the NCAA's largest and most diverse division, with more than 440 members, 40 conferences and 170,000 student-athletes.

Division III Week is an opportunity for all individuals associated with a Division III institution or conference to observe the impact of athletics on the campus and surrounding community, as student-athletes engage in activities focusing on academic accomplishment, athletic experience and leadership/community service/campus involvement.

Running April 9 to 15, Division III Week celebrates the unique Division III student-athlete experience, which offers a highly competitive athletics environment, a commitment to academic excellence and time to pursue other interests.

Division III schools strive to provide student-athletes the opportunity to discover their potential and develop their passions through full participation in campus life, and ultimately to dedicate themselves to success as citizens and leaders in society.



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