NCAA MISSION
What the brand wants to accomplish
To govern athletics competition in a fair, safe, equitable and sportsmanlike manner; integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount; and position college sports as a pathway to opportunity.

DIVISION II POSITIONING STATEMENT
Who we are
Division II supports the educational mission of college athletics by fostering a balanced and inclusive approach in which student-athletes learn and develop through their desired academic pursuits, in civic engagement with their communities and in athletics competition. The Division II experience not only provides student-athletes the opportunity to earn scholarships based on their academic, athletic and leadership abilities, but it also offers the best championships-participant ratio among the NCAA’s three divisions, and it prioritizes preparation for life beyond graduation. Division II gives student-athletes the unique opportunity to compete in the classroom, on the field, in their career, for their causes, and on their terms.

DIVISION II ATTRIBUTES
What we stand for
► LEARNING: multiple opportunities to broaden knowledge and skills
► BALANCE: emphasis on collective knowledge; integration of skills
► RESOURCEFULNESS: versatile skill set drawn from a broad range of experiences
► SPORTSMANSHIP: respect for fairness; courtesy; ethical conduct toward others
► PASSION: enthusiastic dedication and desire in effort
► SERVICE: positive societal attitude through contributions to community

KEY BENEFITS OF THE DII EXPERIENCE
For student-athletes/parents
► Participation in high-level athletics competition without overemphasizing sports in student life
► Availability of faculty and sports staff in a personal setting
► With the broad, versatile range of experiences, student-athletes are more likely to find interest and value in school and therefore stay to graduate
► Upon graduation, student-athletes leave with broader experiences, skills and knowledge as resources for the future

For Division II colleges and universities
► Achieve educational mission and graduation success for student-athletes through a comprehensive program that provides a path to graduation and develops broad skill sets
► Ability to market/promote high-level athletics competition within the region/community and nationally to help tell the institution’s story
► Develop key local relationships through Division II community engagement

For the general public
► Access to high-level, passionate athletics competition in an intimate, family-friendly environment
► Opportunities to interact face-to-face with student-athletes in different venues
► Positive impact in communities and region through Division II community engagement

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DISTINGUISHING DOZEN
12 characteristics that set Division II apart

▷ GRADUATION RATES. The Division II student-athlete graduation rate is consistently higher than that of the total student body. Division II also features a high number of first-generation college students, thus increasing the access to education.

▷ ACADEMIC EMPHASIS. Division II’s regionalization philosophy in scheduling limits missed class time for student-athletes.

▷ ATHLETICS SCHOLARSHIPS. The partial scholarships student-athlete model rewards athletic ability while allowing student-athletes to earn other sources of financial aid. Scholarship student-athletes benefit institutions’ overall academic profile, and the partial-aid model generates revenue for the school.

▷ BALANCED BOTTOM LINE. The median expense for Division II athletics departments with football is roughly $6 million, while that figure is about $15 million for Division I Football Championship Subdivision programs and about $64 million for programs in the Division I Football Bowl Subdivision.

▷ FAVORABLE ADMISSION RATES. Division II membership is split almost evenly, with 49 percent of schools being public and 51 percent private. On average, Division II schools have the highest admission rate (70 percent, versus 62 to 63 percent in the other two divisions).

▷ COMMUNITY ENGAGEMENT. Through student-athlete leadership, Division II has enjoyed long-term and successful partnerships with the Make-A-Wish Foundation, Team IMPACT and military groups. Division II also conducts community engagement activities at all championships final sites.

▷ POSITIVE GAME ENVIRONMENT. Division II members pledge to conduct athletics contests in a family-friendly environment that is civil and entertaining.

▷ UNIQUE GEOGRAPHICAL FOOTPRINT. Division II is the only NCAA division with schools in Alaska (Anchorage and Fairbanks), Puerto Rico (Bayamon, Mayaguez and Rio Piedras) and Canada (Simon Fraser).

▷ NATIONAL CHAMPIONSHIP OPPORTUNITIES. Division II features unparalleled opportunity for student-athletes to advance to national championship competition as a result of the division’s generous championship access ratios (the best among all three divisions).

▷ NATIONAL CHAMPIONSHIPS FESTIVALS. Division II is the only NCAA division that conducts “National Championships Festivals.” Olympic-style events in which a number of national championships are held at a single site during a period of several days.

▷ MAKE IT YOURS. This student-athlete-driven brand enhancement strengthens awareness among external audiences by clearly communicating the experience Division II schools create for student-athletes.

▷ DIVERSITY AND INCLUSION. Matching grants encourage access, recruitment, selection and the long-term success of ethnic minorities and women in administration and coaching.