

# SPO 5 Summary Report, 2018

Membership and Positioning Initiatives



## Strategic Positioning Outcome Area No. 5: Membership and Positioning Initiatives

**The Vision:** Foster fiscal responsibility at the local, conference, regional and national levels; continue developing member institutions and conferences that support Division II's strategic position and philosophy; and enhance the public's knowledge and appreciation of Division II.

GOALS	INITIATIVES	HOW THEY HELP
<b>Fiscal Responsibility</b>	<ul style="list-style-type: none"><li>• Long-Range Planning</li><li>• Budget Priorities</li></ul>	<ul style="list-style-type: none"><li>• Future revenue allocations modified to devote more dollars to the base budget and reduce the amount of annual surplus</li><li>• New base budget allocations focus on academic success, diversity and inclusion, and health and safety</li></ul>
<b>Strategic Positioning</b>	<ul style="list-style-type: none"><li>• Foundation for the Future</li><li>• Institutional Performance Program</li></ul>	<ul style="list-style-type: none"><li>• Presidents Council identified 10 initiatives and programs to fund that support the DII Strategic Plan</li><li>• New resource helps institutions and conferences position themselves as viable DII members</li></ul>
<b>Marketing Division II</b>	<ul style="list-style-type: none"><li>• Make It Yours</li><li>• Identity Tools</li></ul>	<ul style="list-style-type: none"><li>• Phase two of the brand enhancement will extend DII's reach and broaden understanding of what distinguishes DII</li><li>• New resources help promote DII's unique attributes and characteristics to internal and external audiences</li></ul>

Initiatives **COMPLETED** since the adoption of the plan in April 2015 that support these goals:

**Budget Philosophy:** The Division II Presidents Council and the Division II Planning and Finance Committee oversee a strategic and balanced alignment of planning and fiscal management that allows the division to benefit current members, provide championships experiences for student-athletes that are second to none, encourage membership growth and still maintain a healthy reserve. In January 2016, the Planning and Finance Committee and the Presidents Council agreed to modify the way the division forecasts future revenue in a manner that allocates more dollars to the base budget in order to fund core initiatives and programs, and reduces the amount of annual surplus. Beginning in 2018, the Planning and Finance Committee and the Presidents Council agreed to allocate an additional \$2.6 million to the base budget for new initiatives or to

enhance existing programs. Of that amount, \$1.5 million will be devoted to Division II championships programming and initiatives, while the other \$1.1 million will support new or existing initiatives in the areas of health and safety, diversity and inclusion, and student-athlete academic success.

**Promotion Through Digital Platforms:** Division II launched a “hybrid model” media that combines the value and reach of traditional over-the-air cable and network programming with other digital platforms. The new agreement protects the national television presence Division II has become accustomed to for its football and basketball championships but essentially triples the exposure during the regular season in those and other sports. Division II also launched an online site dedicated solely to Division II sports (NCAA.com/D2).

**Institutional Performance Program:** The national office staff, in conjunction with the Membership Committee and Presidents Council, created an “Institutional Performance Program” resource that increases transparency and usability of the data institutions are required to submit annually. The IPP was launched at the 2016 Convention and is offered as a useful resource for schools to position themselves as viable Division II members. The institution version was so successful in fact that the Division II Membership Committee worked with staff to develop a version for conference use that was launched in the fall of 2016.

**Expand Community Engagement to Military Groups:** The division implemented a program that incorporates military groups in the division’s community engagement effort at the campus, conference and national championship levels. The national office also provided a best-practices resource to help members implement the initiative locally.

**Tools to Tell the Division II Story:** The governance staff developed a series of talking points brochures and “tool cards” to help institutions and conferences explain and promote the value of Division II to audiences not familiar with the NCAA’s three-division structure. These products were distributed to the membership at the beginning of the 2016-17 academic year and are available online.

**Review of Accreditation:** The Membership Committee established a minimum requirement for institutions applying to Division II that would require those institutions to be in good standing with their regional accrediting agency. This requirement will be effective for those institutions applying to begin the membership process in the 2017-18 academic year.

## Initiatives LAUNCHED and still being implemented since the adoption of the plan:

**Foundation for the Future:** Due to changes in the division’s reserve policies, combined with budget surpluses as a result of sound fiscal management over the years, the Division II Presidents Council in April 2015 approved an allocation of \$5.7 million over and above the base budget to fund special initiatives that support the 2015-21 strategic plan in ways that benefit the entire division. The Presidents Council approved 10 recommendations for programming beginning with the 2016-17 academic year.

**Make it Yours Brand Enhancement:** The student-athlete-driven Make It Yours campaign was adopted at the 2015 NCAA Convention and continues to gain momentum within the membership and with external audiences. A purchasing website has been established for institutions to acquire signage and backdrops to promote the campaign. The campaign also is active via social media.

## EXISTING INITIATIVES implemented before the adoption of the plan

**Division II Award of Excellence:** Division II annually presents an Award of Excellence for an activity or event that exemplifies excellence in any of the areas covered by the six attributes of Division II – learning, service, balance, passion, sportsmanship and resourcefulness.

**Faculty Mentor Award:** The annual Dr. Dave Pariser Faculty Mentor Award is named after a physical therapy professor at Bellarmine University who died in 2013. It honors faculty members at Division II schools for their dedicated support and mentorship of student-athletes, and for demonstrating the same commitment to Division II student-athletes' lifelong learning, competition and well-being.

**Promotional Publications:** The NCAA promotes Division II member achievements through NCAA Champion Magazine and NCAA News articles online. The division also compiles and distributes an annual Division II Yearbook at the NCAA Convention.