DIVISION II STRATEGIC INITIATIVES

Judith Bense
President, University of West Florida
Chair, Division II Presidents Council

April 2015
Brand Enhancement

- Selection of Brand Marketing Firm
- Research with internal and external audiences
- Membership-driven selection and vote of new moniker - "Make It Yours"
- Creative execution
- Activation expected Fall 2015
2015-2012 Division II Strategic Plan

• Membership input from all governance committee and constituent groups
• Development of results-oriented objectives
• Approval by Management Council and Presidents Councils
Rules Education

• Vendor selected to create educational materials for Path to Graduation legislative changes (i.e., initial-eligibility, two-year college transfers, progress-toward-degree)

• Development of an online educational resource center and twitter account

• Regional compliance seminars to increase attendance and outreach to coaches, registrars and financial aid personnel
APPLE Conference

- Forty DII schools selected with 284 in attendance (largest APPLE Conference to date)
- Develop action-oriented, campus specific plans for health and safety
- APPLE Conference conducted April 17-19
Championships Enhancement

- Adoption of consistent selection criteria for all team sports
- Development of educational tools for RACs and sports committees
- Community engagement, including military involvement, at every DII championship
- Conducted 8th overall DII Championships Festival in December 2014
- Bracket expansion and initiatives to enrich student-athlete experience
Student-Athlete Voice

- Two student-athletes on the DII Management Council
- National SAAC vote at annual Convention business session
- Record year for fundraising ($568,000 in 2013-14) by student-athletes for Make-A-Wish partnership
- 18th annual DII SAAC/MC Summit