Division II is a collection of more than 300 NCAA colleges and universities that provide thousands of student-athletes the opportunity to compete at a high level athletically while excelling in the classroom and fully engaging in the broader campus experience.

This booklet is designed to help presidents and chancellors tout the benefits of Division II to their boards, state legislators, prospective students and their parents, campus personnel, and community stakeholders.

For more information about Division II, visit www.NCAA.org/D2.
Division II spans from New England to Hawaii, from Florida to Alaska, from Texas to Minnesota and from North Carolina to California.

Division II was created in 1973 when the NCAA voted to establish three divisions for athletics competition. Before then, NCAA schools were classified as either “university” or “college” to distinguish between the larger and smaller athletics programs. The creation of Division II gave those programs that wanted to keep their athletics budgets in good proportion to the total institutional budget a place to compete.

Division II believes in a balanced approach that integrates athletics into the college experience and allows students to focus fully on their academic pursuits and participate in other campus and community activities.

**QUICK FACTS**

- **307** Active members
- **24** Active conferences
- **1:7** Championships participation ratio
- **443** Average number of student-athletes at schools with football (277 men; 166 women)
- **284** Average number of student-athletes at schools without football (144 men; 140 women)

**MEN**
- (44%) **539,529** Total undergraduate enrollment
- (13%) **69,448** Student-athletes
- **7.1** Sports-sponsorship average

**WOMEN**
- **690,395** (56%) Total undergraduate enrollment
- **49,618** (7%) Student-athletes
- **8.2** Sports-sponsorship average

**DID YOU KNOW?**

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).
Division II offers a balanced approach

► Division II shapes student-athletes who graduate with the skills and knowledge to be productive citizens. Division II students are able to play sports, be integrated in campus life, do well in the classroom and graduate with distinction. They are able to have a much more well-rounded experience, because their seasons don’t last all year long.

► Division II offers a unique “partial-scholarship” model for financial aid in which most student-athletes’ college experiences are funded through a mix of athletics-based grants, academic scholarships and employment earnings. The partial-scholarship model allows Division II schools to recognize student-athletes for their skills through athletics-based aid, but student-athletes also can accept merit-based aid and academic scholarships.

► Division II students have an excellent opportunity to be highly skilled and highly decorated athletes, but the balanced approach allows them to become marketable in their career because they’ll have time to focus on their academic pursuits, their grades, their internships, and whatever else it takes to prepare themselves for life after graduation.

► Division II students get the coaching they need and the academic attention they deserve, which is a message that resonates, especially with parents.

At the core of the matter, our student-athletes are students first, and they are committed to their academic work, but they also enjoy having at least a portion of their financial-aid package based on their athletics ability. As such, the Division II model rewards student-athletes for both the student and the athlete sides of the equation.

George “Jody” Harpster
President, Shippensburg University of Pennsylvania
Division II is affordable

Rather than being financially self-sustaining, almost all Division II programs are funded through the institution itself, just like other departments of the college or university.

Division II’s “partial-scholarship” model for financial aid helps keep athletics budgets more in line with the institution’s bottom line. It costs Division II schools less than half as much to sponsor a competitive athletics program as it does in Division I (see accompanying chart).

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.

A recent study demonstrated that a school moving from Division II to Division I experienced an average real increase in athletics spending of $3.7 million each year. Only $500,000, on average, was offset by new revenue (tickets, media, agreements, donors, NCAA distribution, sponsorships). That means a reclassifying school would have to generate $3.2 million each year from other sources of funding (for example, increased student fees, state government support, transfer of funds from other campus departments).

MEDIAN NET OPERATING RESULTS

<table>
<thead>
<tr>
<th></th>
<th>Football Bowl Subdivision</th>
<th>Football Championship Subdivision</th>
<th>DI Schools Without Football</th>
<th>Schools With Football</th>
<th>Schools Without Football</th>
<th>Schools With Football</th>
<th>Schools Without Football</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generated Revenues</td>
<td>$44,455,205</td>
<td>$4,136,548</td>
<td>$2,666,733</td>
<td>$672,717</td>
<td>$336,441</td>
<td>$294,378</td>
<td>$109,668</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$63,958,569</td>
<td>$15,153,704</td>
<td>$14,321,711</td>
<td>$6,043,867</td>
<td>$4,556,170</td>
<td>$3,377,678</td>
<td>$1,697,542</td>
</tr>
<tr>
<td>Net Generated Revenue</td>
<td>- $14,733,951</td>
<td>- $11,041,299</td>
<td>- $11,244,847</td>
<td>- $5,170,852</td>
<td>- $4,110,400</td>
<td>- $2,978,273</td>
<td>- $1,481,201</td>
</tr>
</tbody>
</table>
Division II’s academic philosophy calls for a comprehensive program of learning and development in a personal setting. Graduation rates indicate the model’s success, as student-athletes graduate at rates about 6 percentage points higher than their student body counterparts. Also, Division II established an “Academic Success Rate” in 2006, which, unlike the federal graduation rate, measures graduation outcomes for athletes who are not receiving athletically related financial aid (it also includes transfers and mid-year enrollees). The ASR for the most recent four-year cohort is 71 percent.

**Division II means academic excellence**

Division II colleges and universities accommodate more first-generation students than any other division. Among a recent sample of approximately 20,000 college athletes, 16 percent of Divisions I and III athletes reported being first-generation college students, while 24 percent of Division II student-athletes reported first-generation status.

<table>
<thead>
<tr>
<th>Category</th>
<th>Student body Federal rate</th>
<th>Student-athlete Federal rate</th>
<th>ASR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division II overall</td>
<td>49%</td>
<td>55%</td>
<td>71%</td>
</tr>
<tr>
<td>Division II men</td>
<td>44%</td>
<td>48%</td>
<td>64%</td>
</tr>
<tr>
<td>Division II women</td>
<td>52%</td>
<td>64%</td>
<td>83%</td>
</tr>
</tbody>
</table>

**DID YOU KNOW?**

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Division II emphasizes engagement

- Division II athletics programs actively engage with their communities, which not only helps drive attendance at athletics contests but also fosters relationships between student-athletes and community members and develops more of a shared civic experience. Community engagement also strengthens the bond among teammates and fosters individual and personal growth.

- Division II conducts community engagement activities at each of its 25 national championships. Area youth and adults who interact with Division II teams during outreach events are then invited to attend the championship events, often through complimentary admission.

- A major tenet of the Division II experience is the "game environment" initiative that helps institutions establish an atmosphere at home athletics contests that is both energetic and respectful. The initiative emphasizes family-friendly fun, with fans and participants conducting themselves in an inviting manner for all ages.

- Division II is nationally known for its long-standing commitment to the Make-A-Wish Foundation and Team IMPACT, both of which improve the lives of children with life-threatening illnesses. The Division II Student-Athlete Advisory Committee established the Make-A-Wish partnership in 2003 and has since raised $4.1 million to benefit kids.

"Our emphasis on community engagement resonates with our students, our faculty and staff, and our community members. We show that visibly in our community through our athletics events and outreach. Our students expect to engage, and they value the relationships that come from it. We are in a generation of students now who desire that civic engagement – and it is a genuine desire."

Linda Bleicken
President
Armstrong State University
Division II student-athletes have a stronger voice than ever before. They serve on NCAA committees within the governance structure, and the national Division II Student-Athlete Advisory Committee votes on legislation at the annual NCAA Convention.

The new “Make It Yours” brand enhancement offers Division II student-athletes a rallying cry to celebrate their unique athletics experiences.

In a recent survey of current Division II athletes, 95 percent of them said they would recommend a Division II experience to a prospective student. A similar percentage (93 percent) of athletes 10 years removed from their DII athletics experience said they would recommend Division II to a prospect. That represents an ongoing and lasting impact!

Division II’s commitment: Make It Yours

- It’s making graduation a priority
- It’s making athletics participation truly part of the college experience rather than just one aspect of it
- It’s making lifelong friends at a campus whose size affords a more intimate setting
- It’s the university president seeing students on campus and being able to call them by name and ask how things are going
- It’s making the academic experience more personal
- It’s about professors, coaches and staff caring for you as a student
- It’s about an experience in which you can be an active participant
- It’s about a campus that is tight-knit enough to respond to individual student needs
- It’s about having coaches who help athletes develop their resumes as much as their athletics skills
- It’s about a custom-fit approach to athletics and education rather than a one-size-fits-all.

That’s what we’re “making ours” in Division II.

Glen Jones
President
Henderson State University
Reality trumps perception

College and university presidents interact regularly with audiences that may not be familiar with Division II, such as state legislators, corporate representatives, and even board members and trustees whose own educational experiences may have been at non-Division II institutions. Sometimes those audiences tend to form various perceptions that are off the mark. Here are the realities to set them straight:

**Perception:** Division II is a lesser experience for student-athletes.

**Reality:** Here’s what one president said to refute the myth-makers: “I talk about what sets us apart, such as the more intimate and family settings for athletics events, and the idea that at a place like ours, you can be highly regarded for your athletics ability, and then come back in 10 years and people will know who you are. That sense of engagement, community and inclusivity – that defines who we are and what makes us unique. And that’s what matters to many prospective students and their families.”

**Perception:** Division II is a stepping stone for coaches and staff.

**Reality:** Here’s one DII president’s take on that: “On the contrary, our coaches tend to stick around longer – you don’t have to win championships to be a successful program in Division II. Yes, we want you to field successful programs, but as long as the kids are graduating and you are competitive on the fields and courts, and you have good relationships with staff and alumni, you don’t get sent packing.”

**Perception:** Division II lacks accomplished alumni.

**Reality:** Here’s just a sampling of national leaders who played sports at DII schools:

- **Sheila Baxter** (basketball, Virginia State; first female brigadier general in the Medical Service Corps)
- **Bob Bowlsby** (wrestling, Minnesota State Moorhead; commissioner of the Big 12 Conference)
- **Jim Crane** (baseball, Central Missouri; chairman of the Houston Astros)
- **Gail Goestenkors** (basketball, Saginaw Valley State; WNBA assistant coach)
- **Tom Izzo** (basketball, Northern Michigan; head men’s coach at Michigan State)
- **Sandra (Hall) Magnus** (soccer, Missouri S&T; NASA astronaut)
- **Edwin Moses** (track and field, Morehouse; chair of the U.S. Anti-Doping Agency)
- **Donna Orender** [basketball, Queens (N.Y.); former WNBA president]
- **David Williams** (tennis, Bloomsburg; CEO of the Make-A-Wish Foundation)

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