

# Gameday the DIII Way



Division III

DISCOVER | DEVELOP | DEDICATE

## Project Background and Goal

- Throughout 2016-17, the Sportsmanship and Game Environment Working Group of Division III administrators, focused on improving the behavior of parents and fans, worked to develop a Division III game environment program in conjunction with the Disney Institute.
- The program has been christened, “Gameday the DIII Way”.
- The goal of “Gameday the DIII Way” is to achieve a better fan decorum at Division III athletics events by providing a consistent level of expectations and guest service throughout the division.
- The program provides baseline guest service training and game environment standards to our 450 Division III member institutions and 43 Division III conferences.
- The training program will culminate in a one and one-half hours guest service training program, being delivered to Division III game management staffs.
- The program will be delivered to staffs in two ways: online and in-person through Division III Ambassadors.
- A group of Division III Ambassadors have been trained by the Disney Institute to effectively facilitate the “Gameday the DIII Way” program.
- An online toolkit of Division III game environment resources, assembled by the Division III working group, will support and accompany the training program.
- “Gameday the DIII Way” training will be available, for free, to all Division III members.
- The program was developed by Division III administrators, and thus can be implemented at all Division III institutions, regardless of the institution’s budget or staff size.

## Recent timeline and Immediate Next Steps

- In May 2017, 25 Division III membership representatives piloted the final ‘draft’ of the one and one-half hours training program in Indianapolis.
- In early June 2017, a group of 60 Division III Ambassadors, from throughout the membership, received facilitator training, from the Disney Institute, so that they can effectively teach the one and one-half hours “Gameday the DIII Way” program.
- Throughout fall 2017, if requested by a school or conference, the program can be delivered in-person by these Ambassadors. This is considered a soft-launch of the overall program.
- Work is continuing in the development of the accompanying online toolkit. The toolkit will be available in the winter of 2017-18.
- The official program launch will culminate at the 2018 Convention, with a division-wide one and one-half hours training session.
- The “Gameday the DIII Way” online training option is also targeted for availability in January.
- During 2017-18, 2018-19 and 2019-20, the Disney Institute will continue to provide facilitator training to large groups of Division III ambassadors. Upon completing the facilitator training, these additional ambassadors will also be able to provide the one and one-half hours in-person training.

*Questions about Gameday the DIII Way may be addressed to Jay Jones, Associate Director of Division III, via email at [jkjones@ncaa.org](mailto:jkjones@ncaa.org) or via telephone at 317-917-6004.*