Making It Yours

You’ve seen a lot of the “Make It Yours” brand enhancement during the first year of the rollout. While the moniker has helped market the division, it’s also a great way to promote athletics at your institution. Just as people might ask you what Division II represents, they also might wonder what Make It Yours is all about.

Here’s what we think Make It Yours means for DII members:

▶ It’s making graduation a priority
▶ It’s about earning scholarship dollars for your athletic ability and competing for national championships
▶ 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 direction

Question  How many of these statements apply to your institution? Probably ALL of them. So take advantage of these distinctions as you define your institution and your athletics program locally. The “Make It Yours” message will resonate with your constituents – and it also will attract more students to your campus.