You've heard it said in real estate that location is everything, correct? Well, recruiting might be to a successful athletics program what location is to real estate – everything.

To help win the recruiting war, use DII’s unique characteristics and attributes to your advantage.

- Coaches have found success with prospective athletes by touting the plentiful opportunities in Division II of becoming an All-American and competing for a national title.

- Division II’s partial-scholarship model allows coaches to offer athletics-based aid like Division I schools do, while also granting the prospective athlete access to all the academic and need-based aid prospects would find at Division III colleges.

- Coaches also gain traction pointing out the fact that Division II athletics are a more affordable entertainment option. The games are played in a more intimate setting; the fans are right there; and after the game, the families come down to the field or onto the court. One coach said, “The Division II atmosphere is not such a business, but more of a community environment.”

- Division II athletes are celebrated on television and digital networks, as more than 100 regular-season contests are broadcast nationally. All Division II championship finals are either broadcast nationally or streamed live on NCAA.com.

- Don’t forget to tout the National Championships Festivals. Division II offers the only stage in the NCAA upon which multiple champions are crowned in the same locale on the same day.

The ability to say to our recruits that the opportunity to compete for an NCAA championship is a legitimate option has enabled us to sway them toward our program.

Barbara Stevens
Head Women’s Basketball Coach
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