

Win the Recruiting War



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."

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
Bentley University

- ▶ 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.