Division III August Webinar
Gameday the DIII Way

Jay Jones

We will begin at promptly 1:30 p.m. (EST). Please MUTE your phone and/or the audio on your computer.
• If using a computer, click on the audio link at the top of the screen. Choose audio connection and then select call using computer. Turn off the computer video and make sure the sound is off.

• If your computer audio isn’t working, please call 1-844-621-3956 and enter access code: 805 841 453. Please mute your phone.

• The PowerPoint with notes is posted on the Division III homepage, [DIII Webinars Link](https://www.ncaa.org), on ncaa.org.
Gameplan for this Webinar

- Why (did DIII do this)? – Background leading to creation of Gameday the DIII Way
- Who? – Who built the program and what was their mindset?
- What? – What exactly is Gameday the DIII Way?
- Why (should my campus do this)?
- How? – How can my campus take advantage of the program?
- Huh? – Remaining questions

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Background

- Division III developed a Sportsmanship and Game Environment Working Group.
- NCAA and Division III focus has been student-athlete centric.
- Primary concerns with behavior among parents / fans more than student-athletes.
Background

- Desire to ‘do something’ with the broken fan culture.
- Desire to emulate our Division III championship experience.
  - Need for a national standard.
- Focus on events only = do not redefine entire Division III Identity.
Division III fans and/or parents are highly invested.

- Disney does ‘service’ better than anyone, and they create a culture their guests love.

- Similar to Disney, our staffs are often ‘seasonal’ and new to event management.

- Inspire, but we must keep it simple.

- Disney trains all staff members to be consistent.
What makes Division III special?

How do we translate the idea of athletics as “part of the classroom” into a better way to interact with our fans and parents?

How do we help already under-resourced staffs?

...and do so quickly?
Gameday the DIII Way: The Program

- 90-minute training session delivered on campus to staffs.
- The program sets a common purpose for the conduct of all Division III athletics events.

We create a respectful and engaging educational environment through athletics, for everyone.
Gameday the DIII Way: The Program

The program provides measurable and obtainable service standards and gives a common pattern to staff on how to use them:

- These service standards and behaviors are things we are likely already doing.
- The program provides a consistent and conscious pattern.
- Prioritizes how all staff approach every situation during our events.
What it is **not**
However, currently…

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Benefits for your campus

- Empowers and informs entire staff.
  - A.D. should not be the only one to act.
- Eventually modifies culture and behaviors of fans.
- Allows discussion on game management philosophies and approaches.
- Empowers you to assist easily at all Division III events.
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How do I know it works?
How do you schedule it?

Go to www.ncaa.org → Division III → Division III Sportsmanship

Click on ‘Request a Gameday the DIII Way in-person training for your staff’

While there, check out the other resources!
What happens afterwards?

- Critical to use the “Campus Self-Evaluation and Discussion Tool” after training.
- Be proud of this new effort – it will work!
- Signage and items available on purchasing website to help pro.
Questions

• If you are on your phone, unmute your line and ask a question.

• All questions, via your computer, should be typed using the following instructions.
  
  o Click on the chat icon – near the top of your screen. It will open a text box at the bottom of your computer screen.
  
  o Type in message and click on send.
THANK YOU

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