



MAKE IT *YOURS*

BENEFITS OF DIVISION II MEMBERSHIP

TALKING POINTS FOR PRESIDENTS AND CHANCELLORS



Division II is a collection of more than 300 NCAA colleges and universities that provide thousands of student-athletes the opportunity to earn athletics scholarships and compete at a high level while excelling in the classroom and fully engaging in the broader campus experience.

This booklet is designed to help presidents and chancellors tout the benefits of Division II to their boards, state legislators, prospective students and their parents, campus personnel and community stakeholders.

For more information about Division II, visit www.NCAA.org/D2.

Characteristics of Division II institutions

- ▶ Division II spans from New England to Hawaii, from Florida to Alaska, from Texas to Minnesota and from the Carolinas to California.
- ▶ Division II was created in 1973 when the NCAA voted to establish three divisions for athletics competition. Before then, NCAA schools were classified as either “university” or “college” to distinguish between the larger and smaller athletics programs. The creation of Division II gave those programs that wanted to keep their athletics budgets in good proportion to the total institutional budget a place to compete.
- ▶ Division II believes in a balanced approach that integrates athletics into the college experience and allows students to focus fully on their academic pursuits and participate in other campus and community activities.

QUICK FACTS

308 Active Members **24** Active Conferences

1:8 Championships participation ratio 

455 Average number of student-athletes at schools with football (281 men, 174 women)

296 Average number of student-athletes at schools without football (151 men, 145 women)

MEN

(44%) 517,153
Total undergraduate enrollment

(13%) 68,355
Student-athletes

7.2
Sports-sponsorship average

WOMEN

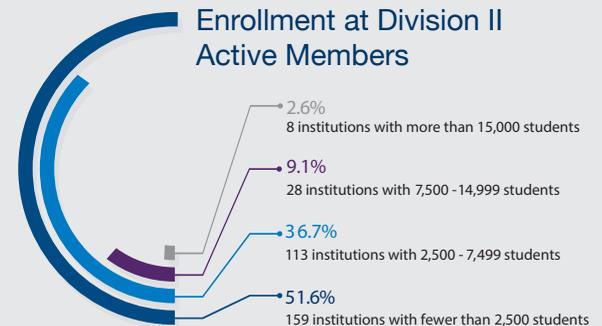
(56%) 670,568
Total undergraduate enrollment

(7%) 49,556
Student-athletes

8.4
Sports-sponsorship average

 **x12** = Division II championships for men
x13 = Division II championships for women

HOW DIVISION II BREAKS DOWN



Type of School



The most balanced ratio among the three divisions

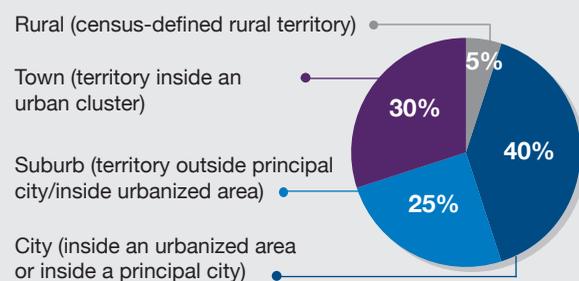
9% HBCUs

13% Hispanic Serving Institutions
(both higher than either of the other two divisions)

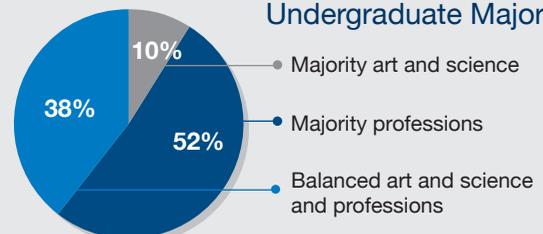
Median Cost of Attendance

DI	DII	DIII
\$40,427	\$34,981	\$46,054

Location



Undergraduate Majors



DID YOU KNOW?

Division II is the only NCAA division with schools in Alaska (Anchorage and Fairbanks), Puerto Rico (Bayamon, Mayaguez and Rio Piedras) and Canada (Simon Fraser).



Division II offers a balanced approach

- ▶ Division II shapes student-athletes who graduate with the skills and knowledge to be productive citizens. Division II students are able to play sports, be integrated in campus life, do well in the classroom and graduate with distinction. They are able to have a much more well-rounded experience, because their seasons don't last all year long.
- ▶ Division II offers a unique "partial scholarship" model for financial aid in which most student-athletes' college experiences are funded through a mix of athletics-based grants, academic scholarships and employment earnings. The partial scholarship model allows Division II schools to recognize student-athletes for their skills through athletics-based aid, but student-athletes can accept merit-based aid and academic scholarships as well.
- ▶ Division II students have an excellent opportunity to be highly skilled and highly decorated athletes, but the balanced approach allows them to become marketable in their career because they'll have time to focus on their academic pursuits, their grades, their internships, and whatever else it takes to prepare themselves for life after graduation.
- ▶ Division II students receive the coaching they need and the academic attention they deserve, which is a message that resonates, especially with parents.

"Division II athletics programs promote a challenging equilibrium among excellence in the classroom, community engagement, and rigorous athletics competition. Our student-athletes graduate, demonstrate leadership, interact with their communities, and develop the skills they need to maintain healthy and productive lifestyles."

Gary Olson, President,
Daemen College



Division II students excel academically

Division II's academic philosophy calls for a comprehensive program of learning and development in a personal setting. Graduation rates indicates the model's success, as student-athletes graduate at rates about 6 percentage points higher than their student body counterparts. Also, Division II established an "Academic Success Rate" in 2006, which, unlike the federal graduation rate, measures graduation outcomes for athletes who are not receiving athletically related financial aid (it also includes transfers and mid-year enrollees).

DIVISION II GRADUATION RATES (2007-10 COHORTS)

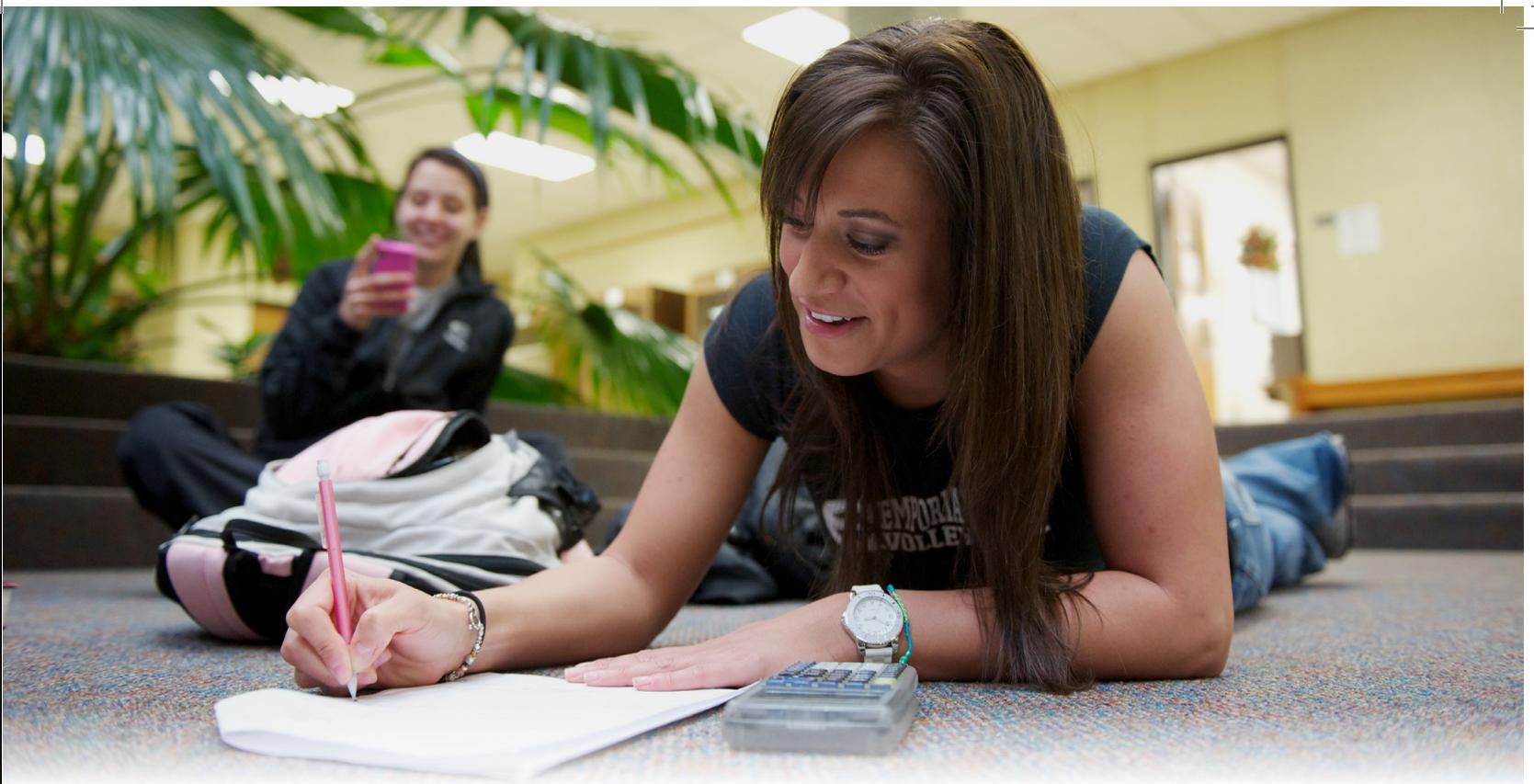
Category	Student body Federal rate	Student-athlete Federal rate	ASR
Division II overall	49%	55%	72%
Division II men	45%	48%	64%
Division II women	53%	65%	85%

"Division II athletics provides student-athletes with the opportunity not just for the competitive experience in athletics but also the full academic experience, and the undergraduate student life experience as well. That's what it means to have life in the balance, to be able to combine all of those great attributes of the college experience."

Allison Garrett, President, Emporia State University

DID YOU KNOW?

Division II colleges and universities accommodate more first-generation students than any other division. Among a recent sample of approximately 20,000 college athletes, 16 percent of Divisions I and III reported being first-generation college students, while 24 percent of Division II student-athletes reported first-generation status.



Division II is affordable

- ▶ Rather than being financially self-sustaining, almost all Division II programs are funded through the institution itself, just like other departments of the college or university.
- ▶ Division II's "partial scholarship" model for financial aid helps keep athletics budgets more in line with the institution's bottom line. It costs Division II schools less than half as much to sponsor a competitive athletics program as it does in Division I (see accompanying chart).
- ▶ The median expense for Division II athletics departments with football is roughly \$6.5 million, while that figure is about \$17 million for Division I Football Championship Subdivision programs and about \$71 million for programs in the Division I Football Bowl Subdivision.
- ▶ Even when applying generated revenues against total expenses, the median institutional subsidy to balance the athletics budget in Division I is more than \$14 million (FBS) and \$12 million (FCS). The subsidy in Division II is about \$5.5 million for schools with football and \$4.5 million for schools without.
- ▶ A recent study demonstrated that a school moving from Division II to Division I experienced an average increase in athletics spending of \$3.7 million each year. Only \$500,000, on average, was offset by new revenue (tickets, media, agreements, donors, NCAA distribution, sponsorships). That means a reclassifying school would have to generate \$3.2 million each year from other sources of funding (for example, increased student fees, state government support, transfer of funds from other campus departments).

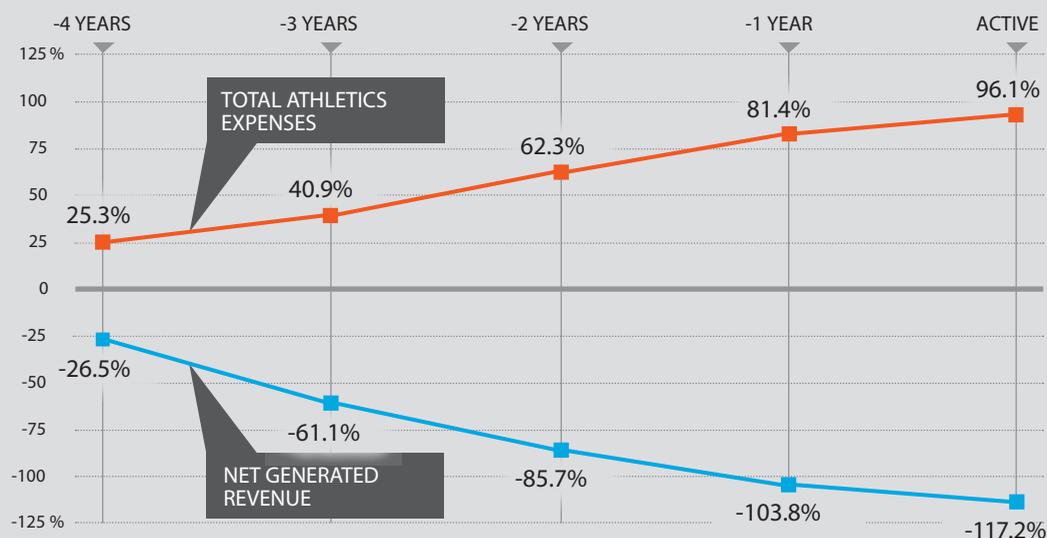
MEDIAN NET OPERATING RESULTS	DIVISION I			DIVISION II		DIVISION III	
	Football Bowl Subdivision	Football Championship Subdivision	DI Schools Without Football	Schools With Football	Schools Without Football	Schools With Football	Schools Without Football
Generated Revenues	\$52,845,000	\$4,492,000	\$2,842,000	\$770,000	\$397,000	\$335,000	\$165,000
Total Expenses	\$71,689,000	\$17,290,000	\$15,956,000	\$6,609,000	\$4,975,000	\$3,689,000	\$2,057,000
Net Generated Revenue	-\$14,407,000	-\$12,550,000	-\$12,595,000	-\$5,611,000	-\$4,657,000	-\$3,213,000	-\$1,835,000

The bottom line on reclassification

A recent study showed that schools moving from Division II to Division I experience an average real increase in athletics spending of \$3.7 million annually. Only \$500,000, on average, was offset by new revenue from sources such as ticket sales, media contracts, agreements, donors, NCAA distribution and sponsorships. That means a reclassifying school must generate \$3.2 million each year from other sources of funding (for example, increased student fees, state government support, transfer of funds from other campus departments).

AN EXPENSIVE PROPOSITION

Data from 19 institutions that began their reclassification from Division II to Division I in 2004-05 or later show significant increases in expenses and debt to the institution. On average, the schools' athletics expenses increased by 96.1 percent in the five years before they achieved active DI status. In addition, the net cost of athletics to the institution (revenue generated by athletics minus expenses) dropped by nearly 120 percent for these reclassifying schools.



QUESTION

Have you calculated the value of athletics at your institution? If various constituents – either on campus, in the community or from external parties – question your athletics budget, be able to demonstrate how your program adds value to the institution by bringing in additional students, and in turn, boosting the academic and ethnic composition of your student body.



Division II emphasizes engagement

- ▶ Division II athletics programs actively engage with their communities, which not only helps drive attendance at athletics contests but also fosters relationships between student-athletes and community members and develops more of a shared civic experience. Community engagement also strengthens the bond among teammates and fosters individual and personal growth.
- ▶ Division II conducts community engagement activities at each of its 25 national championships. Area youth and adults who interact with NCAA Division II teams during outreach events are then invited to attend the championship events, often through complimentary admission.
- ▶ A major tenet of the Division II experience is the “game environment” initiative that helps institutions establish an atmosphere at home athletics contests that is both energetic and respectful. The initiative emphasizes family friendly fun, with fans and participants conducting themselves in an inviting manner for all ages.

“The women on our volleyball team don’t just raise awareness – they become acquainted with cancer patients, survivors and their children, they hear and repeat their stories, and in the process, their own lives are changed. They become not just aware, but they come to deeply care, and from there, to make a difference.”

Lee University President Charles Conn, talking about his institution’s Volley for a Cure initiative





What Division II can do for you

If you really listen to people who are asking the questions, ultimately what they want to know is: What kind of experience will I have at your school? If we talk more about that experience, then we're more likely to attract the students we want, and in the end promote us as a division.

That means talking about what makes us unique as Division II members, what sets us apart, such as the more intimate and family settings for athletics events, and the idea that at a Division II school, you can be highly regarded for your athletic ability, experience the utmost a college campus has to offer, graduate with a degree that prepares you for life, and then come back in 10 years and have people know who you are. That sense of engagement, community and inclusivity – that defines who we are and what makes us unique.

Talk about the academic experience as well, and about how students are able to pursue the curricula they desire without their athletics participation influencing that decision. Division II schools incorporate a balanced package. I don't talk about Division II as something that is somehow taxed onto our university; I speak about it as being part of who we are. Division II is just smaller – not inferior, not lesser in quality. Being smaller means being more intimate, being better able to shape students for success in life.

And when I talk to our campus constituents who may wonder “why Division II?” I remind them about the value and strength of the partial scholarship model. It is a value-add for the university, since the athletics aid attracts prospects who then pay part of the tuition themselves. The scholarship is in fact a recruiting tool that generates dollars for the university.

In the end, a college choice is about the kind of experience a student will have. The Make It Yours campaign fits nicely in that regard, as the college experience ultimately is what a particular student makes it to be. The Make It Yours slogan is actually an inspirational challenge to our students, and one that all of them are likely to accomplish at our institutions.

Henderson State University President Glen Jones

