

NCAA Division II Strategic Priorities

The Division II strategic positioning platform focuses on “Life in the Balance” for all of those associated with Division II intercollegiate athletics. The platform explains that higher education has lasting importance on an individual’s future success. For this reason, the emphasis for the student-athlete experience in Division II is a comprehensive program of learning and development in a personal setting. The Division II approach provides growth opportunities through academic achievement, learning in high-level athletic competition and development of positive societal attitudes in service to community. The balance and integration of these different areas of learning opportunity provide Division II student-athletes a path to graduation while cultivating a variety of skills and knowledge for life ahead.

The 2009-2012 Division II Strategic Plan was developed using the platform as a framework for major initiatives. The plan was released to the Division II membership at the 2009 NCAA Convention. The plan includes five strategic goals and funding initiatives: 1) Academics and Life Skills; 2) Athletics Operations and Compliance; 3) Game Day and Conference and National Championships; 4) Membership and Positioning Initiatives; and 5) Diversity and Inclusion. These goals and funding initiatives will be at the forefront for the division during the next several years, as we strive to continue with our focus on “life in the balance” in Division II. To accomplish these goals, the division will emphasize three overarching strategies:

1. Continue to engage chancellors and presidents with strategic issues;
2. Work to sustain the Division II “Life in the Balance” strategic positioning platform in all student-athlete well-being, regulatory, financial and membership decisions; and
3. Promote the institutional benefit and value of Division II membership.



NCAA Division II 2010 Priorities

Overarching Strategy No. 1

NCAA Division II will engage its chancellors and presidents in strategic ways.

Initiatives and Events:

- 1. Division II Chancellors and Presidents Summit.** The division will conduct its third Chancellors and Presidents Summit June 18-19, 2010, in Indianapolis. The division's strategic positioning initiatives and membership strategies will be the focus for this meeting.
- 2. Financial Dashboards.** Presidents and chancellors will focus on financial dashboards that assess the institutional investment for Division II intercollegiate athletics. The tool will also offer various business tools to assist with the current economic environment in higher education and intercollegiate athletics.
- 3. Institutional Self-Study Guide (ISSG) Modifications.** The Division II ISSG has been a valuable compliance tool for schools and conference offices. Important strategic priorities like health and safety, gender equity and diversity and inclusion have been included in the guide during the past few years. The Presidents Council believes it is important to reformat the guide so these strategic priorities can be properly emphasized for presidents and chancellors.

Overarching Strategy No. 2

NCAA Division II will sustain the Division II strategic positioning platform through various alignment initiatives.

Initiatives and Events:

- 1. 'Life in the Balance' Education and Implementation.** The "Life in the Balance" initiative is a Division II initiative to align the division's playing and practice seasons with the strategic positioning platform. Legislation at the 2010 NCAA Convention includes length of season and contest reduction proposals. Areas considered for the 2011 Convention will include discretionary and exempted events and nonchampionship sports seasons.
- 2. Review of Championships Policies.** As part of the division's "Life in the Balance" initiative, the Presidents Council has asked the Championships Committee to continue its review of championships policies and procedures to ensure the division's championships are aligned with the division's strategic positioning platform and to guarantee that the division is maximizing resources allocated to Division II championships events.
- 3. Organized Competition.** At the 2010 Division II Business Session, the membership will vote on a proposal that revises the organized competition rule and removes compensation as the trigger for seasons of competition. The proposal also introduces a year-long grace period between high school graduation and initial full-time collegiate enrollment during which prospects may engage in organized competition without penalty.
- 4. Division II Strategic Membership Growth.** As Division II brands itself as a membership destination and applications to enter the membership process increase accordingly, the Presidents Council will work in conjunction with the Membership Committee on a set of standards prospective institutions must meet. The division has adopted 'minimum expectations' this past year as part of the application process to ensure that schools are adequately prepared to enter the membership process and move through the candidacy and provisional periods more efficiently.

Overarching Strategy No. 3

NCAA Division II will enhance the perceived institutional benefit and value of Division II membership.

Initiatives and Events:

- 1. 2010 Division II Championships Festival.** The second fall-sports version of the festival will crown champions in men's and women's cross country, field hockey, men's and women's soccer, and women's volleyball during the time frame from November 30-December 4 in Louisville, Kentucky.
- 2. Platform Awareness and Education for the Division II Student-Athlete Advisory Committee.** Division II student-athletes promote the division's commitment to balance in all of their daily activities. In 2010, special projects coordinated through the national Division II SAAC will focus on communication tools to deliver Division II strategic initiatives to the division's approximately 100,000 student-athletes.
- 3. Division II Academic Performance Census and Academic Success Rate.** Division II will continue to collect data, enhance academic requirements and promote the academic success of its student-athletes.

