MINUTES OF THE

NCAA DIVISION III ADMINISTRATIVE COMMITTEE CONFERENCE NO. 10

Those participating were Dan Fulks, Division III Management Council vice chair; James Harris, Division III Presidents Council vice chair; Lynn Oberbillig, Division III Management Council chair; Jack Ohle, Division III Management Council; Paul Trible, Division III Presidents Council chair; Dan Dutcher, NCAA; Leah Kareti, NCAA; and Debbie Kresge, NCAA, recording secretary.

[NOTE: The following action occurred via facsimile September 14, 2009.]

Acting for the Division III Management Council and Presidents Council, the Administrative Committee approved the following short-term implementation plan regarding the Division III Identity Initiative. The plan is designed to engage presidents and conferences and seeks to create a positive, enthusiastic atmosphere for the 2010 Convention and beyond.

- Develop materials and talking points to facilitate communication with presidential colleagues to generate excitement and enthusiasm at Convention.
- Conduct conference calls to engage presidents through the Presidents and Chancellors Advisory Group (PAG) to inform and ask for their support in reaching out to their colleagues (September/October).
- Conduct conference calls with key constituents to solicit feedback on the platform and preliminary activation activities. (See Attachment)
- Schedule Web conferences in November and December for presidents throughout the division to receive a presentation on the identity initiative and build support prior to the Convention.
- Create a schedule for Presidents Trible and Harris, along with NCAA staff, to attend targeted presidential conference meetings.
- Select three conferences to pilot use of the Division III Strategic Positioning Platform. The conferences selected would receive training on understanding the platform and its use with both internal and external constituents.
- Select a tangible item for distribution to the membership at Convention to support the Strategic Positioning Platform.
- Produce a Convention video that explains the Division III identity and generates excitement for the initiative.

The committee noted that the estimated budget impact is still to be determined. $100,000 has already been allocated for the Division III Identity Initiative, with an additional $75,000 available to reallocate from the Drug Education and Testing Pilot, if needed. Additional costs could include presidential leadership and staff travel to conference meetings, video production and memento production and distribution.

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The National Collegiate Athletic Association
September 22, 2009 DTD/LNK:dsk