MINUTES OF THE

NCAA DIVISION III ADMINISTRATIVE COMMITTEE CONFERENCE NO. 5

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 Nilsson, NCAA; and Debbie Kresge, NCAA, recording secretary.

[NOTE: The following action occurred during an in-person meeting at Christopher Newport University on March 26, 2009.]

Acting for the Division III Management Council and Presidents Council, the Administrative Committee:

1. Approved the NCAA Division III Philosophy and Identity Strategic Communications Platform Development Proposal prepared by Jeff Jacobs from Relish. The committee agreed that the proposal is consistent with the recommendations found in White Paper No. 2 related to the Division III philosophy and identity. In this regard, the Division III leadership has initiated a comprehensive effort to define and promote the Division III identity.

   The proposal from Relish includes the following three phases:

   - Phase I: Discovery and Assessment
     Kick-off meeting, management interviews, expert interviews, information review.

   - Phase II: Research
     Qualitative: 6 campus visits and interviews, 400+ quantitative interviews (surveys).

   - Phase III: Strategic Communications Platform
     Development of Platform, two rounds of refinements.

   Funding for the proposal will include reallocation from the Division III reserve and the Drug Education and Testing Pilot (using testing funds originally allocated for 2009-10, since testing will not occur in that period while pilot results are analyzed).

2. Directed the staff to develop details of a proposed pilot to explore the academic success of Division III student-athletes compared to non student-athletes, consistent with White Paper No. 7.

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The National Collegiate Athletic Association
April 1, 2009 dsk