



WHAT DIVISION II CAN DO FOR YOU



EDUCATIONAL VALUE
for your students



ATHLETICS ENTERTAINMENT
for your supporters



COMMUNITY IMPACT
for your stakeholders

What is Division II?

Division II is a collection of more than 300 colleges and universities that conduct their athletics programs as part of the parent National Collegiate Athletic Association (NCAA).

The NCAA's mission is:



- ▶ To govern athletics competition in a fair, safe, equitable and sportsmanlike manner;
- ▶ To integrate intercollegiate athletics as part of the educational experience; and
- ▶ To position athletics as a pathway to lifelong opportunity.

The NCAA membership of more than 1,100 colleges and universities is grouped for competitive purposes into three “divisions.” That structure was created in 1973 in order to give member institutions a more varied menu from which to classify their athletics programs. Before then, NCAA schools were classified as either “university” or “college” to distinguish between the larger and smaller athletics programs.

- ▶ Division I institutions typically feature the largest enrollments (44 percent of the nearly 350 schools enroll more than 10,000 students). They also make the largest financial commitment to athletics, offering multiyear, full cost-of-attendance athletics scholarships in several sports. Division I athletics programs strive to be fiscally self-sufficient, though only a few universities generate revenues that equal or exceed expenses. As such, the vast majority of Division I schools subsidize their athletics programs (the median subsidy is more than \$14 million) based on the value they believe athletics adds to their institution.
- ▶ Division II members also award aid based on a student's athletics ability, but most of these awards are “partial scholarships” that students combine with academic or need-based grants to construct their financial aid package. In this way, Division II members are able to acknowledge and reward students' athletics abilities but keep their athletics budgets in closer proportion to the total institutional budget.
- ▶ Division III is the NCAA's largest division – nearly 450 schools, about 80 percent of which are private, smaller-enrollment schools. The Division III athletics philosophy emphasizes participation opportunities, as almost 40 percent of students at Division III institutions are student-athletes (the highest percentage among the three divisions). Division III members do not offer athletics-based financial aid, but about 80 percent of student-athletes receive other types of grants to help fund their education.

INSTITUTIONAL CHARACTERISTICS OF NCAA SCHOOLS

School Size (based on full-time undergraduate enrollment)

	DI	DII	DIII
Small (2,999 or fewer)	10%	59%	77%
Medium (3,000-9,999)	46%	34%	21%
Large (10,000 or more)	44%	7%	2%
Mean total undergraduate enrollment	11,798	3,798	2,602
Median total undergraduate enrollment	8,959	2,455	1,784

Location

	DI	DII	DIII
City (territory inside an urbanized area and inside a principal city)	66%	40%	38%
Suburb (territory outside principal city/inside urbanized area)	19%	25%	32%
Town (territory inside an urban cluster)	13%	30%	24%
Rural (census-defined rural territory)	2%	5%	6%

Undergraduate Instruction Classification

	DI	DII	DIII
Majority art and science (more than 60% of majors in art and science)	17%	10%	37%
Balanced art and science and professions (41-59% majors in either art and science or professional field)	49%	38%	29%
Majority professions (more than 60% of majors in professional field)	35%	52%	34%

Public/Private

	DI	DII	DIII
Public	67%	48%	20%
Private	33%	52%	80%

Cost of Attendance (using out-of-state tuition)

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



Life in the Balance — a DII distinction

In 2005, Division II launched an ambitious and unique identity campaign to more clearly define what the division represented for its members. At the time, Division II was starting to be defined as the “middle division” or a classification that was “neither Division I nor Division III.” Not satisfied with such labeling, Division II members assembled a promotional campaign that emphasized Division II as a chosen destination for student-athletes who experience a “Life in the Balance” in which they excel academically, athletically, and as citizens in their communities.

- ▶ Division II shapes student-athletes who graduate with the skills and knowledge to be productive citizens. As such, 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.
- ▶ 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 commitment to athletics doesn't have to be year-round.
- ▶ 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 achieve academic excellence

Division II's academic philosophy calls for a comprehensive program of learning and development in a personal setting. Graduation rates indicate 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%

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 means access to NCAA championships

- ▶ Division II sponsors and fully funds 25 national championships – 12 in men’s sports and 13 in women’s sports – that annually give the nearly 14,000 student-athletes who participate in them the experience of a lifetime.
- ▶ Of the three divisions, Division II provides its athletes with the most access to championships competition (one championships opportunity for every 8.3 athletes in highly sponsored sports such as basketball, volleyball and track; the ratio is even higher in sports like lacrosse and field hockey).
- ▶ Most Division II championships have large brackets, which means there are several berths for each of the division’s eight competition regions.
- ▶ Division II is the only NCAA division that conducts “National Championships Festivals,” Olympic-style events in which a number of national championships are held at a single site over a period of several days.





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



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.
- ▶ In 2017, nearly 80 Division II institutions logged more than 132,000 volunteer hours in the Helper Helper App. All Division II institutions may log their volunteer hours in the app for free through the 2019-20 academic year as part of the division's Foundation for the Future initiative.
- ▶ 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.



Division II's commitment: Make It Yours

In 2014-15, Division II launched a brand enhancement under the slogan "Make It Yours," a student-athlete-driven selection that personalized the Division II experience and provided a way to extend the division's reach.

"Make It Yours" strengthens awareness among external audiences by clearly communicating the experience Division II schools create for student-athletes. It also brings the experience to life in a way that resonates with primary external audiences and also reinforces a sense of pride with internal stakeholders.

Ultimately, Division II student-athletes are encouraged to make their college experience their own – to compete in the classroom, on the field, in their career, for their causes, and on their terms.



WHAT IS IT THAT WE'RE MAKING OURS?

- ▶ It's making graduation a priority.
- ▶ It's about earning scholarship dollars for your athletic ability and competing for national championships.
- ▶ It's making athletics participation truly part of the college experience rather than just one aspect of it.
- ▶ It's making lifelong friends at a campus whose size affords a more intimate setting.
- ▶ It's the university president seeing students on campus and being able to call them by name and ask how things are going.
- ▶ It's making the academic experience more personal.
- ▶ It's about professors, coaches and staff caring for you as a student.
- ▶ It's about an experience in which you can be an active participant.
- ▶ It's about a campus that is tight-knit enough to respond to individual student needs.
- ▶ It's about having coaches who help athletes develop their resumes as much as their athletics skills.
- ▶ It's about a custom-fit approach to athletics and education rather than a one-size-fits-all.



Division II

What's in it for you?



For student-athletes/parents

- ▶ Participation in high-level athletics competition without overemphasizing sports in student life.
- ▶ Availability of faculty and sports staff in a personal setting.
- ▶ With the broad, versatile range of experiences, student-athletes are more likely to find interest and value in school and therefore stay to graduate.
- ▶ Upon graduation, student-athletes leave with broader experiences, skills and knowledge as resources for the future.
- ▶ With personal setting and multiple areas of learning, student-athletes can have a positive impact with peers, community and school.



For Division II colleges and universities

- ▶ Achieve educational mission and graduation success for student-athletes through a comprehensive program that provides a path to graduation and develops broad skill sets.
- ▶ High-level athletics competition for the institution, region, community and student-athletes without overemphasizing sports at the institution.
- ▶ Opportunity for personal mentoring, coaching and teaching with student-athletes.
- ▶ Impact the local community and develop key relationships through participation in Division II community engagement programs.



For the general public

- ▶ High-level, passionate athletics competition for local communities and extended region in an intimate, family-friendly environment.
- ▶ Opportunities to interact face-to-face with student-athletes in different venues.
- ▶ Positive impact in local communities and extended region through Division II community engagement.
- ▶ Invest in the educational mission of student-athletes and development of youth into productive citizens.



What people are saying about Division II

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

We as Division II leaders are incredible. We do the same amount of work as our counterparts in Division I and are subject to the same kinds of expectations, yet we do all of this typically with fewer resources and staff. We're in the business of developing young people, and that doesn't change at whatever level you serve – that's our responsibility. At the end of the day, we're preparing students for life after college.

Sherie Gordon,
Director of Athletics,
Albany State University
(Georgia)

I coach in Division II – not somewhere else – because I live for that one kid who comes back and says I made a difference to him or her as an individual instead of expressing thanks for winning a championship or some other athletics-related accomplishment. I don't coach for the wins – I don't think any of us do – of course we all want to win, but winning in and of itself is not what drives our desire to coach. We certainly don't do it in Division II to earn accolades from thousands and thousands of fans, or to earn big monetary bonuses from our bosses. What matters is to realize the difference we make in young people's lives.

Chris Catanach, head women's volleyball coach, University of Tampa

When you talk about the athletics experience in Division II, reiterate what the potential outcomes are. At the so-called Division I mid-majors, prospects probably will be competing for conference championships, whereas in Division II, they'll be contending for national championships.

Brad Wachler,
Vice President of
Intercollegiate Athletics,
Lindenwood University

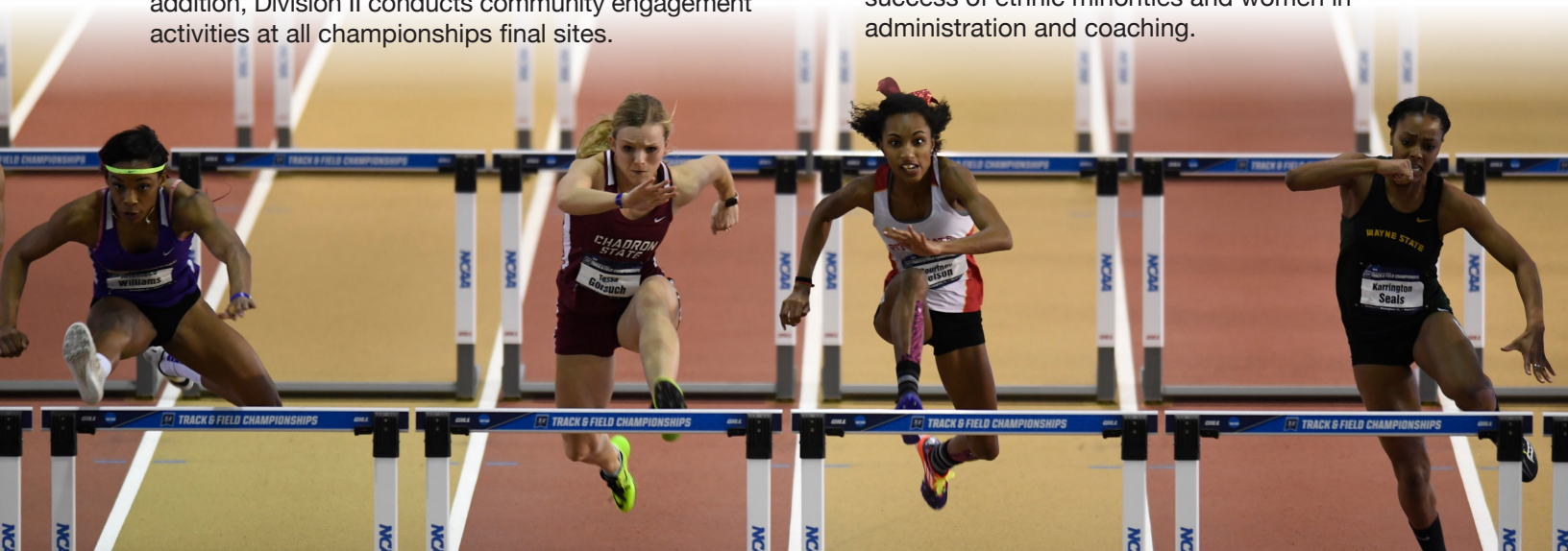
Division II embodies all the right things in college athletics, and its focus on preserving a healthy balance between academics and athletics lies at the heart of a culture where the concept of winning extends beyond the field of play.

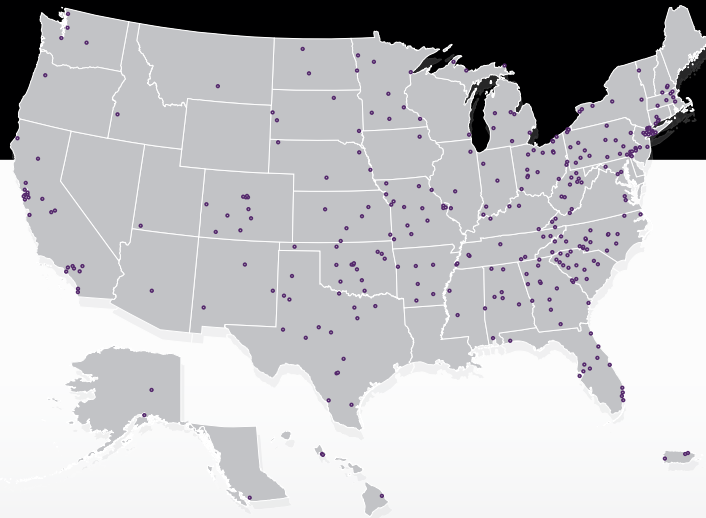
Dave Haglund, Commissioner, Great Northwest Athletic Conference

The Distinguishing Dozen

12 characteristics that set DII apart

- 1. Graduation rates.** The Division II student-athlete graduation rate is consistently higher than that of the total student body. Division II also features a high number of first-generation college students, thus increasing the access to education.
- 2. Academic emphasis.** Division II's regionalization philosophy in scheduling limits missed class time for student-athletes.
- 3. Athletics scholarships.** The partial athletics scholarship model rewards athletics ability while allowing student-athletes to earn other sources of financial aid. A recent study on the financial impact of the partial-scholarship model and found that in general, scholarship student-athletes benefit institutions' overall academic profile, and the partial-aid model generates revenue for the school.
- 4. Balanced bottom line.** 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.
- 5. Favorable admission rates.** Division II membership is split almost evenly between public and private institutions. On average, Division II schools have the highest admission rate (70 percent, versus 62-63 percent in the other two divisions).
- 6. Community engagement.** Through student-athlete leadership, Division II has enjoyed long-term and successful partnerships with the Make-A-Wish Foundation, Team IMPACT and military groups. In addition, Division II conducts community engagement activities at all championships final sites.
- 7. Positive game environment.** Division II members pledge to conduct athletics contests in a family-friendly environment that is civil and entertaining.
- 8. Unique geographical footprint.** Division II is the only NCAA division with schools in Alaska (Anchorage and Fairbanks) and Puerto Rico (Bayamon, Mayaguez and Rio Piedras). In addition, Division II is the only division to have taken advantage of an NCAA policy to accept members from Canada (Simon Fraser), and the division recently agreed to entertain prospective members from Mexico as well.
- 9. National championship opportunities.** Division II features unparalleled opportunity for student-athletes to advance to national championship competition as a result of the division's generous championship access ratios (the highest among the three NCAA divisions).
- 10. National Championships Festivals.** Division II is the only NCAA division that conducts "National Championships Festivals," Olympic-style events in which a number of national championships are held at a single site over a period of several days.
- 11. Make It Yours.** This student-athlete-driven brand enhancement strengthens awareness among external audiences by clearly communicating the experience Division II schools create for student-athletes.
- 12. Diversity and inclusion.** Matching grants encourage access, recruitment, selection, and the long-term success of ethnic minorities and women in administration and coaching.

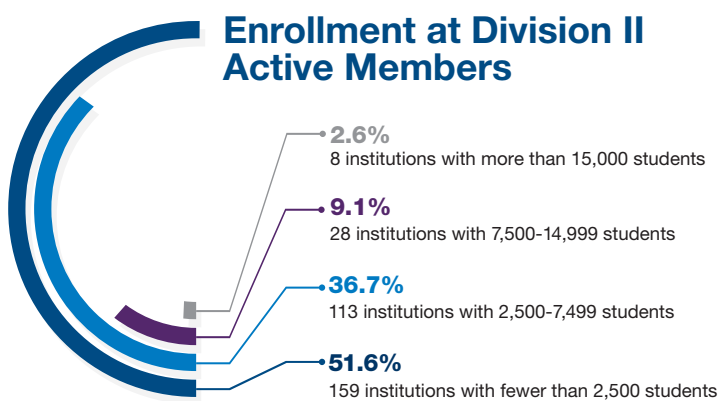




Life in the Balance

Division II supports the educational mission of college athletics by fostering a balanced and inclusive approach in which student-athletes learn and develop through their desired academic pursuits, in civic engagement with their communities and in athletics competition. Division II gives student-athletes the unique opportunity to compete in the classroom, on the field, in their career, for their causes, and on their terms.

24 conferences | **308** active members | **7** schools in membership process ▶ **3** schools in year three
4 schools in year two



Type of School

Percentage of active members only



Average Number of Student-Athletes



SCHOOLS WITH FOOTBALL	SCHOOLS WITHOUT FOOTBALL
455 281 men 174 women	296 151 men 145 women

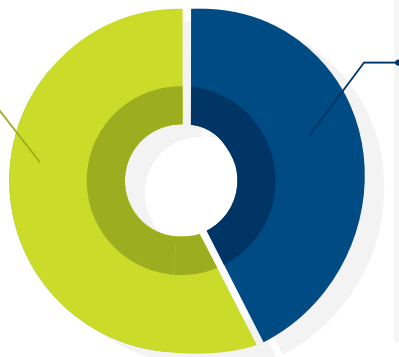
Composition of Enrollment

Women

56%
Undergraduate enrollment
670,568

Student-athletes
49,556
(7%)

8.4
Average number of sports sponsored



Men

44%
Undergraduate enrollment
517,153

Student-athletes
68,355
(13%)

7.2
Average number of sports sponsored

Median Total Expenses

By quartile (in millions)

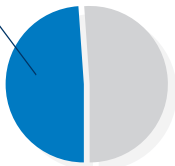
1ST QUARTILE OF SCHOOLS		3RD QUARTILE OF SCHOOLS	
(with football)	(without football)	(with football)	(without football)
\$10.6	\$7.9	\$6.0	\$4.6
2ND QUARTILE OF SCHOOLS		4TH QUARTILE OF SCHOOLS	
(with football)	(without football)	(with football)	(without football)
\$7.5	\$5.9	\$4.0	\$3.2

Overall median expenses \$6.0 million

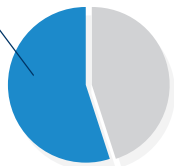
Graduation Rates

(2007-10 cohorts)

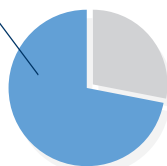
49%
Student body federal rate



55%
Student-athlete federal rate



72%
Academic Success Rate



Championships

12 MEN'S CHAMPIONSHIPS
7,166 participants total

13 WOMEN'S CHAMPIONSHIPS
6,724 participants total



1:8.3 Championships Participation Ratio
(the best among all three NCAA divisions)

Conferences

