



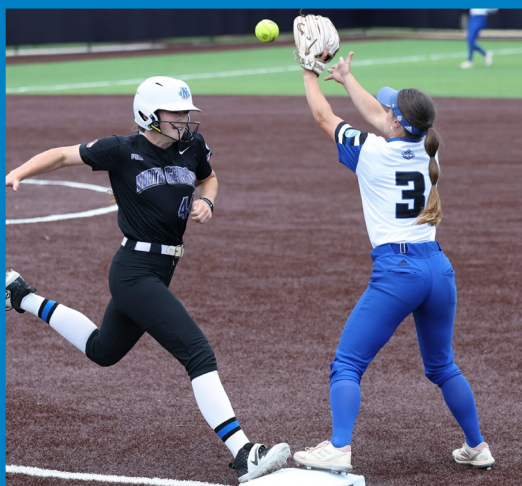
DIVISION II

**MAKE IT
YOURS[®]**

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 nearly 300 colleges and universities that conduct their athletics programs as part of the National Collegiate Athletic Association (NCAA).

The NCAA’s mission is:

To provide a world-class athletic and academic experience for student-athletes that fosters lifelong well-being.

The NCAA membership of more than 1,100 colleges and universities is grouped into three divisions. That structure was created in 1973 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 (43 percent of the more than 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 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’ athletic ability but keep their athletics budgets in closer proportion to the total institutional budget.
- ▶ Division III is the NCAA’s largest division – about 430 schools, roughly 80 percent of which are private, smaller-enrollment schools. The Division III athletics philosophy emphasizes participation opportunities, as almost 20 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)	13%	65%	80%
Medium (3,000–9,999)	44%	30%	18%
Large (10,000 or more)	43%	5%	2%
Mean total undergraduate enrollment	11,830	3,305	2,390
Median total undergraduate enrollment	8,095	2,140	1,607
Location			
	DI	DII	DIII
City (territory inside an urbanized area and inside a principal city)	67%	40%	39%
Suburb (territory outside principal city/inside urbanized area)	19%	25%	31%
Town (territory inside an urban cluster)	14%	31%	24%
Rural (census-defined rural territory)	<1%	4%	6%
Undergraduate Instruction Classification			
	DI	DII	DIII
Majority art and science (more than 60% of majors in art and science)	13%	5%	34%
Balanced art and science and professions (41-59% majors in either art and science or professional field)	41%	34%	26%
Majority professions (more than 60% of majors in professional field)	46%	61%	40%
Public/Private			
	DI	DII	DIII
Public	67%	51%	19%
Private	33%	49%	81%
Cost of Attendance (using out-of-state tuition)			
	DI	DII	DIII
Median	\$47,404	\$39,282	\$54,581

Source: Data were pulled from the Integrated Postsecondary Education Data System (IPEDS), a part of the Institute for Education Sciences within the United States Department of Education. All statistics are from the 2022-23 academic year. Divisional breakdowns are based on active membership during the 2023-24 academic year.



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 in academics, athletics and in their communities.

- ▶ Division II shapes student-athletes who graduate with the skills and knowledge to be productive in life after college. 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 consistently graduate at rates several 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).

(See the [Academics home page](#) on NCAA.org for more information about Division II academics, including [annual graduation rates and ASR scores](#).)

DID YOU KNOW?

Division II colleges and universities accommodate more first-generation students than any other division. Among a 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 thousands of 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.
- ▶ 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 far less to sponsor a competitive athletics program as it does in Division I (see the accompanying chart).
- ▶ Based on the [NCAA's Median 2021 Revenues and Expenses Report for Division I & II Schools](#), the median expense for Division II athletics departments with football is roughly \$6.8 million, while that figure is about \$18.2 million for Division I Football Championship Subdivision programs and about \$104 million for programs in the Division I Football Bowl Subdivision (autonomy schools).
- ▶ Even when applying generated revenues against total expenses, the median institutional subsidy to balance the athletics budget in Division I is about \$18.2 million for FBS autonomy schools, \$23.6 million for FBS non-autonomy schools, \$13.8 million for FCS schools and \$13.4 million for Division I schools without football. In stark contrast, the subsidy in Division II is about \$6 million for schools with football and \$5.1 million for schools without.

MEDIAN NET OPERATING RESULTS (based on data from 2021)	DIVISION I				DIVISION II		DIVISION III	
	Football Bowl Subdivision (Autonomy)	Football Bowl Subdivision (Non-Autonomy)	Football Championship Subdivision	Non-Football Subdivision	Schools With Football	Schools Without Football	Schools With Football	Schools Without Football
Generated Revenue	\$77.1M	\$10.8M	\$2.94M	\$2.31M	\$0.53M	\$0.25M	\$348K	\$116K
Total Revenue	\$101.2M	\$35.2M	\$18.65M	\$16.06M	\$6.88M	\$5.52M	\$4.35M	\$2.35M
Total Athletics Expenses	\$104.1M	\$35.3M	\$18.07M	\$15.96M	\$6.81M	\$5.50M	\$4.37M	\$2.37M
Net Revenue	\$0.1M	\$0.00M	\$0.00M	\$0.00M	\$0.01M	\$0.00M	\$0.00M	\$0.00M
Net Generated Revenue	(\$18.2M)	(\$23.6M)	(\$13.77M)	(\$13.36M)	(\$6.02M)	(\$5.14M)	(\$3.9M)	(\$2.16M)





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 Make Game Day Yours initiative that helps institutions establish an atmosphere at home athletics contests that is both energetic and respectful. The initiative emphasizes family friendly fun, with gameday staff and fans 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 athletic 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 adults.



Division II is *supportive*

- ▶ Division II provides its members with the resources, programs and support necessary to allow them to offer their student-athletes a memorable and rewarding collegiate experience that prepares them for success in life.
- ▶ As legislated in the NCAA Constitution, Division II receives 4.37 percent of the Association's general operating revenue. About 60% of the Division II budget is allocated to operate the division's 25 national championships, including travel and per diem. Other allocations are:
 - ▶ **Revenue Distribution: Conference Sports Sponsorship and Institutional Equal Distribution Funds.** The revenue distribution model in Division II was created in the late 1980s as a financial incentive for schools to maintain Division II membership affiliation. Seventy-five percent of the fund is distributed to member conferences based on the number of sports offered, and 25 percent is divided equally among active and eligible Division II member institutions.
 - ▶ **Conference Strategic Priorities Fund.** Each Division II conference is allotted \$110,000 as a base amount for its first five members. A \$12,000 premium is paid for a sixth member, with \$4,000 allotted for each additional member up to 18.
 - ▶ **Other Grants and Scholarships.** These funds support academic achievement, diversity and inclusion, community engagement and professional development.
 - ▶ **Strategic Initiatives.** These include items such as drug-testing costs, brand enhancement, marketing, professional and leadership development opportunities, and grants to affiliate organizations.



- ▶ In most years, Division II also provides a supplemental distribution from surpluses in the previous fiscal year.
- ▶ Division II's governance structure offers hundreds of opportunities for presidents/chancellors, athletics administrators, coaches, conference office staff, student-athletes, faculty athletics representatives and others to shape the division's legislation, policies and procedures. Division II's vast committee structure affords networking opportunities for members to share ideas and advance their careers.
- ▶ Division II's strategic planning and budgeting practices help members navigate challenging situations such as the global pandemic in 2020 when the division eased regulations to afford members the flexibility to manage their circumstances.

The Distinguishing Dozen

12 CHARACTERISTICS THAT SET DII APART

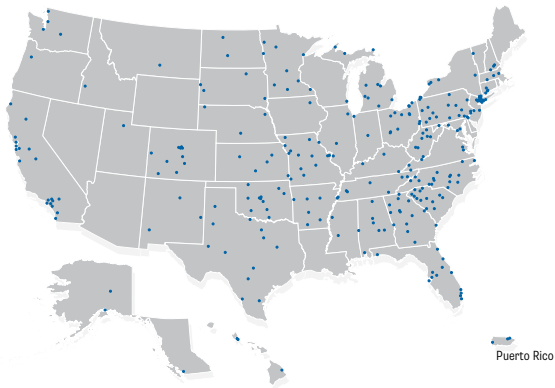
- 1. Graduation rates.** The Division II student-athlete graduation rate is consistently higher than that of the total student body. Division II also features a high number of first-generation college students, thus increasing the access to education.
- 2. Academic emphasis.** Division II's regionalization 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. Scholarship student-athletes are known to benefit the institution's overall academic profile, and the partial aid model generates revenue for the school.
- 4. Balanced bottom line.** The median expenses for Division II athletics departments are far less than their counterparts in any of the Division I subdivisions.
- 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).
- 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.



2023-24 Division II Facts and Figures

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.



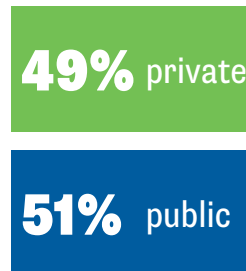
23
conferences

293
active members

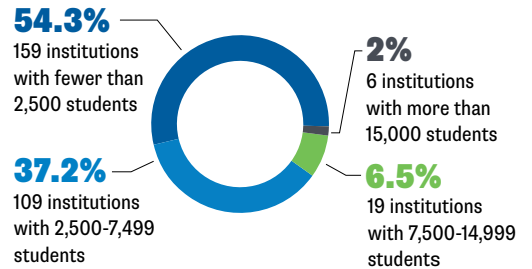
11
schools in membership process
3 schools in year three
3 schools in year two
5 schools in year one

Type of School

Percentage of active and provisional members



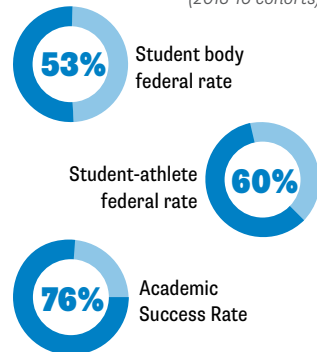
Enrollment at Division II Active Members*



*Based on 2021-22 IPEDS enrollment data on full-time undergraduate enrollment.

Graduation Rates

(2013-16 cohorts)



Championships*

Division II's access ratio to championships is the best of any division: **1:8.93**

12 Men's championships
7,456 participants total

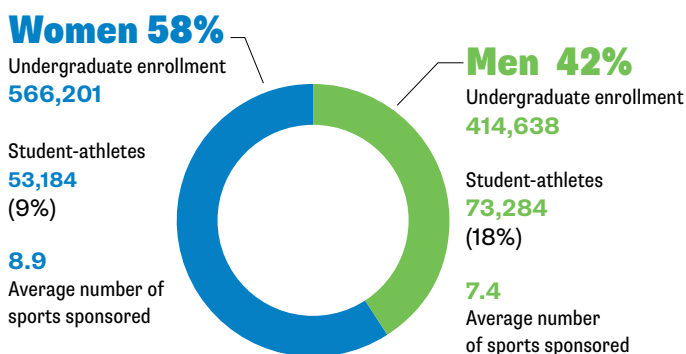
13 Women's championships
7,170 participants total

14,626 participants total

130,555 student-athletes participating in DII championship sports

*Based on 2022-23 Division II championships.

Composition of Enrollment*



*Based on 2021-22 IPEDS enrollment data and 2022-23 NCAA participation data.

Median Total Expenses*

By quartile (in millions). Overall median expenses: \$7.2 million

1st quartile of schools (with football)	(without football)	3rd quartile of schools (with football)	(without football)
\$12.1	\$10.0	\$6.9	\$5.7
2nd quartile of schools (with football)	(without football)	4th quartile of schools (with football)	(without football)
\$9.0	\$7.5	\$4.7	\$3.9

*Based on 2021-22 NCAA Financial Reporting System data.

Average Number of Student-Athletes*

Schools with football	Schools without football
510 314 men 196 women	338 174 men 164 women

*2022-23 NCAA sport sponsorship and participation data.

Conferences



DIVISION II

MAKE IT YOURS