

NCAA Division II

MAKE IT
YOURS

Win the Recruiting War



Tools to Tell the DII Story



You've heard it said in real estate that location is everything, correct? Well, recruiting might be to a successful athletics program what location is to real estate — everything.

To help win the recruiting war, use DII's unique characteristics and attributes to your advantage.

- ▶ Coaches have found success with prospective athletes by touting the plentiful opportunities in Division II of becoming an All-American and competing for a national title.
- ▶ Division II's partial scholarship model allows coaches to offer athletics-based aid like Division I schools do, while also granting the prospective athlete access to all the academic and need-based aid prospects would find at Division III colleges.
- ▶ Coaches also gain traction pointing out the fact that Division II athletics are a more affordable entertainment option. The games are played in a more intimate setting; the fans are right there; and after the game, the families come down to the field or onto the court. One coach said, "The Division II atmosphere is not such a business, but more of a community environment."

The ability to say to our recruits that the opportunity to compete for an NCAA championship is a legitimate option has enabled us to sway them toward our program.

Barbara Stevens
Head Women's Basketball Coach
Bentley University

- ▶ Division II athletes are celebrated on television and digital networks, as several dozen regular-season contests are broadcast nationally. Nearly all Division II championship finals are either broadcast nationally or streamed live on NCAA.com.
- ▶ Don't forget to tout the National Championships Festivals. Division II offers the only stage in the NCAA upon which multiple champions are crowned in the same locale on the same day.

Recruiting Checklist

What resonates with recruits and their families:

- ✓ You can be an elite athlete without compromising your academic pursuits.
- ✓ You can earn scholarship dollars for your athletic ability in addition to academic and need-based aid.
- ✓ Division II's access ratio to NCAA championships is the best of the three divisions, with at least one of every 8.3 athletes enjoying postseason competition annually (even more in some sports).
- ✓ Division II athletes are featured on several dozen national broadcasts annually.
- ✓ You can play more than one sport at DII schools.
- ✓ Division II offers National Championships Festivals, Olympic-style events at which multiple champions are crowned at one locale on the same day.
- ✓ Division II's commitment to community engagement affords athletes the chance to give back to their communities while at the same time generating new fans who consider them as role models.

Question *What tools do you equip your coaches with when they hit the recruiting trail?*

“People often underestimate the quality of Division II competition, but they change their minds quickly when they watch us play. Our stadiums might not be as large as some other schools, but our talent is.”

Joe Reich
Head Football Coach
Wingate University

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

For more information and resources, visit the “Tools to tell the DII story” link on the Division II homepage at ncaa.org.