

Division III Identity Initiative

10-YEAR ANNIVERSARY CELEBRATION



Division III

DISCOVER | DEVELOP | DEDICATE

Division III's Identity Initiative was introduced in the 2010-11 academic year to sharpen the division's identity and to enable institutions and conferences to more effectively explain why they prefer to compete in Division III. The initiative has been guided by a [strategic-positioning platform](#), describing Division III as a place where student-athletes can “follow your passions and develop your potential” within an approach that combines rigorous academics, competitive sports and an opportunity to pursue other interests.

Initiative Highlights

- January 2010** • Adopted at NCAA Convention
- September 2010** • Identity Initiative launched
- 2011** • Division III social media platforms created, including @NCAADIII
- 2012** • First Division III Week
- 2013** • Released the [Guide to Strategic Athletic Communication](#) (updated 2019)
- 2014** • [First Identity Initiative PSA created](#)
- 2015** • Largest engagement with partnership of Division III SAAC and [Special Olympics partnership](#)
- 2016** • Received a record 42 nominations for the [DIII/D3SIDA Recognition award](#)
- 2017** • Made more than \$50,000 worth of digital enhancements for Division III championships
- 2018** • “Discover, Develop, Dedicate” copyrighted as Division III trademark
- 2019** • More than 71% of the membership used their Source One credit to purchase Division III swag
- 2020** • A record-high 80% of the membership participated in the annual Division III Week celebration
- 2021** • 10-year Identity Initiative anniversary celebration

Discover, Develop, Dedicate. Division III launches the “Three Ds” brand enhancement, communicating the experience Division III institutions create for student-athletes and strengthening awareness among external audiences.



Division III Week. #D3Week celebrates the impact athletics and student-athletes have on campus and in the surrounding community. It harnesses everyone working toward the same goal while building a greater awareness and understanding of Division III athletics.

Athletics communication directors. The work athletics communication directors do is vital to the Identity Initiative, creating the messaging that showcases the outstanding experiences Division III student-athletes have during their time on campus.



When is the Celebration?

NCAA Convention through Division III Week
Jan. 13 - April 11, 2021

Who is Involved? The true essence of Division III athletics is the full integration of our student-athletes. Therefore, in addition to participation and organization by the athletics administration and student-athletes, Division III Week could involve the president, faculty, student body, admissions, student affairs or alumni.

How do I Participate? Develop a social media engagement plan to share photos, videos and stories through all campus/conference and athletics web pages, Facebook pages, Twitter feeds and Instagram pages. Use the #D3Identity hashtag with all posts.

Where Can I Find More Information?

[10-Year Identity Initiative](#) [#D3Identity](#)

NCAA is a trademark of the National Collegiate Athletic Association.