



Division III

DISCOVER | DEVELOP | DEDICATE

# IDENTITY INITIATIVE TOOL KIT

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

## Welcome to the Division III Identity Initiative!

This toolkit is designed to help you implement the Division III identity.

Each ambassador has an individual section with practical information on how to relate the Division III experience to various audiences.

There are many communication avenues you can use to reach your audiences. All of them should reflect the Division III language and visual elements.

### Communications avenues

- Collateral and marketing materials (brochures, fliers, newsletters, postcards, print ads, TV/radio spots)
- Conversation/word-of-mouth
- Digital media (web site, social networking, blogs, applications, video/audio archives, etc.)
- Events (meetings, awards, banquets, community functions, town halls)
- Fund-raising materials
- Interviews
- Media guides
- Presentations
- Press releases/press conferences
- Promotional items/premiums (apparel, merchandise, etc.)
- Recruiting materials
- Speaking engagements/speeches
- Venue presentation/dressing and communication (signage, PA announcements, video boards, game programs)
- Videos





## Division III

DISCOVER | DEVELOP | DEDICATE

### ATHLETICS DIRECTORS AND ATHLETICS DEPARTMENT ADMINISTRATORS

Follow your passions and discover your potential. The college experience is a time of learning and growth – a chance to follow passions and develop potential. For student-athletes in Division III, this happens most importantly in the classroom and through earning an academic degree. The Division III experience provides for passionate participation in a competitive athletics environment, in which student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their passions and find their potential through a comprehensive educational experience.

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

ATHLETICS DIRECTORS AND  
ATHLETICS DEPARTMENT  
ADMINISTRATORS

## What should the administrators in your athletics department know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, the competitiveness and your rivalries, etc.
  - Talk about community service/citizenship opportunities and success stories.
  - Talk about student-athletes who have taken advantage of opportunities to enjoy the full array of academic, co-curricular and extra-curricular activities.



## What should your admissions office know about Division III?

When prospective student-athletes and their families are considering the benefits of choosing my institution, I can educate them on the benefits of Division III:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



ADMISSIONS OFFICE

## What should alumni know about Division III?

We are proud to be associated with this institution's athletics department because of the benefits it has provided its student-athletes:

- Our institution develops student-athlete potential through a comprehensive educational approach.
- Our institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



ALUMNI



## What should your coaches know about Division III?

There is benefit to our institution's athletics offerings and to being a part of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of academic and co-curricular/extra-curricular activities.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about how competitive your program is, including specific rivalries.



COACHES

## What should your local community know about Division III?

We are proud that our institution is in this community due to the benefits it has provided our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in this athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Their student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Their student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



COMMUNITY



## What should the conference office know about Division III?

The members of our conference are members of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of your conference student-athletes as examples of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about the campus environment of your various members – what percentage of their student bodies participate in athletics? What programs or processes exist to integrate the student-athletes into their campus cultures and educational missions?
  - Find a conference student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your conference institutions’ student bodies and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout your conference members and the various sports they sponsor.
  - Talk about your conference and conference members’ successes in NCAA championship competition.
  - Talk about the breadth of your conference members’ athletics programs – participation, sports offerings, etc.



CONFERENCE  
OFFICE

## What should faculty know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about student-athletes who have been successful academically.
  - Talk about opportunities to pursue challenging majors, academic scholarships, postgraduate scholarships, graduate school, etc.



FACULTY

## What should fans know about Division III?

Division III athletics are competitive and demonstrate the dedication of our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



FANS

## What should the financial aid office know about Division III?

When prospective student-athletes and their families are considering the benefits of choosing my institution, I can educate them on the benefits of the Division III experience as context to why athletics scholarships are not awarded:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Student-athletes can receive need-based and merit-based financial aid, just like other students.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should high school guidance counselors and coaches know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- There is access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue co-curricular and extra-curricular activities.
- The proof?
  - Connect prospective student-athletes with the institution(s) they are interested in. Help them ask for examples of a student-athlete who is receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Help prospective student-athletes assess the campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Understand the prospective student-athletes' academic interests and connect them with programs that are strong in that area or field. Help the prospects ask the institution about a similar student-athlete who can attest to selecting the institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Understand the sports programs in which the prospective student-athletes are interested. Connect them with an institution to better understand its athletics successes throughout the various sports it sponsors.
  - Help prospective student-athletes research the institutions' successes in NCAA championship competition.
  - Help prospective student-athletes research the breadth of various athletics programs – participation, sports offerings, etc.



HIGH SCHOOL GUIDANCE  
COUNSELORS AND  
COACHES



## What should investors (e.g., corporate sponsors, boosters) know about Division III?

My investment in this institution and the Division III experience is valuable because:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



INVESTORS-CORPORATE  
SPONSORS, BOOSTERS



## What should the media know about Division III?

There are stories about Division III student-athletes that are interesting and meaningful. There are stories about corporate, civic, government, and community leaders and contributors that could be interesting and meaningful because of the impact that their athletics experience has played in their lives:

- Student-athlete potential is developed through a comprehensive educational approach.
- Division III institutions offer athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in Division III athletics programs provide valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Division III student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Division III student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



MEDIA

## What should presidents, chancellors and vice presidents with athletics oversight know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PRESIDENTS,  
CHANCELLORS AND  
VICE PRESIDENTS WITH  
ATHLETICS OVERSIGHT

## What should prospective student-athletes and their parents know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Student-athletes will have access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue many interests.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PROSPECTIVE STUDENT-  
ATHLETES AND PARENTS

## What should sports information directors and campus communicators know about Division III?

I am a key contributor to shaping the perception of my athletics department, my institution's mission, the Division III experience and how our student-athletes benefit:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Student-athletes have an opportunity to and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Participation in athletics provides valuable "life lessons" for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



SPORTS INFORMATION  
DIRECTORS AND CAMPUS  
COMMUNICATORS

## What should current student-athletes know about Division III?

We are proud of you as members of our student body and place great importance on how this experience will benefit you:

- Academics are your primary focus. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from your academic studies and keep you on a path to graduation.
- You are integrated on campus and treated like all other members of the general student body, keeping you focused on being a student first.
- You have an opportunity and are encouraged to enjoy the full array of academic, co-curricular and extra-curricular activities.
- Participation in athletics provides you with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.







## Division III

DISCOVER | DEVELOP | DEDICATE

### COACHES

Follow your passions and discover your potential. The college experience is a time of learning and growth – a chance to follow passions and develop potential. For student-athletes in Division III, this happens most importantly in the classroom and through earning an academic degree. The Division III experience provides for passionate participation in a competitive athletics environment, in which student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their passions and find their potential through a comprehensive educational experience.

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

COACHES



## What should the administrators in your athletics department know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, the competitiveness and your rivalries, etc.
  - Talk about community service/citizenship opportunities and success stories.
  - Talk about student-athletes who have taken advantage of opportunities to enjoy the full array of academic, co-curricular and extra-curricular activities.



## What should your admissions office know about Division III?

When prospective student-athletes and their families are considering the benefits of choosing my institution, I can educate them on the benefits of Division III:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



ADMISSIONS OFFICE

## What should alumni know about Division III?

We are proud to be associated with this institution's athletics department because of the benefits it has provided its student-athletes:

- Our institution develops student-athlete potential through a comprehensive educational approach.
- Our institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



ALUMNI

## What should your local community know about Division III?

We are proud that our institution is in this community due to the benefits it has provided our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in this athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Their student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Their student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



COMMUNITY

## What should the conference office know about Division III?

The members of our conference are members of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of your conference student-athletes as examples of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about the campus environment of your various members – what percentage of their student bodies participate in athletics? What programs or processes exist to integrate the student-athletes into their campus cultures and educational missions?
  - Find a conference student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your conference institutions’ student bodies and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout your conference members and the various sports they sponsor.
  - Talk about your conference and conference members’ successes in NCAA championship competition.
  - Talk about the breadth of your conference members’ athletics programs – participation, sports offerings, etc.



CONFERENCE  
OFFICE



## What should faculty know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about student-athletes who have been successful academically.
  - Talk about opportunities to pursue challenging majors, academic scholarships, postgraduate scholarships, graduate school, etc.



FACULTY



## What should fans know about Division III?

Division III athletics are competitive and demonstrate the dedication of our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



FANS

## What should high school guidance counselors and coaches know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- There is access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue co-curricular and extra-curricular activities.
- The proof?
  - Connect prospective student-athletes with the institution(s) they are interested in. Help them ask for examples of a student-athlete who is receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Help prospective student-athletes assess the campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Understand the prospective student-athletes' academic interests and connect them with programs that are strong in that area or field. Help the prospects ask the institution about a similar student-athlete who can attest to selecting the institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Understand the sports programs in which the prospective student-athletes are interested. Connect them with an institution to better understand its athletics successes throughout the various sports it sponsors.
  - Help prospective student-athletes research the institutions' successes in NCAA championship competition.
  - Help prospective student-athletes research the breadth of various athletics programs – participation, sports offerings, etc.



HIGH SCHOOL GUIDANCE  
COUNSELORS AND  
COACHES

## What should investors (e.g., corporate sponsors, boosters) know about Division III?

My investment in this institution and the Division III experience is valuable because:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should the media know about Division III?

There are stories about Division III student-athletes that are interesting and meaningful. There are stories about corporate, civic, government, and community leaders and contributors that could be interesting and meaningful because of the impact that their athletics experience has played in their lives:

- Student-athlete potential is developed through a comprehensive educational approach.
- Division III institutions offer athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in Division III athletics programs provide valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Division III student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Division III student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should presidents, chancellors and vice presidents with athletics oversight know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PRESIDENTS,  
CHANCELLORS AND  
VICE PRESIDENTS WITH  
ATHLETICS OVERSIGHT



## What should prospective student-athletes and their parents know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Student-athletes will have access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue many interests.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PROSPECTIVE STUDENT-  
ATHLETES AND PARENTS



## What should sports information directors and campus communicators know about Division III?

I am a key contributor to shaping the perception of my athletics department, my institution's mission, the Division III experience and how our student-athletes benefit:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Student-athletes have an opportunity to and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Participation in athletics provides valuable "life lessons" for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



SPORTS INFORMATION  
DIRECTORS AND CAMPUS  
COMMUNICATORS

## What should current student-athletes know about Division III?

We are proud of you as members of our student body and place great importance on how this experience will benefit you:

- Academics are your primary focus. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from your academic studies and keep you on a path to graduation.
- You are integrated on campus and treated like all other members of the general student body, keeping you focused on being a student first.
- You have an opportunity and are encouraged to enjoy the full array of academic, co-curricular and extra-curricular activities.
- Participation in athletics provides you with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



STUDENT-ATHLETES

## What should your student body know about Division III?

We are proud of our student-athletes as members of our student body:

- Academics are the primary focus for our student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep them on a path to graduation.
- Our student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides our student-athletes with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to choosing the institution and Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



STUDENTS



## Division III

DISCOVER | DEVELOP | DEDICATE

### COLLEGE OR UNIVERSITY ADMINISTRATION

(ADMISSIONS OFFICE, DEVELOPMENT, FINANCIAL AID, STUDENT LIFE, ALUMNI RELATIONS)

Follow your passions and discover your potential. The college experience is a time of learning and growth – a chance to follow passions and develop potential. For student-athletes in Division III, this happens most importantly in the classroom and through earning an academic degree. The Division III experience provides for passionate participation in a competitive athletics environment, in which student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their passions and find their potential through a comprehensive educational experience.

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

COLLEGE OR UNIVERSITY  
ADMINISTRATION

## What should the administrators in your athletics department know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, the competitiveness and your rivalries, etc.
  - Talk about community service/citizenship opportunities and success stories.
  - Talk about student-athletes who have taken advantage of opportunities to enjoy the full array of academic, co-curricular and extra-curricular activities.





## What should alumni know about Division III?

We are proud to be associated with this institution's athletics department because of the benefits it has provided its student-athletes:

- Our institution develops student-athlete potential through a comprehensive educational approach.
- Our institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should your coaches know about Division III?

There is benefit to our institution's athletics offerings and to being a part of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of academic and co-curricular/extra-curricular activities.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about how competitive your program is, including specific rivalries.



COACHES

## What should faculty know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about student-athletes who have been successful academically.
  - Talk about opportunities to pursue challenging majors, academic scholarships, postgraduate scholarships, graduate school, etc.



FACULTY

## What should high school guidance counselors and coaches know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- There is access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue co-curricular and extra-curricular activities.
- The proof?
  - Connect prospective student-athletes with the institution(s) they are interested in. Help them ask for examples of a student-athlete who is receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Help prospective student-athletes assess the campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Understand the prospective student-athletes' academic interests and connect them with programs that are strong in that area or field. Help the prospects ask the institution about a similar student-athlete who can attest to selecting the institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Understand the sports programs in which the prospective student-athletes are interested. Connect them with an institution to better understand its athletics successes throughout the various sports it sponsors.
  - Help prospective student-athletes research the institutions' successes in NCAA championship competition.
  - Help prospective student-athletes research the breadth of various athletics programs – participation, sports offerings, etc.



HIGH SCHOOL GUIDANCE  
COUNSELORS AND  
COACHES

## What should presidents, chancellors and vice presidents with athletics oversight know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PRESIDENTS,  
CHANCELLORS AND  
VICE PRESIDENTS WITH  
ATHLETICS OVERSIGHT



## What should prospective student-athletes and their parents know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Student-athletes will have access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue many interests.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PROSPECTIVE STUDENT-  
ATHLETES AND PARENTS

## What should current student-athletes know about Division III?

We are proud of you as members of our student body and place great importance on how this experience will benefit you:

- Academics are your primary focus. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from your academic studies and keep you on a path to graduation.
- You are integrated on campus and treated like all other members of the general student body, keeping you focused on being a student first.
- You have an opportunity and are encouraged to enjoy the full array of academic, co-curricular and extra-curricular activities.
- Participation in athletics provides you with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should your student body know about Division III?

We are proud of our student-athletes as members of our student body:

- Academics are the primary focus for our student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep them on a path to graduation.
- Our student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides our student-athletes with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to choosing the institution and Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.





## Division III

DISCOVER | DEVELOP | DEDICATE

### CONFERENCE COMMISSIONERS AND ADMINISTRATORS

Follow your passions and discover your potential. The college experience is a time of learning and growth – a chance to follow passions and develop potential. For student-athletes in Division III, this happens most importantly in the classroom and through earning an academic degree. The Division III experience provides for passionate participation in a competitive athletics environment, in which student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their passions and find their potential through a comprehensive educational experience.

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

CONFERENCE COMMISSIONERS  
AND ADMINISTRATORS

## What should the administrators in your athletics department know about Division III?

Our conference is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, the competitiveness and your rivalries, etc.
  - Talk about community service/citizenship opportunities and success stories.
  - Talk about student-athletes who have taken advantage of opportunities to enjoy the full array of academic, co-curricular and extra-curricular activities.





## What should your coaches know about Division III?

There is benefit to our institution's athletics offerings and to being a part of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of academic and co-curricular/extra-curricular activities.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about how competitive your program is, including specific rivalries.



COACHES

## What should fans know about Division III?

Division III athletics are competitive and demonstrate the dedication of our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



FANS

## What should the media know about Division III?

There are stories about Division III student-athletes that are interesting and meaningful. There are stories about corporate, civic, government, and community leaders and contributors that could be interesting and meaningful because of the impact that their athletics experience has played in their lives:

- Student-athlete potential is developed through a comprehensive educational approach.
- Division III institutions offer athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in Division III athletics programs provide valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Division III student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Division III student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



MEDIA

## What should presidents, chancellors and vice presidents with athletics oversight know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PRESIDENTS,  
CHANCELLORS AND  
VICE PRESIDENTS WITH  
ATHLETICS OVERSIGHT

## What should prospective student-athletes and their parents know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Student-athletes will have access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue many interests.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PROSPECTIVE STUDENT-  
ATHLETES AND PARENTS



## What should sports information directors and campus communicators know about Division III?

I am a key contributor to shaping the perception of my athletics department, my institution's mission, the Division III experience and how our student-athletes benefit:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Student-athletes have an opportunity to and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Participation in athletics provides valuable "life lessons" for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



SPORTS INFORMATION  
DIRECTORS AND CAMPUS  
COMMUNICATORS

## What should current student-athletes know about Division III?

We are proud of you as members of our student body and place great importance on how this experience will benefit you:

- Academics are your primary focus. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from your academic studies and keep you on a path to graduation.
- You are integrated on campus and treated like all other members of the general student body, keeping you focused on being a student first.
- You have an opportunity and are encouraged to enjoy the full array of academic, co-curricular and extra-curricular activities.
- Participation in athletics provides you with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.





## Division III

DISCOVER | DEVELOP | DEDICATE

### FACULTY ATHLETICS REPRESENTATIVES

Follow your passions and discover your potential. The college experience is a time of learning and growth – a chance to follow passions and develop potential. For student-athletes in Division III, this happens most importantly in the classroom and through earning an academic degree. The Division III experience provides for passionate participation in a competitive athletics environment, in which student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their passions and find their potential through a comprehensive educational experience.

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

FACULTY ATHLETICS  
REPRESENTATIVES

## What should the administrators in your athletics department know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, the competitiveness and your rivalries, etc.
  - Talk about community service/citizenship opportunities and success stories.
  - Talk about student-athletes who have taken advantage of opportunities to enjoy the full array of academic, co-curricular and extra-curricular activities.



## What should your coaches know about Division III?

There is benefit to our institution's athletics offerings and to being a part of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of academic and co-curricular/extra-curricular activities.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about how competitive your program is, including specific rivalries.



COACHES



## What should the conference office know about Division III?

The members of our conference are members of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of your conference student-athletes as examples of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about the campus environment of your various members – what percentage of their student bodies participate in athletics? What programs or processes exist to integrate the student-athletes into their campus cultures and educational missions?
  - Find a conference student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your conference institutions’ student bodies and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout your conference members and the various sports they sponsor.
  - Talk about your conference and conference members’ successes in NCAA championship competition.
  - Talk about the breadth of your conference members’ athletics programs – participation, sports offerings, etc.



CONFERENCE  
OFFICE

## What should deans know about Division III?

The mission of your institution is aligned with the benefits of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to choosing the institution and Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



DEANS

## What should faculty know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about student-athletes who have been successful academically.
  - Talk about opportunities to pursue challenging majors, academic scholarships, postgraduate scholarships, graduate school, etc.



FACULTY

## What should presidents, chancellors and vice presidents with athletics oversight know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PRESIDENTS,  
CHANCELLORS AND  
VICE PRESIDENTS WITH  
ATHLETICS OVERSIGHT

## What should prospective student-athletes and their parents know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Student-athletes will have access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue many interests.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PROSPECTIVE STUDENT-  
ATHLETES AND PARENTS



## What should current student-athletes know about Division III?

We are proud of you as members of our student body and place great importance on how this experience will benefit you:

- Academics are your primary focus. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from your academic studies and keep you on a path to graduation.
- You are integrated on campus and treated like all other members of the general student body, keeping you focused on being a student first.
- You have an opportunity and are encouraged to enjoy the full array of academic, co-curricular and extra-curricular activities.
- Participation in athletics provides you with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should your student body know about Division III?

We are proud of our student-athletes as members of our student body:

- Academics are the primary focus for our student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep them on a path to graduation.
- Our student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides our student-athletes with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to choosing the institution and Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.





## Division III

DISCOVER | DEVELOP | DEDICATE

### PRESIDENTS, CHANCELLORS AND VICE PRESIDENTS WITH ATHLETICS OVERSIGHT

Follow your passions and discover your potential. The college experience is a time of learning and growth – a chance to follow passions and develop potential. For student-athletes in Division III, this happens most importantly in the classroom and through earning an academic degree. The Division III experience provides for passionate participation in a competitive athletics environment, in which student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their passions and find their potential through a comprehensive educational experience.

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

PRESIDENTS, CHANCELLORS  
AND VICE PRESIDENTS WITH  
ATHLETICS OVERSIGHT

## What should the administrators in your athletics department know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, the competitiveness and your rivalries, etc.
  - Talk about community service/citizenship opportunities and success stories.
  - Talk about student-athletes who have taken advantage of opportunities to enjoy the full array of academic, co-curricular and extra-curricular activities.



## What should alumni know about Division III?

We are proud to be associated with this institution's athletics department because of the benefits it has provided its student-athletes:

- Our institution develops student-athlete potential through a comprehensive educational approach.
- Our institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable "life lessons" for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.





## What should your Board of Trustees/Board of Regents know about why your institution is a part of Division III?

The mission of your institution is aligned with the benefits of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to choosing the institution and Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



BOARD OF TRUSTEES/  
BOARD OF REGENTS

## What should your coaches know about Division III?

There is benefit to our institution's athletics offerings and to being a part of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of academic and co-curricular/extra-curricular activities.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about how competitive your program is, including specific rivalries.



COACHES

## What should your local community know about Division III?

We are proud that our institution is in this community due to the benefits it has provided our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in this athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Their student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Their student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



COMMUNITY

## What should the conference office know about Division III?

The members of our conference are members of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of your conference student-athletes as examples of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about the campus environment of your various members – what percentage of their student bodies participate in athletics? What programs or processes exist to integrate the student-athletes into their campus cultures and educational missions?
  - Find a conference student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your conference institutions’ student bodies and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout your conference members and the various sports they sponsor.
  - Talk about your conference and conference members’ successes in NCAA championship competition.
  - Talk about the breadth of your conference members’ athletics programs – participation, sports offerings, etc.



CONFERENCE  
OFFICE

## What should deans know about Division III?

The mission of your institution is aligned with the benefits of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to choosing the institution and Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



DEANS



## What should faculty know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about student-athletes who have been successful academically.
  - Talk about opportunities to pursue challenging majors, academic scholarships, postgraduate scholarships, graduate school, etc.



## What should the financial aid office know about Division III?

When prospective student-athletes and their families are considering the benefits of choosing my institution, I can educate them on the benefits of the Division III experience as context to why athletics scholarships are not awarded:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Student-athletes can receive need-based and merit-based financial aid, just like other students.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should investors (e.g., corporate sponsors, boosters) know about Division III?

My investment in this institution and the Division III experience is valuable because:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should the media know about Division III?

There are stories about Division III student-athletes that are interesting and meaningful. There are stories about corporate, civic, government, and community leaders and contributors that could be interesting and meaningful because of the impact that their athletics experience has played in their lives:

- Student-athlete potential is developed through a comprehensive educational approach.
- Division III institutions offer athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in Division III athletics programs provide valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Division III student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Division III student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



MEDIA

## What should prospective student-athletes and their parents know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Student-athletes will have access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue many interests.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PROSPECTIVE STUDENT-  
ATHLETES AND PARENTS



## What should current student-athletes know about Division III?

We are proud of you as members of our student body and place great importance on how this experience will benefit you:

- Academics are your primary focus. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from your academic studies and keep you on a path to graduation.
- You are integrated on campus and treated like all other members of the general student body, keeping you focused on being a student first.
- You have an opportunity and are encouraged to enjoy the full array of academic, co-curricular and extra-curricular activities.
- Participation in athletics provides you with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



STUDENT-ATHLETES

## What should your student body know about Division III?

We are proud of our student-athletes as members of our student body:

- Academics are the primary focus for our student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep them on a path to graduation.
- Our student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides our student-athletes with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to choosing the institution and Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



STUDENTS



## Division III

DISCOVER | DEVELOP | DEDICATE

### SPORTS INFORMATION DIRECTORS AND CAMPUS COMMUNICATORS

Follow your passions and discover your potential. The college experience is a time of learning and growth – a chance to follow passions and develop potential. For student-athletes in Division III, this happens most importantly in the classroom and through earning an academic degree. The Division III experience provides for passionate participation in a competitive athletics environment, in which student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their passions and find their potential through a comprehensive educational experience.

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

SPORTS INFORMATION  
DIRECTORS AND CAMPUS  
COMMUNICATORS

## What should the administrators in your athletics department know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, the competitiveness and your rivalries, etc.
  - Talk about community service/citizenship opportunities and success stories.
  - Talk about student-athletes who have taken advantage of opportunities to enjoy the full array of academic, co-curricular and extra-curricular activities.



## What should alumni know about Division III?

We are proud to be associated with this institution's athletics department because of the benefits it has provided its student-athletes:

- Our institution develops student-athlete potential through a comprehensive educational approach.
- Our institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.





## What should your coaches know about Division III?

There is benefit to our institution's athletics offerings and to being a part of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of academic and co-curricular/extra-curricular activities.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about how competitive your program is, including specific rivalries.



COACHES

## What should your local community know about Division III?

We are proud that our institution is in this community due to the benefits it has provided our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in this athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Their student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Their student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



COMMUNITY

## What should the conference office know about Division III?

The members of our conference are members of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of your conference student-athletes as examples of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about the campus environment of your various members – what percentage of their student bodies participate in athletics? What programs or processes exist to integrate the student-athletes into their campus cultures and educational missions?
  - Find a conference student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your conference institutions’ student bodies and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout your conference members and the various sports they sponsor.
  - Talk about your conference and conference members’ successes in NCAA championship competition.
  - Talk about the breadth of your conference members’ athletics programs – participation, sports offerings, etc.



CONFERENCE  
OFFICE

## What should fans know about Division III?

Division III athletics are competitive and demonstrate the dedication of our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



FANS

## What should the media know about Division III?

There are stories about Division III student-athletes that are interesting and meaningful. There are stories about corporate, civic, government, and community leaders and contributors that could be interesting and meaningful because of the impact that their athletics experience has played in their lives:

- Student-athlete potential is developed through a comprehensive educational approach.
- Division III institutions offer athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in Division III athletics programs provide valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Division III student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Division III student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.





## What should prospective student-athletes and their parents know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Student-athletes will have access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue many interests.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PROSPECTIVE  
STUDENT-ATHLETES  
AND PARENTS

## What should current student-athletes know about Division III?

We are proud of you as members of our student body and place great importance on how this experience will benefit you:

- Academics are your primary focus. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from your academic studies and keep you on a path to graduation.
- You are integrated on campus and treated like all other members of the general student body, keeping you focused on being a student first.
- You have an opportunity and are encouraged to enjoy the full array of academic, co-curricular and extra-curricular activities.
- Participation in athletics provides you with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.





## Division III

DISCOVER | DEVELOP | DEDICATE

### STUDENT-ATHLETES

Follow your passions and discover your potential. The college experience is a time of learning and growth – a chance to follow passions and develop potential. For student-athletes in Division III, this happens most importantly in the classroom and through earning an academic degree. The Division III experience provides for passionate participation in a competitive athletics environment, in which student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills. And student-athletes are encouraged to pursue the full spectrum of opportunities available during their time in college. In this way, Division III provides an integrated environment for student-athletes to take responsibility for their own paths, follow their passions and find their potential through a comprehensive educational experience.

PROPORTION | COMPREHENSIVE LEARNING | PASSION | RESPONSIBILITY | SPORTSMANSHIP | CITIZENSHIP

STUDENT-ATHLETES

## What should the administrators in your athletics department know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, the competitiveness and your rivalries, etc.
  - Talk about community service/citizenship opportunities and success stories.
  - Talk about student-athletes who have taken advantage of opportunities to enjoy the full array of academic, co-curricular and extra-curricular activities.



## What should alumni know about Division III?

We are proud to be associated with this institution's athletics department because of the benefits it has provided its student-athletes:

- Our institution develops student-athlete potential through a comprehensive educational approach.
- Our institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.





## What should your coaches know about Division III?

There is benefit to our institution's athletics offerings and to being a part of the Division III experience:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of academic and co-curricular/extra-curricular activities.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about how competitive your program is, including specific rivalries.



COACHES

## What should your local community know about Division III?

We are proud that our institution is in this community due to the benefits it has provided our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in this athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Their student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Their student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



COMMUNITY

## What should the conference office know about Division III?

The members of our conference are members of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of your conference student-athletes as examples of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about the campus environment of your various members – what percentage of their student bodies participate in athletics? What programs or processes exist to integrate the student-athletes into their campus cultures and educational missions?
  - Find a conference student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your conference institutions’ student bodies and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout your conference members and the various sports they sponsor.
  - Talk about your conference and conference members’ successes in NCAA championship competition.
  - Talk about the breadth of your conference members’ athletics programs – participation, sports offerings, etc.



CONFERENCE  
OFFICE

## What should faculty know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.
  - Talk about student-athletes who have been successful academically.
  - Talk about opportunities to pursue challenging majors, academic scholarships, postgraduate scholarships, graduate school, etc.



FACULTY

## What should fans know about Division III?

Division III athletics are competitive and demonstrate the dedication of our student-athletes:

- This institution develops student-athlete potential through a comprehensive educational approach.
- This institution offers athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in our athletics program provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



FANS



## What should the financial aid office know about Division III?

When prospective student-athletes and their families are considering the benefits of choosing my institution, I can educate them on the benefits of the Division III experience as context to why athletics scholarships are not awarded:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Student-athletes can receive need-based and merit-based financial aid, just like other students.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



FINANCIAL AID  
OFFICE

## What should the media know about Division III?

There are stories about Division III student-athletes that are interesting and meaningful. There are stories about corporate, civic, government, and community leaders and contributors that could be interesting and meaningful because of the impact that their athletics experience has played in their lives:

- Student-athlete potential is developed through a comprehensive educational approach.
- Division III institutions offer athletics for the educational value and benefit to the student-athlete, not for the purposes of revenue generation or entertainment.
- Participation in Division III athletics programs provide valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- Division III student-athletes compete in a highly competitive athletics program and retain the full spectrum of college life.
- Division III student-athletes do not receive monetary incentive to play sports, but rather participate for the love of the game.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should presidents, chancellors and vice presidents with athletics oversight know about Division III?

Our institution is a member of Division III because we support the fundamental values and philosophy of the division:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides valuable “life lessons” for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



PRESIDENTS,  
CHANCELLORS AND  
VICE PRESIDENTS WITH  
ATHLETICS OVERSIGHT

## What should prospective student-athletes and their parents know about Division III?

Participating in Division III athletics will provide student-athletes with tremendous benefits:

- Student-athletes will continue to compete in a highly competitive athletics program and retain the full spectrum of college life.
- Student-athletes will focus on academic achievement while graduating with a comprehensive education that builds skills beyond the classroom.
- Student-athletes have an opportunity and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Student-athletes will have access to financial aid for college without the obligation of an athletics scholarship.
- There are opportunities to play more than one sport.
- Student-athletes are responsible for their own paths and will discover their potential through opportunities to pursue many interests.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of the student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of the student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



## What should sports information directors and campus communicators know about Division III?

I am a key contributor to shaping the perception of my athletics department, my institution's mission, the Division III experience and how our student-athletes benefit:

- Academics are the primary focus for Division III student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep student-athletes on a path to graduation.
- Student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Student-athletes have an opportunity to and are encouraged to enjoy the full array of co-curricular and extra-curricular activities.
- Participation in athletics provides valuable "life lessons" for student-athletes (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



SPORTS INFORMATION  
DIRECTORS AND CAMPUS  
COMMUNICATORS



## What should current student-athletes know about Division III?

We are proud of you as members of our student body and place great importance on how this experience will benefit you:

- Academics are your primary focus. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from your academic studies and keep you on a path to graduation.
- You are integrated on campus and treated like all other members of the general student body, keeping you focused on being a student first.
- You have an opportunity and are encouraged to enjoy the full array of academic, co-curricular and extra-curricular activities.
- Participation in athletics provides you with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to selecting your institution and the Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



STUDENT-ATHLETES

## What should your student body know about Division III?

We are proud of our student-athletes as members of our student body:

- Academics are the primary focus for our student-athletes. Shorter practice and playing seasons, more restrictive eligibility rules and regional competition minimize time away from their academic studies and keep them on a path to graduation.
- Our student-athletes are integrated on campus and treated like all other members of the general student body, keeping them focused on being a student first.
- Participation in athletics provides our student-athletes with valuable “life lessons” (teamwork, discipline, perseverance, leadership, etc.), which often translate into becoming a better student and more responsible citizen.
- The proof?
  - Tell the story of a student-athlete who is an example of receiving a comprehensive educational experience – a holistic educational approach that includes rigorous academics, competitive athletics and the opportunities to pursue other interests and passions.
  - Talk about your campus environment – what percentage of your student body participates in athletics? What programs or processes exist to integrate the student-athletes into the campus culture and educational mission of the college or university?
  - Find a student-athlete (or alumni) who can attest to choosing the institution and Division III experience for its academic programs.
  - Emphasize the availability of financial aid – what percentage of your student body and/or student-athletes receive some form of grant or non-athletics scholarship?
  - Talk about the athletics successes throughout the various sports you sponsor.
  - Talk about your successes in NCAA championship competition.
  - Talk about the breadth of your athletics programs – participation, sports offerings, etc.



STUDENTS