

OPERATING AREA: OPERATIONS AND POSITIONING

No. 1 – Evaluate the strength of the Division II brand.

Action	Oversight Group(s)	Expected Completion Date	Budget Impact?	Notes
a. Authorize the Management Council Identity Subcommittee to create a membership working group or retain third-party advisors to conduct an evaluation to include (but not limited to) assessing the strength, relevance and long-term impact of the Division II Make It Yours campaign and the Division II brand overall.	Management Council Identity Subcommittee; Student-Athlete Advisory Committee; Strategic Planning and Finance Committee; Management Council; Executive Board. Collaborate with the Division II Conference Commissioners Association and Division II Athletics Directors Association to enhance the review process.	Aug. 1, 2028.	Yes.	This proposed action results from discussions during the Think Tank regarding the desire to explore changing divisional titles (or at least Division II's title) to better represent the division's values and attributes. However, that notion did not receive much support from the subsequent membership survey.
			Budget Estimate: \$100,000 to \$150,000.	
			Budget Source: New \$1.5 million allocation to initiatives and/or evaluation of current grants: \$218,500 – Internship Grant. \$950,000 – Strategic Alliance Matching Grant.	

			\$370,000 – Coaches Enhancement Grant.	
No. 2 – Maintain/enhance or create programming/initiatives that help designated individuals in athletics (e.g., faculty athletics representatives, senior woman administrators and sports information directors) promote the Division II brand on their campuses and beyond.				
Action	Oversight Group(s)	Expected Completion Date	Budget Impact?	Notes
a. Determine whether to add education regarding the Division II brand to existing programming such as the FAR Institutes, Women Leaders program, Compliance Administrators Institutes, New Athletics Directors Orientation, and Professional Development for Athletics Communicators.	Management Council Identity Subcommittee.	Aug. 1, 2027.	Yes, if programs/initiatives are added.	
			Budget Estimate: Minimal.	
			Budget Source: Division II University and/or staff expense.	

b. Explore the Division II grants/scholarships offerings to ensure they are achieving their desired outcomes and consider expansion as necessary to include groups/titles that could benefit from such access (e.g., athletic trainers, sports communicators).	Management Council Identity Subcommittee; Strategic Planning and Finance Committee.	Ongoing.	Yes, if grants are added.	This attempts to maintain and perhaps expand the success of the current matching grants and to retain the division's goal of providing varied input/voices within athletics departments and within the division's governance structure.
			Budget Estimate: TBD.	
			Budget Sources: \$2 million (one-time allocation for new initiatives) and/or fiscal year 2026, fiscal 2027, fiscal 2028 surplus and/or Division II identity initiatives, communications and marketing budget.	

No. 3 – Ensure that Division II maintains a membership that has both strength in numbers and is composed of schools that share the division's principles and values.

Action	Oversight Group(s)	Expected Completion Date	Budget Impact?	Notes
a. Review existing membership standards (school and conference) to determine	Membership Committee; Management Council;	Ongoing.	No.	

how or whether to attract new members.	Strategic Planning and Finance Committee.			
b. Create a working group/task force composed primarily of presidents and athletics direct reports to evaluate/forecast trends in higher education that impact existing and potential Division II members.	Strategic Planning and Finance Committee; Management Council; Executive Board.	Ongoing.	Yes, to fund meeting logistics.	This attempts to take advantage of presidential expertise and other leaders within higher education to discern current trends and project others to position the Division II governance structure to protect the division’s best interests in an ever-changing landscape.
			Budget Estimate: \$20,000-\$30,000.	
			Budget Sources: \$2 million (one-time allocation for new initiatives) and/or fiscal year 2025 or fiscal 2026 surplus and/or committee budget.	
No. 4 – Help schools and conferences enhance their operations.				
Action	Oversight Group(s)	Expected Completion Date	Budget Impact?	Notes
a. Consider whether programs and initiatives that have been successful in Division II championships can be	Management Council Identity Subcommittee; Student-Athlete Advisory Committee.	Ongoing.	No.	

incorporated at the campus and conference levels.				
b. Determine how technology, including artificial intelligence, can assist campuses and conferences with their athletics operations.	Management Council; Membership Committee. Collaborate with D2CCA and D2ADA to enhance the review process.	Ongoing.	No.	
No. 5 – Seek new revenue streams and opportunities to increase ticket sales, corporate sponsorships and media partnerships.				
Action	Oversight Group(s)	Expected Completion Date	Budget Impact?	Notes
a. Use the NCAA Fan Database to promote Division II championships and the Division II brand.	National office staff.	Ongoing.	No.	
b. Work with the NCAA national office staff to develop sponsorship opportunities (based on what contractual obligations permit) at the local level for Division II championships.	National office staff.	Ongoing.	No.	