



Division III

DISCOVER | DEVELOP | DEDICATE

DIVISION III ISSUES FORUM

Friday, January 25, 2019

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Leveraging Athletics Enrollment

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ORLANDO



Presenters

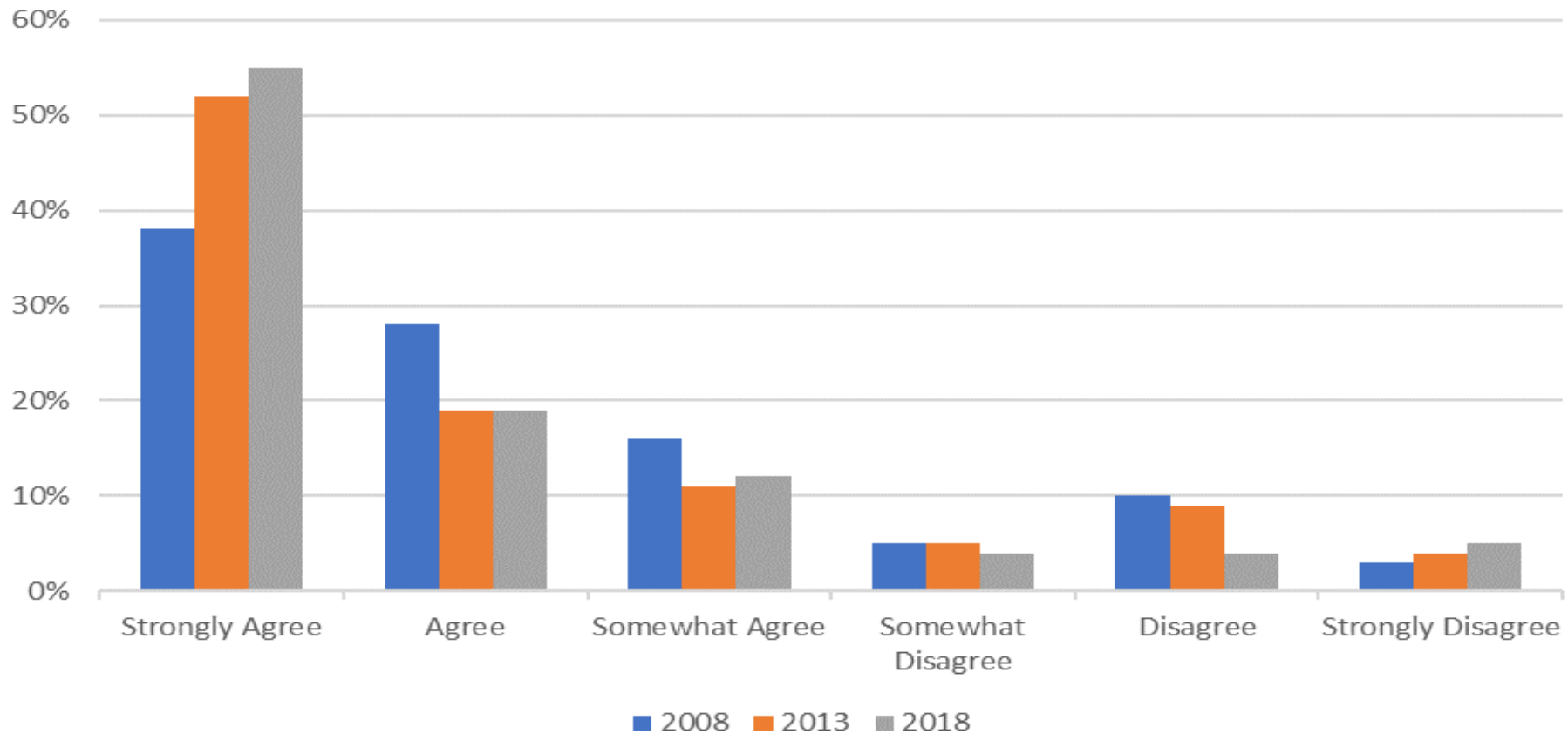
- Sean Cain, former Student-Athlete, Adrian College.
- Julie Kline, Director of Athletics, Earlham College.
- Lisa Melendy, Director of Athletics, Williams College.

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The Athletics Enterprise

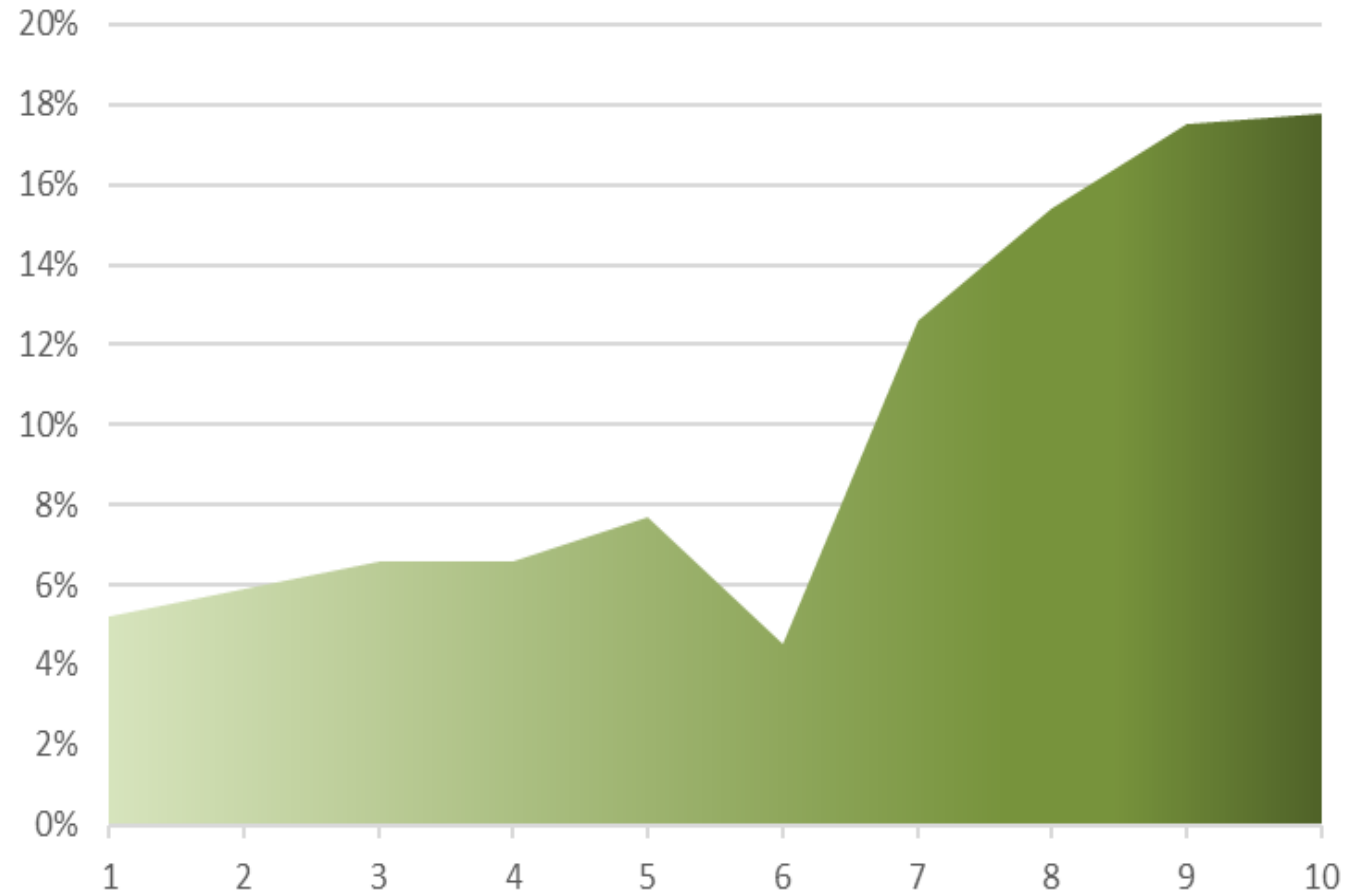
- Longitudinal view of student-athlete recruitment as a key enrollment management strategy.
- Reliance on student-athlete recruitment.
- Institutional budget allocations to support the strategy.
- Implemented initiatives to support the strategy.
- Tools used to support the strategy.

Student-Athlete Recruitment



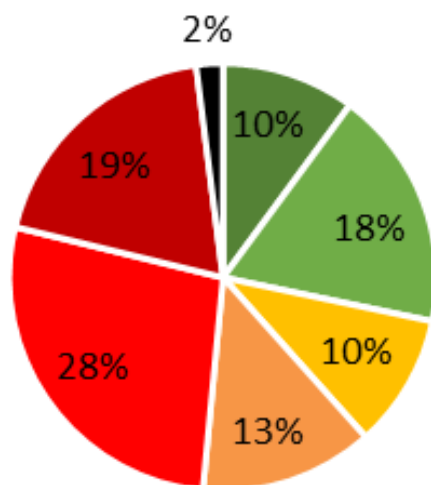
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On a scale of one to ten with ten being the highest, indicate your institution's reliance on student-athlete enrollment to meet your institutional enrollment goals. (Percent of Institutions)

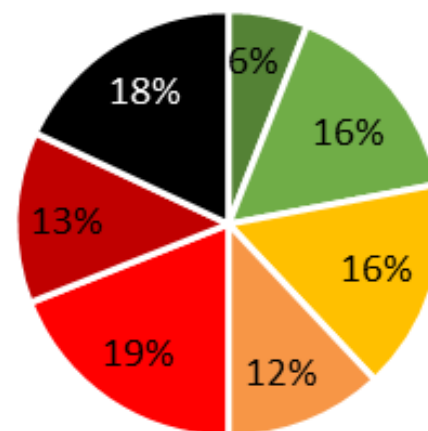


Increase(d) institutional budget allocations to athletics to specifically leverage enrollment of student-athletes as part of our overall enrollment strategy.

Past Four Years



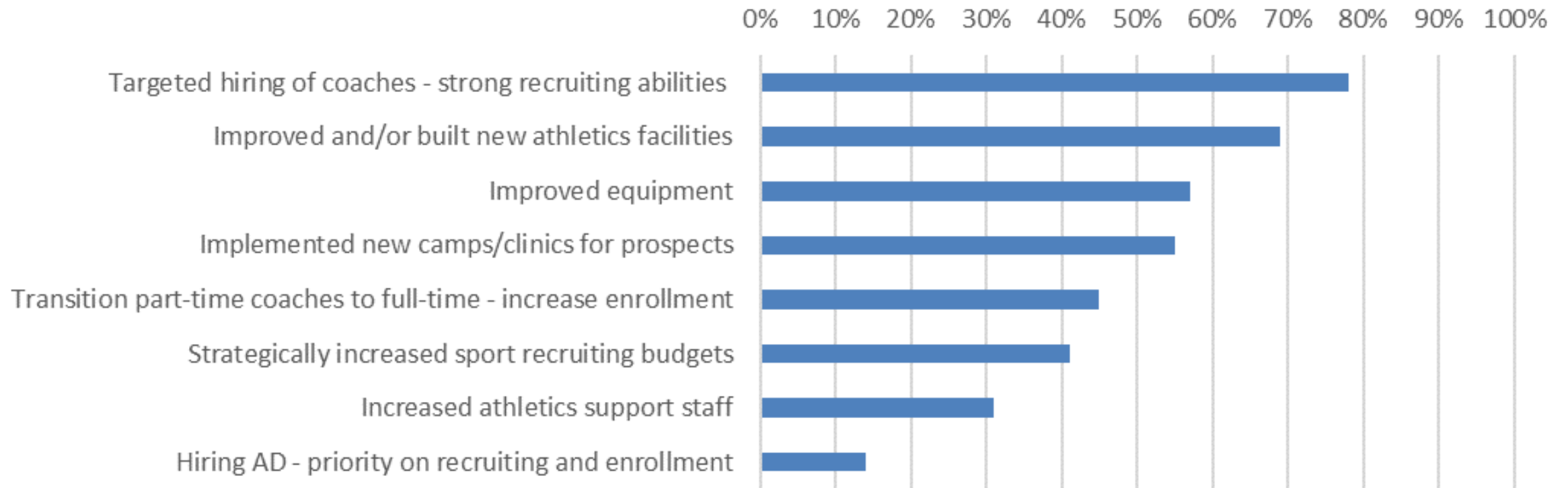
Next Four Years



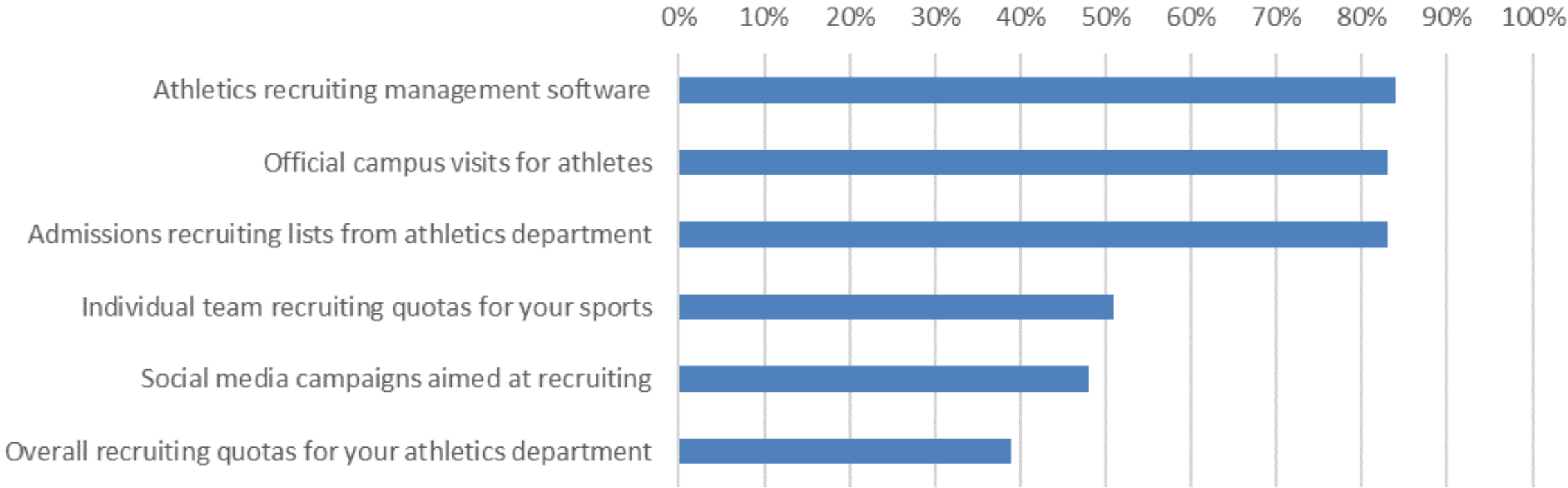
- Strongly Agree
- Agree
- Somewhat Agree
- Somewhat Disagree
- Disagree
- Strongly Disagree
- Don't Know

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What have you done in the past four years to support enrollment of student-athletes? (Percent of institutions)

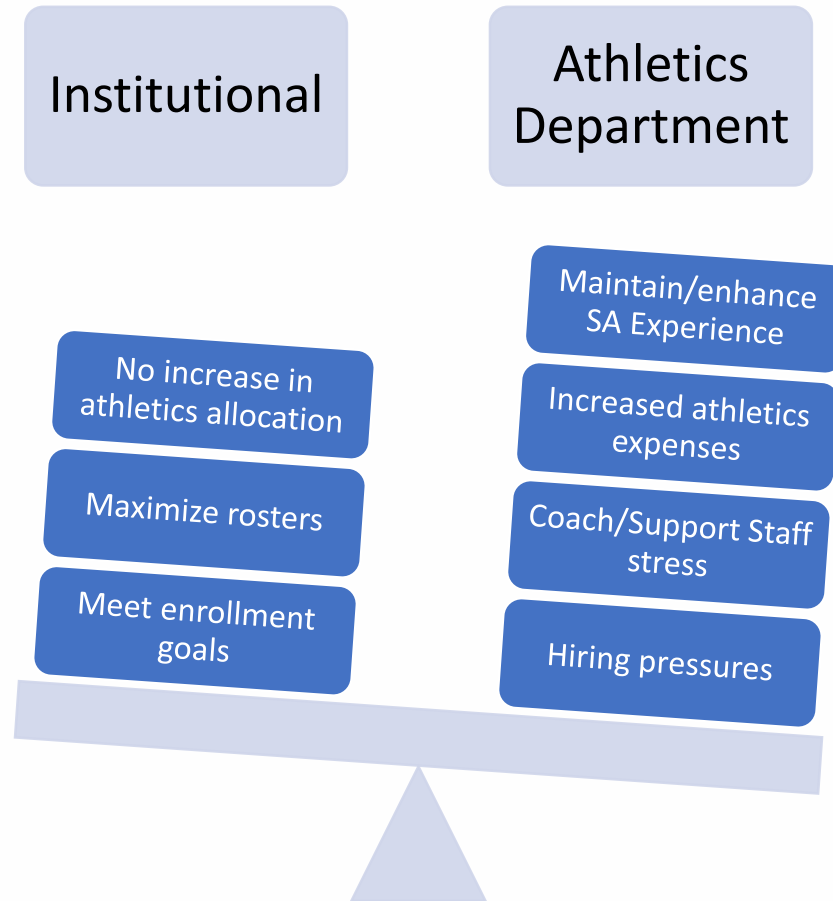


What enrollment tools do you currently use to support enrollment of student-athletes? (Percent of institutions)



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Balancing Act



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Pressure Points

- Balancing the athletics budget.
- Helping the institution meet enrollment goals.
- Well-being of athletics staff.
- Maintaining facilities.
- Well-being of student-athletes.

Three-Levels

- National level.
- Conference level.
- Campus level.

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Policy Ideas

- Competition/training dead-period: To potentially reduce costs when institutions are closed in late December and early January.
- Recruiting dead-periods: To potentially reduce recruiting costs and alleviate stress on staff and coaches by establishing dead-periods in the summer and/or in late December and early January.

Policy Ideas

- Reduce the maximum weeks of competition: To potentially reduce game expenses (e.g. travel, facilities) reduce the number of weeks in the Fall, Winter and Spring segments.
- Reduce the maximum allowable dates of competition: To potentially decrease game expenses (e.g. travel, facilities) reduce the maximum allowable dates of competition. While the majority of teams do not play the maximum number of contests, this could have an impact.

Policy Ideas

- Adjust beginning/end dates of the playing seasons: To alleviate stress on facilities and athletics trainers caused by overlap of playing seasons, adjust the beginning and/or end dates to reduce the number of days where sports in different seasons are occurring at the same time (e.g. women's volleyball and basketball).

Roundtable Questions

For each of the five policy ideas, answer these questions:

- Would this have a positive, negative, or neutral impact on the enrollment goals at your institution?
- Could this be impactful in alleviating...
 - Financial pressure?
 - Personnel stress?
 - Facilities stresses?
- Would this have a positive, negative or neutral impact on the student-athlete experience at your institution?

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Roundtable Discussion

Countdown Clock
20 Minutes

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Next Steps

- Self-assessment and benchmarking to fully understand the context of the issues and, in turn, make informed decisions.
- Use the NCAA Institutional Performance Program (IPP).
- The IPP provides a starting place for this work on campus.
- NCAA staff is available for campus and/or conference level webinars or workshops.

Thank You

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