



2025 Division II Membership Survey: Division II Philosophy Results

May 2025



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Methods

- Division II governance collaborated with NCAA Research to gather feedback from Division II presidents and chancellors, athletics directors, athletic trainers, commissioners, conference staff, and other athletics staff about the current state and future of Division II.
- Individuals at all active Division II institutions and those in the membership process (304 institutions) were invited to complete the online survey via a Salesforce email invitation. Those as schools transitioning out of Division II were not invited to complete the survey.
- The survey was designed using Qualtrics survey software and took 30-60 minutes to complete. It opened January 22 and closed February 21. Due to a lower than desired response rate among presidents and chancellors, the survey reopened for that group of individuals and closed March 7, 2025.

Overall Responses

- N = 2,234
- Individuals from 302 (99%) institutions and conference staff representing 23 (100%) conferences responded.

Institutional Characteristics

	Division II	Survey Respondents
Public/Private	50 % / 50%	46% / 54%
HBCU/Non-HBCU	10% / 90%	5% / 95%
MFB/No Football	54% / 46%	55% / 45%
Midwest	22%	25%
Northeast	17%	17%
South	45%	44%
West	16%	14%

Midwest: IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD

Northeast: CT, ME, MA, NH, RI, VT, DE, DC, MD, NJ, NY, PA

South: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, AZ, NM, OK, TX

West: CO, ID, MT, UT, WY, AK, CA, HI, NV, OR, WA

Responses by Key Analysis Groups

Title	N
President/Chancellor	106
Director of Athletics	230
Conference Staff	61
Athletic Trainer*	179
Coach**	1,003
FAR	96
Other Athletics Administrator	480

**Athletic Trainer: 152 head, 27 assistant/associate*

***Coach: 953 head, 44 assistant, (6 indicated being both a head and assistant coach)*

Note: For more information on respondents and demographics, please see the comprehensive survey results on NCAA Research's Divisional Research [webpage](#).



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Division II Philosophy

Key Findings

- While presidents and chancellors, conference staff, ADs and other athletics administrators rated membership/conference stability as a valuable characteristic, athletic trainers and FARs rated community engagement as most valuable. Coaches indicated grants/scholarships as most important.
- Championship enhancements, revenue distribution to schools and championships *per diem* were rated as the highest priorities for future allocations by presidents and chancellors and ADs.

**NEW
QUESTION**

Position on Institutional Alignment with Division II Philosophy

(Percentage responding “Agree” or “Strongly Agree”)

My institution...	Pres./ Chanc. (N=106)	AD (N=230)	Ath. Trainer (N=179)	Coach (N=1,003)	FAR (N=96)	Other Ath. Admin. (N=480)	Conf. Staff (N=61)
Fosters a balanced approach to academic pursuits, civic engagement and athletics competition	99%	97%	83%	91%	92%	88%	78%
Establishes an inclusive culture that individuals of all backgrounds are respected and given the opportunity to participate	95%	88%	88%	90%	92%	84%	72%
Operates the athletics program with integrity and complies with NCAA rules and regulations	100%	100%	83%	94%	97%	93%	77%
Supports the institution’s educational mission through institutional control and presidential involvement and oversight	100%	98%	75%	84%	91%	85%	78%
Funds the athletics program that aligns with institution’s budget and educational mission	92%	64%	48%	47%	60%	48%	55%

Note: Responses on a 6-point scale (strongly agree to strongly disagree) with a ‘Don’t know/not applicable’ option. The survey prompt read: Indicate your level of agreement with the following statement of the Division II Philosophy Statement (Bylaw 7.1.2) as they relate to *your institution*:

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Integrates athletics into the college experience and allows students to pursue academic pursuits and other campus / community activities	100%	95%	66%	85%	91%	80%	68%
Supports sportsmanship by establishing energetic and respectful game environments for athletics contests	100%	96%	85%	91%	96%	88%	68%
Promotes student-athlete involvement in decision-making	85%	73%	53%	74%	72%	62%	49%
Provides student-athlete leadership opportunities and offers student-athletes a representative voice in the athletics department	95%	87%	70%	82%	87%	73%	59%

Note: Responses on a 6-point scale (strongly agree to strongly disagree) with a ‘Don’t know/not applicable’ option. The survey prompt read: Indicate your level of agreement with the following statement of the Division II Philosophy Statement (Bylaw 7.1.2) as they relate to *your institution*:

Most Valuable Characteristics to Division II Members

	Pres./ Chanc. (N=106)	AD (N=230)	Ath. Trainer (N=179)	Coach (N=1,003)	FAR (N=96)	Other Ath. Admin. (N=480)	Conf. Staff (N=61)
Membership / conference stability	76%	75%	67%	62%	66%	64%	83%
Grants and scholarships	56%	41%	55%	77%	53%	60%	25%
Community Engagement	53%	42%	73%	59%	69%	56%	25%
Revenue distribution	52%	48%	30%	27%	28%	39%	58%
Conference Strategic Priorities Fund	39%	32%	41%	35%	33%	33%	65%
Partial-scholarship model	35%	45%	15%	28%	38%	32%	32%
Number of participation opportunities in NCAA national championships	32%	53%	24%	49%	21%	39%	63%
Regionalization philosophy for regular-season scheduling	32%	36%	28%	27%	22%	29%	26%
Strategic positioning platform (Life in the Balance; Make It Yours)	25%	29%	29%	19%	49%	29%	16%

Note: Percentages represent frequency of top-5 placement by respondents in the respective category.

Characteristic listed in top 5 most often for group in dark blue. Prompt: As a member of DII, please rank the following characteristics in order of most to least value to you.



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Most Valuable Characteristics to Division II Members

	Pres./ Chanc. (N=106)	AD (N=230)	Ath. Trainer (N=179)	Coach (N=1,003)	FAR (N=96)	Other Ath. Admin. (N=480)	Conf. Staff (N=61)
"One school, one vote" model for convention voting	22%	31%	13%	8%	28%	16%	37%
Regionalization philosophy for championship selections	19%	25%	13%	24%	12%	19%	32%
Professional development opportunities	19%	13%	37%	20%	20%	24%	11%
Diversity of the Division II membership	17%	17%	44%	30%	38%	27%	11%
Regular-season and postseason media opportunities	14%	7%	6%	16%	8%	17%	12%
National championship festivals	8%	4%	6%	11%	6%	5%	0%
Partnership with the Make-A-Wish foundation	1%	1%	12%	6%	5%	7%	2%
Partnership with Team IMPACT	0%	1%	9%	3%	4%	5%	5%

Note: Percentages represent frequency of top-5 ranking by respondents in the respective category.
 Prompt: As a member of DII, please rank the following characteristics in order of most to least value to you.

**NEW
QUESTION**

Highest Priority for Future Allocations

	AD (N=230)	Pres./Chanc. (N=106)
Championships enhancements	81%	54%
Revenue distribution to schools	71%	79%
Championships per diem	71%	43%
Student-athlete programming	52%	49%
Revenue distribution to conferences	50%	65%
Branding /marketing	40%	55%
Grants for athletic training	41%	53%
Mental health / wellness initiatives	45%	50%
Grants for athletic communications	23%	28%
Officiating initiatives	20%	24%

Note: Presidents/Chancellors and AD responses only.

Priority listed in top 5 for 60% or more of group respondents in dark blue.

Prompt: Please rank the following areas in order of highest priority for future allocations:



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