



2018 Division II Census Highlights

Division II conducted its first membership census in 2013 as a way of obtaining input on the programs and services being provided, and on what strategic initiatives should steer the division's future direction. The 2013 census not only helped inform the division's 2015-21 strategic plan, but it also reiterated core values within the membership and, accordingly, helped shape policy and legislation to support those values in key operational areas. That first census was so useful that the membership agreed to conduct subsequent versions every five years.

The 2018 census was sent to 315 member institutions in January (current active members and those in the membership process; schools reclassifying to other divisions were not included). Distinct versions of the survey were sent to presidents/

chancellors, athletics directors, other athletics staff members and conference staff. The surveys garnered 2,837 responses, 815 more than the 2013 census. Importantly, responses increased in almost every constituent group, especially in the coaches cohort, which included 635 more responses than in 2013.

The timing of the 2018 census is fortuitous, as input will help the Division II governance structure conduct a midterm assessment of the 2015-21 strategic plan and begin shaping its successor.

Following are highlights and key takeaways from each topic area in the 2018 census. A more complete summary of the census is located under the [Strategic Plan tab](#) at [NCAA.org/D2](#).

MEMBERSHIP CHARACTERISTICS

- Most members are familiar with working in Division II. The median number of years at a Division II institution or conference was 16 for FARs, 13 for ADs, 10 for presidents and conference staff, eight for compliance officers and athletics staff members, and six for coaches.
- The overwhelming majority of respondents said they can describe the philosophical differences among the three NCAA divisions.
- Members in all constituent groups say they value the strategic positioning platform.

Rank the top 5 characteristics of Division II that are of most value to you

	Pres./ Chanc.	AD	Athl. Staff	Compl.	Coach	FAR	Conf. Staff
Strategic positioning platform	70%	69%	76%	67%	56%	82%	67%
Partial scholarship model	71%	65%	49%	58%	55%	66%	43%
Membership stability	52%	51%	56%	47%	60%	52%	51%
Community engagement	57%	46%	56%	64%	56%	64%	34%
Championships participation ratio	35%	61%	52%	55%	62%	29%	59%
Regionalization philosophy	46%	47%	44%	40%	49%	40%	43%
Division II membership diversity	44%	26%	45%	37%	40%	42%	20%
1 school, 1 vote	36%	48%	26%	45%	23%	42%	43%
Enhancement fund distribution	28%	37%	18%	27%	13%	12%	41%
Make-A-Wish partnership	6%	7%	22%	16%	19%	26%	7%
Media exposure opportunities	12%	9%	14%	10%	23%	6%	8%
Conference grant program	16%	17%	18%	15%	11%	18%	64%
Championship Festivals	5%	10%	14%	12%	16%	10%	21%

Note: Characteristics ordered by frequency of top 5 ranking by all respondents. Characteristics listed in top 5 most often in dark red; listed in top 5 more than 50% in light red.

OPERATIONS

- More than three-fourths of ADs responding report either directly to the president/chancellor (65 percent) or to the provost or another VP (11 percent, up from 4 percent in 2013).
- 71 percent of ADs say that they have a written and documented strategic plan for athletics.
- Conference offices believe they have a sufficient budget (91 percent of commissioners either strongly agreed or agreed), while athletics directors feel less so (36 percent either disagreed or strongly disagreed).

- 52 percent of ADs report being part of their president/chancellor's leadership team.

Are you a member of your president/chancellor's senior leadership team (cabinet)?

	AD	Athl. Staff	Compl.	Coach	FAR
Yes	52%	1%	2%	<1%	3%
No	48%	99%	98%	99+%	97%

STRATEGIC POSITIONING

Division II's Life in the Balance model is the right way to approach intercollegiate athletics

	Pres./Chanc.	AD	Athl. Staff	Compl.	Coach	FAR	Conf. Staff
Agree/Strongly Agree	90%	87%	87%	90%	69%	96%	93%
Neutral	9%	9%	10%	7%	21%	3%	7%
Disagree/Strongly Disagree	1%	4%	3%	3%	10%	1%	0%

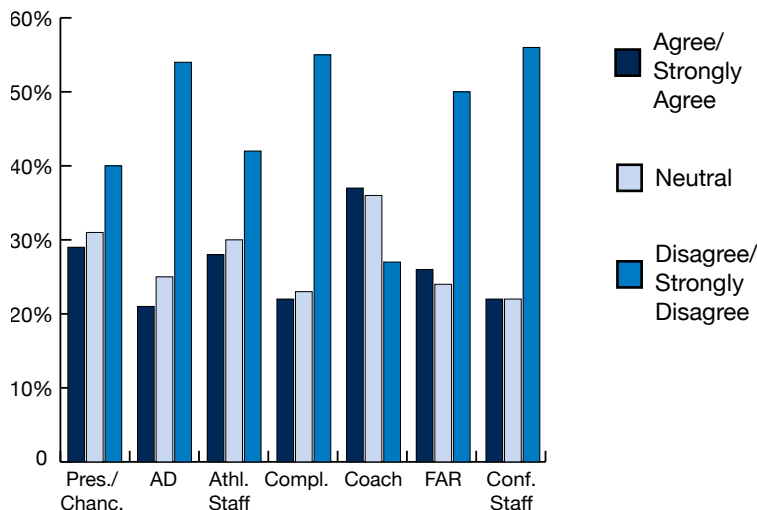
- There appears to be some ambivalence regarding whether the Make It Yours brand enhancement has been fully embraced at the campus level. Between 36 percent and 43 percent in all categories picked "neutral" when responding to whether Make It Yours has established institutional pride.
- There is agreement across all groups that it is important for the division to spend a portion of its annual budget to broadcast games offered through a regular-season media agreement.

- Most respondents are not concerned about the status of Division II within the NCAA; however, many are worried about the current status of intercollegiate athletics overall.

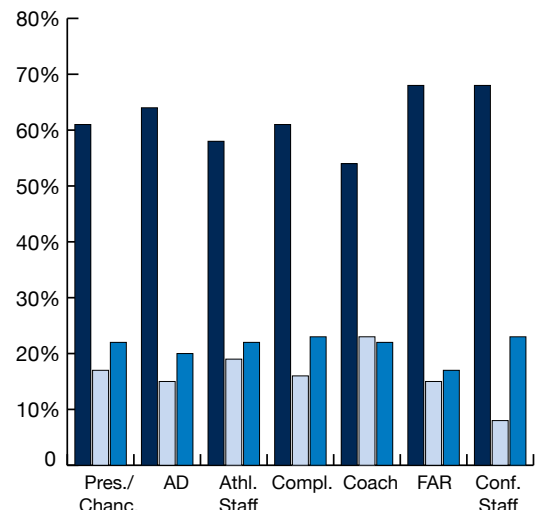
- There is strong support from across all groups for the division's Life in the Balance philosophy.

- While more people are aware of Division II resources than before, additional education is necessary. All groups generally agree that NCAA.org is an effective source for obtaining Division II materials.
- There is decline in agreement from 2013 that communication from the national office to the Division II membership about the strategic positioning platform has been effective (presidents went from 76 percent strongly agree/agree in 2013 to 57 percent; athletics directors from 83 percent to 69 percent; athletics staff from 64 percent to 50 percent).

The current status of Division II within the NCAA concerns me



The current status of intercollegiate athletics concerns me



STUDENT-ATHLETE ADVISORY COMMITTEES (SAAC)

- Most respondents across categories believe campus SAACs are organized, productive leadership groups that can influence change.

- However, respondents were 50-50 about whether SAAC members are more engaged in campus events than other students.

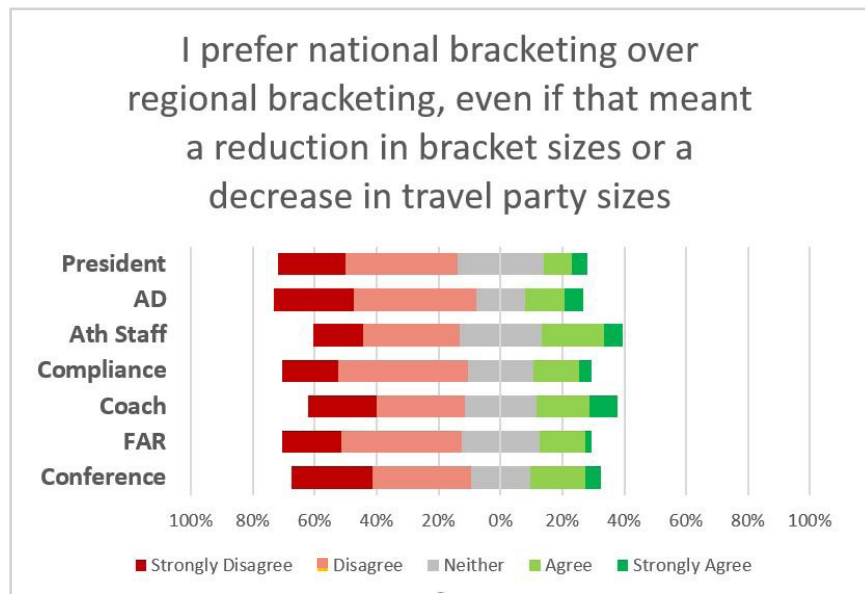
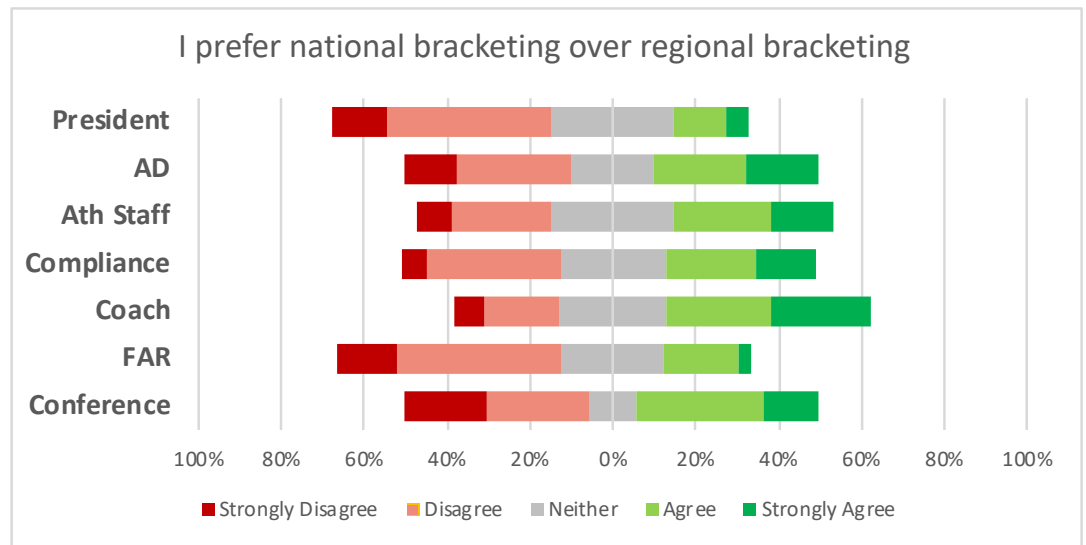
Members of the SAAC on my campus are more engaged in non-athletics campus events than other student-athletes

	Pres./Chanc.	AD	Athl. Staff	Compl.	Coach	FAR
Agree/Strongly Agree	47%	55%	52%	45%	53%	57%
Neutral	40%	32%	29%	32%	34%	34%
Disagree/Strongly Disagree	12%	13%	19%	23%	13%	9%

CHAMPIONSHIPS

- When it comes to allocation of championships resources, increasing per diem is a priority among all groups.
- Respondents believe strongly that the student-athlete experience at the Division II National Championships Festival is worth the financial investment. This was especially true of those who had attended a National Championships Festival.
- There is strong support among all groups (though coaches were 50-50) for the regionalization model for Division II national championships.

- Some respondents said they would prefer national bracketing over regional bracketing, but that changed when posed with the sacrifices national bracketing might cause.



GOVERNANCE

- Roughly 90 percent of athletics directors, compliance coordinators and conference staff say they understand the governance process and believe it accomplishes the goals and business of the division. However, only 49 percent of coaches say they understand the governance process and just 46 percent agree that it accomplishes intended outcomes.
- Across all groups, there is agreement that the current requirements to be considered an active Division II conference (eight schools in 2017; 10 in 2022) is appropriate.
- More than 90 percent of respondents in almost every category either strongly agree or agree that Division II should retain the one-school/one-vote system of governance (athletics staff were at 74 percent and coaches were at 57 percent), and most constituents believe the Convention is a good use of their time.

• Most respondents say their president/chancellor and AD are adequately involved in policy-making.

Indicate your opinion regarding presidents/chancellors' level of involvement in Division II athletics policy

	Pres./Chanc.	AD	Athl. Staff	Compl.	Coach	FAR	Conf. Staff
Too much involvement	4%	9%	15%	16%	27%	6%	4%
The right amount of involvement	81%	85%	76%	76%	65%	83%	93%
Too little involvement	15%	6%	9%	8%	8%	11%	3%

Indicate your opinion regarding athletics directors' level of involvement in Division II athletics policy

	Pres./Chanc.	AD	Athl. Staff	Compl.	Coach	FAR	Conf. Staff
Too much involvement	3%	2%	2%	2%	3%	7%	5%
The right amount of involvement	90%	79%	80%	79%	75%	88%	86%
Too little involvement	7%	19%	18%	19%	22%	5%	9%

DIVERSITY AND INCLUSION

- There is strong support across categories that athletics helps diversify the student body, and that institutions and their athletics departments support and foster a culture of diversity and inclusion.
- Regarding a diversity and inclusion plan for athletics, 23 percent of athletics directors report that it is a stand-alone document for the athletics department, while 51 percent say it is part of the institution's plan. Nine percent say they were unaware of a plan, and 7 percent said their institution/athletics department did not have one.
- Most respondents in all groups answered "true" or "somewhat true" to the question of whether the athletics department has representation on committees/task forces working on campus diversity and inclusion efforts.

• Respondents generally agree that NCAA programming is helping women and minorities advance in athletics administration.

Current efforts and programming are providing women with the tools they need for advancement

	Pres./Chanc.	AD	Athl. Staff	Compl.	Coach	FAR	Conf. Staff
Agree/Strongly Agree	74%	87%	83%	76%	75%	76%	80%
Neutral	22%	12%	13%	18%	22%	16%	13%
Disagree/Strongly Disagree	4%	1%	4%	6%	3%	8%	7%

Current efforts and programming are providing minorities with the tools they need for advancement

	Pres./Chanc.	AD	Athl. Staff	Compl.	Coach	FAR	Conf. Staff
Agree/Strongly Agree	73%	80%	80%	80%	77%	80%	70%
Neutral	23%	18%	17%	18%	21%	13%	24%
Disagree/Strongly Disagree	4%	2%	3%	2%	2%	7%	6%

Note: The percentages in the above charts represent respondents who indicated they were aware of NCAA diversity and inclusion programming for women and minorities.