



MEMORANDUM

July 2005

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TO: NCAA Division II Presidents and Chancellors.

FROM: Kathryn A. Martin  
Chair, Division II Presidents Council.

SUBJECT: Summary from June 24-26 Division II Chancellors and Presidents Summit.

I wish to thank all of you who were able to attend the Summit last month in Orlando.

We had nearly 130 presidents and chancellors join 14 members of the Division II Presidents Council to celebrate our student-athletes and to begin discussions regarding Division II's future.

I thought the dialogue during our business meetings and social settings was outstanding, and I look forward to continued discussions on these important issues this year.

The Presidents Council will meet August 3-4 to begin to consider ideas and suggestions offered at the Summit. In addition, the Division II CEO luncheon at the Convention in January will offer us a chance to continue our dialogue on these issues.

I have attached two documents as information, especially for those CEOs who could not make it to Orlando.

1. Summary of event of Division II Chancellors and Presidents Summit.
2. A copy of the NCAA financial study for Division II athletics.

As always, feel free to contact me at [kmartin3@d.umu.edu](mailto:kmartin3@d.umu.edu) or 218/726-7106 if you have any questions.

KAM:cr

Attachments

CHANCELLOR'S OFFICE

JUL 25 2005

SOUTHERN ILLINOIS UNIVERSITY  
EDWARDSVILLE

National Collegiate Athletic Association

An association of more than 1,200 members serving the student-athletes  
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**SUMMARY**  
**DIVISION II CHANCELLORS AND PRESIDENTS SUMMIT**  
**DISNEY'S YACHT AND BEACH CLUB RESORTS**  
**JUNE 24-26, 2005**

There were 144 presidents and chancellors who registered for the event and attended the Saturday and Sunday business meetings.

Approximately 350 presidents, commissioners, staff members, spouses, family and guests attended Friday and Saturday evening special events.

Keynote addresses and guest speakers:

1. Friday Celebration Dinner
  - a. Encees—Edwin Moses (Olympic Gold Medalist)
  - b. Don Lubbers (President Emeritus, Grand Valley State University)
  - c. Roger Cox (DII student-athlete in public service announcement/jazz musician)
  - d. Christine Donovan (Stonehill College trustee)
  - e. McLain Schneider (2003 Walter Byers Scholar)
  
2. Saturday Business Session
  - a. Keynote address—Myles Brand
  - b. 1<sup>st</sup> CEO Panel— James Ammons, President, North Carolina Central University; Nancy Belck, Chancellor, University of Nebraska, Omaha; Jerry McGee, President, Wingate University; Horace Mitchell, Chancellor, California State University, Bakersfield; and Mark Murray, President, Grand Valley State University
  - c. Keynote address—Jon and Peter Orszag
  - d. 2<sup>nd</sup> CEO Panel— Drew Bogner, President, Molloy College; Charles Dunn, President, Henderson State University; Jay Helman, President, Western State College of Colorado; Jessica Kozloff, President, Bloomsburg University of Pennsylvania; and Kay Schallenkamp, President, Emporia State University
  
3. Sunday Business Session
  - a. Keynote address—Bernard Franklin
  - b. Media Panel—Rich Luker, Leisure Intelligence Group; Burke Magnus, ESPN; Tim Perneti, CSTV
  - c. Presidents Council Panel—Chuck Ambrose; Kathryn Martin; Karen Morse; and Eddie Moore
  
4. Committee Representation
  - a. Management Council—Paul Engelmann (*chair*) Central Missouri State University; and Jill Willson (*vice-chair*), Texas A&M University-Kingsville
  - b. Student-Athlete Advisory Committee—John Sceraro, Saint Leo University; and Marian Broderick, Missouri Western State College
  - c. Membership Committee—Herb Reinhard, Valdosta State University.

Comments/Recommendations

1. **Division II Image**—Attendees embraced the “balance” theme and logo as an NCAA attribute that represents a Division II strength. Unanimous support by CEOs to implement this theme in Division II messaging. In addition, the tag line that represents academic-athletic balance of “Bring Your ‘A’ Game” also generated widespread support.
2. **Division II Nomenclature**—Many attendees believe that “Division II” in the current NCAA name hierarchy represents “second best” and suggested that a name change be studied. One suggestion was that Division II utilize the “A Game” tag line by becoming the “A” division. In addition, it was suggested that the “sports festival” be continued on a more regular basis, but that a name change also be considered for this event to better represent the high quality competition. One name suggestion was the “Division II National Championships Games.”
3. **Financial Study**—Many attendees appreciated the financial data presented by the Orszag brothers, especially the information regarding Division II revenue and expenses and the financial implications of moving from Division II to Division I. However, it was suggested that an additional study should be commissioned to evaluate the “value” or “cost benefit” of athletics scholarships to the enrollment, tuition revenue and image of a collegiate institution.
4. **Football**—The attendees encouraged additional dialogue with Division I about the possibility of “decoupling” certain sports from NCAA divisional affiliation consideration. The attendees especially supported the study of the sports of Division I-AA and Division II football and stand ready to assist the work of the new Division II Football Task Force.
5. **CEO Involvement**—The group agreed that CEO leadership regarding the future direction of Division II was critical and that the Presidents Council will be the group to study and report progress on the various concepts and initiatives identified during the Summit. In this regard, the Presidents Council has agreed to invite former Presidents Council members to discuss these issues at an August 3 meeting and the Presidents Council also agrees to discuss these issues with presidents and chancellors at the Division II CEO luncheon January 26, 2006, at the NCAA Convention in Indianapolis.  
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6. **Community Focus**—Many attendees agreed that strengthening marketing, promotions and outreach in the institution’s community is a top priority for a Division II school and that the national office should assist with this initiative.
7. **Media Technology**—Many attendees agreed that Division II should look for ways to take advantage of new and “cutting edge” technology in the delivery of news, features and game coverage to alumni and fans of Division II teams. Such methods might include online, broadband or wireless delivery through CSTV or ESPNU.
8. **NCAA Public Service Announcements**—Many attendees agreed that Division II student-athletes in NCAA messages should have their divisional affiliation recognized, and many

believed that NCAA messaging should help explain differences between the three NCAA divisions. The national office can assist with a Division II brand campaign that can be activated at the local, regional and national levels.

9. **Division II Championships**—Some attendees suggested that NCAA Division II national championships should have a division-specific look and environment that could help promote the NCAA Division II image.
10. **Make-A-Wish**—Most attendees agreed that Division II should continue to position the NCAA Division II sports festival and the Division II Make-A-Wish fund campaign as unique Division II events.
11. **Financial Transparency**—Some attendees suggested assistance from Division I to establish membership requirements that would require schools moving from Division II to Division I to be transparent regarding the financial projects regarding financing the athletics program at the Division I level.
12. **Membership Growth**—Some attendees suggested an active campaign by the Division II membership and conferences to seek out potential new members that might currently be in another division or association.
13. **ESPNU/CSTV**—Many suggested continued cooperation between the national office and CSTV/ESPNU to look for new Division II national championships to telecast and to help develop a regular season presence for Division II events, stories and scores.