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Division II Education Session

**The Division II Model Athletics Department
Tool Kit – Phase I**

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Moderator:

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DII Athletics Directors Association Officers/Panelists:


Jon Carey, Moderator and Immediate Past President.....*Western Oregon University*

Dave Williams, Current President.....*University of Wisconsin, Parkside*


Ed Matejkovic, First Vice President.....*West Chester University*

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Anita Barker, Third Vice President/Secretary.....*California State University, Chico*


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Presentation Agenda

- Goals of the Implementation Plan
- Overview of the Implementation Plan
- Brief Description of Phase I & II
- Phase I Guiding Principles Best Practices
- Questions


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Goals of the Implementation Plan

- Research the needs and challenges with each principle on DII campuses
- Research best practices already discovered and proven to be effective on DII campuses
- Take research and develop examples of new and exciting strategies that may be useful to **ALL** the membership
- Provide Tool Kit as options to make changes
- "Strategic Plan should be organized to meet this model"


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Overview of the Implementation Plan

- The implementation of the 21 guiding principles will be completed in two phases
- In 2006-07, Phase I will include 10 guiding principles describing the "Who"
- Phase II, in 2007-08 will include remaining 11 principles describing the "What"
- Presentation at NCAA and NACDA Conventions each year
- A CD-ROM and accompanying materials will be distributed at the end of each phase


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**Phase I Guiding Principles
"Who"**

1. Integration & Institutional Control	6. Coach's Role
2. CEO Oversight	7. SAAC Involvement
3. AD Management	8. Athletic Trainers
4. FAR Involvement	11. Compliance
5. SWA Involvement	13. Citizenship, Leadership & Sportsmanship

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Phase II Guiding Principles "What"

- | | |
|-----------------------------------------------------|--------------------------------------------------|
| 9. Academic Success | 17. Assessment |
| 10. Diversity | 18. Promotions & Media Relations |
| 12. Institutional Self-Study | 19. Communication/Campus Relationships |
| 14. Finances & Sponsorship | 20. Strategic Plan for Intercollegiate Athletics |
| 15. Continuing Education & Professional Development | 21. Fundraising |
| 16. CHAMPS/Life Skills | |

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Principle 1: Integration and Institutional Control

A model Division II athletics program is integral to the educational mission of the institution, is fully integrated as an athletics department in the institution's budget and management operations, and is committed to the principle of institutional control.

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Best Practices: Integration and Institutional Control

- AD serves on CEO cabinet and therefore is interacting with all departments on campus
- AD has individual monthly meetings with CEO
- CEO articulates philosophy of athletics throughout campus community
- Athletics budget is within university budget process
- Athletics Department mission statement/core values must mirror that of the institution

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Best Practices: Integration and Institutional Control

- Institution mission statement includes intercollegiate athletics as integral to campus life
- AD attends student senate meetings, student-athletes are visible on campus, admission free for all students
- Athletics administrators serve on campus academics requirements committee
- FAR and Athletic Council serve active roles
- Institution is committed to DII Community Engagement Initiative

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Principal 2: CEO Oversight

A model Division II member institution's CEO sets forth a vision for the institution's intercollegiate athletics program, ensures that adequate resources exist for the athletics department to carry out this vision, emphasizes the importance of the institution's compliance system and the roles of various departments (e.g., financial aid office) in this system, and prioritizes self-reporting of compliance violations and compliance with Title IX.

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Best Practices: CEO Oversight

- Actively engaged and informed in conference and national issues
- Attends national convention and encourages athletic administration to engage in national issues
- Provides final approval for all NCAA legislation and athletics department policies
- Provides support and resources for athletics department to meet model athletics department principles
- Consistent with the total operations of the university
- Articulates vision of athletics campus-wide

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Best Practices: CEO Oversight

- Schedules frequent meetings with AD
- Attends an early athletic staff meeting each year and articulates philosophy
- Provides leadership for DII Community Engagement Initiative and Strategic Positioning Platform
- Appoints members of compliance committee and attends first meeting each year
- Seeks and encourages information regarding self-reporting violations and compliance with Title IX
- Provides visibility at athletics events/practices and booster club gatherings

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Principle 3: AD Management

A model Division II athletics program shall feature a full-time administrator that takes responsibility for the academic and athletics success of the athletics department. As the manager for the department, the AD shall implement the institution's vision for intercollegiate athletics consistent with the institution's mission and philosophy.

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Best Practices: AD Management

- Key to AD management is the hiring process
- "Empower, delegate authority, watch them succeed, and then congratulate"
- Seeks resources and is innovative
- Supports the academic mission of the university
- Serves as a primary athletics administrator and should not have other major responsibilities
- Meets with all on-campus prospects and reviews philosophy

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Best Practices: AD Management

- Conducts weekly meetings with senior administrative staff, every two weeks with coaching staff
- Conducts meeting with all student-athletes each year (includes other administrative staff and alumni)
- Conducts staff performance reviews each year
- Responsible for creating an environment that prioritizes sportsmanship and civility
- Distributes sportsmanship policy and consequences through student-athlete handbook, pre-season meetings, flyers at games, and letter to parents/student-athletes/booster group

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Principle 4: FAR Involvement

A model Division II member institution shall include the active involvement of the faculty athletics representative as the key institutional liaison to the athletics department and should be supported and funded by the institution to perform these functions.

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Best Practices: FAR Involvement

- FAR reports directly to CEO and serves advisory role with athletics committee and AD
- Certifies athletics eligibility, administers coaches' certification test, monitors countable hours
- Active role in institutional rules compliance program and self-reporting process
- Involved in Institutional Self-Study Guide Process
- Oversight of academic and personal welfare of student-athletes. Attends SAAC Meetings

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Best Practices: FAR Involvement

- Represents the institution at conference and NCAA meetings
- Submits nominations for NCAA Post-Graduate scholarships and academic awards
- Serves on Financial Aid Hearing Committee in any case involving athletics-related financial aid
- Serves on any athletics department search committees
- Supports "conflict of avoidance" scheduling
- DII FARA are developing a best practices Web site

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Principle 5: SWA Involvement

A model Division II athletics program shall include the active involvement of the senior woman administrator in decision making regarding key issues and in the general operations of the athletics department. The SWA is a senior level administrator, and she should have the title of assistant or associate athletics director.

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Best Practices: SWA Involvement

- SWA is full-time senior management administrator
- Involved in all policy, procedural, and personnel decisions within the athletics department
- Oversight responsibilities for sport management, compliance program, event management, budget and finance
- Oversees department in AD's absence
- Serves as an institutional representative at conference and NCAA meetings

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Best Practices: SWA Involvement

- Active in fundraising and community-relations initiatives
- Represents institution on conference and national committees
- Represents the athletics department on university committees
- Involved with AD in compiling and reviewing the EADA
- Provided professional development and growth opportunities
- "The schools in our conference that have an SWA who is involved in all administrative duties are way ahead of the others and have fewer problems with compliance, student-athletes, recruiting, and event management."

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Principle 6: Coach's Role

A model Division II athletics program shall feature an environment where head coaches understand their responsibility in establishing a culture of compliance with conference and NCAA rules within the program. A model athletics program also features coaches who are certified in CPR and first aid.

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Best Practices: Coach's Role

- All head coaches trained and responsible for full access to NCAA Compliance Assistant Software
- All coaches attend department and conference rules education seminar beginning of each year
- A head coach serves on the institutional compliance committee, serves as coaching staff liaison to compliance coordinator, and provides compliance tip of the week and staff meeting compliance topics
- Sign employment contracts that include expectations regarding department mission, rules compliance, academics, and student-athlete welfare

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Best Practices: Coach's Role

- Responsible for compliance paperwork for their sport
- Recruit student-athletes who fit the mission of the institution
- Monitor academic progress of student-athletes and develop team policies that represent the mission
- Discuss, post, and enforce athletics department and individual team policies
- Full-time coaches have additional academic or administrative responsibilities

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Principle 7: SAAC Involvement

A model Division II athletics program shall feature an active institutional SAAC that represents the concerns and ideas of the institution's student athletes in all sports and is committed to the overall welfare of the student-athlete. The institution should have a least one student-athlete representative on the conference SAAC.

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Best Practices: SAAC Involvement

- AD and FAR take an active role in campus SAAC
- SAAC oversight is by senior level athletic administrator
- Two representatives, one underclassman and one upperclassman, serve on campus SAAC
- SAAC officers are voted on by SAAC representatives in late spring each year
- Agenda for monthly meetings is developed by SAAC executive committee

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Best Practices: SAAC Involvement

- Actively involved in community engagement initiative
- Sponsors a give-away at athletics events
- Assists in development of sportsmanship policy and announces policy at all athletics events
- Develops "athletes supporting athletes" activities
- Displays visible bulletin board and SAAC sportsmanship banner
- Representatives serve on other university and athletics department committees, and report at meetings

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Principle 8: Athletic Trainers

A model Division II athletics program shall feature an adequate number of certified athletic trainers who are able to provide for the safety and well-being of the student-athletes. Practices should adhere to the NCAA Sports Medicine Handbook.

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Best Practices: Athletic Trainers

- Conducts institutional drug and alcohol education program with quarterly institutional drug testing
- Meets with all teams at beginning of year to outline all policies and procedures including insurance
- Requires complete physical prior to any athletic related activity
- Provides certified athletic trainer at all practices and contests
- Head Trainer serves on AD Management team and attends administrative staff meetings
- Innovative in use of resources within local area

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Principle 11: Compliance

A model Division II athletics program shall feature a full-time compliance coordinator whose primary responsibility is the oversight of the institution's compliance system, the coordination of the institution's rules education and the monitoring of rules compliance.

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Best Practices: Compliance

- Compliance officer should not be the AD or a coach
- Monitors use of electronic or Web-based system for compliance
- Together with AD and SWA, committed to regular Title IX self-analysis and report to CEO/VP
- Regularly scheduled external compliance assessment
- Makes available compliance forms on a shared drive
- Conducts monthly compliance meetings
- Chairs institutional compliance committee

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Principle 13: Citizenship, Leadership & Sportsmanship

A model Division II athletics program shall encourage all student-athletes, coaches and fans to respect each other, practice civility, encourage teamwork and understand citizenship responsibilities during the conduct of intercollegiate practice and competitions.

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Best Practices: Citizenship, Leadership & Sportsmanship

- Athletics department should develop a policy on sportsmanship and fan behavior for home events
- Emphasize a "family friendly" environment
- Include policy in student-athlete handbook, post signs in all venues, print flyers and distribute at all contests
- Send letter regarding sportsmanship expectations to student-athletes, parents, and booster members
- Send a list of fan expectations to opponent's athletics directors.
- Use follow-up e-mail message to all visiting athletics directors a few days prior to contest

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Best Practices: Citizenship, Leadership & Sportsmanship

- Require professional PA announcers and repeat sportsmanship policy announcement
- Require cheerleaders display and model good behavior
- Approach offenders in a personal matter and utilize security as needed
- Anticipate potential problems. Review seating, entrance and exit areas for fans, officials, and teams
Check for inappropriate signs and objects
- Adopt conference policies and shared expectations

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Questions?



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