

7-9-2007 DII Summit & VP Mike Racy

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2 JOSH CENTOR: Good morning. And welcome to "Mondays
3 With Myles". Today, not only are we joined by NCAA president
4 Myles Brand, but Division II vice president Mike Racy.
5 Gentlemen, welcome.

6 We are going to discuss the Division II Chancellors
7 and Presidents Summit, a very unique and special experience
8 that happened a few weeks ago out in San Diego.

9 First, Dr. Brand, can you tell me a little bit about
10 this event and why it's important?

11 DR. MYLES BRAND: Well, this is a follow up of a
12 summit held two years ago of presidents and chancellors for
13 Division II institutions. And the attendance was really quite
14 remarkable. Two-thirds of the presidents and chancellors have
15 attended these summits. And the reason for the summits is
16 really to bring together Division II schools under a common
17 banner.

18 What is it that makes them interested in being in
19 Division II? What are the attributes and values of
20 Division II which they embrace? And how do they get their
21 hands around it?

22 JOSH CENTOR: Mike, this is something you work quite
23 closely with. What's the benefit for Division II? And why
24 have you convened the presidents and chancellors twice now?

25 MR. MIKE RACY: Well, I think certainly the

1 Division II Presidents Council is a group responsible for
2 putting the summit together. In 2005, they felt there was a
3 need to bring the division together with our leaders -- our
4 presidents and chancellors -- to develop a strategy to help
5 move the division forward. That happened in June 2005.

6 Now, June 2007, the President's Council agreed again
7 we need to bring chancellors and presidents together to really
8 talk about what's happened since 2005. And there was a lot of
9 good information to share with presidents about the things
10 that have happened in Division II -- our partnership with
11 CSTV, our community engagement initiatives, our partnerships
12 with Habitat For Humanity and the Make-A-Wish Foundation, the
13 Division II strategic positioning platform and the identity
14 for the division.

15 So this was the way that we could bring presidents up
16 to speed and empower them to take all of these things back to
17 campus and use them in the locale.

18 DR. MYLES BRAND: You know, Josh, I have to jump in
19 here and say that Mike and his presidents and the council may
20 be a little too humble here. This is actually quite a
21 remarkable change of approach. I have never seen anything
22 like this in the NCAA, and people that have been here a lot
23 longer than I have never seen anything like it as well.

24 Frankly, several years ago, the Division II was
25 struggling for an identity. What is it about Division II that

1 makes them as strong as they are? How can each institution
2 find its role within that identity? And there was great
3 confusion about it, to be frank about it.

4 The presidents put their heads together with the help
5 of some consultants, certainly with the help of Mike and his
6 team, and they came up with a whole range of ideas of how
7 Division II fits together. They stressed the idea of balance
8 between athletics and education. They began to develop common
9 marks. And they began to feel very good about themselves.

10 I went to both of these meetings two years ago and
11 most recently, and the change is absolutely palatable. It's
12 as if they're different schools now. And the information
13 that's been provided that is useful on campus, that goes
14 beyond athletics.

15 I think it'll help position, strategically, those
16 institutions within their communities and within their
17 regions. It'll help them recruit the best student athletes
18 and potential students in all fields, academically. It is
19 quite a remarkable endeavor.

20 JOSH CENTOR: Well, it really works to put together
21 intercollegiate athletics as integral and higher education.
22 And one thing that, you know, I'm hearing is the enthusiasm.
23 You have 140 chancellors and presidents get together for a
24 couple of days. I mean, that's a remarkable number. And they
25 were enthusiastic and happy to be there.

1 MR. MIKE RACY: It was a very impressive collection of
2 presidents and chancellors at the same site. There was great
3 energy in the room. Many of the presidents took opportunities
4 to meet together before the summit started, in conference
5 meetings, talking about the issues that would be presented at
6 the summit.

7 I think at the events that we had, the receptions,
8 there was great dialogue and discussion among presidents about
9 these issues. So I think the first two summits we've had have
10 been a great success.

11 DR. MYLES BRAND: You know who the real winners of
12 this are? It's the student athletes.

13 MR. MIKE RACY: Right.

14 DR. MYLES BRAND: And it's the students in these
15 institutions as a whole. Because now I think there will be
16 more enthusiasm for athletics. The signature events, the
17 festivals, we're working towards putting them on every year.
18 We're not quite there yet, but we're working towards it. So
19 the student athletes and the championship games and the
20 conference games, the kind of experiences they're going to
21 have right now, are the real winners.

22 JOSH CENTOR: The Division II championship festivals,
23 by the way, I think are the greatest events that we have. I
24 had a blast out in Pensacola at the Fall Festival. Talk to me
25 a little about the "I Chose" Division II slogan. The

1 presidents, what are they thinking about this slogan? Because
2 I think it's great.

3 MR. MIKE RACY: Well, it really works on a national
4 level in some of the platforms we have, like the sports
5 festival, like CSTV, to tell the story about Division II. And
6 what that says is that there's a great deal of pride within
7 the division, that there is a decision to be at a Division II
8 institution by our students, by our coaches, by our athletic
9 administrators, by our faculty, by our presidents. And the
10 citizens in those communities are proud that they have a
11 Division II school that they can help support.

12 So that's the message is that there's a great deal of
13 pride of people being affiliated with NCAA Division II.

14 JOSH CENTOR: And where are we going? Where is
15 Division II moving from this point?

16 MR. MIKE RACY: Well, I think the ultimate goal is to
17 help Division II be a place of destination. We want our
18 member institutions to feel -- those that aren't in
19 Division II to feel like they want to work towards becoming a
20 Division II member, and the schools that are in Division II to
21 feel like this is the place where I want to operate my
22 intercollegiate athletics program.

23 JOSH CENTOR: Okay. Well, Division II has certainly
24 become a model division in the NCAA.

25 And thank you both for joining me today.

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MR. MIKE RACY: Thank you, Josh.

DR. MYLES BRAND: Thanks, Josh.