

**DIVISION III NEWS AND NOTES**

**WHERE ARE THE FANS?**

Sagging attendance figures for Division I football have garnered headlines in recent years, and Division III has followed the same pattern. Average attendance at Division III football games dropped by 4.1 percent in 2017, to 1,873 fans per contest. Even the division's most football-mad conferences were not immune to the trend, driven by an ever-growing list of entertainment alternatives (and, perhaps, some safety-related wariness of the sport among fans). A look at how attendance changed year-to-year among the Division III conferences that draw the most fans:

CONFERENCE	AVERAGE 2017 ATTENDANCE	CHANGE FROM 2016 AVERAGE	PERCENTAGE CHANGE
Minnesota Intercollegiate Athletic Conference	3,090	-103	-3.2%
American Southwest Conference	2,750	-365	-11.7%
Ohio Athletic Conference	2,618	+39	+1.5%
New England Small College Athletic Conference	2,482	+13	+0.5%
Old Dominion Athletic Conference	2,432	-53	-2.1%
Iowa Intercollegiate Athletic Conference	2,358	+21	+0.9%
Michigan Intercollegiate Athletic Association	2,160	-79	-3.5%
Wisconsin Intercollegiate Athletic Conference	2,155	-775	-26.4%
Empire 8	2,127	-404	-15.9%
Presidents' Athletic Conference	2,064	+174	+9.2%

**MODERN MEDICINE**

Adrian's new campus medical clinic is much more than a refuge for students plagued by the sniffles. The facility, initially conceived in 2012 and completed last fall, serves as a training hub for aspiring sports medicine and athletic training students and offers medical services to the surrounding community in Adrian, Michigan. The \$2.4 million facility — a rarity in Division III and funded mostly by local donors — will host

a nearby firm's sports medicine specialists, who will treat Adrian students and work at athletic contests, plus serve as advisors to the school's sports medicine and athletic training programs. In addition to providing medical services for the school's students and student-athletes alike, the training programs housed inside will offer real-world experience for students who wish to pursue careers in the medical field. "There's been a movement to a medical model and not sports medicine for athletic training students," says Tina Claiborne, Adrian's director of athletic training. "Students will be supervised by doctors and not athletic directors. This medical clinic certainly is framed this way."



ADRIAN COLLEGE PHOTO

MORE NOTES ONLINE: Need more details on these and other developments in NCAA governance? Visit [ncaa.org/themes-topics/insider](http://ncaa.org/themes-topics/insider) for a roundup of the latest news.

**GOVERNANCE**

**Potential Awards Changes**

The **Division III Management Council** voted to sponsor legislation for the 2019 NCAA Convention that would permit prospective student-athletes to receive awards covering educational expenses to help fund their secondary education, such as grants or scholarships for prep or private school when athletics participation is considered as part of the award. The funds could come from any source other than an agent, professional sports organization or a representative of a school's athletics interests, and they must be distributed directly through the recipient's secondary school.

**Social Media Deregulation**

The **Division III Interpretations and Legislation Committee** recommended legislation that would permit athletics department staff members, including coaches, to take public actions related to content posted by prospective student-athletes, such as favoriting or republishing a post. The committee also asked the national Division III Student-Athlete Advisory Committee to provide feedback on the proposal as the division's governance considers it this year. Divisions I and II recently adopted similar legislation.

**Alcohol Sales Update**

The **Division III Championships Committee** opted not to recommend the division pursue a change to the policy or consider the sales of beer and wine on a trial basis at Division III championships once the pilot program at the Division III Men's Lacrosse Championship is complete. Division II took similar action in fall 2017 when its Management Council opted not to engage in a division-specific pilot program. The Division I Council is set to vote in April on whether to permit alcohol sales at Division I championships on a permanent basis as a pilot program nears its end.