We at the NE10 have a new look, but who we are hasn’t changed. We remain as a family of influence, character, and integrity that is committed to offering a path for student-athlete academic achievement, athletics success, and lifelong development. Our new brand is built upon these pillars:

**INFLUENCE**
Our success resides in the impact we make on the field, in the classroom and in the community. Making a difference counts.

**NORTHEAST**
The Northeast represents more than our geographic footprint, it shapes who we are and what we believe in.

**STUDENT-CENTRIC**
In everything we do, the student-athlete comes first. We lead by example in embracing a student-first culture.

**NCAA DII**
We believe in and celebrate the values and ideals of the DII mission.

**WHAT THE NE10 STANDS FOR:**

**INTEGRITY**
We do things the right way for the betterment of our institutions and student-athletes.

**OPPORTUNITY**
We provide a platform for our student-athletes to build brilliant futures.

**THE COMPLETE COLLEGE EXPERIENCE**
We champion our student-athletes’ academic and athletic pursuits.

**EXCELLENCE**
At the highest level in all fields

**WELL-ROUNDED STUDENT-ATHLETES**
We excel in the classroom, community and on the field of play.

**THE NORTHEAST**
We embody the region we represent; we’re ambitious, diverse, progressive, and a driver of change.

**COMPETITORS**
We compete at the highest level in everything we do.

**OUR INSTITUTIONS/DIVISION II**
We embrace the true student-athlete experience.
Established in 1979, the NE10 consists of 15 member institutions located throughout the Northeast.

**ENROLLMENT AT NE10 INSTITUTIONS**
(UNDERGRADUATE POPULATION)

- <2,500
- 2,500-5,000
- 5,000-8,000

**STUDENT-ATHLETE POPULATION**
7,483 TOTAL

<table>
<thead>
<tr>
<th></th>
<th>NE10</th>
<th>DII</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>4,231</td>
<td>2,391</td>
</tr>
<tr>
<td>FEMALE</td>
<td>3,252</td>
<td>2,633</td>
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Student-athletes comprise about 15% of the combined student bodies in the NE10.

Nearly 50% of the student athletes in the NE10 (3,731 of 7,483) receive some amount of athletics aid. The median number of student-athletes receiving athletics aid at NE10 institutions is 233, compared to 222 in DII.

**SPORTS SPONSORSHIP**
The NE10 sponsors 24 sports (the most in Division II)

<table>
<thead>
<tr>
<th></th>
<th>NE10</th>
<th>DII</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENS</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>WOMENS</td>
<td>11</td>
<td>8</td>
</tr>
</tbody>
</table>

**GRADUATION RATES**

<table>
<thead>
<tr>
<th></th>
<th>NE10</th>
<th>DII</th>
<th>DIFFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENT BODY FED RATE</td>
<td>63%</td>
<td>49%</td>
<td>+14%</td>
</tr>
<tr>
<td>STUDENT-ATHLETE FED RATE</td>
<td>70%</td>
<td>55%</td>
<td>+15%</td>
</tr>
<tr>
<td>ASR</td>
<td>85%</td>
<td>71%</td>
<td>+14%</td>
</tr>
</tbody>
</table>

The current GPA of all NE10 student-athletes is 3.08, the highest ever for the conference.

**NCAA DIVISION II CHAMPIONSHIPS**

- 45 NE10 teams selected to participate in national tournaments in 2016
- 33 additional student-athletes in individual sports selected
- 15 members represented
- 12 NE10 teams reached the elite eight, while three played in their respective sport’s national title game, and one captured a championship crown (Le Moyne men’s lacrosse)
Commitment never takes a day off in the NE10. Our student-athletes understand that accomplishments are never given; they are earned day in and day out through hard work. That mantra holds true in athletics competition, in the classroom, and in a career.

Fortunately, NE10 student-athletes are surrounded by a support network of people who espouse those same truths. From presidents, provosts and professors to athletics directors, administrators and coaches, everyone at NE10 member institutions understands what it means to “earn it every day.”

Our student-athletes embrace the commitment, the grind, the practice and the reps required to excel in competition, and they embrace it every day.

Such effort has resulted in NE10 members winning Division II national championships in women’s basketball, field hockey, men’s lacrosse, women’s lacrosse, men’s soccer, women’s soccer, softball, men’s and women’s track and field, and men’s and women’s swimming and diving.

The 2017 Best Colleges rankings from U.S. News & World Report recognized 13 NE10 institutions for their longstanding commitment to academic achievement and excellence.

**Top National Universities**
(310 schools)
- 146. Adelphi
- 188. Pace

**Top Regional Universities - North Rankings**
(195 schools)
- 3. Bentley
- 15. Le Moyne
- 23. Assumption
- 57. Merrimack
- 67. Saint Rose
- 95. New Haven
- 101. Southern New Hampshire
- 122. Southern Connecticut State

**Top National Liberal Arts Colleges**
(239 schools)
- 99. Saint Michael’s
- 108. Stonehill
- 115. Saint Anselm

**Top Best Value Schools**
(42 schools)
- 4. Le Moyne
- 17. Assumption
- 23. Bentley
- 40. Merrimack

**Top Public Schools**
(133 schools)
- 41. Southern Connecticut State

**Top Schools for Veterans**
(54 schools)
- 9. Le Moyne
- 39. Saint Rose
Tools to Tell the NE10 Story

How to message “Earning It Every Day”

Celebrate this component of the NE10 brand when publicizing NE10 accomplishments like the Commissioner’s Honor Roll, the Team Academic Excellence award or academic all-conference recognition.

Use the EMBRACE logo lock-up with modifiers “Grind” and “Dream” for visual effect.

The idea is to illustrate the NE10’s commitment to “Earning It Every Day” through hard work and dedication.

TIPS TO GAIN A BRAND ADVANTAGE

 Presidents – Remember that winning with determination and integrity is a selling point to attract prospective students in a competitive market.

 Admissions officers – Tout how the commitment in athletics reflects the commitment to success in all aspects of the college experience at NE10 schools. NE10 students set goals and receive the support they need to achieve them.

 Faculty – Take advantage of your student-athletes’ commitment to achieve by challenging them in the classroom. Use their drive to succeed to help prepare them for a degree that will pay lifelong dividends.

 Coaches – Emphasize with your student-athletes that “Earning It Every Day” is how it’s done in the NE10.

 Communications directors – Celebrate the academic and athletics accomplishments with style. Use the brand materials to your advantage in promotional materials and via social media.

Assumption football student-athlete Nick DiAntonio was the 2012 class valedictorian.
NE10 student-athletes are champions on the field and in the community. The NE10 not only prescribes to the Division II hallmark of community engagement – NE10 institutions routinely lead the division in such efforts.

The conference has built a strong partnership with Team IMPACT, a nonprofit organization that matches children with life-threatening illnesses with college sports teams. In 2015, the NE10 became the first “fully matched” conference in Division II, as at least one team from each NE10 school has matched with a Team IMPACT child. The NE10 has had more than 75 matches since the establishment of the nonprofit organization.

NE10 members also heavily influenced Division II’s partnership with the Make-A-Wish Foundation. In fact, former Bentley University volleyball student-athlete Nicole (DeBlois) Semeraro played the lead role in creating the partnership in 2004. A member of the Division II Student-Athlete Advisory Committee at the time, Nicole spearheaded Division II’s relationship with the national philanthropy, urging all DII conferences to raise money toward a single goal. NE10 student-athletes have raised more than $368,000 since that time.

Nicole (DeBlois) Semeraro / Volleyball / Bentley University

Student-athletes work as a team, fight for wins, push through injuries and adversity – not to the degree that children with life-threatening illnesses do – but at the end of the day, the mentality is similar with the teamwork and the competitive spirit. It’s kids helping kids – we are older kids, but it’s a really good fit.

Nicole (DeBlois) Semeraro / Volleyball / Bentley University
Tools to Tell the NE10 Story

How to message
“Our Character Remains Undefeated”

It’s both easy and challenging to market good will. The easy part is that it’s good will – what’s not to like? The challenging part is that so many student-athletes in the NE10 and throughout the NCAA do such a good job at it that it has become almost routine.

But the NE10 enjoys a clear advantage as a leader in Division II when it comes to community engagement – both with Make-A-Wish and Team IMPACT. While NE10 members should promote their individual efforts, here’s a case in which the rising tide raises all boats. Promoting the entire conference’s efforts will benefit each institution.

NE10 members also exhibit great character and integrity. The NE10 encourages policies that enable athletics programs to contribute to and be considered an integral part of the total educational offerings at our member institutions.

Within the brand materials, use the EMBRACE logo lock-up with modifiers “Impact” and “Community” for visual effect.

TIPS TO GAIN A BRAND ADVANTAGE

- **Presidents** – Your student-athletes become ambassadors for your school when they engage with your communities. Consider making an appearance at these events when appropriate in order to leave a lasting impression on potential future students.

- **Admissions officers** – Millennials and subsequent generations actually expect and enjoy the opportunity to give back within their communities. Prospective student-athletes will relish the fact that they’re joining a conference in which this is not just a routine, but a priority.

- **Faculty** – Here’s an area where you as a faculty member can be involved with your student-athletes. Show that you are interested in their outreach efforts by being a part of them.

- **Coaches** – While student-athletes engage with their communities because it’s the right thing to do, there’s also a competitive spirit with how innovative these efforts can be. As a coach, be sure to encourage the outreach, as it will build team chemistry and pay dividends in the win column.

- **Communications directors** – As your student-athletes develop creative ways to engage with their communities, challenge yourself to think of creative ways to promote their success.
NE10 members are driven by values and life lessons, and they never compromise their beliefs. They understand that student-athletes have a choice of where they will spend their college years, and that the Northeast region is chock full of prestigious academic institutions bidding for their attendance.

That’s why NE10 members are “All In To Stand Out.” They are committed to providing a uniquely rewarding and enriching experience for their student-athletes – one in which they can balance being an elite athlete with pursuing ambitious academic and career goals.

**NE10 TRUTHS**

1. The NE10 sponsors 24 sports, the most among all DII conferences.
2. The NE10 is a leader among all DII conferences in student-athlete graduation rates – about 15 percentage points higher than overall Division II rates in all categories.
3. Nearly 50% of the student athletes in the NE10 (3,731 of 7,483) receive some amount of athletics aid. The median number of student-athletes receiving athletics aid at NE10 institutions is 233, compared to 222 in DII.
4. The NE10 is the only Division II conference with members in New England and New York and whose footprint extends from the shores of Lake Champlain to metropolitan Boston and New York City.
5. NE10 members are proud of the tradition of academic excellence and athletics success that comes with being located in a progressive, innovative, diverse, and attractive region.
6. The NE10 celebrates its diversity among institutions in location, size, curriculum and affiliation.
7. NE10 members buy into the “Life in the Balance” approach in Division II. Our student-athletes are encouraged to excel in all aspects of the college experience.
8. NE10 members excel in postseason competition, as 15 members participated in NCAA Division II championships in 2016.
9. The NE10 leads Division II in community engagement, both in partnerships with the Make-A-Wish Foundation and Team IMPACT.
10. U.S. News & World Report in its 2017 Best Colleges ranking recognized 13 NE10 institutions for their longstanding commitment to academic achievement and excellence.
How to message “All In To Stand Out”

This line of messaging is effective when distinguishing the NE10, or individual members in the NE10, from other conferences and institutions within the region.

The NE10 and its member schools hold true to many unique characteristics and attributes that are attractive for prospective students and student-athletes alike. The “All In To Stand Out” approach also can be used to highlight hard work, perseverance and commitment on the field and in the classroom.

Within the brand materials, use the EMBRACE logo lock-up with modifiers “Victory” and “Championship” for visual effect.

Mackenzy Bernadeau from Bentley and Jo Leedham from Franklin Pierce – both of whom are enjoying successful careers in professional sports – are among dozens of prominent NE10 alumni who know what it means to be “All In To Stand Out.”

**TIPS TO GAIN A BRAND ADVANTAGE**

- **Presidents** – Part of what builds brand equity is when leaders profess their pride in the organization. Proclaim to audiences that you are proud to be a member of an athletics conference that is so “All In To Stand Out.”

- **Admissions officers** – Brainstorm about what makes your institution stand out from the competition, and sell those attributes to prospective students.

- **Faculty** – The ability to “stand out” could make the difference in landing a dream job. Remind your student-athletes to be “all in” in their academic endeavors to position them for future success.

- **Coaches** – Sell the strength of your sport within the NE10 when recruiting. Prospects will be attracted to a conference in which their sport is regarded as highly competitive.

- **Communications directors** – Promote the success of the NE10 broadly across your campus.
Higher learning is a priority for NE10 members, and we have the data to back it up. The NE10 is annually among the leaders in Academic Success Rates, often as the top conference in all of Division II.

That’s a meaningful accolade that will resonate with parents who want to know that their student will have the support network necessary to ensure long-term academic and career success.

In addition, NE10 institutions traditionally lead the way individually, as more NE10 schools have earned the annual Division II Presidents’ Award for Academic Excellence than any other conference for achieving four-year Academic Success Rates of 90 percent or higher (the Academic Success Rate is a metric used in Division II to illustrate the percentage of all student-athletes who earn a degree).

### ACADEMIC SUCCESS RATES
(Top five conferences since 2013)

**2016**
- Sunshine State: 86%
- **NE10**: 85%
- GLVC: 82%
- Central Atlantic: 80%
- PSAC: 79%
- All of DII: 71%

**2015**
- NE10: 86%
- Sunshine State: 85%
- GLVC: 82%
- Central Atlantic: 81%
- PSAC: 79%
- All of DII: 71%

**2014**
- NE10: 87%
- Sunshine State: 86%
- GLVC: 82%
- Central Atlantic: 80%
- PSAC: 79%
- All of DII: 71%

**2013**
- NE10: 86%
- Sunshine State: 86%
- GLVC: 81%
- Central Atlantic: 79%
- PSAC: 78%
- All of DII: 71%

The best part of my student-athlete experience has been that I am challenged both academically and athletically every day. I am pushed to reach my full potential in everything that I do. My professors challenge me to think outside the box and allow me to learn from industry professionals, while my coaches challenge me every day to be the best player I can be, both in skills and as a leader.

Julie Devlin / Softball / University of New Haven
NE10 student-athletes excel in the classroom because they are determined to lead a successful and fulfilling life. Faculty and staff at NE10 schools share a commitment to help.

The Northeast region has a reputation for higher education, given the location of the Division I Ivy League and the Division III NESCAC, and the Division II NE10 is right there with them.

Don’t forget to include the educational value of athletics participation in this regard. There’s a reason student-athletes routinely outperform their student-body counterparts in graduation rates. Student-athletes are driven to succeed, and their athletics participation teaches the kind of hard work and commitment necessary to excel both in competition and in the classroom.

Within the brand materials, use the EMBRACE logo lock-up with modifiers “Philosophy” and “Learning” for visual effect.

How to message “Where Student Comes Before Athlete”

TIPS TO GAIN A BRAND ADVANTAGE

- **Presidents** - Being able to say that the NE10 is a national leader in academics will resonate with your boards, your faculty, and your communities.

- **Admissions officers** - Degrees from NE10 schools have just as much value as from other schools within the region. Sell the NE10 as a career path for prospective students.

- **Faculty** - Tell the NE10 academic success story throughout the campus. Make sure your faculty peers understand that NE10 student-athletes are “students before athletes.”

- **Coaches** - Be aware of the NE10 academic rates for your own sport, as that will resonate with prospective student-athletes and their families.

- **Communications directors** - Schools want to wave the academic banner more than anything else, so let your constituencies and audiences know that student-athletes often lead the way.
The NE10 offers a complete package when it comes to a broad-based athletics experience, sponsoring 24 sports, the most in Division II.

NE10 member schools also offer additional opportunities in men’s and women’s skiing, women’s ice hockey, women’s bowling, wrestling, equestrian, women’s gymnastics, women’s rowing, and women’s rugby.

NE10 members believe in rewarding athletics skills with a well-rounded financial aid package. Of the 7,483 student athletes in the NE10, 3,731 (about 50 percent) receive some amount of athletics aid.

As a member of Division II, the NE10 believes in a balanced approach for the college experience in which student-athletes are encouraged to participate in all aspects of campus life.

“Being a student athlete allowed me to become a leader on my team and helped give me the confidence to be a student leader on my college campus outside athletics. And what makes the NE10 so special is that the athletes share a common goal, which is to have a great student-athlete experience. It’s about enjoying your time on a team, competing against like-minded individuals, making the most of your education, and preparing for your future.”

Chris Waung / Tennis / Assumption College
How to message

“Our Edge Is Well-Rounded”

Play up the breadth of sports sponsorship at your institution, noting that it is a hallmark of the NE10 and of other schools in the region to offer such broad-based programs.

In addition to the many sport offerings, tout your institution’s breadth of degree programs, and note all of the opportunities for involvement in the campus community. Today’s prospective students are accustomed to participating in multiple activities, and they’ll expect the same from their college experience.

Within the brand materials, use the EMBRACE logo lock-up with modifiers “Journey” and “Balance” for visual effect.

TIPS TO GAIN A BRAND ADVANTAGE

**Presidents** – As a president, you’re already accustomed to promoting your institution as a place where students earn a well-rounded education. The idea of a well-rounded student-athlete is part and parcel of that message.

**Admissions officers** – If you think prospective students like the idea of the opportunity to participate in a well-rounded college experience, just see how their parents and families react. They’ll love it!

**Faculty** – Faculty members are well aware of the benefits resulting from a well-rounded education. Remember that athletics participation is part of that education – work with your student-athletes to help them learn from the experience.

**Coaches** – Talk with prospects about the ability to compete in multiple sports at your institution, and promote the plentiful championship opportunities they’ll have as a Division II student-athlete.

**Communications directors** – Remember to look for ways to promote the whole student, not just the athlete. Work as a team to brainstorm about outlets other than the traditional sports media to market your student-athletes.