

**Mission Statement**  
**NCAA Division I Men's Basketball Committee**  
*(June 2012)*

**The NCAA Division I Men's Basketball Committee administers the national championship comprised of teams representing Division I institutions of higher education. The championship is played in a fair and equitably competitive environment that exemplifies and supports the educational mission of intercollegiate athletics. The committee shall be stewards for the game; monitoring and taking action as appropriate regarding issues affecting NCAA Division I basketball.**

The NCAA's core purpose, values, principles, and envisioned future provide the framework for all actions in the committee's administration of the championship and stewardship of the game. Within the framework and spirit of its charge, the committee recognizes its organizational responsibility to protect the principles of student-athlete welfare and amateurism, as well as its fiduciary responsibility to maximize exposure for intercollegiate athletics and revenues from the championship through policies and activities that are subject to the final authority of the NCAA Division I Board of Directors.

The committee's commitment to its mission is guided by the following additional principles and practices:

- Ensuring that the primary focus of the championship shall be placed on the participating institutions, their student-athletes, coaches, administrators, and followers;
- Ensuring that the participating student-athletes, coaches, other institutional representatives and game officials exhibit sportsmanlike conduct and adhere to the highest standards of integrity at all times during the championship;
- Using reasoned criteria, and with a commitment to transparency, create a competitively balanced bracket comprised of the best selected at-large teams and automatic-qualifiers determined by conferences, while assigning institutions to sites as near to their areas of natural interest as possible;
- Continuing its longstanding tradition, committee members, will select a national field for the championship without regard to past or present affiliations;
- Committing to continual improvement through review and refinement of its policies, processes and principles;
- Enhancing the championship through ongoing long-range planning;
- Standardizing administrative procedures for all game management, media, entertainment, hospitality and marketing activities;
- Ensuring that policies and practices are established in order to safeguard participants and fans from foreseeable harm during the event;
- Ensuring that a risk management program is established to limit the exposure of the Association;
- Broadening the championship's appeal to a variety of publics by administering an equitable and progressive media relations program that includes domestic and international coverage of the championship through all forms of media;
- Broadening the reach and assets of the tournament by enhancing associated ancillary events;
- Educating participants, coaches, staff and the public to the damaging effects of gambling, use of illegal substances as well as other influences which could adversely affect the integrity of the championship and its participants;
- Controlling, through the protection guaranteed by legal procedures and local city ordinances, both the registered marks of the Association and the official logo of the championship to eliminate unauthorized or inappropriate commercial exploitation; and
- Monitoring the championship-related activities of all "external" organizations/entities to ensure that the principles herein are not imperiled.