

# The NAIA Advantage

Maximizing Your Return on Athletics®



## Finances

NAIA schools can be **competitive at a reasonable cost**

- Median budget: \$3.2MM
- Top 100 Directors' Cup median budget: \$3.6MM

NAIA athletics departments improve financial stability

- **Net return average is \$3.3MM annually** or \$9,100 per student-athlete
- 70% of athletics departments produce net return of more than \$2MM



## Analytics

- ROA Insights provides analytics of institution-level data
- Year-over-year trends to assess effectiveness
- Peer institution benchmarking to identify growth opportunities
- Calculators to estimate and **optimize the financial return** of athletics programs



## Drive Enrollment & Retention

- Student-athlete **participation up 40%** in the last five years
- The average NAIA member sponsors 14 sports, a five-year increase of 25%
- NAIA Showcase events help coaches find the best-suited student-athletes
  - 1,400 prospects and 200 NAIA coaches attend NAIA Showcases each year



## Autonomy

- Build a program that best fits your school
- Standardized eligibility rules for all student-athletes
- Limited bureaucracy and **simple, sensible rules**
- Flexible, transparent financial aid rules to best support the institution



## Student-Athlete Experience

- 17% of student-athletes play national-level postseason
- 51% of NAIA members **qualify for five or more national championships**
- Flexible rules that encourage coach-student mentoring
- Character-driven athletics through Champions of Character®

