

# The NAIA Advantage

Maximizing Your Return on Athletics®



## Finances

NAIA schools can sponsor **high-caliber athletics at a reasonable cost**

- Median budget: \$4.0MM
- Median operating budget per student-athlete: \$6.5K

NAIA athletics departments improve financial stability

- **Net return average is \$4.0MM annually** or \$10,500 per student-athlete
- 94% of NAIA athletics departments produce a positive net return for their institution



## 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

- The average NAIA member sponsors 17 sports



## Autonomy and Flexibility

- 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

- 20% of student-athletes play national-level postseason
- 79% of NAIA members **qualify for a national championship**
- Flexible rules that encourage coach-student mentoring
- Character-driven athletics through Champions of Character®

