

Why Choose the NAIA?

Maximizing Your Return on Athletics®

The NAIA is the ONLY athletic association that serves the interests of small colleges through holding national championships and by driving student-athlete enrollment and financial sustainability.

The NAIA provides members the tools and opportunities to support their institutional strategic priorities. The NAIA has a broader focus – developing student-athletes to their full potential and helping our members meet their overarching goals related to:

- ▶ **Enrollment**
- ▶ **Student success**
- ▶ **Financial health**

What is Return on Athletics?

Return On Athletics (ROA) is the only resource available to maximize the business performance of small college athletic departments. Through the collection and analysis of member data, ROA leverages simple and consistent calculations across 250 small colleges and universities to provide the most complete athletics department financial data available.

ROA Insights

Data: The Foundation of ROA

ROA Insights provides free access to this robust data, allowing members to leverage simple and consistent calculations that can aid in athletic department decisions.



240+ member schools have submitted data regarding enrollment, retention and aid



Data is centralized between institutional departments and among NAIA members



Use ROA Insights to see how specific efforts can affect the overall health of the institution

The NAIA Advantage

- High-caliber athletics at a reasonable cost
- Institution-level analytics
- Athletics-driven enrollment
- Athletics that support the bottom line
- Autonomy and flexibility
- Superior student-athlete experience



**RETURN
ON ATHLETICS®**