

## What is ROA Insights?

ROA Insights is a free membership tool offered through the NAIA's Return on Athletics<sup>®</sup> initiative. ROA Insights provides members access to institution, sport, and student-level data focused on the areas of enrollment, retention, and finance. This tool allows members the ability to maximize their return on athletics, make informed decisions, and save them time.

## Current Insights' features

Filter Comparison Settings

Year	Enrollment	Cost of Attendance	# of Sports	By Sport
2019-2020	0 / 45516	425.00 / 61,980.00	1 / 30	All
			Conference	By School Type
			All	All

Number of Like Institutions: **239**

Seeing an N/A stat? [Click here to find out why.](#)

	Your Institution		Comparable Institutions		
	Value	%tile	Average	Median	Range
<b>Net Return</b>	5.26M	75.21%	3.59M	3.11M	-1.73M - 18.07M
Net Return Per Student	9.98K	42.98%	10.17K	11.41K	-13.05K - 43.73K
Student Tuition Revenue	7.69M	77.27%	5.12M	4.34M	44.20K - 20.43M
Student Tuition Rev. Per SA	14.59K	38.02%	15.41K	15.41K	394.64 - 38.71K
Financial Aid Per SA	22.25K	7.02%	13.22K	13.50K	N/A - 36.87K
Student-Athlete Enrollment	527	82.64%	316	284	18 - 1036
First Generation	282	98.76%	36	0	0 - 303
COA Discount Rate	60.40%	9.09%	44.46%	46.37%	5.22% - 93.29%
Discount Rate	67.80%	23.14%	58.47%	59.48%	7.25% - 131.09%
Retention	86.44%	92.96%	66.44%	67.43%	35.63% - 100%
Sport Expenses per Student	5.15K	62.81%	6.39K	5.75K	0.02 - 36.92K
Sport Revenues	285.92K	72.31%	291.18K	111.86K	0.00 - 3.69M
Sport Expenses	2.71M	16.53%	1.82M	1.68M	4.00 - 7.53M

- Year-over-year comparisons to assess athletics' effectiveness in driving institutional goals
- Peer institution comparisons to identify potential options for growth and effectiveness
- Net return calculator that provides estimated return based on a number of adjustable factors

## Data: The foundation of ROA Insights



Schools submit annual enrollment, retention, and financial aid data



Data is centralized between institutional departments and among NAIA members



Institutions use ROA Insights to see how specific efforts affect the overall health of the institution

## Questions?

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