

What is ROA?

ROA is a **decision-making resource** that, through the collection and analysis of member data, leverages simple and consistent calculations to provide the most complete small college athletics department data available.



POWERED BY **NAIA**

The value of ROA

ROA is the **only** resource available maximize the business performance of small college athletics.



Maximizes ROA by leverage simple and consistent calculations across 250 NAIA institutions



Informs decision making by delivering data and resources to aid in the decisions college administrators



Saves time by providing centralized and convenient online access to robust athletic financial data at the institution, sport, and individual student level.

How does ROA work?



NAIA member schools
annually submit data
regarding enrollment,
retention and aid



Data is centralized
between institutional
departments and among
NAIA members



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

What's in the data?



Institution

Cost of attendance
Demographics



Sport

Revenues
Expenses



Student

Financial aid
Enrollment
Sport participation

Available Tools/Resources



WINNING DECISIONS



Research Briefs



Custom Reporting





Why collegiate
athletics?



NFHS Participation Statistics

- More than **8 million** students participated in high school sports
 - Increased more than 210,000 participants
 - Highest ever participation
- Total includes more than **4.6 million boys** and **3.4 million girls** sport participants



High school athletic participation by state

- **Texas** remained at the top with **859,301** participants, followed closely by **California** with **834,103**.
- **5.89% increase** in student-athlete participation in California.
- Approximately **30,000 roster spots** at California four-year colleges/universities

~3.6%



College roster spots
available to California
HS athletes



Data sourced from NFHS, National Center for Education Statistics, and EADA report



NAIA Athletes: Why did they attend?

73%

Would **NOT** have attended chosen school if sport was not offered

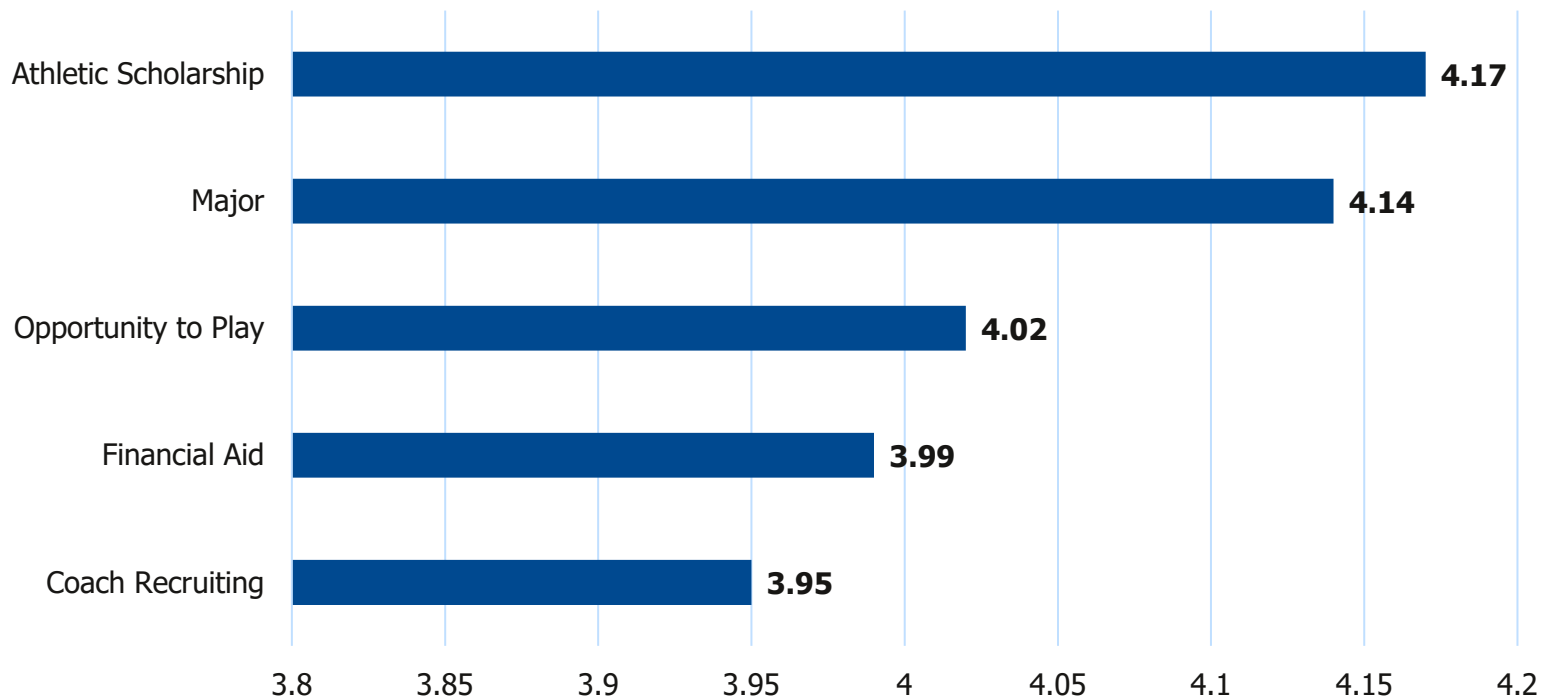
(2018 NAIA student survey)

100%

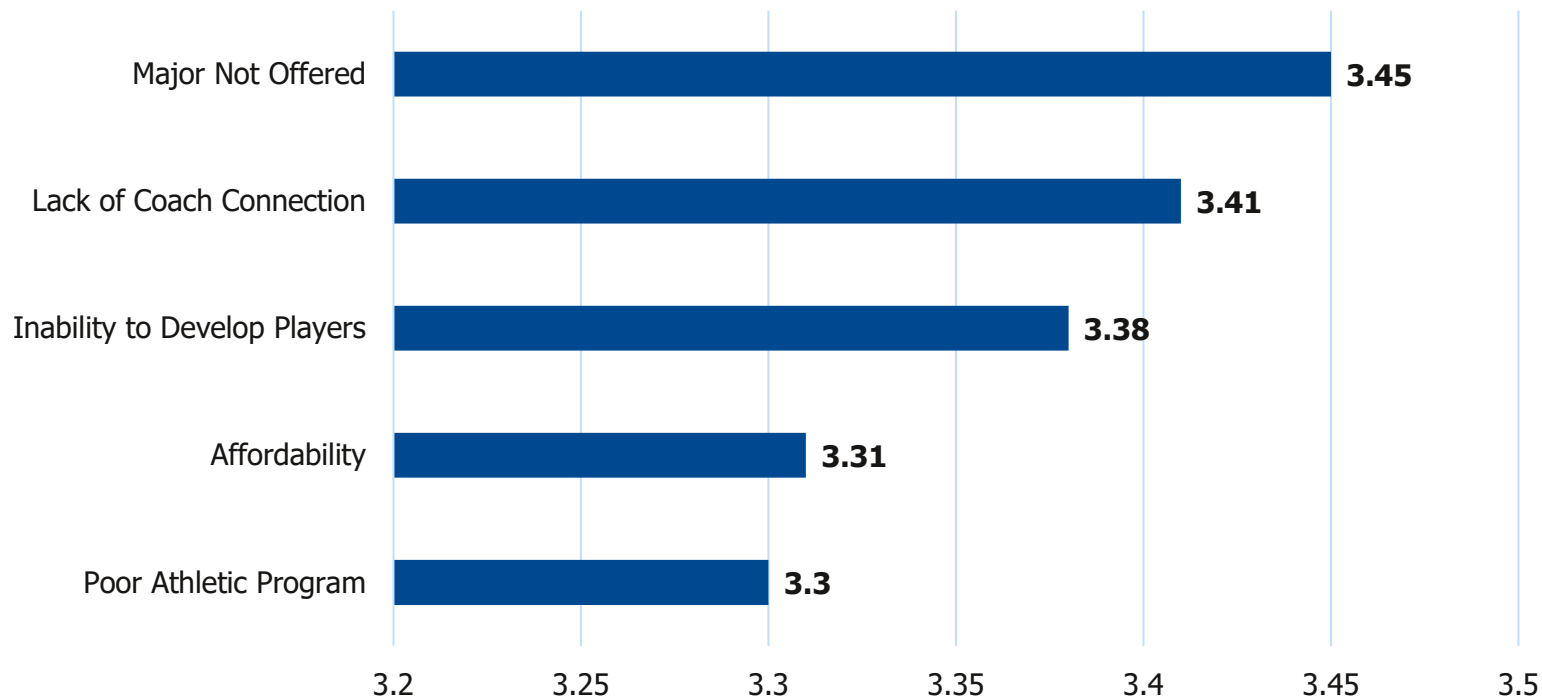
Accepted to at least one additional institution

(2018 NAIA student survey)

NAIA Student-Athlete: Top 5 Enrollment Factors



NAIA Student-Athletes: Top 5 Transfer Factors



Thank you!

