

YOUR PARTNER FOR GROWTH

Dedicated to being your partner today and into the future.

NAIA OFFERS

- A cost-effective approach to athletics — our average athletics expenditures are roughly half those of NCAA Division II.
- High-caliber, character-driven competition that enhances the collegiate experience for student-athletes
- Financial aid rules that balance academics and athletics
- Autonomy with much less bureaucracy, and
- A partnership in driving enrollment and growth that is unique in intercollegiate athletics.

As the national leader in student-athlete participation, at 15% of overall enrollment of member schools, the NAIA is now the expert in the business of collegiate athletics at small and mid-sized institutions.

MOVING FORWARD TOGETHER

The NAIA is dedicated to being your partner today – and long into the future. That’s why the NAIA is assisting our members with initiatives that increase the awareness of the NAIA to help

The NAIA was the first to

- hold a national championship basketball tournament that continues today as the longest running of its kind.
- include historically African-American institutions
- offer national championships for both men and women
- emphasize character as a way to improve the culture of sport
- host events where prospective student-athletes show their skills in front of NAIA coaches with the potential to earn scholarships.

them attract quality young people for your athletics programs and admissions office.

It starts with our NAIA Sports Showcases where prospective student-athletes show their skills in front of NAIA coaches to earn scholarships. The NAIA is the only college athletics association that offers official events with skills assessments and coaches on-site, where student-athletes and their parents can connect with NAIA schools. In addition, these events emphasize collaboration between athletics and admissions, so students and coaches can find the right fit.

In the next two years, NAIA members will add nearly 200 sports teams in both championship and emerging sports such as bowling. Whenever new generations want the competitive experience, the NAIA will be there with opportunities to play.

THE RESULT?

- Freedom to construct athletic programs within your mission and budget.
- Improved recruitment and retention.
- Stronger bottom lines.

LEADER IN CHARACTER EDUCATION

- We’re the leader in what’s best about sports — building character on and off the field. Character education and professional development for coaches, staff and student-athletes are priorities.
- Our innovative Champions of Character Live5 program is the only online character training specifically for student-athletes.
- 18,000+ college, high school and youth coaches have taken our Character-Driven Coaching course.
- 32,000+ NAIA student-athletes complete the online Learn to Live 5 course each year.
- Our commitment to hospitality and game management on the field and in the stands has made the NAIA a leader in the education and development of outstanding community leaders throughout the United States and the world.

*As per The Equity in Athletics Data Analysis Report (EADA)

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