

# Why Choose the NAIA?

The experts in the business of small college athletics

Founded in 1937, the NAIA is the intercollegiate athletic association that provides tools and opportunities for its members to drive **enrollment**, improve **retention**, and support the school's financial **bottom line**.

The association and its members excel in developing student-athletes to fulfill their personal and professional potential.

- ▶ **250+ Member Schools**
- ▶ **65,000 Student Athletes**
- ▶ **21 Conferences**
- ▶ **26 National Championships**
- ▶ **\$600MM Institutional Aid**

## The NAIA Advantage

- High-caliber athletics at a reasonable cost
- Increase enrollment through athletics
- Autonomy with limited bureaucracy
- Simple, sensible rules
- Character-driven athletics

## The NAIA Mission

The NAIA mission is to position member institutions to maximize **Return On Athletics™** (ROA) and optimize the **student-athlete experience**.

## Return on Athletics™

Through the ROA initiative, NAIA member institutions are able to better align athletics with their missions and business objectives. ROA addresses a variety of intercollegiate athletic topics including:

- Enrollment management
- Net tuition revenue
- Administrative requirements for athletics administrators
- Student-athlete success

## NAIA Student-Athletes

- Earn athletic and academic aid
- Enjoy high-quality competition and generous championship opportunities
- Benefit from rules that encourage coach-student mentorship



NATIONAL ASSOCIATION OF  
INTERCOLLEGIATE ATHLETICS



National Association of Intercollegiate Athletics  
1200 Grand Blvd., Kansas City, MO 64106 • 816.595.8000 • NAIA.org