



WHY CHOOSE THE NAIA?

Factor in the NAIA's strong level of competition and the ability to align your athletics programs with your institution's mission, and you'll soon realize: the NAIA just fits.

WHO WE ARE

We are a governing body of small college athletics programs, dedicated to enhancing the character-building aspects of sports and driving enrollment through athletics. Founded in 1937, we have a long and illustrious history of promoting opportunities to play while pursuing a college education.

WHAT WE BELIEVE

Student-athletes are at the center of our association. Their needs and ambitions guide our decisions, and we respond with initiatives to assist them in becoming quality, character-driven adults.

WHAT WE ARE

As a member of the NAIA, you'll be a part of an organization dedicated to enhancing the student-athlete experience through quality competition, character-training and more opportunities to participate in national championships. We offer services and support as member institutions expand their sports offerings and attract quality student-athletes to their campuses.

250 Member Schools

65,000 Student Athletes

21 Conferences

25 National Championships

Growing Athletic Participation

Reasonable Cost to Administer

Top Programs Spend Half of NCAA DII

Emerging Sports Growth Opportunities

Character Emphasis Drives Decisions

YOU CREATE AN ATHLETICS PROGRAM TO FIT YOUR MISSION AND BUDGET

The NAIA is a membership-driven association where the size and scope of your athletics programs are determined by YOU. This gives you the ability to carry out your mission and values without mandated requirements that significantly increase your costs.

A COMMUNITY COMMITTED TO CHARACTER

The Champions of Character program is an integral part of our members' collective commitment to positively influence young people in their athletic and personal lives. This emphasis on character sets the NAIA apart and is reinforced both on and off the field with ongoing training for coaches and student-athletes.

RULES THAT ALLOW MENTORING OPPORTUNITIES TO FOSTER RECRUITMENT AND RETENTION

In the NAIA, we believe in and support our coaches to positively influence the lives of young people. That's why our more reasonable rules allow contact and interaction that foster positive relationships, so the student-athlete and the institution find the best fit for recruitment and retention success.

INITIATIVES TO HELP ADVANCE ENROLLMENT THROUGH ATHLETICS

We know that athletics can play a key part in your enrollment strategy, and that's where the NAIA approach works. The option to offer junior varsity programs creates more opportunities for students to participate. We are expanding beyond our 25 national championships by targeting new sports that prospective students want to play. We're also engaged in initiatives to improve the national awareness of our institutions among young recruits to help your coaches find quality student-athletes who fit your programs.

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