THE RIGHT WAY FORWARD
2026 NATIONAL CONVENTION

Member Value

Member Value is the NAIA's commitment to ensure that the value our members derive from their membership is at the center of everything we do, from enhancing existing areas of operations to creating new initiatives to serve members' unmet needs. While this is not a new concept, it was formally codified through the 2021 strategic plan to bring greater clarity, consistency, and intentionality to how we prioritize and deliver value. Closely aligned with the NAIA's efforts to recruit and retain members, Member Value serves as the mechanism to ensure the NAIA delivers on its value proposition.

Prioritizing Member Feedback in Decision Making

Beginning in 2022–23, we implemented a consistent, comprehensive member survey process to ensure we continue listening, learning, and refining our approach. That member feedback has directly shaped both new initiatives and enhancements to existing programs, focused on responding to what members have told us matters most. Examples of this include:

- Elevating the experience for student-athletes at championships through improvements such as upgraded selection shows in both reliability and quality; more consistent, timely communication for participants; quality control of venues through a facility certification process; and increased visual presence at championships through signage, branding.
- Strengthening the NAIA brand and member pride through major initiatives like The Right Way to Play® campaign; free broadcasting access featuring improved quality and production; the Champions of Character® relaunch; increased digital storytelling; and thought leadership within the industry.
- Raising operational expectations paired with increased member support and resources through the Pathways program for prospective new members; a fully redesigned new member onboarding approach; an interactive and comprehensive year-long program for new NAIA ADs via the NAIA ADvantage program; and launching the Learning Hub for professional development resources and best practices.
- Improving professionalism and consistency in public-facing content through new quality control processes; investments in marketing and communications operations; and a redesigned website (coming summer 2026).
- Helping institutions reduce costs and generate additional revenue through expanded ROA® consulting efforts; creation of ROA® Winning Decisions enabling broader adoption of ROA® resources across campus; expanded third-party stipend offerings for professional development opportunities across the industry; and innovative partnerships leveraging members' collective buying power.
- Re-recruiting and re-engaging members through clearer value messaging focused on member benefits; enhanced conference liaison program and touchpoints between staff and

membership leaders; and renewed focus on embedding member benefits within national partner arrangements.

This work reflects a consistent focus: listening to our members and responding in meaningful, tangible ways.

You will note that there are references to a number of these specific areas of operation elsewhere throughout these reports. The presence of member value in all parts of our strategic plan is intentional and is a direct reflection of our view that everything we do should deliver value to our members.

Measuring Success

Over time, the quantitative metrics from this survey process have provided valuable benchmarks to hold ourselves accountable. Across our key metrics, we continue to see strong and sustained improvement:

- Value metric has increased steadily over time, rising from the 66% in FY23 to 77% in FY25, reflecting growing member recognition of the value delivered by NAIA programs and services
- Net Promoter Score (NPS) has shown significant growth, increasing from 11 in FY23 to 28 in FY25, indicating a meaningful rise in member loyalty and willingness to recommend the NAIA
- Customer Service Satisfaction has also improved consistently, now at 82% overall, with particularly strong performance in staff knowledge and responsiveness

These trends show consistent growth across key constituent groups, reinforcing that the NAIA is making measurable progress in delivering value to its members. While we are encouraged by this momentum, we are not letting up and remain focused on member feedback, including awareness of partner benefits, continued enhancements to technology platforms, and targeted engagement with specific member groups.

Looking Ahead

Member Value will continue to serve as a guiding framework for the NAIA's strategic and operational priorities. With stronger data, clearer insights, and continued engagement with our membership, we are well-positioned to build on this momentum and deliver both strong member retention and members who are enthusiastic advocates for the NAIA experience.