THE RIGHT WAY FORWARD
NAIA 2026 NATIONAL CONVENTION

Potential Student-Athlete Platform

In recent years, the national office has identified significant limitations in its ability to communicate directly with student-athletes. Current efforts rely on NAIA channels (website, social media, etc.) and a trickle-down approach through various governance groups, resulting in communication that is limited in its efficacy, inconsistent in its reach, and time-intensive to execute.

This presents two key challenges: as the NAIA expands programming for student-athletes, the impact is diminished by the inability to effectively share those resources, and the lack of direct communication restricts the ability to gather meaningful feedback—limiting efforts to fully incorporate the student-athlete voice in NAIA decision-making.

Following an RFP process, the national office has partnered with Proof Positioning and Dark Horse Insights to study student-athlete behavior and digital engagement. From March through June, the firms will analyze content and platform trends to better understand how today's student-athletes interact in digital spaces. The research will guide data-driven engagement strategies and offer insights that can strengthen NAIA operations, regardless of the implementation timeline.