THE RIGHT WAY FORWARD
2026 NATIONAL CONVENTION

Value Proposition

As referenced in the Member Value report, the NAIA is committed to framing our work from the membership experience and perception of value. Now five years into this Member Value work, we took the opportunity to step back and assess what we have learned—what members value most, where we are delivering effectively, and where we must continue to evolve. A key takeaway is the importance of focusing not simply on the programs and services we provide, but on the outcomes and benefits those efforts create for our members. This perspective informed how we articulate the value of NAIA membership, and we have refined our value proposition accordingly.

NEW NAIA Value Proposition

As the national leader in education-based athletics, the NAIA creates a foundation where academics and athletics thrive together – *The Right Way to Play.*

The NAIA experience is defined by five core elements:

- **Character-driven athletics:** Builds character, leadership, and lifelong success in student-athletes.
- **Experts in the business of small college athletics:** Strengthens recruitment, retention, and financial sustainability.
- **High-level competition, unmatched value:** Delivers elite competition with broad access to national championship opportunities.
- **Mission-aligned autonomy:** Empowers each school's ability to align athletics with its mission.
- **Member-led governance:** Ensures members have a strong voice in shaping the Association's direction.

Looking Ahead

Recognizing this new value proposition is not just new verbiage but rather a compass for how we fulfill our mission, it will be positioned at the center of what we do. It will begin to appear on our website and in various other public-facing materials, as well as communications with both members and prospects. We will also continue to identify specific ways in which we will advance these foundational elements of the NAIA member value.