



ROA Insights

ROA Insights is the first membership tool that provides members access to institutional-level data analytics, focusing on student-athlete enrollment, retention, and institution's net return.

This free, online platform shows how specific efforts and adjustments to an athletics program can affect the overall health of an institution at an operational level.

CURRENT INSIGHTS' FEATURES

- Year-over-year comparisons to assess athletics' effectiveness in driving institutional goals
- Peer institution comparisons to identify potential options for growth and effectiveness
- Net return calculator that provides estimated return based on a number of adjustable factors

INSTITUTIONAL PARTICIPATION REQUIRED BY ALL

All NAIA institutions are required to submit ROA data via the NAIA Year-End Report each December.

QUESTIONS?

Contact Alan Grosbach at agrosbach@naia.org or 816.595.8120.

ROA DATA REQUIREMENTS

General Data Points

- Undergraduate enrollment
- Tuition
- Housing options and corresponding costs
- Meal plans and corresponding costs

Data per Student-Athlete*

- Demographics
- Type of tuition (in-state, out-of-state)
- Housing selection and cost
- Meal plan and cost
- Types of institutional financial aid received including athletics, academics, and need-based
- Sport participation and level (varsity, junior varsity)
- Duration of sport participation
- Enrollment and persistence
- Degree completion

Data per Sport

- Revenue
- Recruiting expenses
- Personnel expenses
- Operational expenses
- Postseason expenses

*Data will need to be provided for each student-athlete for a one or two-year period. All student-athletes enrolled for at least one academic term during this two-year period should be included.