



ROA[®]

POWERED BY **NAIA**[®]

**WINNING
DECISIONS**

MAXIMIZING ATHLETIC DEPARTMENT RETURNS

ABOUT WINNING DECISIONS

NAIA's Winning Decisions is a tailored educational program within the Return on Athletics[®] (ROA) platform designed to empower executives to optimize financial returns and student success. It's a unique resource exclusively for NAIA members, providing actionable, data-driven strategies to improve the business performance of your institution.

WHAT YOU'LL LEARN

You'll gain the skills and insights needed to navigate the complexities of athletic department enrollment, finance, and student success effectively. You'll learn how to calculate your institution's net return from specific athletic programs and utilize KPIs to measure and compare performance. Through ROA data analysis, you'll identify areas for improvement and cost-saving opportunities while also developing strategies to increase student-athlete enrollment and retention.

By understanding the impact of athletic programs on overall institutional strategies and implementing data-driven decision-making processes, you'll optimize resources to drive success. Additionally, you'll learn to leverage benchmarking tools to assess performance relative to peer institutions, interpret trends and patterns in athletic department KPIs, and collaborate with stakeholders to align athletic department goals with institutional objectives.

FROM PROVING VIABILITY TO GROWING SUSTAINABLY

Maximize your athletic department's performance:



Make informed decisions based
on data-driven insights.

Increase revenue streams.

Enhance enrollment and
retention rates.

Optimize resource allocation
for maximum efficiency.

Identify growth opportunities
within existing programs.



GET STARTED

MASTERING WINNING DECISIONS IN FOUR MODULES

1

Foundations:

Overview of ROA's purpose and how winning decisions empowers executives.

Time estimate: 30 minutes

2

Four KPIs to Know:

Exploring KPIs and financial optimization strategies.

Time estimate: 30 minutes

3

Using ROA to Elevate and Grow Current Sports Programs:

Techniques to evaluate and grow existing athletic programs.

Time estimate: 30 minutes

4

Using ROA to Inform Decisions Through Comparison:

Utilizing benchmarking and goal-setting tools for strategic insights.

Time estimate: 45 minutes

START HERE

LOGIN LOGISTICS

- 1) Login to [NAIA Connect](#)
- 2) Navigate to The Learning Hub on top navigation bar
- 3) Select Winning Decisions

CONTACT INFO

For queries or assistance with Winning Decisions or Return on Athletics, contact NAIA ROA Director [Alan Grosbach](#).

LOGIN TROUBLESHOOTING

To access Winning Decisions, you must first have access to NAIA Connect.

If you are having trouble logging in, go to naiiaconnect.org and enter your username, which is your email address with ".naia" added to the end (example: if your email is jsmith@bethel.edu, your NAIA Connect username is "jsmith@bethel.edu.naia"). Then click "forgot password" to reset your password.

Should you encounter any issues while using NAIA Connect, please email us at naiiaconnectsupport@naia.org.



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