

SHOULD YOU ADD A SPORT?

Is your school considering adding a new sport to your athletics program? Which sport would make the most sense? How much do specific sports cost peer institutions? Use ROA to evaluate opportunities for the addition of new sports.

EXECUTIVE BRIEFING

FAQ

HOW DO I FIND THE COMPARISON TOOL?

- 1) Access ROA through roa.myNAIA.org
- 2) From the ROA homepage, navigate to "Comparison" then "Dashboard"

HOW DO I CREATE A PEER GROUP?

Select your desired attribute from seven filters, not all have to be used, to create peer or aspirational populations to compare against your institution.

Academic Year
Enrollment Size
Cost of Attendance
Number of Sports

Conference
Sport
School Type

HOW DO I EVALUATE NEW SPORT POTENTIAL?

Filter your audience and select the sport you wish to explore. If you don't currently offer that sport, your column will be blank, but the comparison side will be populated to see the average, median and range for each measurable KPI.

To start understanding the impact of sports on nine measurable KPIs, navigate to ROA's Comparison tool and experiment. You can filter to peer or aspirational audiences and down into sport-level data.

SPORT ADDITION

Evaluate the viability of adding a new sport by comparing like-institution data, researching operating expenses and setting realistic targets.

Uncover how much peer audiences are discounting at the sport-level



Find individual sport operating expenses for like-institutions and how much revenue those student-athletes contribute to your bottom line



Set realistic targets for your institution on roster size and retention rate for each sport



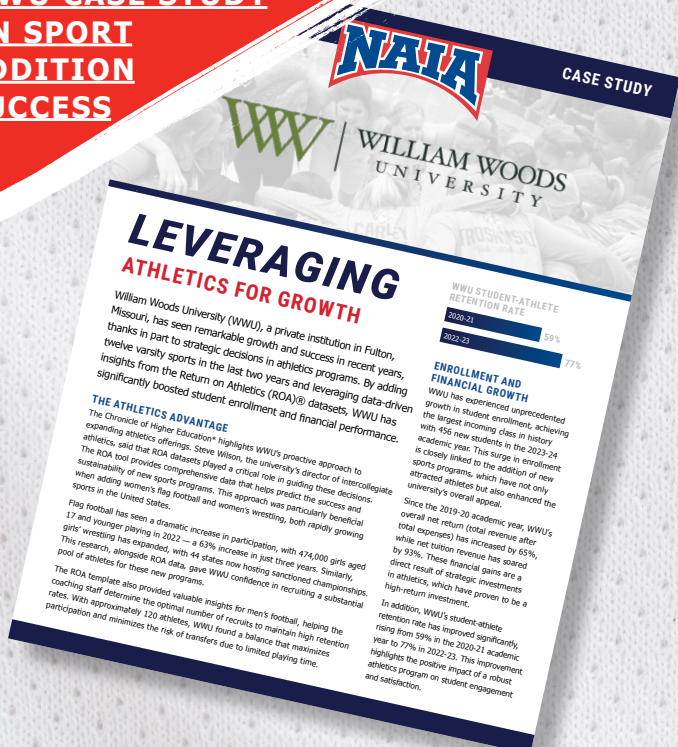
NON-VARSITY OR JV PROGRAMS

Different factors impact the decisions of different institutions. In some cases, an institution may not have the facilities capacity to add an entirely new sport, so instead consider the addition of non-varsity or JV participation. ROA allows you to look at the impact that non-varsit enrollment is having on peer institution campuses.

CUSTOM ANALYSIS

If the level of data is not presented, custom reporting is also available to give NAIA members the additional information required to make a sound business decision.

WWU CASE STUDY ON SPORT ADDITION SUCCESS



READY TO MAKE WINNING DECISIONS?

Learn to navigate, decipher and deploy ROA data by exploring **Winning Decisions**, a tailored educational program designed to empower cabinet members with athletics insights.

[Login to Winning Decisions](#) through the NAIA Connect learning hub. Winning Decisions consists of four modules, breaking down information into digestible segments for optimized learning.

CONTACT INFO

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