

ATHLETICS AND YOUR BOTTOM LINE

Return on Athletics® (ROA) helps institutions evaluate the impact of student-athlete enrollment by centralizing athletics data, allowing analysis of financial contributions by department, sport, and student type.

EXECUTIVE BRIEFING

FAQ

HOW DO I ACCESS MY KPI DASHBOARD?

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

HOW CAN I DOWNLOAD MY ANNUAL REPORT?

From the **Institution** navigation, select **Printable Report**.

HOW CAN I EVALUATE EFFICIENCY BY SPORT?

- 1) While in your Dashboard, use the **Filter Selection** options above Net Return.
- 2) You may filter KPI information by sport as well as year and sport gender.

HOW DO SPORTS CONTRIBUTE TO MY BOTTOM LINE?

ROA automatically calculates nine athletics KPIs essential to your department’s success, which can be filtered from institution-level down to individual sport-level:



NET RETURN



TOTAL COST REVENUE



FINANCIAL AID



NET TUITION REVENUE



STUDENT-ATHLETE ENROLLMENT



DISCOUNT RATE



RETENTION RATE

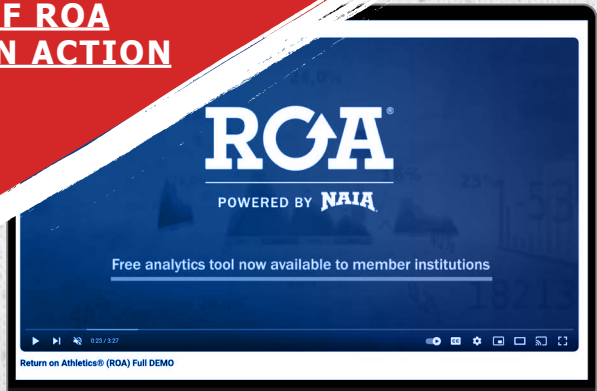


SPORTS REVENUE



SPORTS EXPENSES

**SEE A DEMO
OF ROA
IN ACTION**



**WINNING
DECISIONS**

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](#).