

COMPETITIVE BENCHMARKING

Return on Athletics® (ROA) provides members access to year-over-year trends and comparative data from conference and national peer institutions to evaluate and maximize business performance. Make decisions regarding athletic funding, sport additions or changes, ideal roster size, financial aid, and more through competitive analysis.

EXECUTIVE BRIEFING

FAQ

HOW DO I FIND THE COMPARISON TOOL?

- 1) Access ROA through roa.myNAIA.org.
- 2) From the ROA homepage, navigate to **Comparisons** 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	Conference
Enrollment Size	Sport
Cost of Attendance	School Type
Number of Sports	

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.



USING THE COMPARISON TOOL

Experiment with ROA's comparison tool to establish peer or aspirational populations to compare across KPIs like sports revenue or expenses, net return, enrollment and discount rates to:

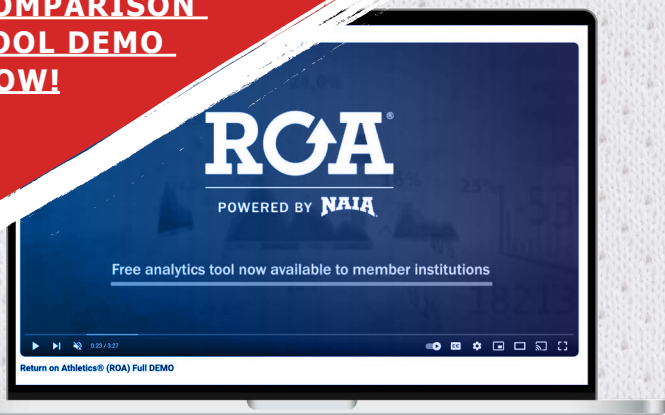
UNDERSTAND
the viability of sport additions by comparing against like peers

EVALUATE
the finances of the department or sport program

CONSIDER
the addition of non-varsity or JV programs to your bottom line

COMPARE
retention rates of various programs

**WATCH THE
COMPARISON
TOOL DEMO
NOW!**



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](#).