



Should I stay or should I go? Trends in Student-Athlete Enrollment and Retention

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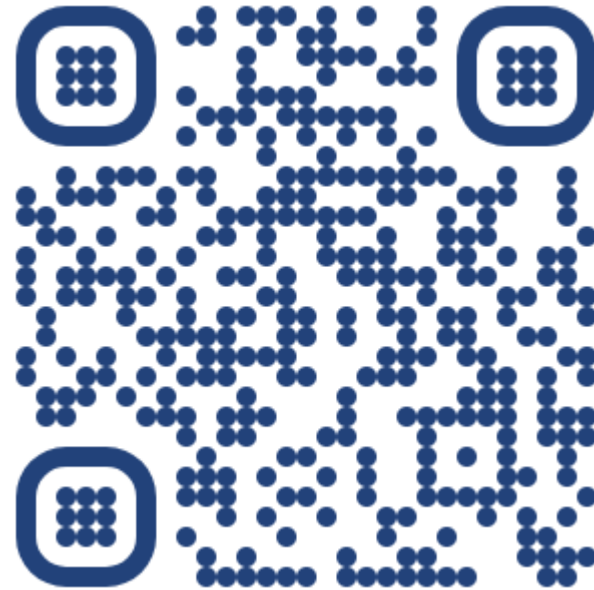
*VP for Student Life/Enrollment,
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A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire scene is overlaid with a semi-transparent blue filter. The text 'Student-Athlete Enrollment' is centered in white, sans-serif font.

Student-Athlete Enrollment

High School



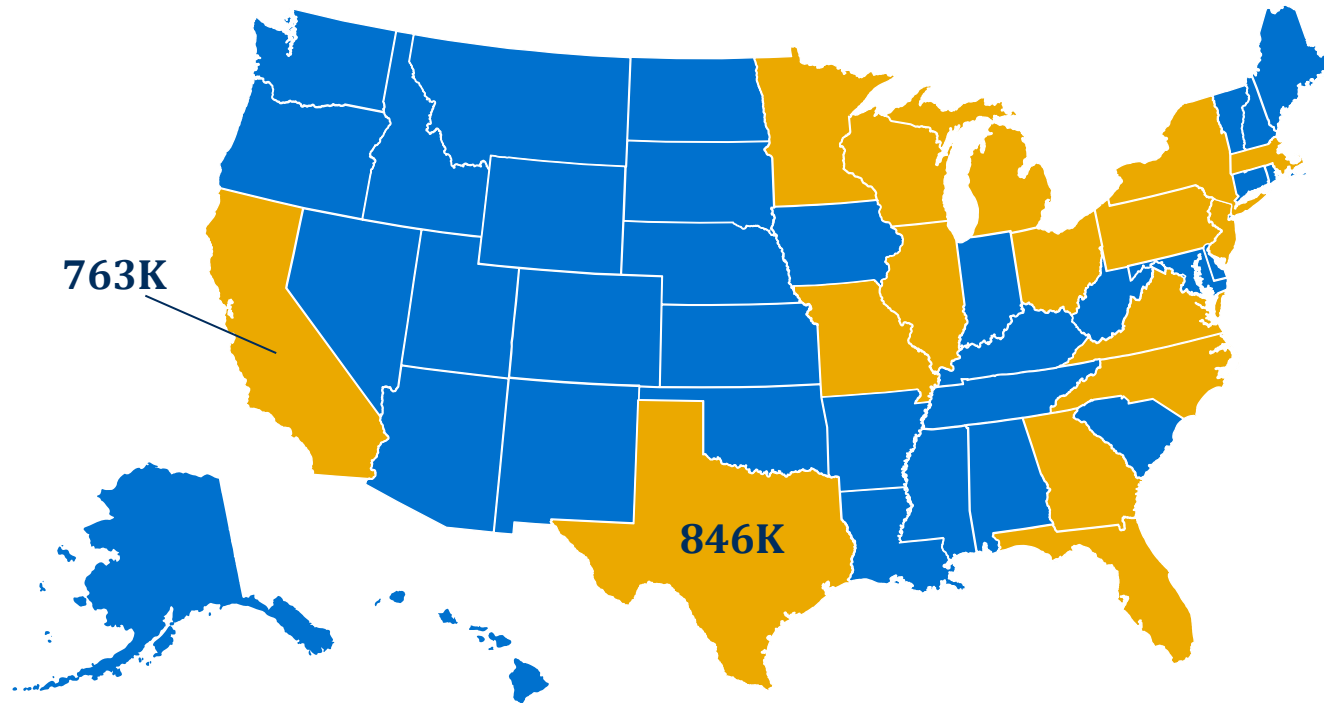
15.4 million
high school students
(Department of Ed. – Fall 2021)



7.62 million
high school student-athletes
(National Federation of State High School Associations)

National Federation of State High School Associations

States with more than 150K high school sport participation



Athletes: Why did they attend?

73%

Would **NOT** have attended chosen school if sport was not offered
(2018 NAIA student survey)

100%

Accepted to at least one additional institution
(2018 NAIA student survey)



How many collegiate student-athletes are there?

~707K



Total Student-
Athletes

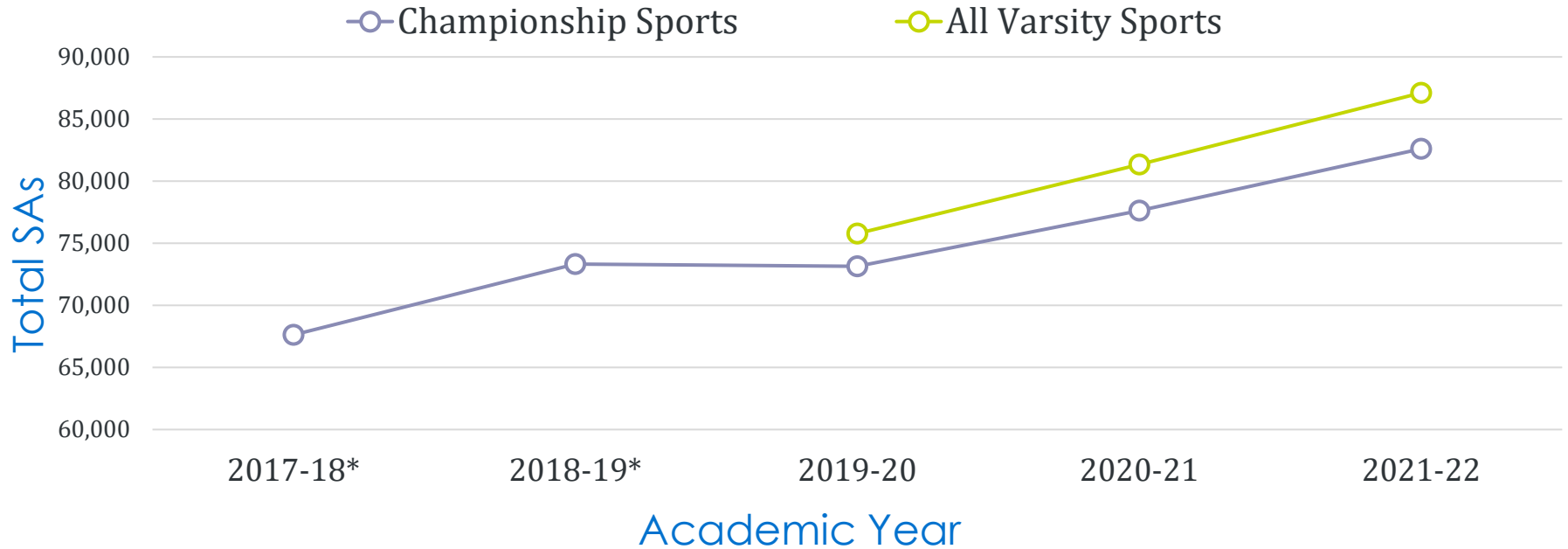
Association	Total Student-Athletes by Division	% Change
NAIA	87,093	7.07%
NCAA DI	192,103	2.52%
NCAA DII	131,846	6.00%
NCAA DIII	204,678	9.80%
NJCAA*	65,000	--
CCCAA*	26,000	--

Source: NAIA Return on Athletics Data; NCAA Sport Participation Report

*numbers are estimated based on data from association website

NAIA Varsity Sport Participation

5-year student-athlete enrollment trend



Source: NAIA Return on Athletics & Year-End Data

*Reporting only tracked championship sports



NAIA SA enrollment facts & figures

- In 2021-22, on average student-athletes accounted for **38%** of undergraduate enrollment.
- Institutions averaged **358 student-athletes**.
- Football colleges/universities averaged **525 student-athletes**.
- Athlete enrollment averaged **\$4 million in net return**.

38%



Avg. %
Student-Athletes



Source: NAIA Return on Athletics Data



Top Five NAIA Growth Sports

Sport	3-Year % Change
(W) Wrestling	72.71%
Esports	70.65%
(W) Flag Football	54.48%
(M) Volleyball	43.84%
(M) Swimming & Diving	28.57%

Source: NAIA Return on Athletics Data

Bottom Five NAIA Growth Sports

Sport	3-Year % Change
(W) Cross Country	3.71%
(W) Lacrosse	4.10%
(W) Track	4.86%
(W) Basketball	4.95%
(M) Cross Country	6.24%

Source: NAIA Return on Athletics Data





Student-Athlete Retention



Retention Defined

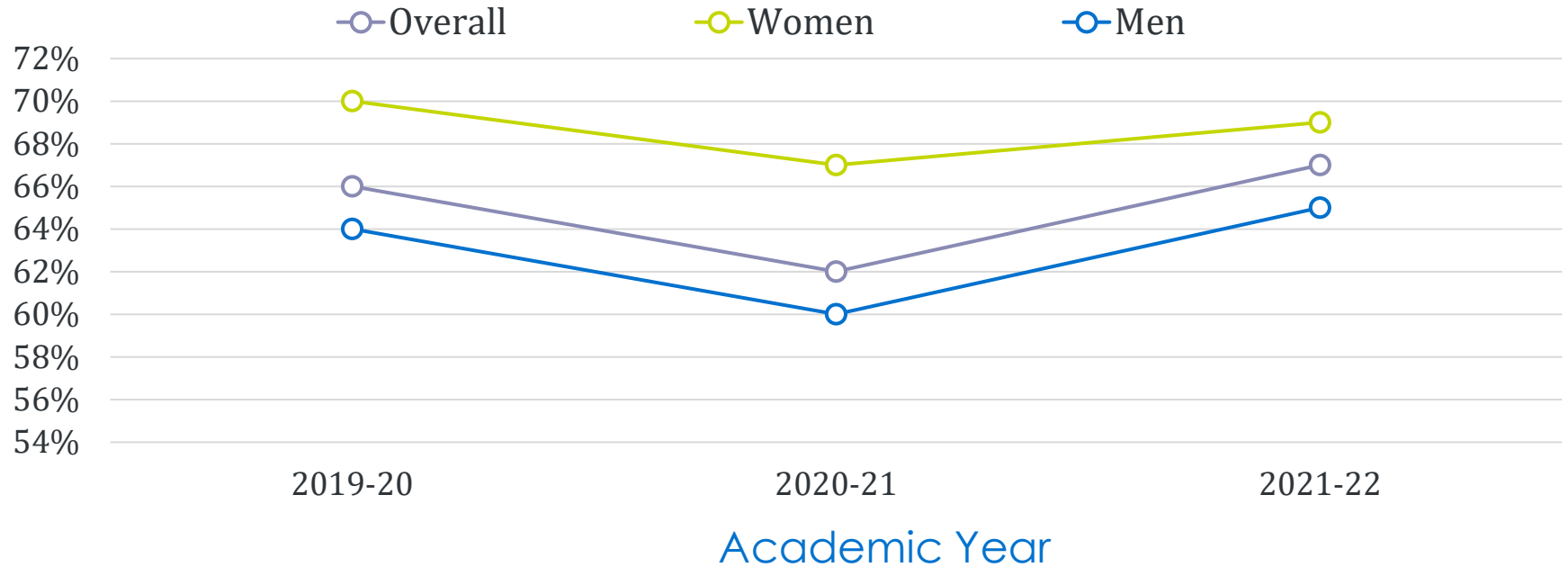
The percent of student-athlete returning to the same institutions (excluding graduates).

Basic Formula:

= Returning Students / (Total Students – Graduates)

Overall Student-Athlete Retention

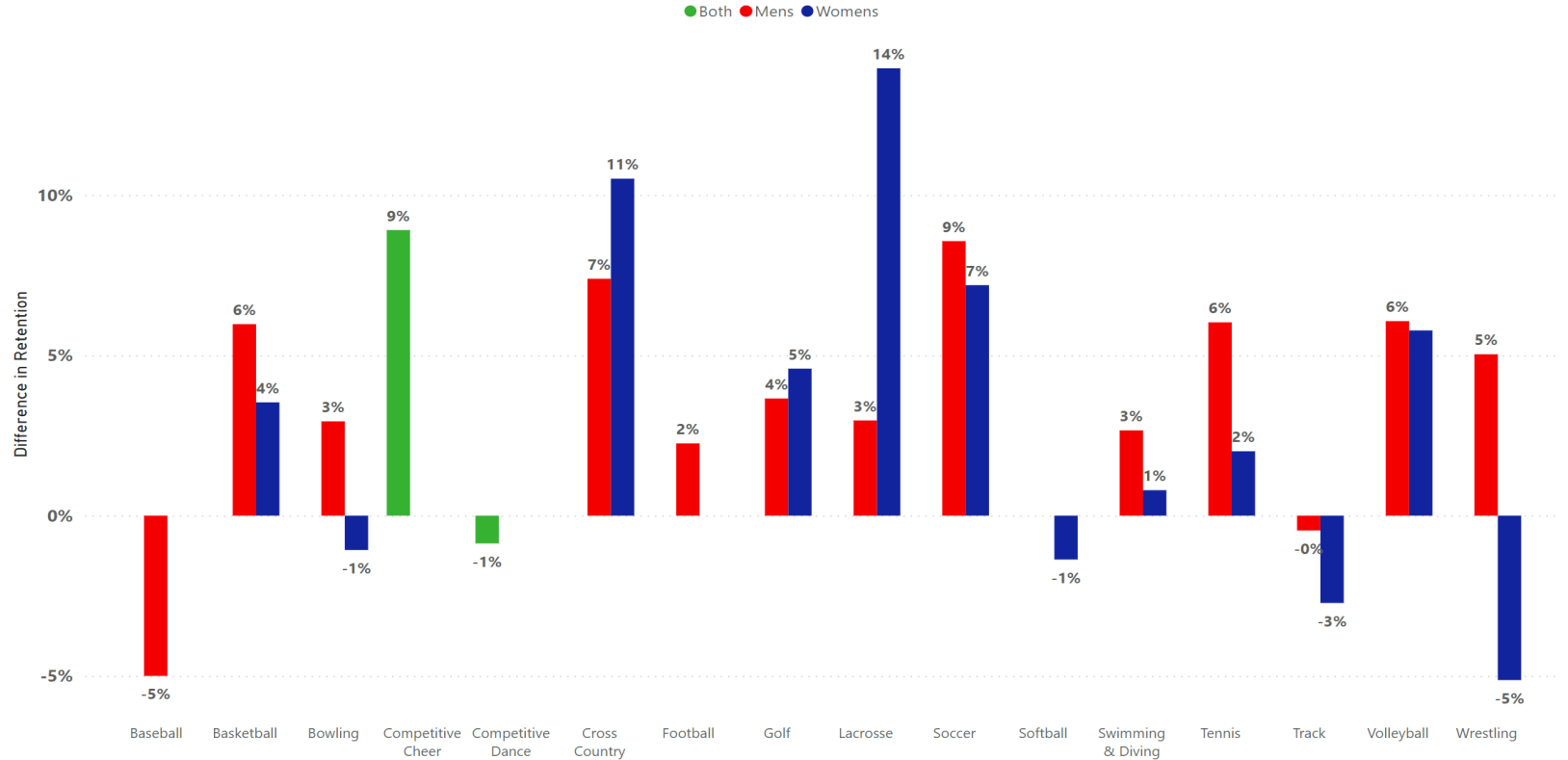
3-year trend



Source: NAIA ROA data

Retention Rate by Sport

Retention change from 20-21 to 21-22



Retention by Sport

Top Five Retaining Sports



Sports	Retention
(W) Lacrosse	90%
(W) Cross Country	84%
(W) Golf	81%
(W) Swimming	78%
(M) Golf	77%

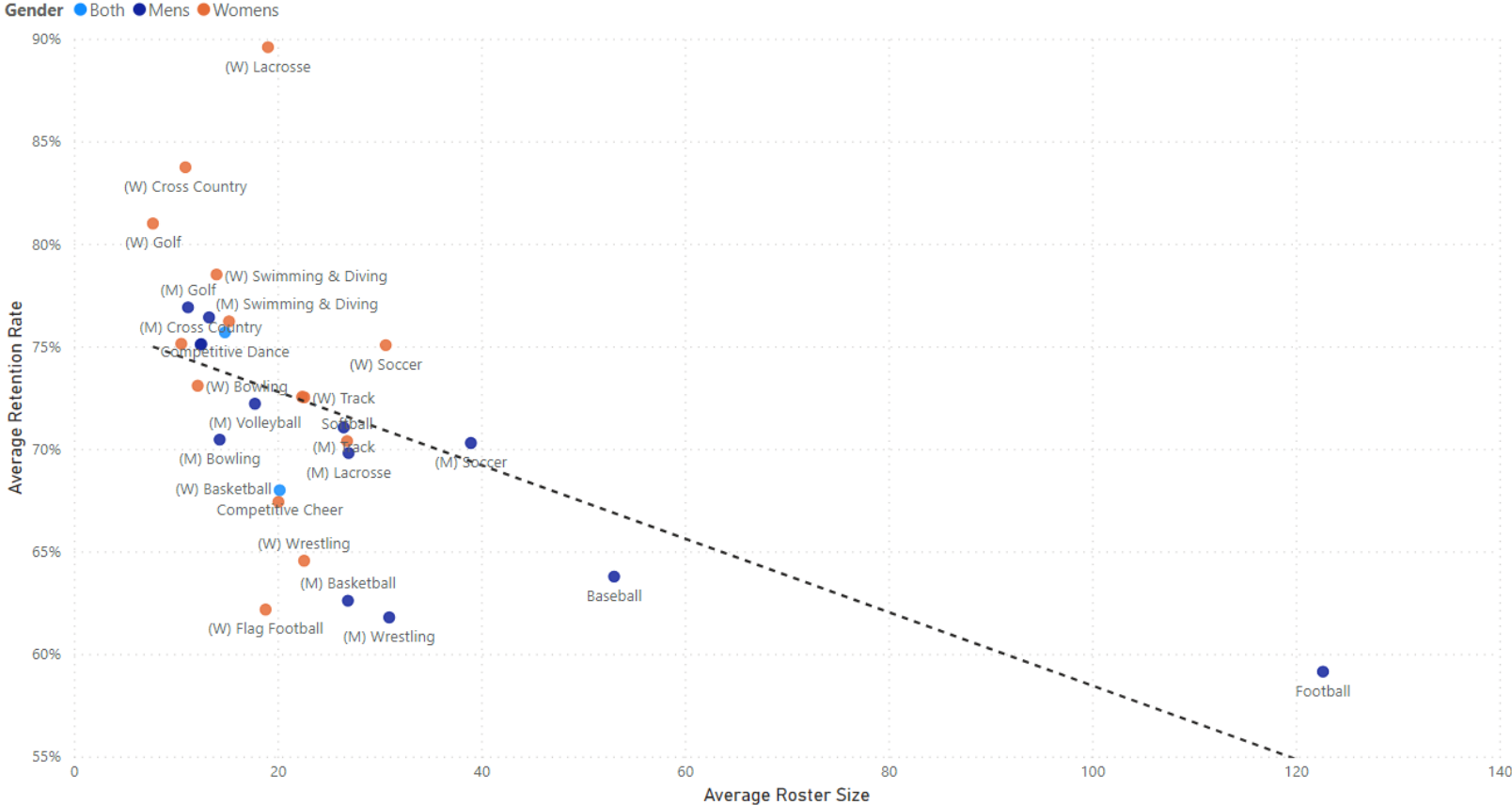
Retention by Sport

Bottom Five Retaining Sports

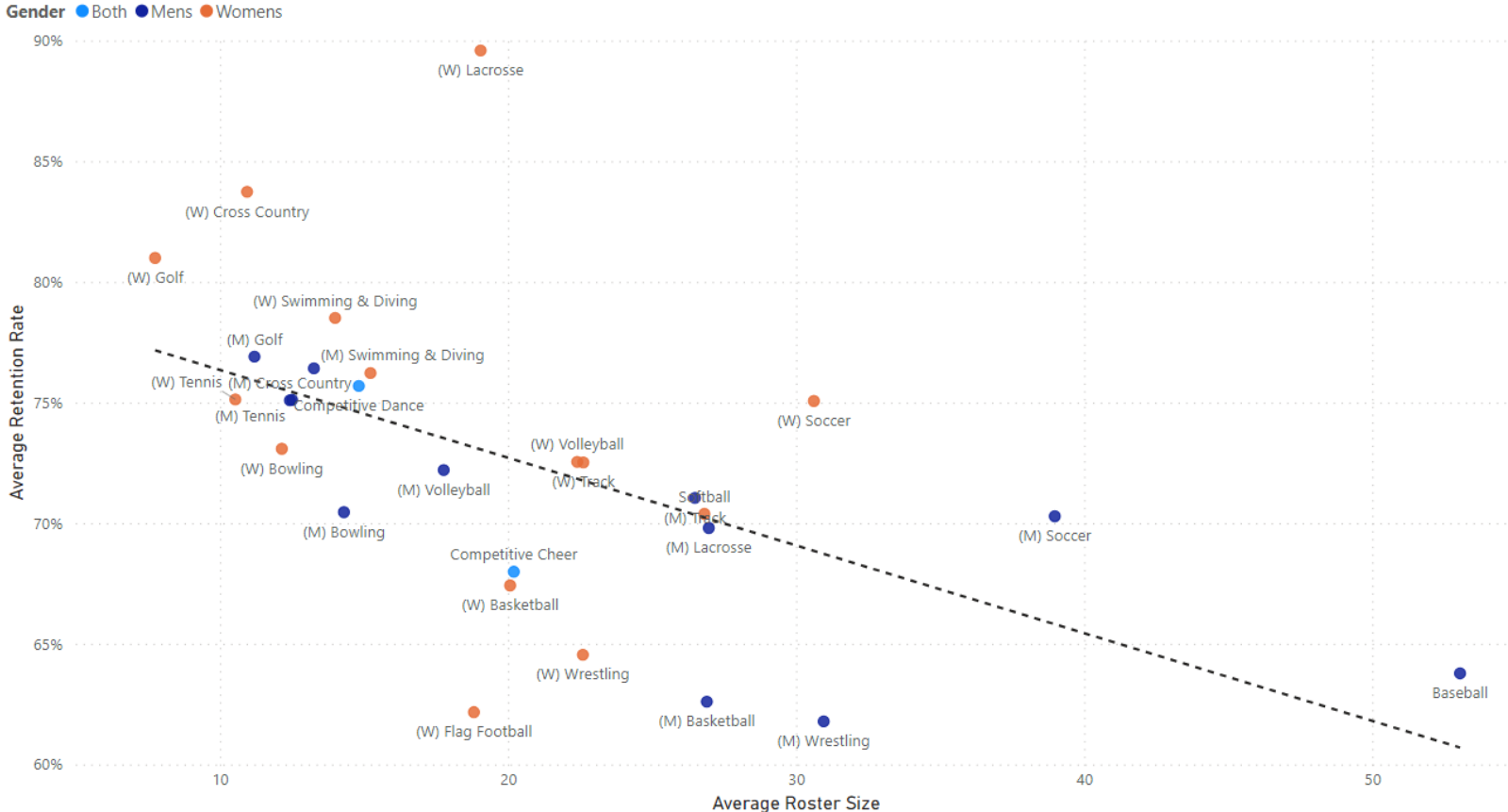
Sports	Retention
Football	59%
(M) Wrestling	62%
(M) Basketball	63%
Baseball	64%
(W) Wrestling	64%



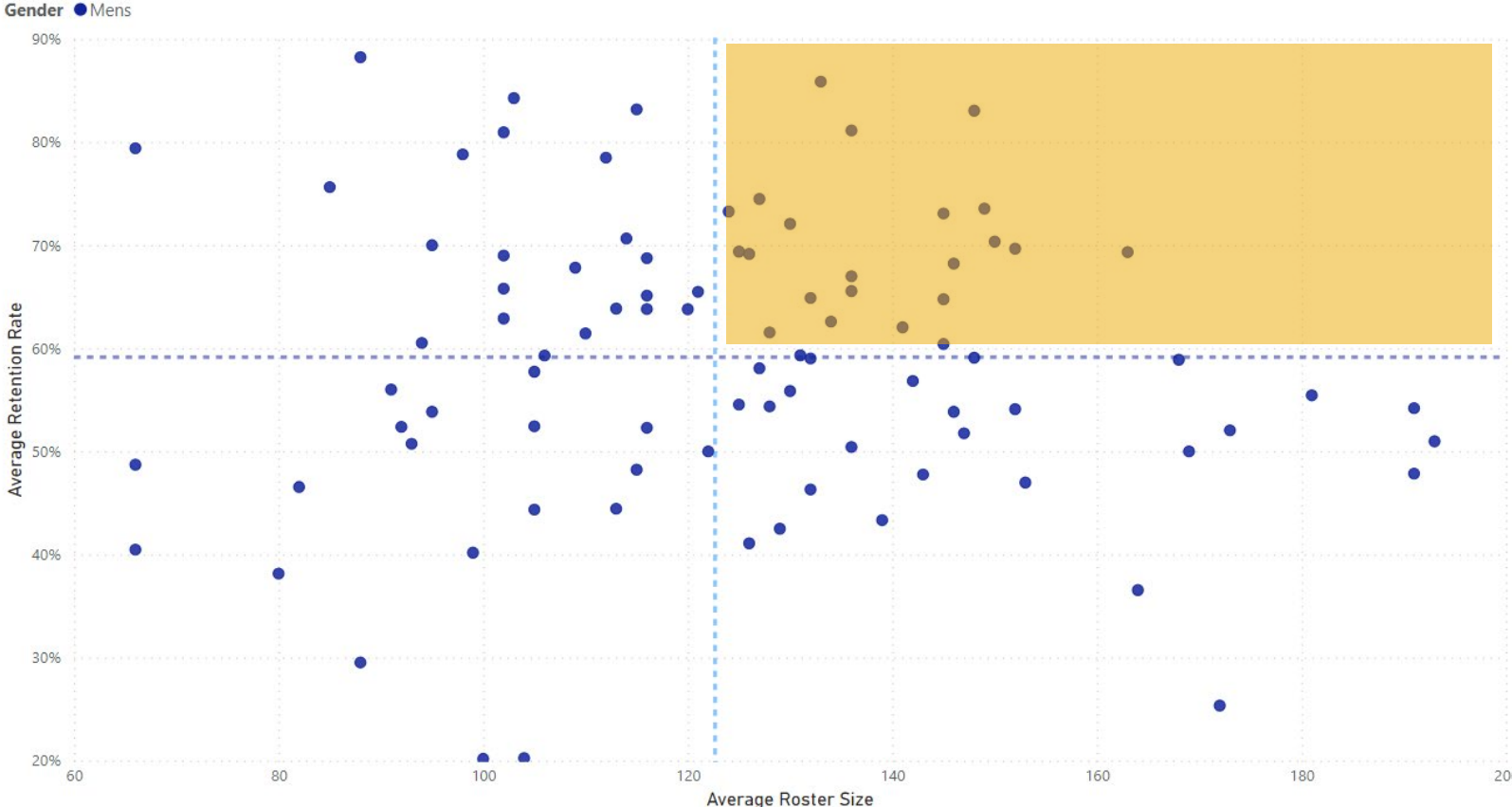
Roster Size and Retention



Roster Size and Retention



Roster Size and Retention - Football





Additional Retention Takeaways

- To date, we've found **no** significant correlation between discount rate and retention
- At an overall department level, junior varsity programs **do not** appear to have a negative impact on retention.
- First-generation student-athlete retention is about equal to non-first-generation peers.

A group of people are gathered around a desk, engaged in a study session. One person is writing in a notebook while others look on. The scene is dimly lit with a blue overlay. The text 'Q&A w/ Terri Curry' is centered over the image.

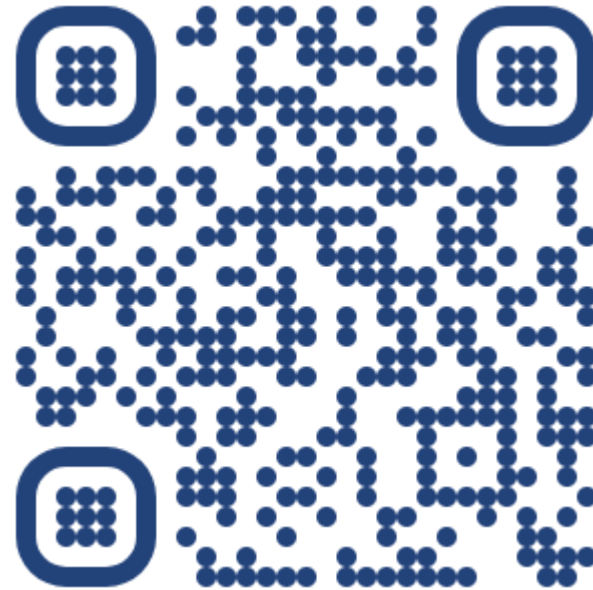
Q&A w/ Terri Curry

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“Sport is no longer a transactional process but now it’s a *transformational* process which is what we all desire.”

Tony Hoops, Athletics Director, Bethel College (Kan.)

