

NAIA SportsMark Plus FAQ

What is NAIA SportsMark Plus?

SportsMark Plus is a benchmarking and analysis tool built to help colleges and universities develop a clearer picture of how athletics contribute to their institution and understand how they compare to other schools.

How is NAIA SportsMark Plus different from SportsMark?

SportsMark and SportsMark Plus are different in several very important ways. SportsMark Plus is much more in depth and provides significantly more detail in each area of the report.

SportsMark reports in the areas of participation by sport, financial aid by sport and revenue per sport (cost of attendance minus financial aid). All SportsMark data is pulled from the year-end report submitted by each institution to the NAIA.

SportsMark Plus uses data collected directly from the institution and provides sport by sport analysis and benchmarking in the areas of demand, athlete persistence, revenue & expenses and community contribution. While these areas are similar to SportsMark, SportsMark Plus provides a much greater detail.

How is SportsMark Plus connected to the NAIA?

The Austen Group and the NAIA have partnered together to provide both SportsMark and SportsMark Plus to NAIA institutions. The goal of this relationship is to provide useful data-driven tools that help strengthen institutions, conferences and the association.

Where does the data come from?

All data in the SportsMark Plus is submitted by the institution to the Austen Group. The only exception is High school participation information, which is collected from The National Federation of High Schools.

Is there benchmarking data?

Yes, benchmarking data is available. If your conference signs up for SportsMark Plus as a group, then you will have conference benchmarking data in addition to national benchmarking data. Our primary concern with sharing benchmarks is to protect individual schools' data. In that effort, comparisons are only available in the aggregate showing 25th, 50th and 75th percentiles. It is never possible to compare one individual against another.

Is our data private?

Yes, our primary concern in providing benchmarking data is to protect the privacy of each participating institution. Benchmarking data for any group is not allowed until there are enough institutions within that group to ensure data privacy. When displayed, benchmarking data is only seen in the aggregate with the 25th, 50th and 75th percentiles shown.

What are the definitions of each of the four SportsMark Plus components?

SportsMark Plus is made up of four components: Demand, Persistence, Revenues & Expenses, and Community Contribution. These four components are combined to create an index score for each sport.

Demand:

Made up of two parts- Internal and External. Internal demand is simply the percentage of undergraduate students participating in each sport. External demand is the percentage of high school athletes participating in each sport across a user defined geographic area.

Persistence:

Considers both third semester retention and four year graduation rate for freshman and third semester retention or graduation by that time for transfer students.

Revenues & Expenses:

Revenue streams considered include: tuition revenue, designated gifts and generated revenue. Expenses include operating expenses, personnel costs, recruiting costs and both Athletic Financial Aid and general Institutional gift aid. Expenses per student, revenue per student and total net revenue are calculated for each sport.

Community Contribution:

Currently considers average gpa for each sport. We are considering including win/loss records, and awards received.