



rni national conference
leading ai innovation
empowering higher education

Game On! Success Through Student-Athlete Enrollment

Dr. Jonathan Shores – Chief Enrollment Officer & Executive VP – University of the Cumberlands (Ky.)

Haley Wesley – Executive Vice President of Enrollment Management & Marketing – Bethany College (Kan.)

Alan Grosbach – Director of ROA® - National Association of Intercollegiate Athletics

The Game Plan

1. Align on the current athletics landscape
2. Panel discussion:
 - The strategic intersection of athletics and enrollment
 - Key markers for successful recruitment and retention of student-athletes
 - Techniques for optimizing enrollment outcomes
3. Q&A

The current athletic landscape





High School Athletics

National Federation of State High School Associations

HS athletics participation survey (2022-23)

- More than **7.8 million** students participated in high school sports
 - Increased of nearly 240,000 participants
 - The first increase since 2017-18
- Total includes more than **4.5 million boys** and **3.3 million girls** sport participants



High school sport trend - highlights



Wrestling: Boys wrestling **increased by 10%**, adding nearly 25,000 participants – the largest since 2014-15. Girls wrestling **increased 55%**, reaching a new record of 49,127.



Girls flag football: A total of 20,875 girls participated in flag football in 2022-23 – an **increase of 32%**.



Football: Surpassed one million participants, with an **increase of 5.6%**.



Esports: Participation data was captured for the first time with 20,001 boys and 3,921 girls recorded.

High school athletic participation by state

- **Texas** remained at the top with **827,446** participants, followed closely by **California** with **787,697**.
- New York, Illinois, Ohio, Pennsylvania, Florida, New Jersey, Michigan, and Minnesota rounded out the top 10.
- By percentage Mississippi (88%), Maine (86%), Iowa (83%), Alabama (80%) and Nebraska (80%) make up the top five.

Data sourced from NFHS and National Center for Education Statistics

51%

Percent of total high school students that participate in sport



College Athletics

Collegiate student-athletes

Student-athlete enrollment

Association	Total Student-Athletes	% Change since 2019-20
NAIA	85,422	13.71%
NCAA DI	192,068	2.58%
NCAA DII	134,851	8.04%
NCAA DIII	205,594	9.17%
NJCAA	58,673	--

~677K

Total student-athletes across NAIA, NCAA and NJCAA

Collegiate student-athletes

Median % of undergraduate enrollment

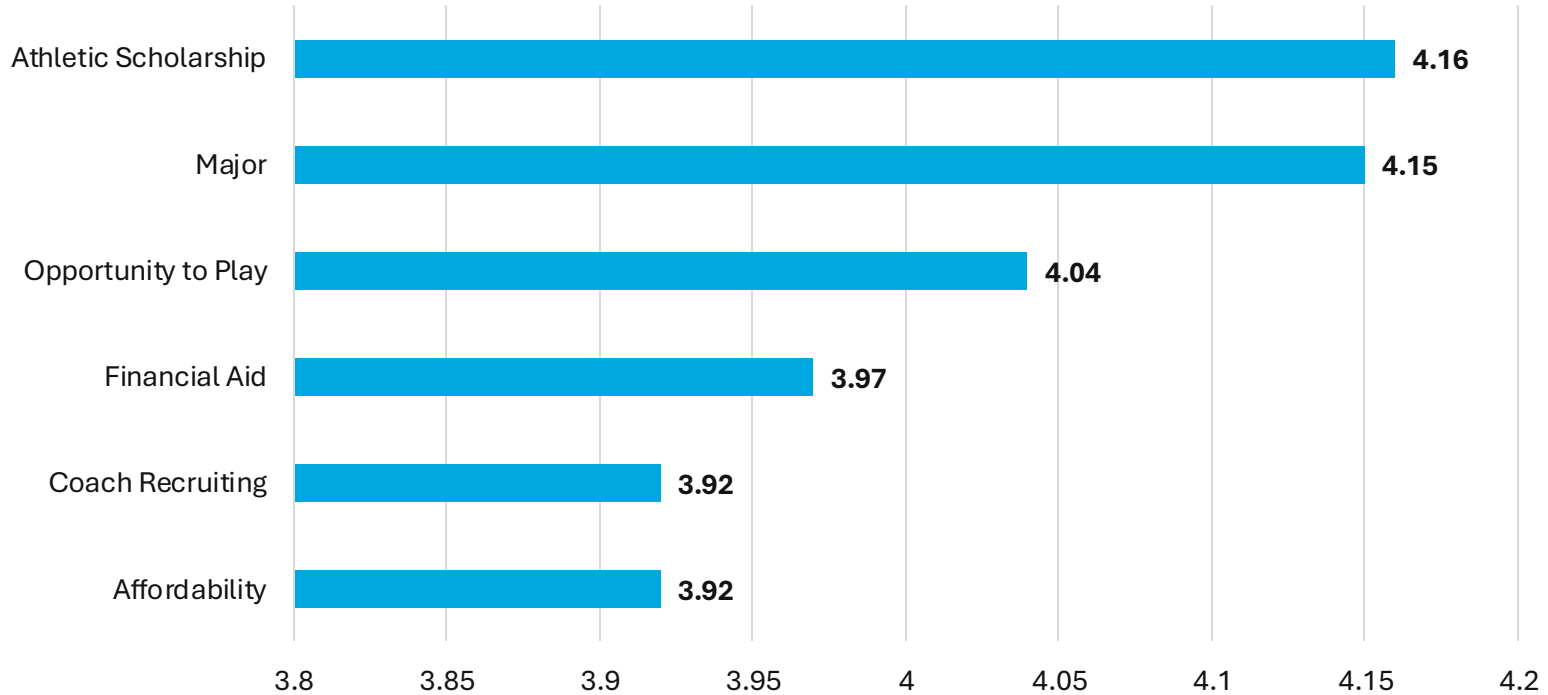
Association	Median Student-Athlete Pct.	Student-Athlete Pct. Range
NAIA	35.82%	95.23% to 1.89%
NCAA DI	4.82%	44.08% to 1.04%
NCAA DII	14.60%	94.50% to 1.09%
NCAA DIII	26.80%	83.35% to 1.43%
NCCAA	31.18%	90.14% to 3.26%
NJCAA	8.58%	86.84% to 0.21%

Data sourced from 2022-23 Equity in Athletics report



Why are student-athletes enrolling?

Top 5 enrollment factors



Discussion: Success through student-athlete enrollment



Meet the panel



Dr. Jonathan Shores

University of the Cumberlands
Executive Vice President of Enrollment
Management | Chief Enrollment Officer



Haley Wesley

Bethany College
Executive Vice President of Enrollment
Management & Marketing



All material in this presentation, including text and images, is the property of RNL. Permission is required to reproduce information.





The strategic intersection of athletics and enrollment

Key markers for successful recruitment and retention



A close-up photograph of a basketball. The ball is orange with black lines and has the word 'MARTIN' written in a stylized, gold-outlined font on a dark background. To the right of the ball, the lower legs and feet of a person wearing a white and black striped uniform are visible. The background is dark and out of focus.

Optimizing enrollment outcomes



Questions?



Thank you for attending!



rnl national conference
leading ai innovation
empowering higher education

Dallas, Texas | July 23-25, 2024