

Student Athletes



Should college athletes be paid for their labor?



DISAGREE

AGREE

Athletic scholarships give students a chance to access education at colleges/universities that they might not normally be able to get into.



Colleges & universities **SHOULD** make it possible for students to easily balance academics & athletics.



Do
they?

The primary responsibility of a college student is to get a quality education.



The NCAA has a rule mandating that students not spend more than 20 hours per week on athletics. Colleges SHOULD abide by this rule.

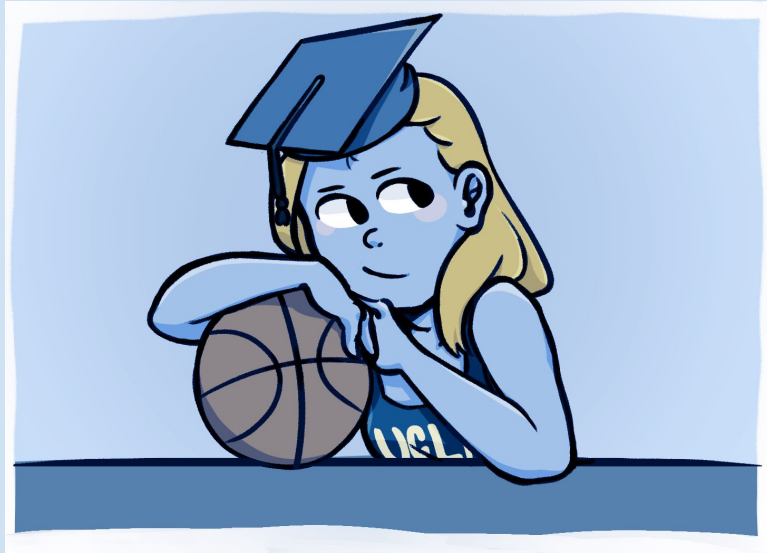
- Should games & travel time for the team should count toward that limit?
- Should ANY team activity should count towards that 20 hour limit?

FYI:

Daily and Weekly Hour Limitations - Playing Season

- ▶ The NCAA requires that a student-athlete's participation in countable athletically related activities shall be limited to a maximum of four hours per day and 20 hours per week.
- ▶ In-season: 20 hours per week; 4 hours per day
- ▶ Day of competition counts as 3 hours regardless
- ▶ One day off per week (Sun-Sat)
- ▶ Out-of-season: 8 hours per week; no more than 2 hours of skill instruction
- ▶ Must have two days off per week

Does the term “student-athlete” imply that the priority is academics, athletics, or a balance of both?



(Does the order of the words matter?)

Students who go college on athletic scholarships, should NOT be held to the same academic standards as regular students.



(i.e., grades shouldn't matter for them)

If a student makes a varsity team as a non-scholarship athlete, what should be the student's 1st priority?

ACADEMICS

OR

ATHLETICS

If a student makes a varsity team as a full scholarship athlete, what should be the student's 1st priority?

ACADEMICS

OR

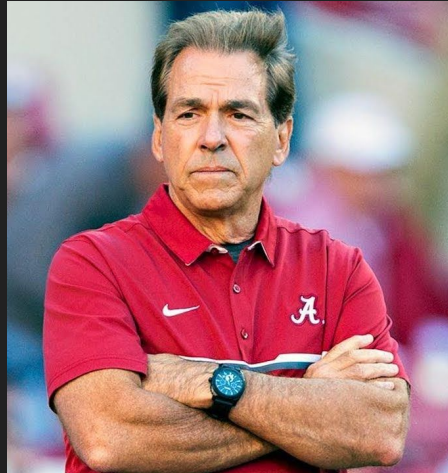
ATHLETICS

College sports are currently a \$13+ billion industry.
(It is worth more than the NFL.)

College coaches earn BIG money:



Jimbo Fisher earned \$9 million this year with Texas A&M.



Nick Saban signed a contract extension with Alabama in 2021 that has him earning \$11.7 million through the 2029 season..



Dabo Swinney, the head coach for Clemson just signed a 10 year \$93 million contract.

Jim Harbaugh has a \$7 million base salary but has bonuses that can take him into 8 figures.

- He just earned a \$1 million bonus for winning a 2nd consecutive Big 10 championship.
- He earned \$500,000 for winning Big 10 East and making the Big 10 championship game
- He earned another \$500,000 for making the College Football Playoff.
- He also earned \$50,000 for being named Big 10 coach of the year.
- He could earn another \$1 million if Michigan wins the national championship & other bonuses if he wins other coach-of-the-year awards & if his team's academic report hits a certain threshold.



Jim Harbaugh has earned more than \$10 million this year with Michigan.



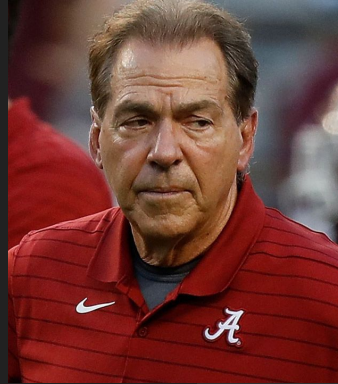


(LSU also paid out \$17 million to ousted coach Ed Orgeron.)

Brian Kelly, who left Notre Dame last year for LSU, will earn over \$9 million/year for the next 10 years.

- Base salary of \$400,000 with \$8.6 million in “supplemental compensation” annually
- Additional incentives of up to \$1 million/year
 - If the team wins $\frac{1}{2}$ of their regular season games, Kelly will earn a \$500,000 bonus
 - Every year Kelly will get a \$500,000 longevity bonus

What's the argument for paying these huge salaries?












“I create a lot of value,” said Saban (who’s won 6 national titles at Alabama & 1 at LSU.) “There’s more money to reinvest because the revenue sports do very, very well, so that helps all of the other sports.”

(Since Saban was hired in 2007, undergrad applications have tripled to nearly 40,000. The athletic department’s revenue hit \$189 million during 2019-20, up from \$68 million pre-Saban.)

Beyond their coaching salaries, these coaches also earn in the private sector...

Notable Sources of Outside Income for Head Coaches

Name	School	Sport	Source	Amount	Year
Kirby Smart		Football	Ford (endorsement)	\$130K	2018-19
Ed Orgeron		Football	Raising Cane's (endorsement)	\$226K	2018-2020
Nick Saban		Football	Sideline, Inc. (corporate speaking)	\$350K	2018-2020
Dabo Swinney		Football	Speaking appearances at "various locations in southeast, churches, chickfila challenge"	\$75K-\$150K estimated	2018-19
Bill Self		Men's Basketball	Speaking engagements	\$35K	2018-19
Les Miles		Football	Dos Equis (endorsement)	\$25.5K	2018-19
Tom Izzo		Men's Basketball	Wells Fargo (speaking)	\$23K	2018-19
Chris Mack		Men's Basketball	Planet Fitness (endorsement)	\$80K	2019-20
Jim Harbaugh		Football	Downy (endorsement)	\$250K	2019-20

Nick Saban made \$350,000 in corporate speaking engagements from 2018-2019.

Dabo Swinney made between \$75,000 to \$150,000 in speaking and appearance fees.

NC State's Dave Doeren took in \$5,000 for his participation in a charity golf tournament.

In 2019, Louisville's head men's basketball coach Chris Mack got \$80,000 for a Planet Fitness endorsement, \$20,000 to speak at a local bank, and \$2,000 for appearing in Cameo videos (for which his current going rate is \$100 a pop.)

Sports camps

Most college coaches' outside earnings come from running or participating in sports camps & clinics.

- GA Tech men's basketball coach Josh Pastner reported revenue of \$142,233.69 from his camp

What about the athletes?

NCAA rules allow college athletes to earn money from working camps **BUT**

- their compensation can't be based on "the publicity, reputation, fame or personal following obtained because of athletics ability."
- pay needs to be comparable to what other college age camp counselors would make.



JOSH PASTNER
BASKETBALL ACADEMY

HOME POWER HOURS COACHES FAQs MY CART

GET FIRED UP!

2021
CAMPS & CLINICS

Josh Pastner Basketball Camps: Teaching. Skill Development. Competitive. Challenging. Fun!

The Josh Pastner Boys Basketball Academy at Georgia Tech is designed to help each camper enhance their basketball skills through individual instruction and team competition. Per NCAA rule, our camps are open to any and all entrants within the given age/grade range.

Do you think that college coaches deserve these huge salaries?



Why or
why not?

For context: data from 2022

Top 10 Highest-Paid Coaches in U.S. Sports



Pink - NFL

Yellow - NBA

Blue - NCAAFB

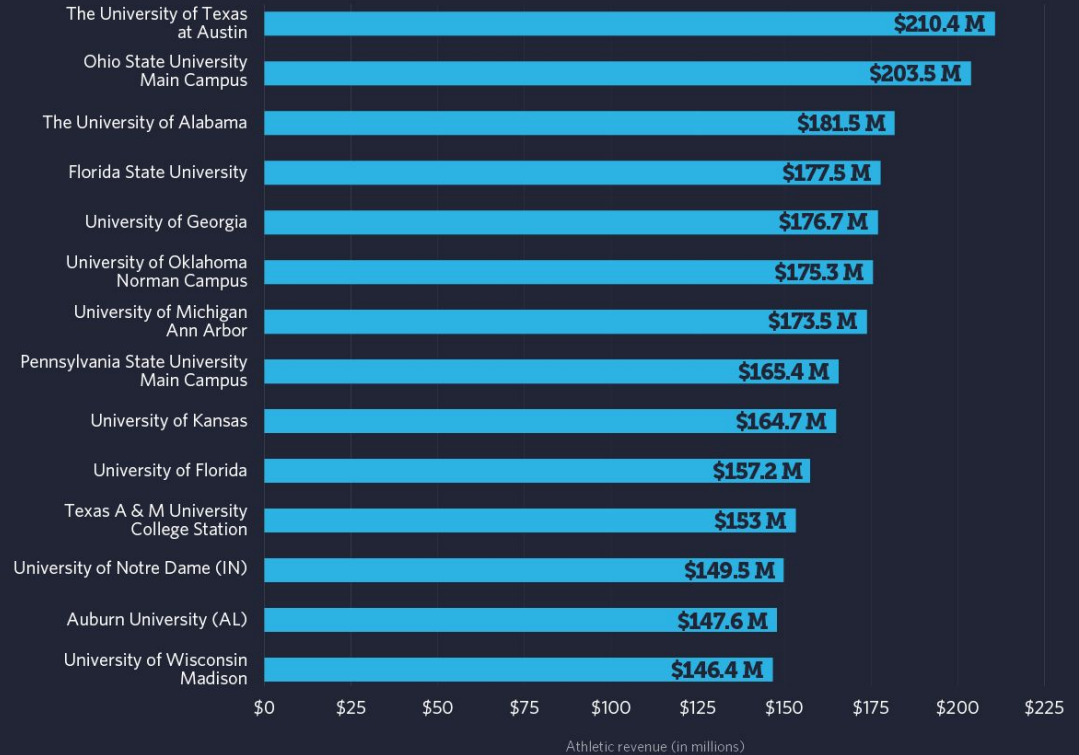
Athletic companies pay colleges to use their product in exchange for free advertising.

- Under Armour has a 15 year, \$280 million deal with University of California.
- Nike has a \$252 million deal with NC State.



Top Colleges for Sports Revenue

College
sports
programs
bring in
millions each
year



Source: U.S. Department of Education

© 2019 The Pew Charitable Trusts

Fans support these programs with attendance at games, viewership on tv/streaming, purchasing gear, purchasing & playing video games starring college stars, etc.

- An average of 28.4 million people watched the 2018 College Football Playoff championship that was decided in overtime.
- The Kansas v. UNC game, decided in overtime, during 2019's NCAA men's basketball championship game averaged 18.1 million viewers.



It is undeniable that college sports is a business.

The question is, does it benefit everyone?



Do you think most college athletes
are attending college:

- A) to get a quality education
- B) to play their sport
- C) both

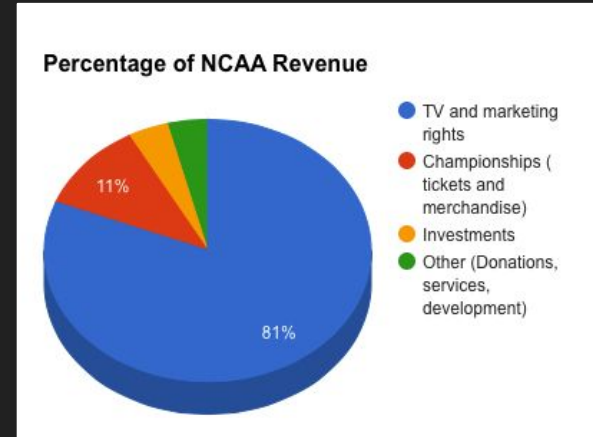




CONTEXT: The NCAA regulates college athletics. They set rules & policies for each sport. They also oversee the college recruitment process, compliance and student-athlete experience at each of their 1,100 member schools.

The total revenue among all NCAA athletic departments was \$18.9 billion in 2019.

The NCAA has said that college athletes are *students*, NOT employees. Given this, they've set rules that prevent college athletes from accepting payment, sponsorships or any other perks for their work as athletes.



Is it fair that college athletes are NOT PAID for helping colleges make money?



(Remember, Dabo Swinney, the head coach for Clemson is currently signed to a 10 year \$93 million contract. The most his players will make is the cost of their tuition, room & board. That's approx. \$36-\$59K)

Is access to a
college
education
(which you pay
for) payment
enough for
college athletes?



Is getting a full or partial college athletic scholarship a form of payment?



Which of the following is reasonable for a college athlete to receive from their school?

- Full or partial scholarship
- Academic support (tutors, etc)
- \$ for living expenses (room & board, food, books, etc.)
- Travel expenses
- Free athletic gear (equipment, sneakers, uniforms, bags, etc.)
- Access to fitness centers, athletic facilities, trainers, etc.
- Season tickets for family/friends
- Anything else?





If a college athlete is featured in a video game, should that athlete be paid something for the use of their name/likeness?

(Does it matter if they are still a student? How long should the payments last?)

Recent changes in NCAA policy

- In the face of a number of lawsuits, a patchwork of state laws & Congressional hearings, the NCAA was forced to deal with the issue of athlete compensation.
- In June 2021, the NCAA's Board of Directors adopted a temporary rule change that opened the door for athletes to collect on their NIL.

WAYS STUDENT-ATHLETES COULD PROFIT UNDER NEW NIL RULES

STUDENT-ATHLETES CAN PROFIT FROM:

SOCIAL MEDIA
NEW BUSINESSES
PERSONAL APPEARANCES



STUDENT-ATHLETES CAN'T PROFIT FROM:

UNIVERSITY LOGOS
OR TRADEMARKS
DIRECT PAY FROM A
UNIVERSITY



SOURCE: NCAA

What “Name, Image and Likeness” Means

NAME



IMAGE



LIKENESS



**EXAMPLES OF
NIL-RELATED ACTIVITIES**

- Autographs
- Personal appearances (speeches, commercial establishments)
- Promoting a business
- Sale of merchandise with name, image or likeness
- Social media endorsements
- Representation in video games

These three elements make up a legal concept known as
“Right of Publicity.”

Should college athletes be allowed to profit off of their fame?

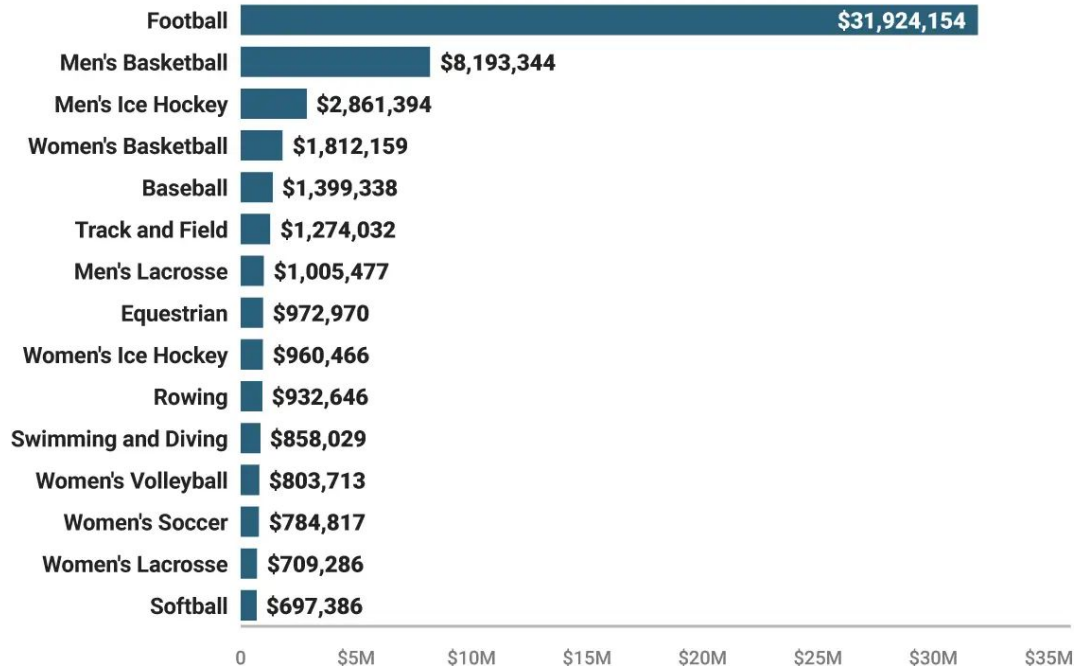


(Earn proceeds from social media endorsements, autographs, merchandise sales with their name on it, be paid for appearances like showing up at summer camps, etc.)

CONTEXT: Not all sports earn equally

SPORTS CHART OF THE DAY

NCAA AVERAGE REVENUE BY SPORT



SOURCE: Department of Education based on average revenue from 127 FBS schools

BUSINESS INSIDER

- On average, D1 football teams earn more than the next 35 college sports combined.
- At the Univ. of TX, the school with the most revenue from athletics (\$200.7 million in 2019-20), 73% of that revenue comes from football.

Do you think it would be unfair for college athletic programs to pay football or basketball players, but NOT pay athletes in less popular or lucrative sports?



Should it be a requirement that athletes play a minimum of 1-3 years of college sports before they're allowed to be drafted?



The NCAA:
Last Week
Tonight with
John Oliver





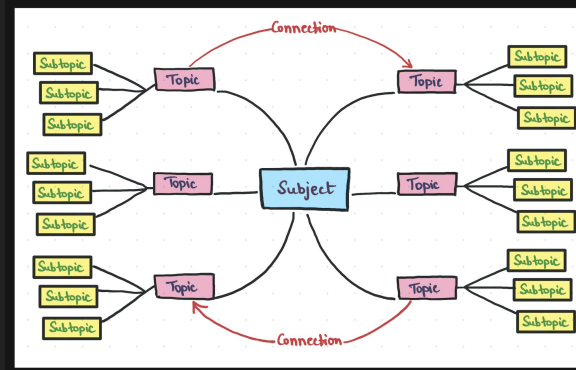
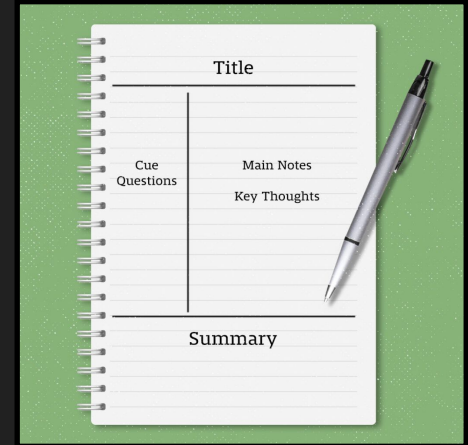
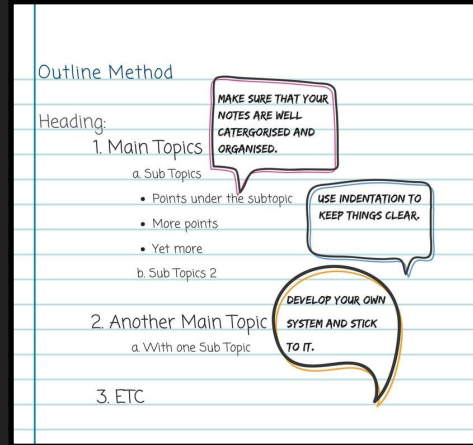
Research paper next steps

1. Write a central question, tentative thesis statement & inquiry questions to guide your note-taking
2. Find more sources & continue taking notes



Options for note-taking

- Outline format
- 2 column notes
- Concept maps
- Paraphrasing or summarizing (Taking notes in the order they appear in the source - could be short phrases, summary of complete paragraphs or descriptions of ideas, etc.)



In order to take good notes, you need to be able to identify the main idea & supporting details in something you read.

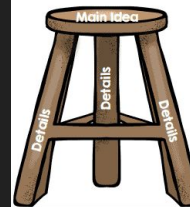
MAIN IDEA AND DETAILS

The **main idea** is what the passage is **MOSTLY** about.

To find the main idea ask:

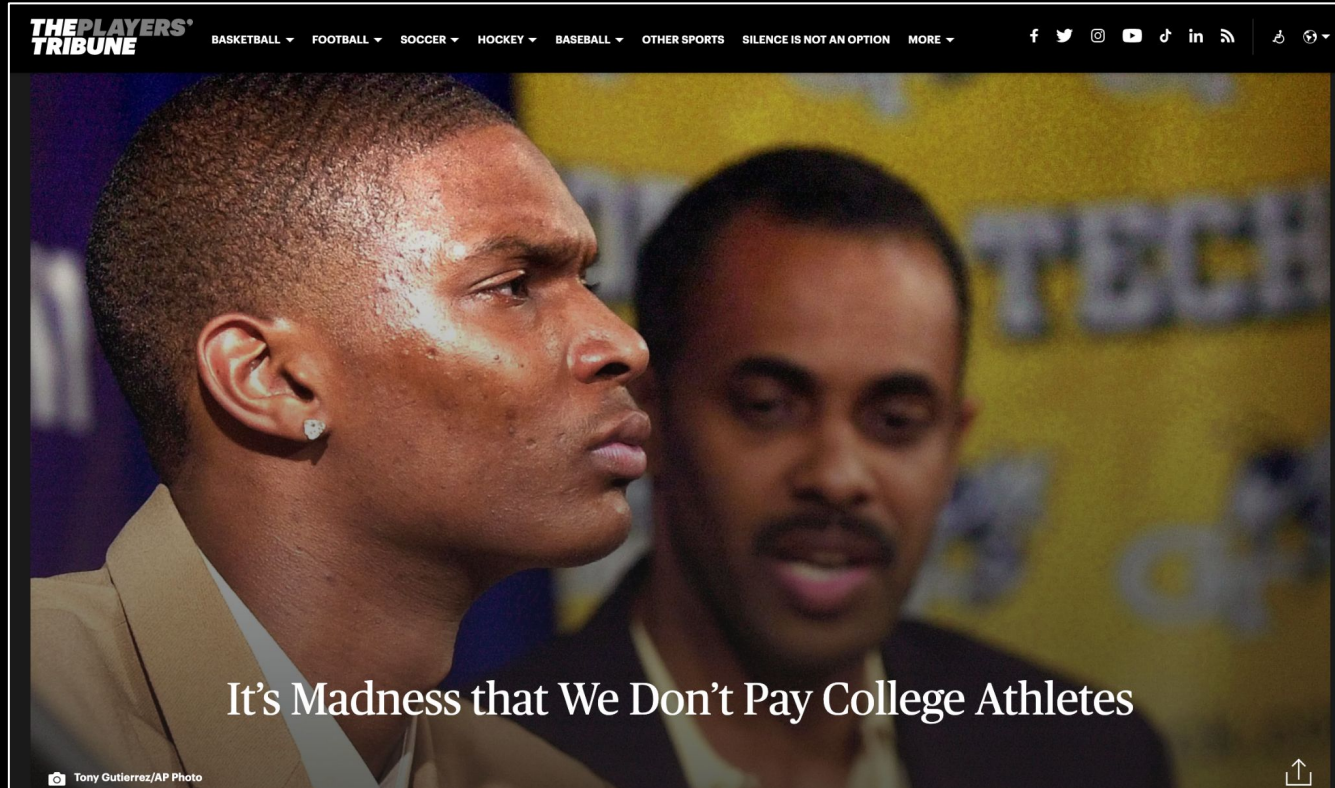
- What is the text mainly about?
- What information is in the title or subheadings?
- What do I see in the illustrations?
- Do I see the main idea in the first or last sentence?
- Are any words used repeatedly?

Details support the main idea.



- facts
- information
- descriptions
- dialogue
- actions
- thoughts
- statistics
- explanations
- illustrations
- graphs and charts

[A source to consider](#): Chris Bosh, former NBA & D1 player in the *Players Tribune*.





Sources to consider for your research paper: Podcasts

paying college athlete podcast episodes




All News Videos Images More Tools

About 39,800,000 results (0.57 seconds)

<https://podcasts.apple.com> > podcast > should-college-at...
Should college Athletes be paid? on Apple Podcasts
The NCAA claims they're ammitters so they prohibit any payments for **athletes**. In this **podcast** we discuss the topic of should **college athletes be paid**.

<https://podcasts.apple.com> > podcast > should-college-at...
Should College Athletes Be Paid? We the People - Apple ...
The case is an antitrust challenge to the NCAA's rules on compensation for **athletes**, brought by **college** basketball and football players including Shawne ...

Podcasts

 The Sport Profess... Jun 13, 2021 Sport Law - NCAA v. The World - Part I 1h 3m	 Should College Ath... Feb 25, 2020 Episode 1: Should College Athlete's Get Paid? 2m	 The Podcast For Y... Oct 4, 2021 "Paying Prime Time College Athletes" Episode 46. The... 17m
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Sources to consider: Documentaries (movies)



college athlete documentaries



All Videos News Images More

Tools

About 2,610,000 results (0.74 seconds)

<https://www.hbo.com> > documentaries > student-athlete

[Student Athlete - Watch the HBO Original Documentary](#)

Student Athlete unveils the exploitative world of high-revenue college sports through the stories of young men at varying stages in their athletic careers.

<https://www.imdb.com> > title

[Student Athlete \(2018\) - IMDb](#)

Student Athlete (2018). **Documentary**. An examination of the complex rules of amateur athletics in America and how they affect uncompensated athletes and ...

★★★★☆ Rating: 6.5/10 · 217 votes

<https://www.imdb.com> > title

[Schooled: The Price of College Sports \(2013\) - IMDb](#)

A documentary that examines how college sports in America became a billion dollar enterprise built on the backs of its unpaid athletes.

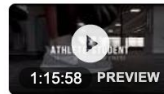
★★★★☆ Rating: 7.8/10 · 613 votes

Videos



[Student Athlete \(2018\) Official Trailer | HBO](#)

YouTube · HBO
Sep 6, 2018



[Student-Athlete Documentary](#)

YouTube · Judith Sole
May 17, 2019



As we watch pt 1 of the film, take notes like you would a text source. What's important to write down?

PART 1
VICE, "Why College Athletes Don't Get Paid"

Take notes on podcasts or documentaries like you would a text source.



What do you
have in your
notes?



PART 2
VICE, "Why
College
Athletes Don't
Get Paid"

Video questions

1. How are athletic companies making money off of college sports?
2. SUPPORT THIS STATEMENT with evidence: “Coaches, conferences and tv networks are earning HUGE money off of college sports.”
3. SUPPORT THIS STATEMENT with evidence: “Athletes are NOT profiting.”

What happened to...

Let's take a look at what happened to the 3 athletes profiled in the Vice video.

- David Beatty: Men's Basketball
- Peyton Barber: Football
- Martin Jenkins: Football

Think about:

- What were their goals?
- Why did they have those goals?
 - Was it just personal & about sports?
 - Were there other reasons behind their decisions?
- What were some advantages they had along the way?
- What were some disadvantages?
- Based on what you saw from these young men in the video, how would you rate their outcomes on a scale of 1-10?

David Beatty

- David graduated from high school in 2017.
 - He attended 3 different high schools in NJ and PA
 - He was considered, by ESPN and 247Sports.com to be a four-star athlete
- Recruited to play at University of South Carolina and entered as the top recruited freshman on the team.
 - Transferred after one season
- Transferred to La Salle University
 - Played three years -> graduated
- Started grad school at North Carolina A&T State University
 - Played final year of eligibility the '21-'22 season
- Was not drafted. Unclear what his major was or how it was intended help him land a job after he was done playing. He is currently an undrafted free agent doing private coaching.



Peyton Barber

- Attended Auburn University ('13-'15)
 - Declared for the NFL draft two years early - for financial reasons
- Was **not** drafted by a team during the 2016 NFL draft
 - Signed by the Tampa Bay Buccaneers as an undrafted free agent (means less money)
 - Played with Bucs from 2016-2019
- March 2020 - signed \$3 mil. Deal with Washington.
 - Released August 2021 - signed to practice squad
- Sept. 2021 - Signed by Raiders off of WFT practice squad.
 - He signed a 1 year contract for \$990,000
- Didn't play in the 2022-23 season (unsigned free agent)



Martin Jenkins

- ESPN rated Martin as a top 40 high school cornerback in the nation.
- Signed with & attended Clemson University ('10-'14)
 - Redshirted '12 season due to injury
 - Played in 38 games over 4 seasons
- Created song and video for team slogan "We Too Deep" that spawned merchandise and has over 6.5 million views on YouTube.
 - Prevented from profiting off of his work
- Participated in 2015 NFL Pro Day but did not enter the draft.

- '14 signed on as plaintiff in lawsuit against NCAA in an effort to get athletes paid.
- Currently lives in Atlanta and works in the insurance industry.







What does the term “student-athlete” actually mean?

A student-athlete is a full-time or part-time student of a university or college who also participates in an organized and competitive athletic program offered by the school.

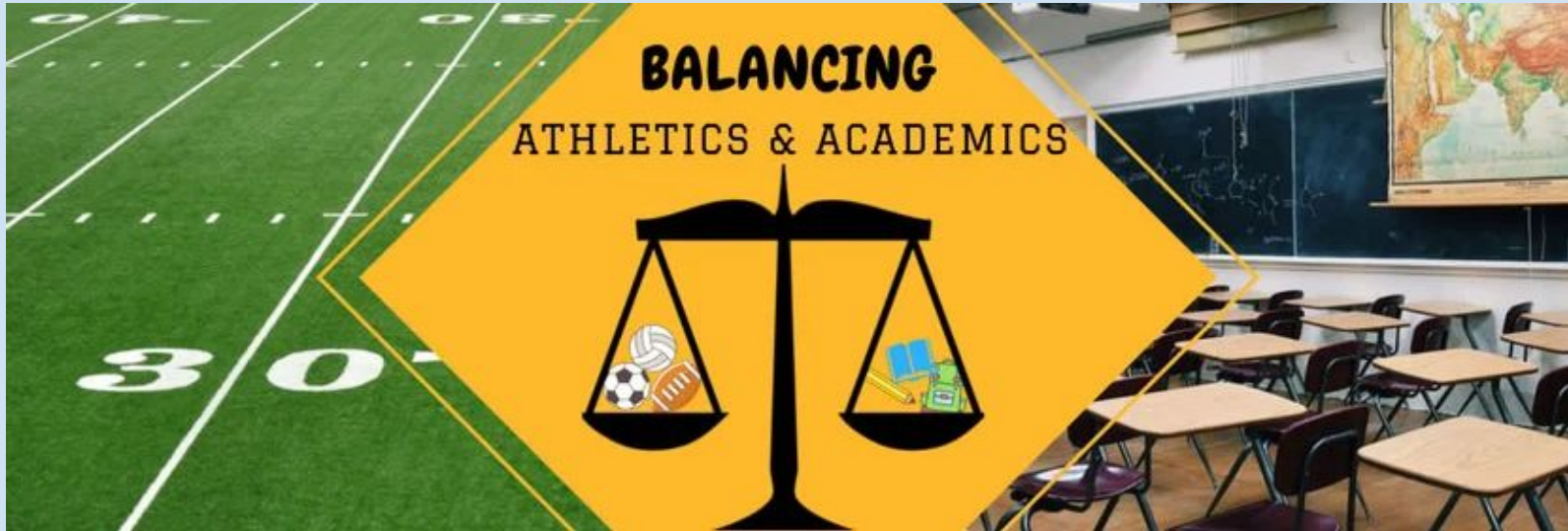
How do YOU manage being both a student & an athlete?



How do YOU balance your schedule & obligations while in season?

What are the challenges or sacrifices?

Do you think it will be easier or harder to balance school with sports once in college? Why?

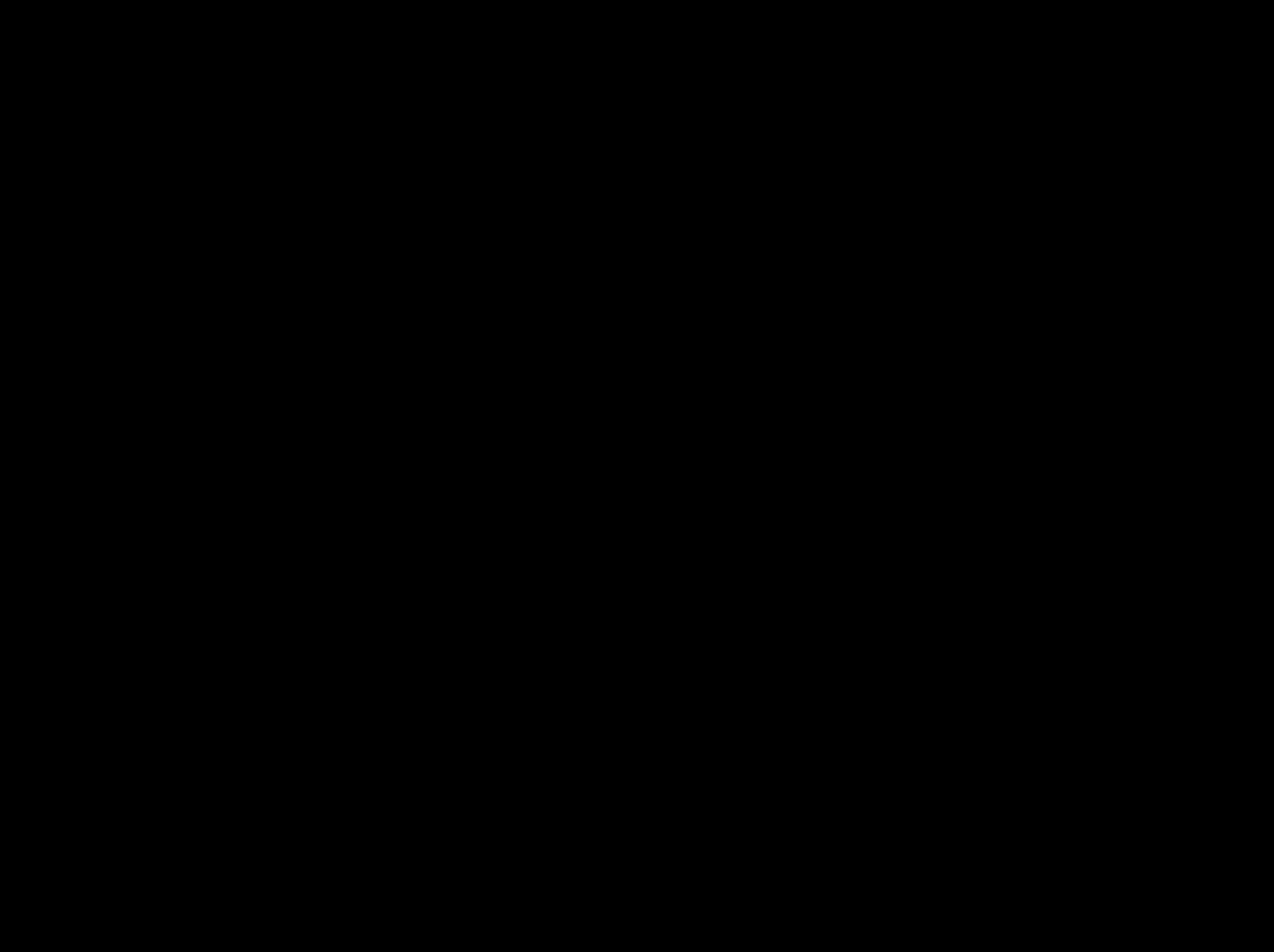


Today we're
playing a little
game.

Your goal is to
successfully
navigate life as
a student-
athlete.







NCAA,
“Student and
Athlete - A
Day in the Life



Student athletes take issue with the NCAA's day in the life video...

Sample In-Season Division I Football Schedule



5:00-6:00 am

Wake up, eat breakfast and pack for the day



6:00-8:00 am

Strength and conditioning



8:00-8:30 am

Team meeting to review practice schedule



8:30-9:00 am

Shower and get to class



9:00-2:00 pm

Classes and lunch



2:00-2:30 pm

Watch game film



2:30-3:15 pm

Get taped before practice



3:30-6:00 pm

Practice with the team



6:00-7:00 pm

Shower and training



7:00-7:30 pm

Eat dinner, may be provided at the training center



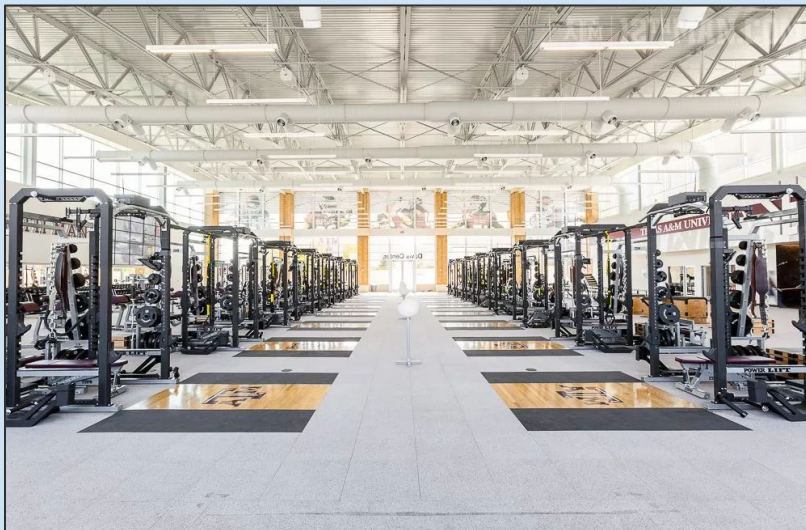
7:30-9:30 pm

Academic support center



9:30-12:00 am

Finish homework and go to sleep



A DAY IN THE LIFE

An example of a schedule from a Division I collegiate athlete who plays softball. This is a typical Monday for a player during season.



WAKE UP

6:00-7:00 AM **Early Morning Workouts**

Typically, many schools will have early morning weights and strength training. All colleges schedule workouts differently. Most work around the schedules of the athletes.

8:00-10:00 AM **Class**

Class times vary for every student athlete.

10:15-11:30 AM **Academic Support**

Many colleges have student athletes report to a daily study hall or academic advisors to make sure they are getting academic support.

11:45-12:45 PM **Lunch**

Grab lunch with teammates or friends. Some days lunch will be more rushed than others.

1:00-2:00 PM **Class**

Sometimes you may have all morning classes or all afternoon classes. Typically you only have four classes a semester. Ideally, you might have two classes a day, but sometimes you might have three classes one day and one class another.

3:00-6:00 PM **Practice**

This time may also differ depending on the sport or association rules.

6:30-7:00 PM **Shower and Dinner**

7:00 PM **Study/Homework**

Depending on how much homework you have, you may be up until midnight or in bed by 9:00pm.



The 20 Hour Rule

Officially, the NCAA restricts student-athletes' in-season practice to 20 hours per week, or 4 hours per day.

Many student-athletes, however, report that they practice at least 30 hours a week on average, with some sports reporting weekly practice commitments of more than 40 hours, according to a 2011 NCAA survey.

A lawsuit filed by UNC students against the NCAA cites a separate survey, from 2006, which found that student-athletes spent an average of 45 hours per week on athletics. The 2006 survey also breaks down how many hours student-athletes spend in practice each day:

Total Sport Hours/Day In-Season (Weekday)

Division I						
	Baseball	Men's Basketball	Football	All Other Men's Sports	Women's Basketball	All Other Women's Sports
Average Time in Hours	5.9	5.6	6.4	5.2	5.6	5.0
% Reporting Sport 6+ Hours/Day	48%	38%	52%	32%	32%	29%

5-6am Wake up/Breakfast
6-8am Strength/Cond.
8-8:30am Team Meeting
8:30-9am shower classes
9am-2pm Classes-Lunch
2-2:30pm Film Study
2:30-3:15pm Get Taped
3:30-6pm Team Practice
6-7pm Shower/Treatment
7-7:30pm Eat Dinner
7:30-9pm Academic Support/Study Hall
9:30-Midnight Finish Homework/Sleep

THIS IS A TYPICAL DAILY SCHEDULE FOR A
COLLEGE ATHLETE.

Thinking about
the 20 hour
rule, which of
these activities
do you think
COUNT as
practice?

The
NCAA
says...

TIME MANAGEMENT:

WHAT DIVISION I STUDENT-ATHLETES SHOULD EXPECT

Time management is a key component of any college student's success, but it is especially important for students who play Division I sports. From classes to competition, and everything in between, the student-athlete schedule stays busy year-round. Know what awaits before you step foot on the field.



What takes up a Division I student-athlete's time?



Competition



Practice



Strength and conditioning



Supplemental workouts



Film review

Did you know?

These are considered countable athletically related activities (CARA). NCAA rules limit the time student-athletes can spend on these activities each week. Check with your campus athletics department for more information.



TIME SPENT ON ACTIVITIES PER WEEK*
(168 hours per week)



- Athletics
- Academics
- Socializing/Relaxing
- Other (e.g., sleep, job, extracurriculars)

*Medians collected from the 2015 NCAA GOALS study.

Did you know?

These are considered uncountable athletically related activities.



Academic meetings



Injury treatment/prevention



Sports psychologist sessions



Nutritionist sessions



Prospective student-athlete host duties



Team fundraising



Media activities



Community service



Compliance meetings

Two-thirds of Division I student-athletes said they spend as much or more time on athletics during the offseason as during their competitive season.

**Based on the 2015 NCAA GOALS study.*



During a typical day of competition, Division I student-athletes report spending anywhere from 4.4 to 8.6 hours on their sport. For the full breakdown by sport, visit ncaa.org/time-management.

**Based on a 2015 survey of Division I student-athletes.*

2.9 The Principle of Amateurism. [*]

Student-athletes shall be amateurs in an intercollegiate sport, and their participation should be motivated primarily by education and by the physical, mental and social benefits to be derived. Student participation in intercollegiate athletics is an avocation, and student-athletes should be protected from exploitation by professional and commercial enterprises.

Based on your experience in the game we just played, does it feel reasonable to call student-athletes “amateurs”?

Why or why not?



What options are being considered to address the issues raised by collegiate athletes?



Athletes and
Name, Image &
Likeness
(LINKED)

Athletes & Name, Image & Likeness

Directions: Choose a collegiate athlete who has signed 1 or more NIL deal in the past year. Learn more about them and fill out the mock sports trading card below.

Name:



Sport(s) played:

Date of birth/age:

Hometown:

Education:

Social Media stats:

Major Accomplishments in sports:

Fun Facts:

Is NIL being abused?



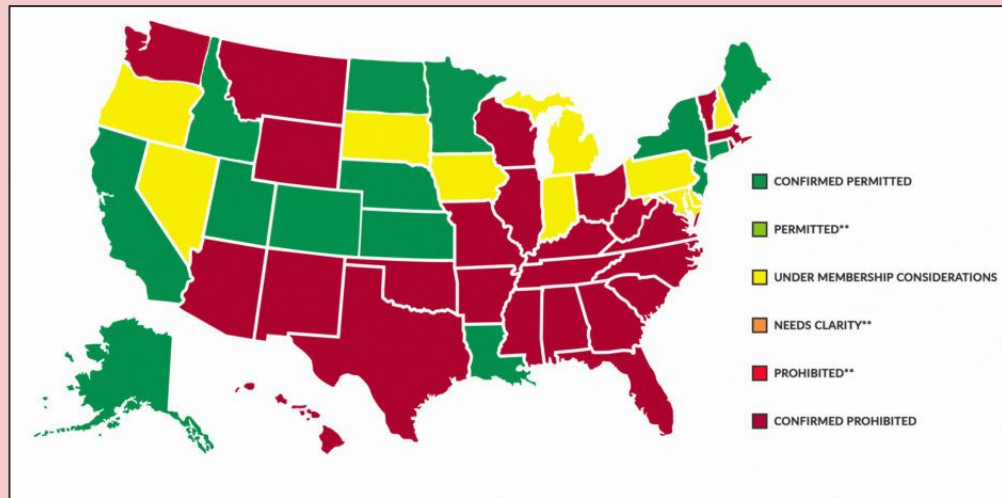
"We were second in recruiting last year, A&M was first. A&M bought every player on their team. Made a deal for name, image and likeness. We didn't buy one player. I don't know if we're going to be able to sustain that in the future because more and more people are doing it."

NICK SABAN ON TEXAS A&M

**KEYSHAWN
JWILL
& MAX**

»»» KJM

Did you know that NIL exists at the high-school level in some states? →



As of Aug. 2022, 26 states still prohibit high school athletes from signing NIL deals, 10 are considering it, and 16 states (including MA) permit it.

Massachusetts - NIL permitted

As of Aug. 2022, the MIAA voted to permit high school student-athletes to profit off of their NIL and to be represented by an attorney or sports agency.

Section 10 of the MIAA handbook used to state that a student-athlete lost their amateur status by, “capitalizing on athletic fame by receiving money or gifts of monetary value (scholarships to institutions of higher learning are specifically exempted)”.

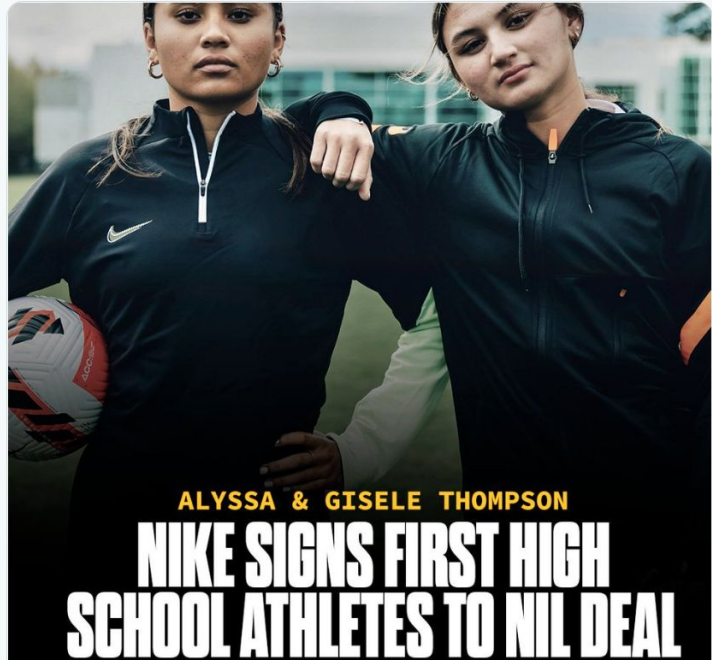
Beginning this school year, student-athletes are required to disclose activities to their AD, activities may not include or reference the school name/nickname/logo, and athletes may not endorse anything during a school event, game or championship. The MIAA also prohibits activities in vice industries, including but not limited to adult entertainment, alcohol, tobacco, cannabis, gambling, and weapons.



Nike has signed sisters Alyssa & Gisele Thompson to multi-year deals. This marks Nike's first High School NIL deal.

Both sisters are members of the US National Team system and are committed to [@StanfordWSoccer](#)

via [@NickDePaula](#)



Both sisters are committed to play soccer at Stanford and are members of the U.S. national team youth system for soccer. The Thompsons reached an agreement on the deal with Stanford's assistance to ensure that they would preserve their NCAA eligibility

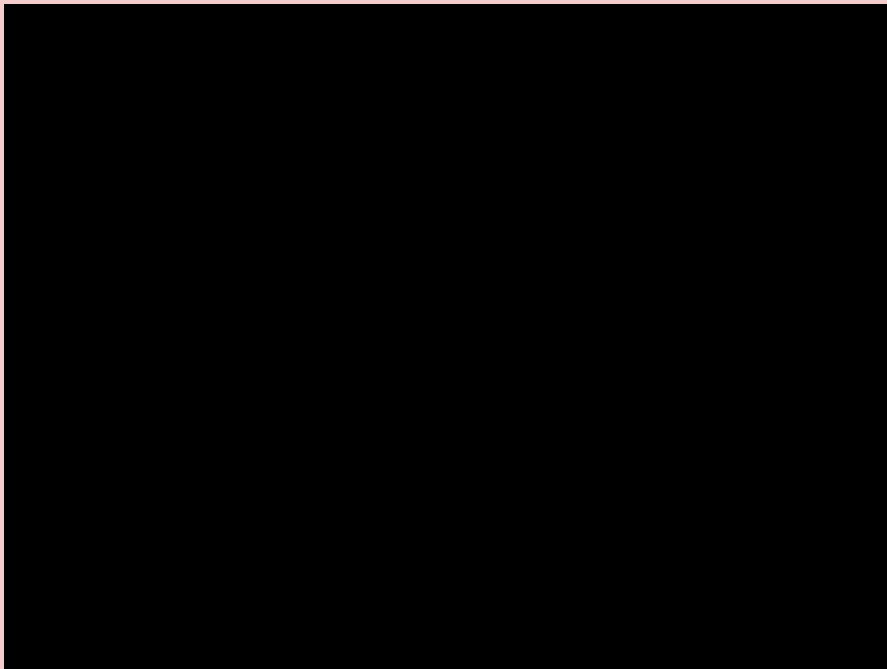


Louisiana wrestler, Richie Clementi, signed LA's first high school NIL deal with Friendly Powersports (and since has signed a 2nd deal with Matchpoint Connections.)

A 9th grader with an undefeated 80-0 record, Clementi said the deal gives him the opportunity to focus on improving without having to miss a practice or workout to go to work. "I'd have to miss three or four practices right before a big tournament, which now isn't the case because of this deal," he said. "I can still promote and make money while I'm at practice, or while I'm wrestling, or even at tournaments."



Clementi's father was a pro MMA fighter for more than a decade and today trains his son. He says NIL is a benefit to athletes in all types of sports, not just football or basketball, and believes that more student-athletes may be able to stick with sports like wrestling with the potential avenues for financial support that weren't available in the past. "To allow these kids, whether they're in high school or college, to be compensated, and to get people excited to be involved in their journey...it really helps the overall process," he said.



Johnuel Flands & Ian Jackson, better known as "Boogie" & "Captain Jack," were the first high school athletes in NYC to sign NIL deals with the new social media platform, Spreadshop. Under the deal, they are being paid four figures a month to sell merchandise on Spreadshop & make weekly posts about the platform on social media.



Mikey Williams, a rising senior at San Ysidro in San Diego, is the most popular high school athlete in the country with an Instagram following that eclipses 3.4 million and friends like Drake and Da Baby, as well as NBA superstars like LeBron James and Kawhi Leonard. Last year, he signed deals with Excel Sports Management & a multi-year deal with Puma.

Elite High School Prospects Forced to Focus on Marketing as NIL Heats Up

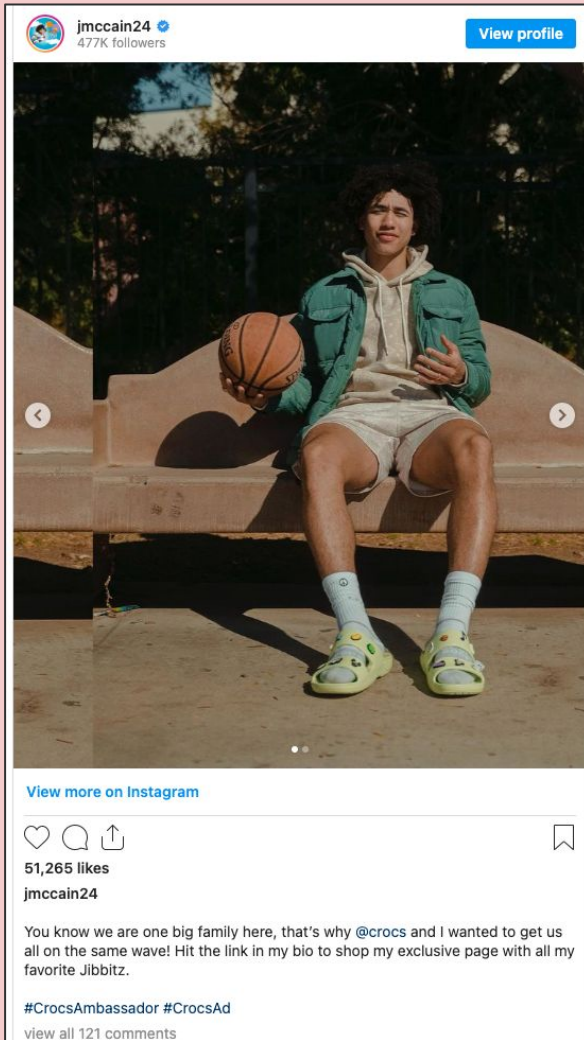
Branding has become an accepted part of the journey and an adjustment for players, parents and coaches.

JASON JORDAN • MAY 25, 2022 9:07 AM EDT

In the new world order of college athletics, where athletes collect donor-arranged seven-figure checks under the veil of endorsements and where collectives rake in millions to snag highly productive players from the infamous transfer portal, branding and marketing on social media seem but a small price to pay for the potential tradeoff.

“It’s just a different world now,” Centennial (Corona, Calif.) shooting guard Jared McCain says. From wallflowers to social butterflies, elite prospects, parents and coaches contend that nearly a year into the name, image and likeness (NIL) era, marketing is a newly accepted part of the game that everyone is adjusting to in real time.

“It’s not like it used to be when social media was looked at as a distraction,” Baylor associate head coach Alvin Brooks III says. “Now the players need social media.”



The image shows an Instagram post from the account @jmccain24. The profile picture is a circular logo with a basketball and the text 'jmccain24'. The bio indicates 477K followers and a 'View profile' button. The main image is a photograph of Jared McCain, a young man with long dark hair, sitting on a wooden bench outdoors. He is wearing a green jacket over a white hoodie, white shorts, white socks, and bright yellow Crocs. He is holding a basketball in his right hand and gesturing with his left hand. The background shows trees and a building. Below the image, there is a 'View more on Instagram' link, a heart icon for 51,265 likes, a comment icon, and a share icon. The caption reads: 'You know we are one big family here, that's why @crocs and I wanted to get us all on the same wave! Hit the link in my bio to shop my exclusive page with all my favorite Jibbitz.' The post includes the hashtags #CrocsAmbassador and #CrocsAd, and a link to 'view all 121 comments'.

jmccain24
477K followers
View profile

View more on Instagram

51,265 likes
jmccain24

You know we are one big family here, that's why @crocs and I wanted to get us all on the same wave! Hit the link in my bio to shop my exclusive page with all my favorite Jibbitz.

#CrocsAmbassador #CrocsAd
view all 121 comments



Colleges/universities benefit from having strong sports programs. But in what way and just how much?

COLLEGES

benefit from high performing sports programs but in what way?

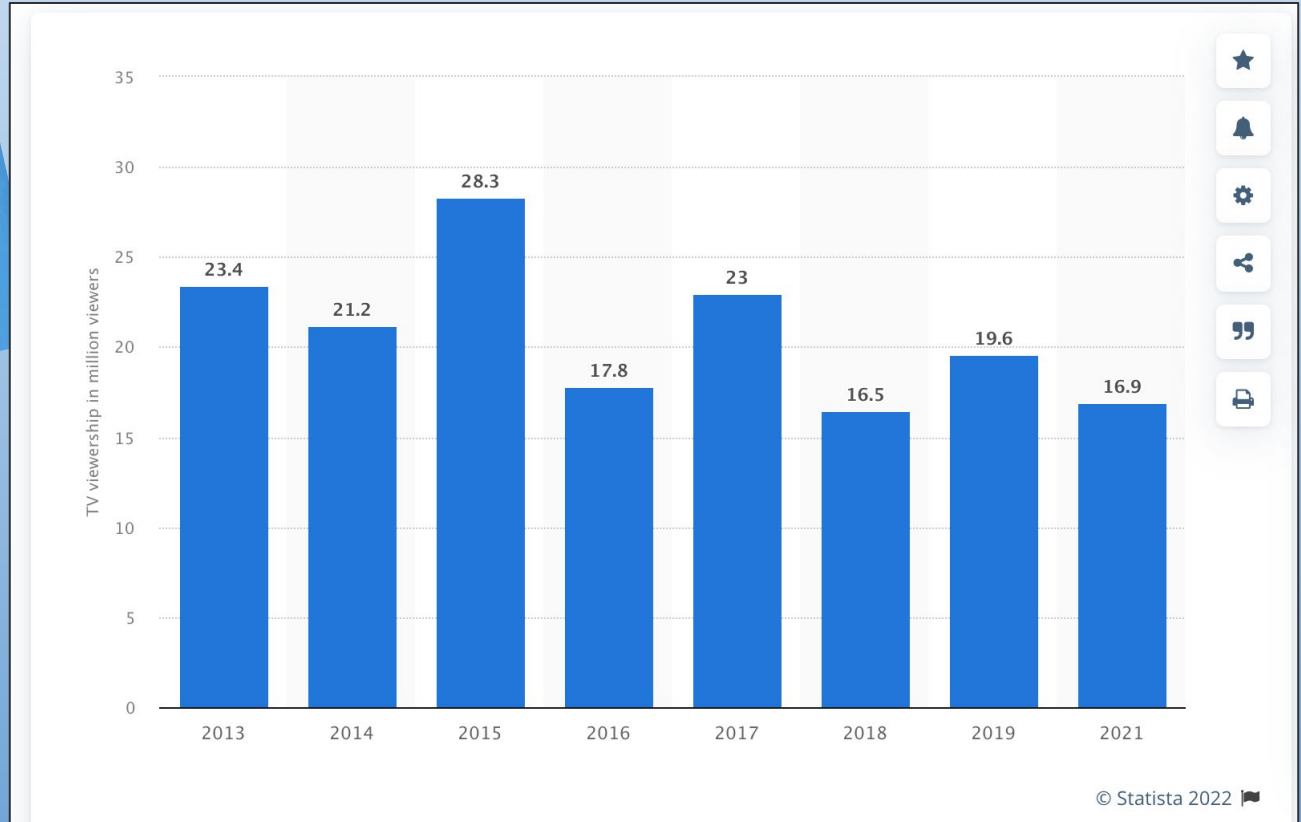


Exposure (national & international)

- Positive impact on enrollment thanks to media exposure
- Connection between on-field/court athletic success & university prominence

NCAA March Madness basketball tournament championship game viewers from 2013 to 2021

(in million viewers)



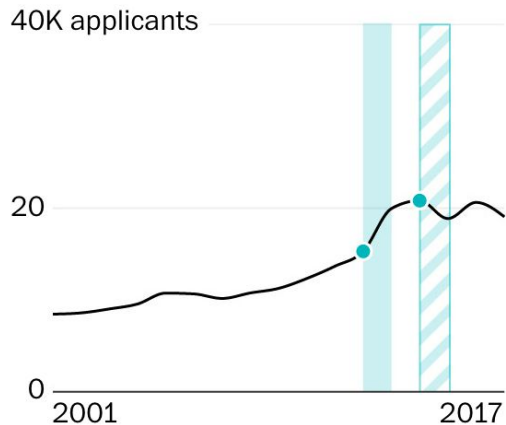
The “Flutie effect”

- Named after Doug Flutie’s Hail Mary pass to upset Univ. of Miami in a 1984 nationally televised game. After the electrifying, last-minute victory, BC saw a surge in applications.
- The Flutie effect happens nationwide.
 - A 2010 study showed that applications increased an average of 8% in the year following a football championship
 - In a 2017 survey, Clemson asked admitted students how influential the school’s athletic success in 2016 -- a year in which the Tigers won a football national title -- was in their decision to apply. 30% said it was moderately, very or extremely influential, and another 25% said it was slightly influential.



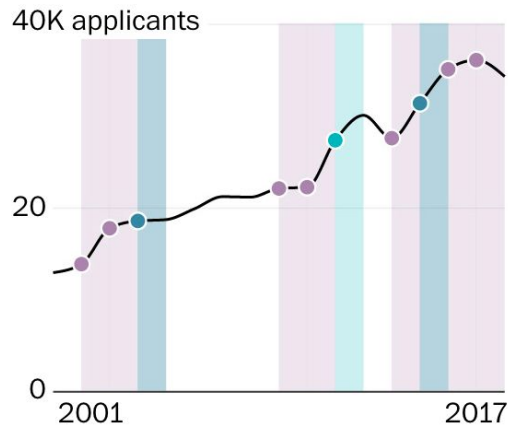
KENTUCKY

The men's basketball team won the national championship in 2012 and made it to the title game in 2014.



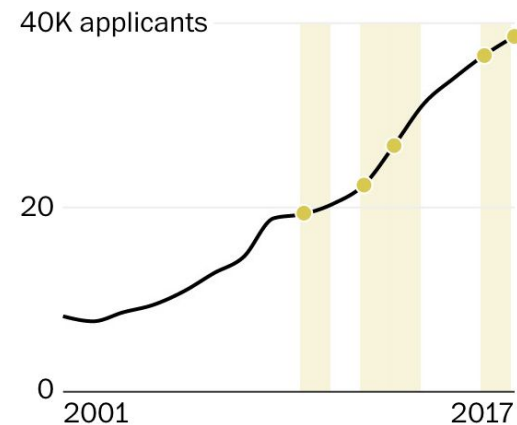
CONNECTICUT

The women's basketball team has won the national title nine times since 2002, and twice the men's basketball team has won it in the same year.



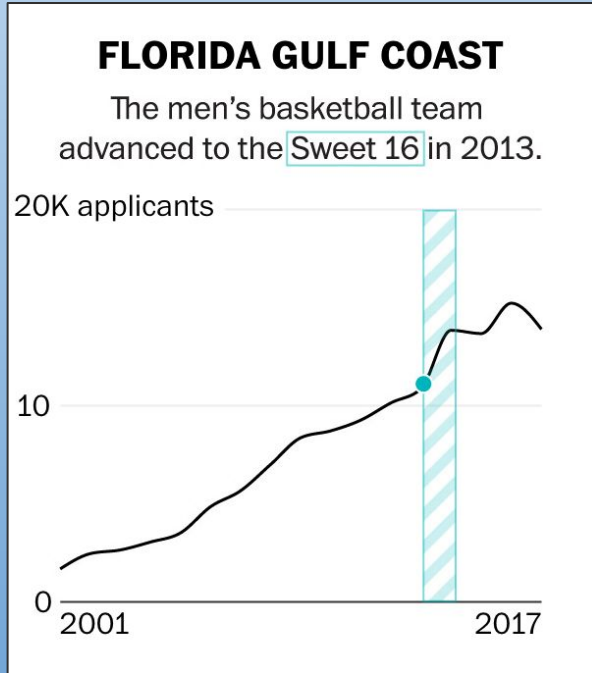
ALABAMA

The football team reached the national championship game six times in the past decade, winning five titles.



Application bump due to sports

- Dept of Educ. data suggests that schools that beat performance expectations during March Madness receive a bump not only in public awareness, but also in the number of applications they receive.
 - After its shocking win in 1983, NC State saw a 40% increase in undergraduate applications.
 - After 15th-seeded Florida Gulf Coast made it to the Sweet 16 in the 2013 tournament, applications to the school spiked 27.5%.
 - Wichita State received almost 30% more applications following landing in the Final Four in 2013.



Enhanced Student Life/Experience



- Academics, community & entertainment are all keys to student satisfaction
- Game day community celebration
- Pride & connection to the group

“There’s something about athletics that ignites emotion & ignites passion,” said J. Leon Washington, Dean of Enrollment Management at Villanova, which had a 22% increase in applications after winning the 2016 NCAA tournament. “When students see that spirit, it’s sort of a happy feeling, & they want to be a part of that.”

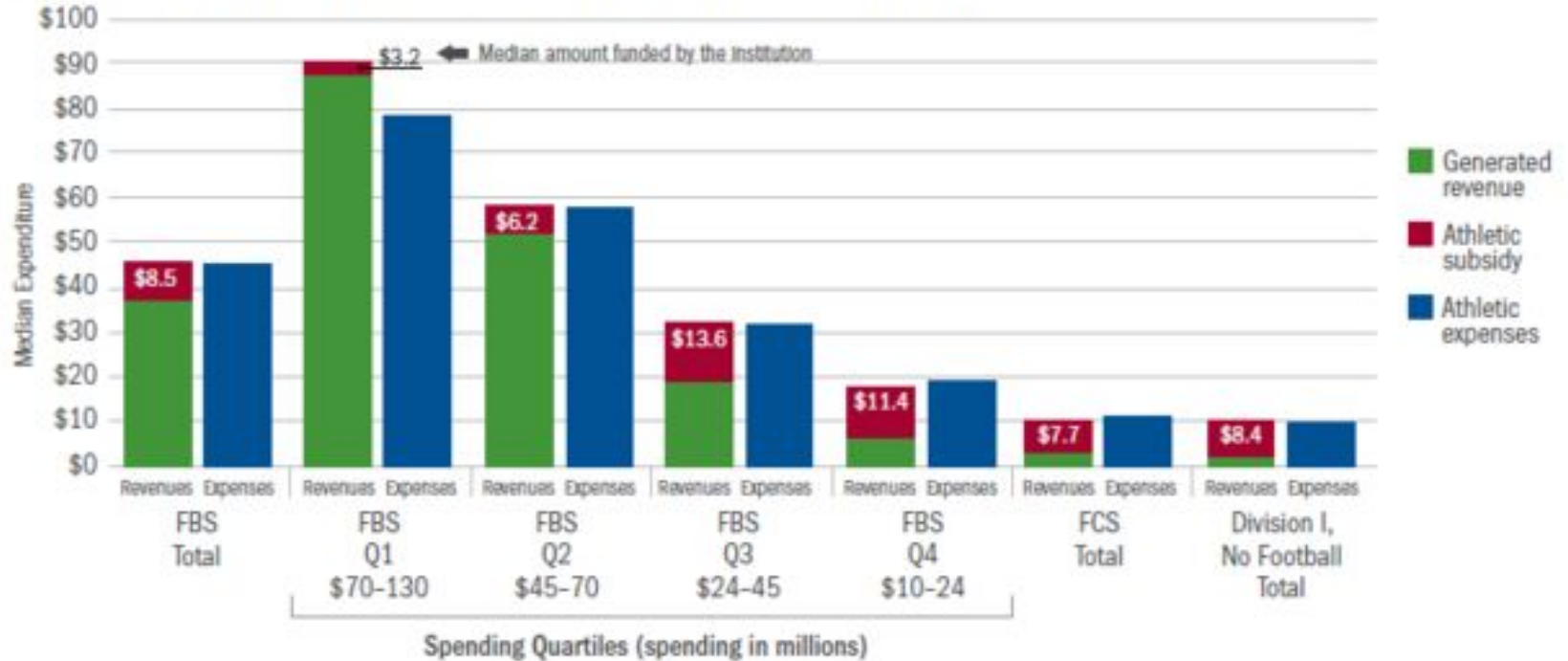
College Sports Revenue

- College athletic programs as a whole brought in almost \$19 billion in revenue in 2019.
- Universities also make money off championship games, media broadcasting rights, corporate sponsorships & postseason contests like bowl games.
- However, very few athletic departments earn enough from ticket sales, TV deals, conference payouts, & other revenue streams to break even.
 - Many NCAA athletic programs receive subsidy money to operate & need those funds to cover their costs.
 - For the programs that DO generate revenue, it can be substantial.
 - Athletic programs like Texas A&M, Univ. of Alabama & LSU generate millions of dollars in revenues.



Figure 4. Majority of Colleges and Universities Require Institutional Funds to Balance Athletic Budgets

Median generated revenues and athletic subsidy vs. median expenditures (in millions), 2010

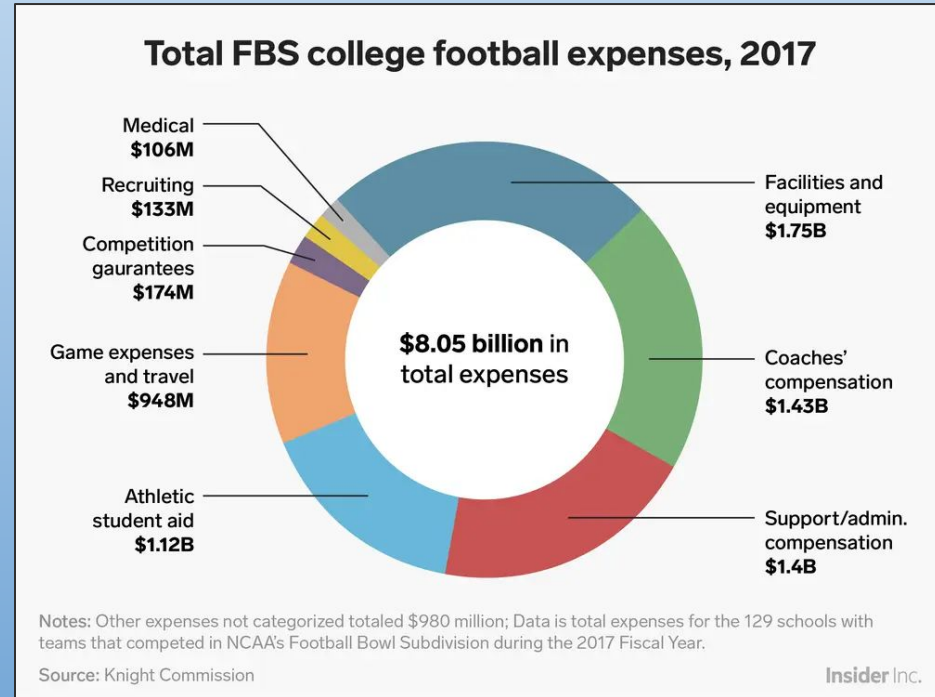


* Even in the top-tier Football Bowl Subdivision (home to powerhouses like Alabama & Ohio State) less than a 1/4 of 97 schools made more than they spent on sports in any given year between 2005 - 2010.

What do colleges spend the money they make from sports on?

- Sports programs (coaches' salaries, operating costs, recruiting, scholarships, travel, etc.)
- Facilities (stadiums/arenas, training facilities, etc.) & sports equipment
- Academic support for their athletes (tutors, etc.)

In addition to the \$ earning sports, any extra earnings help to subsidize other sports programs which net losses.



* FBS: Football Subdivision

Colleges/universities clearly benefit from having strong sports programs. But can they be expected to pay student-athletes?

If so, what would have to be done differently in order to finance that option?

You are the Athletic Director of a Division I college/university.

School officials (coaches, admin, etc.) do NOT want to pay student athletes, yet your student athletes are asking that they be given something more for their work.

YOU have the power to make this call. What do you do?

Directions: With your table group, review the slides that follow (slides 103-114), discuss the option that makes the most sense, & be prepared to explain your decision.



What options are being considered to address the issues raised by collegiate athletes?



Possible options to consider

Name, image, likeness	No change	Pay athletes	Unionization	States/ colleges decide
Maintain the new NCAA policy allowing athletes to sign NIL deals	Don't pay athletes Continue offering scholarships	All or some sports? Pool resources & earnings or determine based on sport?	Allow athletes to unionize and negotiate their working conditions	Allow individual states or colleges to pass laws regarding pay/NIL, etc.

Name, image & likeness (NIL)



In June 2021, the NCAA's Board of Directors adopted a temporary rule change that opened the door for athletes to collect on their NIL.

The idea is/was for athletes to be able to earn some pocket money from their celebrity and while it has had that effect, there have also been some unintended outcomes as well.

Name, image & likeness (NIL)



UCLA sophomore soccer player Reilyn Turner has signed Nike's first NIL deal, which includes a planned partnership with Los Angeles-based nonprofit organizations to encourage young girls to participate in sports. Courtesy Nike

Full team NIL deals
GA Tech football - TiVo
FL State football - Crypto
Ole Miss football - Blue
Delta Jeans
Howard Univ. men's
basketball & Univ. of
Central FL women's
basketball- College Hunks
Hauling Junk
Alabama women's
gymnastics - CrowdPush



Who's benefiting from NIL? (ATHLETES)

NIL ACTIVITIES BY GENDER



PERCENTAGE OF **TOTAL DEALS**
EXCLUDING FOOTBALL

WOMEN'S SPORTS

MEN'S SPORTS

52.8%

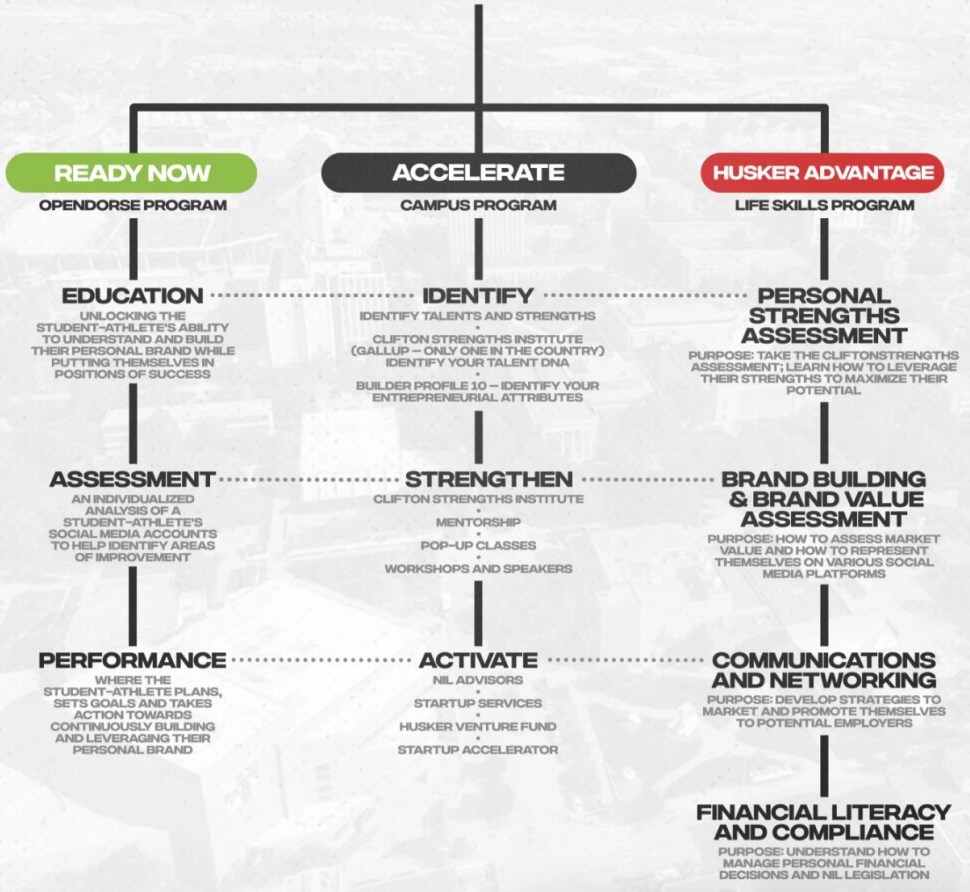
47.2%

NIL ACTIVITIES BY GENDER

	MEN'S SPORTS	NIL ACTIVITY	WOMEN'S SPORTS	
PER AGREEMENT	\$8,760	Licensing Rights	\$12,528	PER AGREEMENT
PER CAMP	\$1,222	Providing Instruction	\$1,176	PER CAMP
PER HOUR INTERVIEW	\$1,495	Interviews	\$1,119	PER HOUR INTERVIEW
PER VIDEO OR PHOTO	\$1,925	Creating Content	\$941	PER VIDEO OR PHOTO
PER AUTOGRAPH SESSION	\$2,268	Autographs	\$511	PER AUTOGRAPH SESSION
PER HOUR APPEARANCE	\$2,268	Appearances	\$511	PER HOUR APPEARANCE
PER MONTH IN SALES	\$467	Selling Products	\$358	PER MONTH IN SALES
VARIOUS STRUCTURES	\$976	Other Activities	\$172	VARIOUS STRUCTURES
PER SOCIAL POST	\$193	Posting Content	\$104	PER SOCIAL POST

#NILBRASKA

A UNIVERSITY OF NEBRASKA-LINCOLN INITIATIVE



How have colleges responded to NIL?

Many colleges have set up NIL-related initiatives to support their student-athletes. For ex:

- Some have partnered with outside companies who work with athletes on their brand, marketing, etc.
- Creating new positions within the athletic dept devoted to athlete brand development (bring in speakers, host workshops, etc.)
- Partnering with in-house academic depts (school of business, entrepreneurship, communication, etc.) to create new classes & minors to support athletes.



HOW COLLEGE ATHLETES MAKE MONEY

Name,
image &
likeness
(NIL)

NIL deals that raised some eyebrows last year

- Texas A&M's No. 1 ranked recruiting class was, at least in part, a product of the school doling out some \$30 million to prospects via name, image and likeness deals. (The team landed eight 5-star recruits - more than ever before.)
- Saban: "Jackson State paid a guy [top ranked recruit Travis Hunter] a million dollars last year ... to come to school,... It was in the paper and they bragged about it. Nobody did anything about it."
 - Former coach, Deion Sanders, vehemently denied this claim tweeting, "You best believe I will address that LIE Coach SABAN told,... We as a PEOPLE don't have to pay our PEOPLE to play with our PEOPLE."
- Basketball player Nijel Pack made one of the first big splashes in April 2022. When his transfer from Kansas State to Miami was announced, it was made public he'd get a 2-year, \$800,000 deal with LifeWallet & a car.

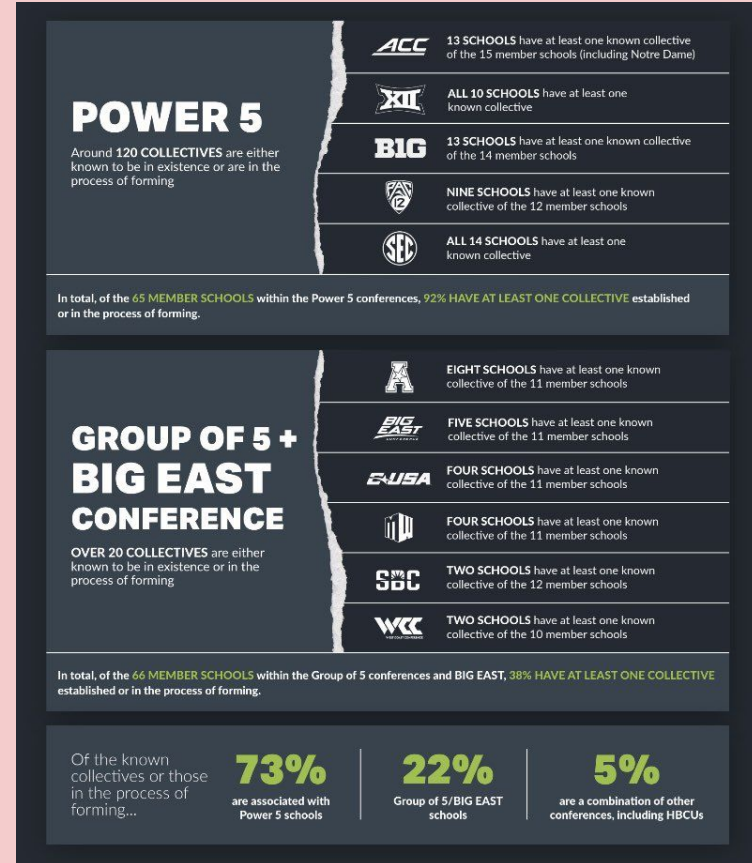


Fisher vehemently denied Saban's claims of recruiting violations. This video of a Texas A&M recruiter talking to recruits didn't help his argument though.

(Fisher's response: "It's a ... thing that we say with all recruits. The guys behind those things are the guys who pay for our program, what we do, the donations. That's what it was. He had been here one month.")

Is NIL being abused? In some cases, yes.

- The NCAA's NIL policy says there is to be no pay for play, no recruiting inducements and that athletes must provide a service in exchange for pay. The question is, is that what's actually happening?
 - Rise of "booster collectives" which provide earning opportunities (& some say illegal recruiting enticements) to players.
- The NCAA Division I Board of Governors in May 2022 warned that enforcement staff would investigate & take action against the most "outrageous violations," with the schools being penalized for boosters' improper conduct.



Name, image & likeness (NIL)

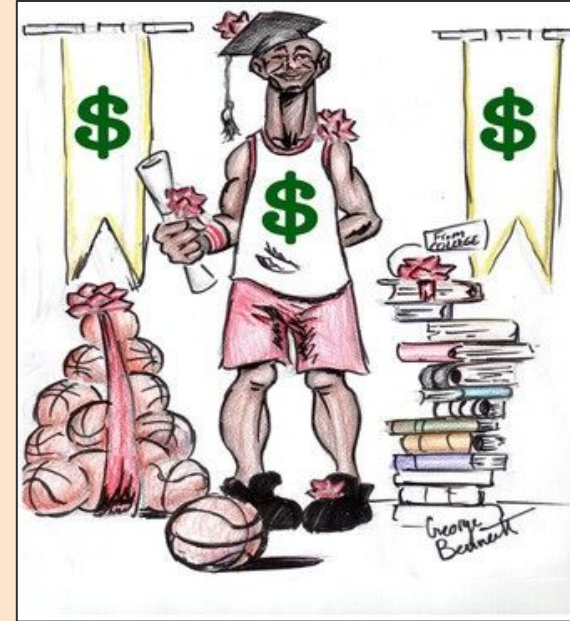


Any problems you can see with continuing to allow athletes to profit off of their NIL?

NO CHANGE

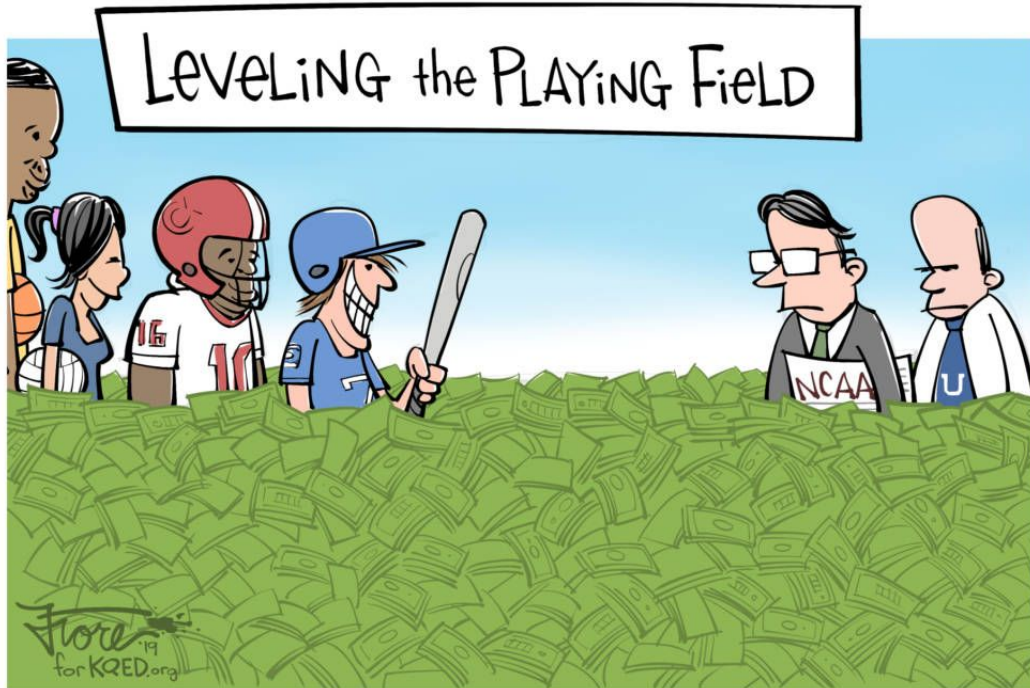
- Over 150,000 DI & DII student-athletes receive \$2.9 billion in scholarships each year (DIII schools don't offer athletic scholarships)
- The average scholarship is roughly \$18,000.*
 - In "head count" sports (D1 football & men's basketball, tennis, volleyball, & women's gymnastics) students get full athletic scholarships that cover tuition & fees, room, board, & books.
 - In "equivalency sports" (all the others) programs receive lump sums that are allocated among players according to a coach's determination.
 - These scholarships aren't guaranteed, are awarded year to year & can be taken away for numerous reasons, including injuries.
- Only about 1% of student-athletes receive a full scholarship.

Current status of student-athlete scholarships



* This doesn't cover out-of-state tuition/fees at most public schools or the total cost of attending a private school = most college athletes on scholarships aren't receiving a full ride.

NO CHANGE



The system may be out of balance but...

- ❑ athletes are getting compensated with scholarships/education.
- ❑ the recent change to NIL policies is enough.
- ❑ there's no easy solution.

Any problems you can see with staying the course?

Paying student-athletes



ASHER FREEMAN

Why pay athletes?

- For income generated?
- For their “work” on behalf of the school?

But who should be paid & how much?

Some possibilities:

- Pay athletes ONLY in the sports that earn money (football, basketball, etc.)
- Pay ALL athletes but different amounts (based on income generated)
- Pool all money earned by revenue positive sports to pay ALL athletes

Any problems you can see with this plan?

Proposed College Athletics Bill of Rights

Introduced Dec. 2020 by Sen. Cory Booker (D-NJ) & Richard Blumenthal (D-CT)

- Student-athletes would get a cut of the profit from their revenue-generating sport (after their scholarship is deducted.)
 - The only sports that generate \$ are football, men's & women's basketball, & baseball.
- Athletes will be allowed to sign NIL deals.
- A medical trust fund would be established to provide healthcare coverage for student-athletes up to 5 years following their eligibility.
- Give student-athletes more freedom over decision to stay at a university, transfer, or go pro.
- Schools would be required to give student-athletes scholarships for however long it takes them to complete their undergrad degrees.
- Coaches would be prohibiting from influencing athletes on their choice of major and from retaliating if the athlete chooses a course of study they disapprove.

**Senator Cory
Booker (D-NJ) -
Senate Hearing
on Compensating
College Athletes**

- According to Sen. Booker, how are modern college athletics exploiting students?
- Describe some of the issues that impact student athletes as Sen. Booker discusses.



Unionization of student-athletes

Union: an organized association of workers in a profession or group of trades, formed to protect & further their rights/interests.

How might a union in college sports help or potentially harm athletes?



Northwestern
University
football players
attempt to
unionize (2015)



Any problems you can see with unionizing?

Proposed College Athlete Right to Organize

Introduced May 2021 by Sen. Bernie Sanders (I-VT) & Chris Murphy (D-CT)

- Would rewrite federal labor law to define all college athletes receiving scholarships & other pay as employees of both public and private universities.
 - It would allow student athletes to bargain over wages, working conditions, revenue sharing and other rights afforded to employees.
- FOR: “College athletes are workers. They deserve pay, a union, and to own their own name, image, and likeness. We cannot wait for the NCAA to share its billions with the workers who create it,” he said. “It is long past time we gave these workers the rights they deserve.” (Sen. Sanders)
- AGAINST: “College athletes are students and not employees of their college or university. This bill would directly undercut the purpose of college: earning a degree.” (NCAA statement)
 - The NCAA said it was committed to “modernizing name, image and likeness rules... Turning student-athletes into union employees is not the answer.”

Allow individual states or colleges to decide for themselves

- Instead of having the NCAA regulate and set rules for all of their member schools, allow state legislators or individual colleges to make the choice about whether to pay their athletes or allow for NIL deals.
- FYI, prior to the rule change from the NCAA, states had begun to pass a patchwork of NIL laws.
 - In 2019, for instance, California's governor signed the "Fair Pay to Play" act which allowed athletes at any CA college or university (public or private) to sign NIL deals. Following the CA law, another 27 states passed similar legislation.

Any complications/challenges you can see with this plan to give the states/schools the power to decide?

Closing reflection -> Tuesday, Google Form asking you to consider:

"Should student-athletes be compensated in some way for their labor OR should things stay as they currently are? Why?"

Take a position on the issue & use specific evidence from the unit to support your response.



Political cartoon



- What is happening in the image? Who is pictured and how are they shown?
- How does this connect to the conversation around student-athletes?
- The author of the cartoon clearly believes that the players are getting a raw deal. **What do you think?**

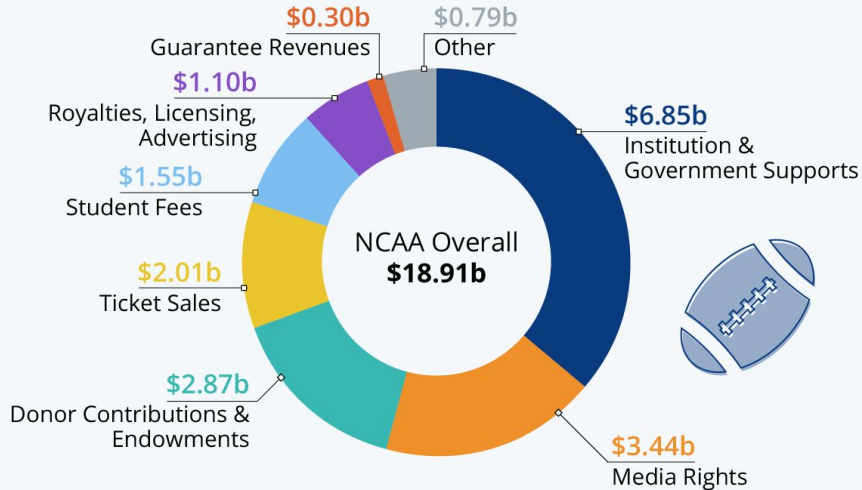
Professional Sports Earnings (men v. women)

- National Women's Hockey league just raised the team salary cap from \$150,000 to \$300,000. That averages out on a 20 person team to about \$15,000 per player.
- NLL (indoor lax) \$9k-27,000
- MLL (outdoor lax) \$10k-25,000
- WNBA
 - Average \$120,000
 - Highest \$221,000
 - Rookies \$58k-70k (draft dependent)
- NBA
 - Average \$7.7 mil
 - Highest \$46 mil
 - Rookie \$820k

Who's making money in college sports?

U.S. College Sports Are A Billion-Dollar Game

Total revenue generated by NCAA athletic departments in 2019, by source



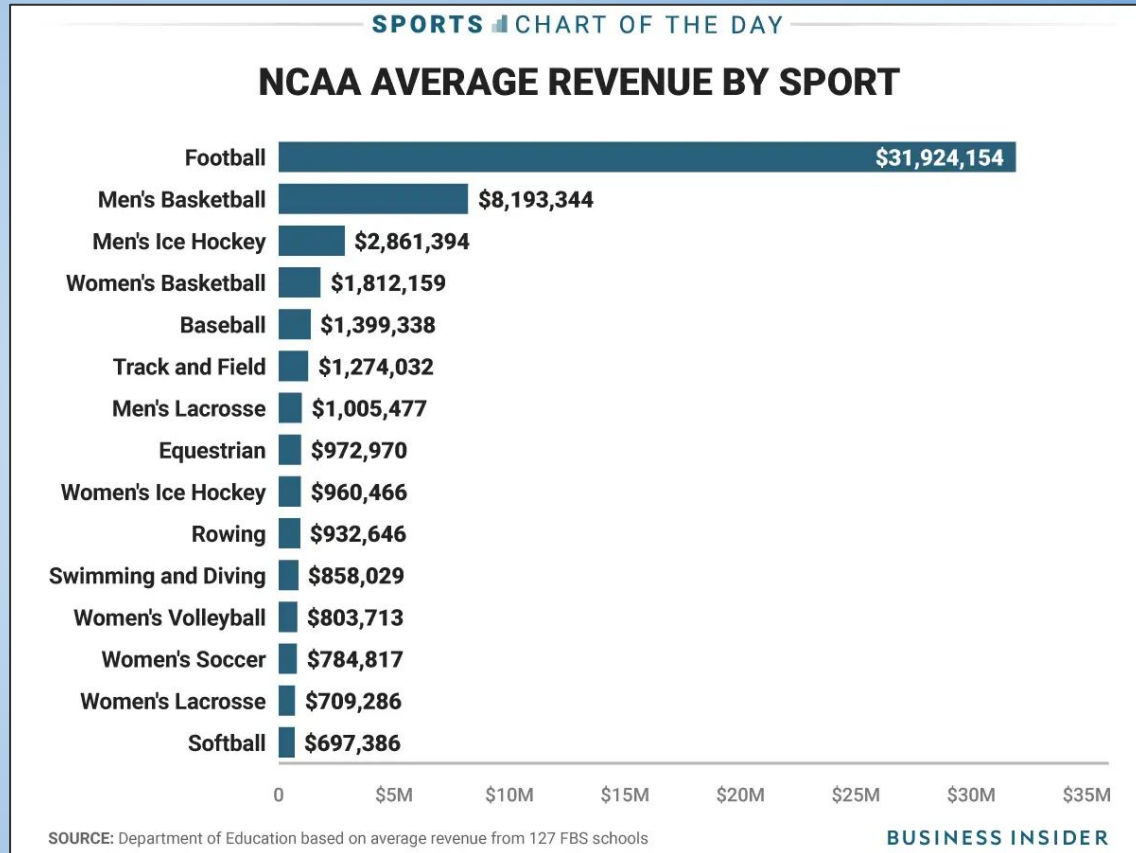
Source: National Collegiate Athletic Association

- College athletics is BIG business. However, the chart is a little deceptive.
- The \$18.91b represented here represents the **total revenue earned by all 1,100 schools** that are part of the NCAA. NOT the revenue earned by the NCAA.

Different sports earn different amounts

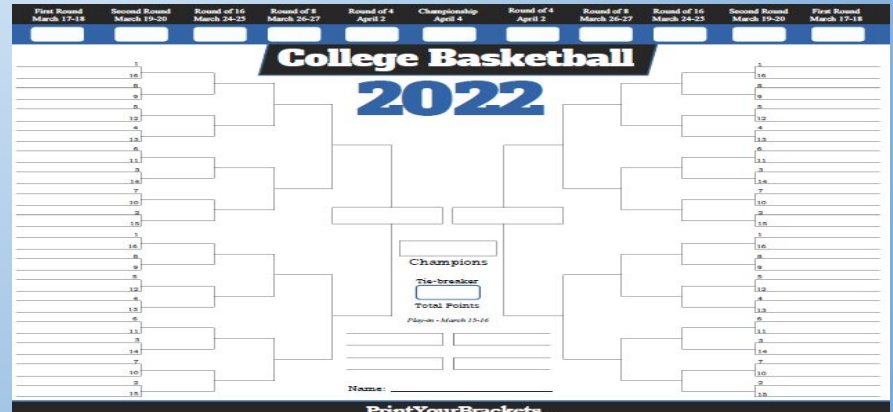
The biggest earner for schools is D1 Football. None of the revenue from college football goes to the NCAA.

- Teams in the “Power 5” Conference get to keep their money & spend it how they want (remember those team facilities?)



In 2021, the NCAA reported over \$1 billion in revenues.
So where does the NCAA get its money?

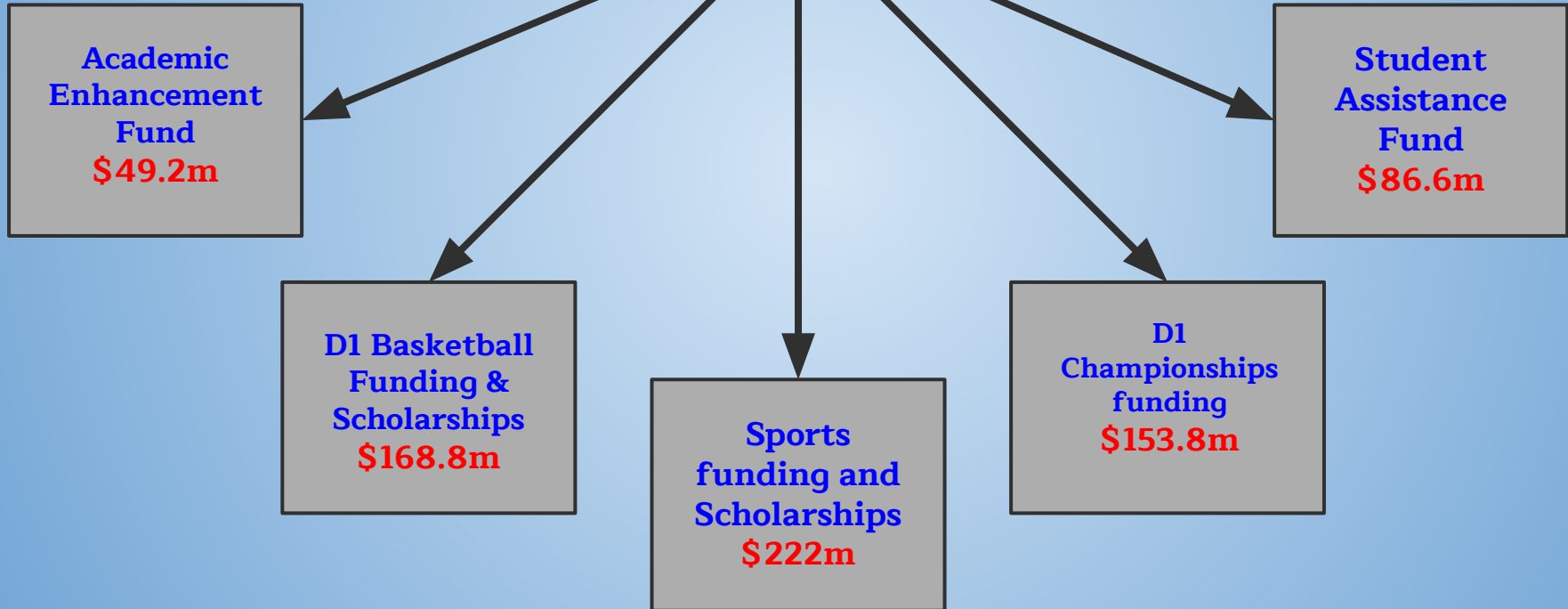
- Ticket sales to championship games and tournament - \$177.9m
- March Madness television rights from 2010-2032 - \$19.6b
 - This equates to \$867.5m in 2021 *just for the Men's Basketball tournament*
 - This means that over 70% of all money made by the NCAA comes from one sport and its championship tournament



The NCAA brings in over \$1 billion dollars annually



It gives schools just about \$900 million of that figure each year.



To close the unit, we want to know what YOU think should be done about the student-athlete dilemma.

Your question is as follows:

What should be done regarding student-athletes? Should they be paid or compensated in some way for their labor?

Take a position on the issue and craft a statement to deliver to the NCAA or the US Senate regarding this issue. In your response, you may want to consider the following:

- Should student-athletes be paid by their college or university? (If so, which athletes and in what form? Cash, tuition reimbursement such as scholarships, etc.?)
- Should student-athletes be able to profit off of their name, image and likeness as they have been allowed to do this season?
- What do you think about other proposed options such as unionization or federal/state government intervention?





One criticism of college sports: a modern day plantation system