

# What are the key points for you from the hearings and survey?

Answer at the bottom of each column, using the + sign.

ROD GITHENS DEC 10, 2020 02:00AM

## Marketing and Business Opportunities: 10/20, 11/12

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### LeBaron

There is a venue and pathway for college athletes to access. The social market will produce some funds. The amount depends on the effort put in.

### Dr. Erika Endrijonas

That Title IX only applies if the institution facilitates is involved with NIL.

### Dr. Erika Endrijonas

The research showed no real difference between men's and women's earning power.

### Dr. Erika Endrijonas

Adam and his team's potential valuation of CCC athletes was enlightening.

### Susan Armenta

Marketing and Business Opps can create an equal playing field for male and female athletes, particularly for non-sport related products.

### Stephen Kodur

Limitless opportunities for students who thrive and have a strong presence in social media

### Genaro Trejo

I think we are only at the beginning of where marketing opportunities can take students.

### Joycie K

There are big opportunities for the athletes to get into the 'adult world' and gain publicity

### Adam Cocco (verbal comments)

Branding was a common theme from the panelists. Not engaging in just any opportunity, but being mindful of the brand athletes are building for themselves.

### Anita Moorman (notes from verbal comments)

Panelists were quite consistent in the developing and emerging opportunities.

## Overarching Legal Issues: 10/20, 11/12

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### LeBaron

They will be challenged on the restricted legislation and that over time the NAIA version will prevail.

### Genaro Trejo

There is limited institutional infrastructure to regulate policy

### Jennifer

There is a lot to unpack and a lot to be mindful of in this area.

## **Dr. Erika Endrijonas**

It remains unclear how colleges can truly stay out of NIL even with 3rd party administrators.

## **Anita Moorman (notes from verbal comments)**

Nov hearing - general awareness that athletes already have these rights and are stripped of these rights upon entry into college athletics. Considering how to align policy with legal pillars that already exist.

## **Administrative, Compliance, and Operational Issues: 10/22, 11/10**

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### **Stephen Kodur**

With NIL implementation other policies and procedures would have to adapt

## **Dr. Erika Endrijonas**

The role of NIL in recruiting is complicated. The need for coordination among the various levels of education/competition is significant.

### **Jennifer Cardone**

There are a lot of issues that have to be figured out so that our student-athletes don't forfeit their eligibility if they decide to transfer and compete and we also have to be mindful of creating opportunity for those that don't want to transfer.

### **Juliana Garcia Man**

How we will adjust to students transferring between the various levels of education and competition considering their NIL

### **Jennifer Cardone**

Keeping it out of the recruiting process is going to be a very difficult task.

## **Anita Moorman (notes from verbal comments)**

Two key administrative issues: Managing transfers and the role of recruiting. Need to be mindful to not make the problem bigger than it is, given that these challenges exist regardless.

## **Policy Development Efforts of National and Regional Governing Bodies: 10/22**

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### **LeBaron**

The NAIA and D III seem to be the most liberal and student friendly..

### **Genaro Trejo**

California policy, along with a handful of states, will dictate the future of NIL.

### **Jennifer Cardone**

They are all over the map and it would be nice if we were all on the same page.

## **Anita Moorman (notes from verbal comments)**

D III and NAIA do not hold monitoring as an important issue.

## **College Athletes: 12/8**

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### **Joycie K**

It might cause a conflict amongst the teams that gain more publicity than others while others see it as a good way to gain money and be productive with social media

### **Jennifer Cardone**

They are users of social media, see the potential opportunity but are mindful of their eligibility issues and other dynamics that may be presented.

### **Susan Armenta**

Additional social media activity and marketing could be a distraction for some student-athletes, but SAs are on social media anyway, so they should be able to capitalize on their activity.

## **LeBaron**

They clearly see benefit to being able to do NIL with no punishment.

## **Juliana Garcia Man**

Be mindful of taxes and how that may affect student athletes

## **Dr. Erika Endrijonas**

Their stories were very compelling.

## **Anita Moorman (notes from verbal comments)**

important insights from athletes for developing these opportunities.

Compelling stories point to the fact that students can have meaningful opportunities that are unexpected.

# **Professional Service Providers and Third Party Administrators: 12/8**

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## **Susan Armenta**

There is a definite need for third party provider at seemingly every level; student-athletes suggested this as well

## **Genaro Trejo**

Third party's could play an important role in making sure that student's will successfully comply

## **Jennifer Cardone**

I agree with Susan.

## **Anita Moorman (notes from verbal comments)**

3rd Party Admins manage reporting and administrative aspects. Prof Service Providers are a diverse group of people in communities, etc. Lastly, need clarity for stakeholders on the limitations, etc.

## **Adam Cocco (notes from verbal comments)**

The associations vary in their mention of these in their proposed legislation.

# **Stakeholder Survey**

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## **Susan Armenta**

Most participants of survey are in favor of renumeration? SA's NIL, however, would they feel the same if they had the information that this working group was privy to?

## **LeBaron**

Shows that do nothing option should be off the table. This would leave door fully open and half closed analogy.

Supports early adoption.

## **Dr. Erika Endrijonas**

Results were not surprising. I wish more CEOs and Deans had weighed in.

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