



Karlee Hodges' Presentation for SB 206

Background in College Athletics

- I played soccer at Clovis Community College (CCC) for 2 years as a Life Science Major from 2018-2020.
- I earned an AS in Life Science, an AA in Physical Education, and an AA-T in Kinesiology all through CCC.
- I will be attending College of the Sequoias' nursing program in January.



Social Media Platforms

- Currently, Instagram is the only form of social media I use.
- Prior to playing soccer at CCC, I did not make any additional income as an influencer or through advertisements via social media.

Personal Ideas Related to NIL

- I personally do not think that student athletes should be compensated for their name, image, and likeness.
- The reason I think this is that student athletes play for the love of the game and to be able to get compensation for that love could disrupt the team dynamics.
- I have been fortunate to play for teams that have focused heavily on the culture of the team and the importance of every player.
- With student athletes being able to be compensated for their NIL, this creates a culture of who is the most popular and who is making the most money.
- It takes away from the pure love of the game and the bond that teams have because of that.

Personal Ideas Related to NIL

- Also, I think that student athletes already have their plates full with school and their sport.
 - Even at the community college level, the time commitment is immense.
- This would add a whole new role for the student athletes to navigate, which I believe would take significant time away from school and sports.
 - I think the social media aspect could become a black hole for students to get sucked into and completely focused on.

Proper Implementation for NIL

- With that being said, I know many are for this bill and it is moving in the direction of being passed so I think there are important implementations that need to be in place, if this is going to move forward.



Proper Implementation for NIL

- First, I think that outside entities would be necessary to help students navigate this confusing and elaborate process.
 - Schools would have to approve of or recommend these entities to ensure they are legit entities.
 - This could help prevent sponsors taking advantage of student athletes.
 - It would allow them to help figure out what their “brand” looks like and how to stay true to what they believe and love.
 - It could help them with future transfer and eligibility determination so they stay eligible for where they want to transfer and where they currently play.

Proper Implementation for NIL

- Second, I think that student athletes would need to be required to either go through a general education course or an orientation that clearly educates them on the rules and regulations, but also the opportunities for the compensation of their NIL.
 - Whether it is a short term course or one that is required the summer before they start college, I think it would be necessary for students to be able to navigate this process.

Economic Opportunities

- As many of you have explained in the past hearings, there is an endless amount of opportunity for student athletes economically.
- Social media is an ever-growing industry and with guidance students can use the time they spend on it for their benefit.
- Even at the community college level, the amount of local businesses that desire to support student athletes is incredible and so through this bill they can directly support student athletes and promote their businesses.

Thank You!

- Lastly, thank you so much for your time and energy to make this bill as best as it can be for student athletes.
- We appreciate it!!!

