

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

Subject	Body
<b>College Athletes: 12/8</b>	
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.
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
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.
<b>Marketing and Business Opportunities: 10/20, 11/12</b>	
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
Anita Moorman (notes from verbal comments)	Panelists were quite consistent in the developing and emerging opportunities.
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.
<b>Overarching Legal Issues: 10/20, 11/12</b>	
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 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.
<b>Policy Development Efforts of National and Regional Governing Bodies: 10/22</b>	
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.
<b>Administrative, Compliance, and Operational Issues: 10/22, 11/10</b>	
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.
<b>Stakeholder Survey</b>	
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.
<b>Professional Service Providers and Third Party Administrators: 12/8</b>	
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.