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Transformations

4-2022

Can NIL help dissolve the gender inequities that are baked into the fabric of the NCAA culture?

Ryan Cory

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National Collegiate Athletic Association

Founded in 1905

The original purpose behind the NCAA

The NCAA legislative structure

Amateurism

NIL

What it stands for



What it means



What is a student-athletes brand



How student-athletes are now being compensated

Key Legislation Leading to the Passage of NIL

2014 –
O'Bannon v.
NCAA



September 30, 2019 – California legislation is introduced that will prohibit schools from punishing student-athletes who profit from endorsements, beginning in 2023

June 12, 2020 - Florida passes state NIL law that will go in effect July 1, 2021

2021 – National Collegiate Athletic Association v. Alston

What is an Athletes Brand

- Their story, style, interests and beliefs, behaviors and values, and their athletic pursuits and activities (Saunders, 2018)
- Made up of visual elements (logos, color schemes, and mascots), as well as the messages they convey and the words they use
- Gives a certain feel, style, and a unique persona to what would otherwise just be a soulless business or a static product
- Well-designed brands can have an emotional impact on us and help create a relationship of sorts between us and the brand

Estimated Yearly Endorsement Revenue



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Compensation

Rate-per-post

- Cost-per-thousand (CPM) method
- Opendorse applies a CPM (tweet cost/1000 followers) for NFL players between 4.77 USD and 10.14 USD (Kunkel et al., 2021)

Rate-per-engagement

- Cost-per-like = .12 - .16 USD (Kunkel et al., 2021)
- Comments = .55 USD (Kunkel et al., 2021)

One large pre-determined payment

The Most Valuable College Athletes

| Rank | Student-Athlete | School | Sport | Endorsement Potential |
|------|---|---|--------------------|-----------------------|
| 1 |  Cole Anthony |  | Men's Basketball | \$476,000 |
| 2 |  Madison Kocian | <i>Ucla</i> | Gymnastics | \$466,000 |
| 3 |  Cassius Stanley |  | Men's Basketball | \$405,000 |
| 4 |  Trevor Lawrence |  | Football | \$390,000 |
| 5 |  Erica Fontaine |  | Gymnastics | \$342,000 |
| 6 |  Jake Fromm |  | Football | \$335,000 |
| 7 |  Kyla Ross | <i>Ucla</i> | Gymnastics | \$323,000 |
| 8 |  Justin Fields |  | Football | \$300,000 |
| 9 |  Sabrina Ionescu |  | Women's Basketball | \$251,000 |
| 10 |  Jaden Owens | <i>Ucla</i> | Women's Basketball | \$227,000 |

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NIL Deals for Female Student-Athletes

Hanna and Haley Cavinder

- Baseline Team
- Boost Mobile
- WWE

Paige Bueckers

- Gatorade
- Chegg
- StockX

Olivia Dunne

- Vuori
- Bartleby
- American Eagle



Why Female Student-Athletes are Benefiting from NIL

- Female student-athletes are more active on social media compared to their male counterparts
- More family-oriented social media posts
- Females typically have more hobbies outside of athletics
- Strong connections and ties to their local communities



Gender Equity Issues Involving the NCAA

Title IX

NCAA Women's March Madness
weight room controversy

The Kaplan report

Revenue distribution

Media rights agreement



nevadasportsnet

The Kaplan Report

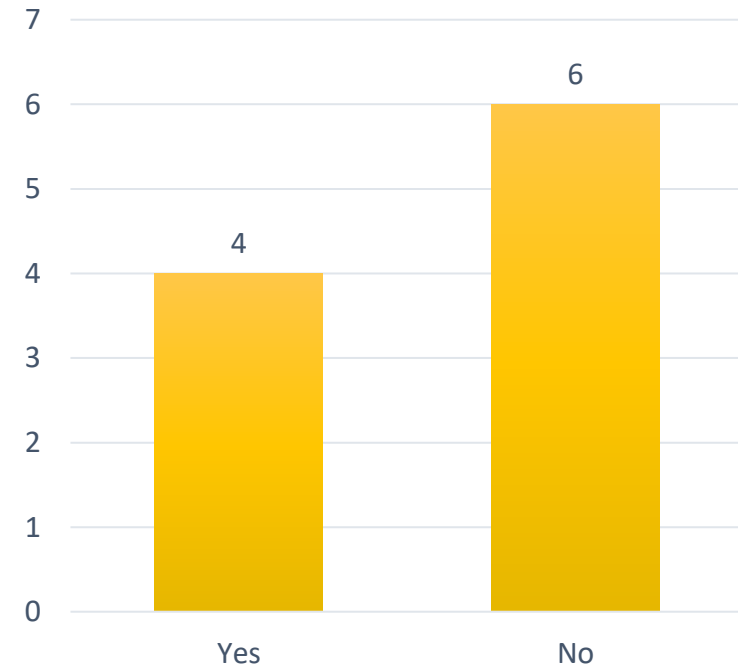
- A report commissioned by the NCAA following the outrage of the disparities between last year's two NCAA March Madness tournaments
- The report is over 100 pages long but there are three main takeaways (Christovich, 2021)
 - Women's basketball has fewer participation opportunities than men's basketball
 - The NCAA's revenue distribution model favors men's basketball
 - The NCAA media rights agreement preserves inequities



gmtm.com

Has NIL Began to Balance Gender Equity

- I interviewed with 10 former student-athletes and current employers of college athletic departments, and these were their results.
- The reason for no
 - NIL has not been around for long enough for any changes to be noticed
- The reason for yes
 - Tons of opportunities have been made available for female student-athletes
 - Female student-athletes are continuing to “kill it” with brand deals each day



Conclusion

- NIL has begun and will continue to dissolve the gender inequities that are baked into the culture of the NCAA
- Going forward the NCAA must continue to implement changes to get rid of the inequities that are embedded into the organization and culture
 - Expanded media coverage and exposure to female athletics
 - More opportunities available to participate in athletics for females at universities across the country
 - Hosting the final four for the men's and women's March Madness tournament in the same city





THANK YOU

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