



Sports ETA

SPORTS EVENTS & TOURISM ASSOCIATION



The Pulse v. 8 Research

Topic: Collegiate Athletics



Proposed NCAA Name, Image, and Likeness Changes

- California Governor, Gavin Newsom, signed the first [state legislation](#) pertaining to payment of collegiate athletes, the Fair Pay to Play Act, on Sept. 30, 2019.
- The [NCAA announced](#) on Oct. 29, 2019 its Board of Governors voted unanimously to allow student-athletes to benefit from their name, image, and likeness (NIL) in a “manner consistent with the collegiate model” (NCAA, 2019)
- The working group was asked to complete recommendations for new rules by January 2021, giving them just more than one year to address the key areas outlined by the Board.
- Much [speculation exists](#) regarding implementation of NCAA regulations as well as the potential of state-initiatives.
- Sports ETA Pulse v. 8 focused on member thoughts about these potential changes.



Rule change proponent respondent thoughts

"I think the NCAA is only doing this as their hand is forced, and they don't have a true actionable plan in place...or anything that resembles a plan. But some ability for the athlete to use and profit from their likeness is long overdue."

"In favor. Collegiate athletes generate millions of dollars in revenue for their respective institutions."

"Agreed!
Full support."

"I think the rule change is a step in the right direction towards compensating athletes. This is a process that will not be perfect and will need constant monitoring and changes."

"I agree with this proposed rule change."

"I don't disagree. However, I would like to see them put the money aside for the student athletes post graduation and put them through practical financial planning and responsibility courses."

"It's a long past due first step."

"The athletes should be paid for their likeness."

"I am slightly in favor of it."

"I believe if a school is making money off of an athlete, they should get a portion of that, even if it goes into a trust that they receive when they leave school."

Rule change opponent respondent thoughts

"I do not think they should get paid. They are going to school and getting an education. If they go on from there, then they can reap those benefits."

"I disagree with it because, in my opinion, it will eventually ruin the pureness of college sports. It will make teams go after one another, and more problems will arise."

"If the NCAA wished to remain amateur, they should not allow it and encourage their athletes to pursue "apprenticeship options" in a professional setting."

"I think it will disturb the integrity of the college. Not to mention, if they can afford to pay their athletes then maybe they should consider an affordable college admission."

"If the athletes don't value a free education, then whatever money they make from NIL will never be enough either. Plus the NIL money will go to a very small percentage of athletes, and I would assume very few female athletes. At that point, the debate will switch to why are the male athletes getting paid and not the female. It's an endless cycle and clearly a slippery slope."

"If players receive money for their likeness, they should have to pay their own tuition in fairness to athletes in the Olympic (non-revenue) sports. This movement is driven by players that went straight from high school directly to the pro's or have left college early to play professional sports. These athletes did not go to college to earn a degree, they went to play sports. So I am fine with athletes benefiting from their likeness as long as they pay for their scholarship."

General rule change respondent thoughts

"I think it was eventually going to happen, but it needs to be studied further."

"While beneficial at first glance, I want to know how this will trickle down eventually with pushing for more and how it will impact youth sports. Are they only allowed to benefit from their likeness once they hit college, or can they benefit prior to that without it damaging their eligibility? What does that mean for our events?"

"If they can create the proper parameters, unfortunately I think they fell behind and college sports/recruiting could get even dirtier."

"The platform at their respective institution is the only reason they have a "likeness." The athletes are compensated by way of a scholarship and 4 years of education. This will only impact a few popular sports anyway. The swimming, badminton, and fencing teams will not have a likeness to benefit from like that of football and basketball. The money the athletes make should be put in a trust fund for when the graduate and/or leave the institution."

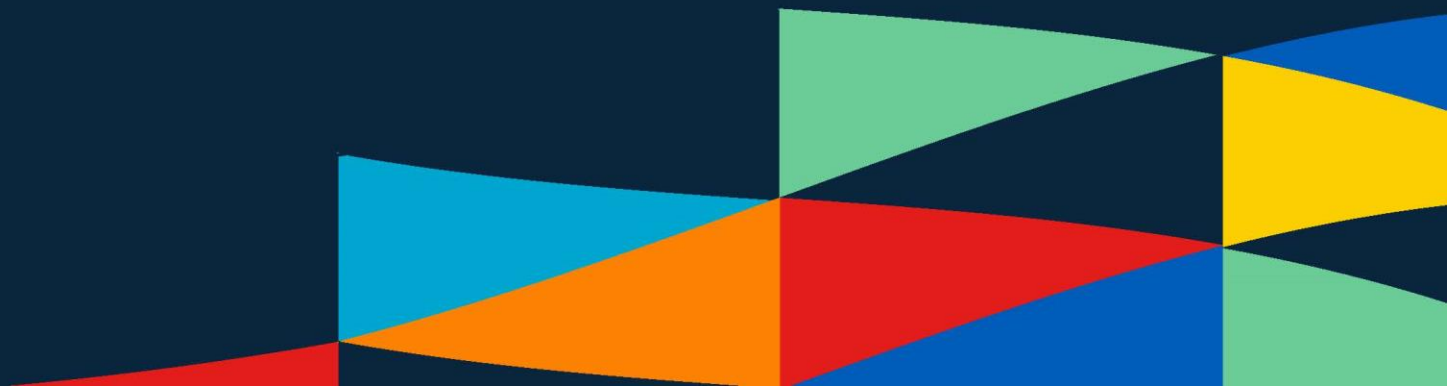
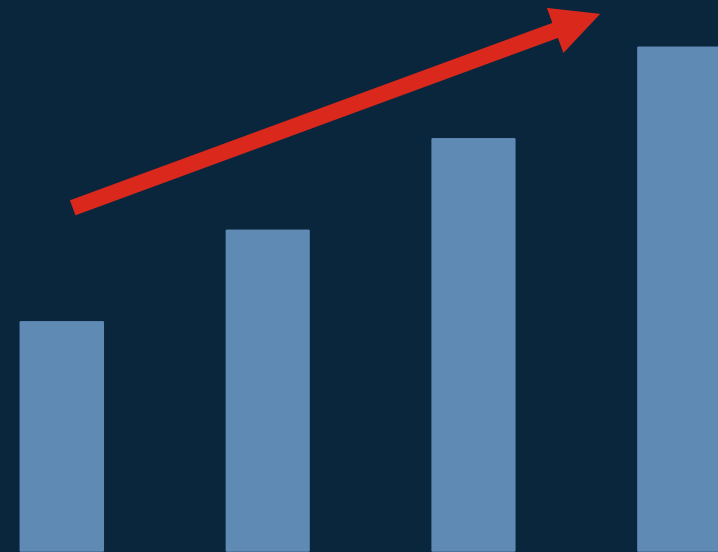
"It's still a proposal, so I am not confident this actually comes to fruition, but if it does, I see it being beneficial for athletes in a limited structure. The negative impact that this could have is that funding could be cut from Olympic sports at many DI universities."

"I think it will change the atmosphere of college sports and the "team" will be forgotten."

"It is slippery slope. NCAA student athletes are students that receive an education for the athletic talent provided to benefit the institution. The situation could create a divide of have vs. have not with large vs small institutions. This needs further study."

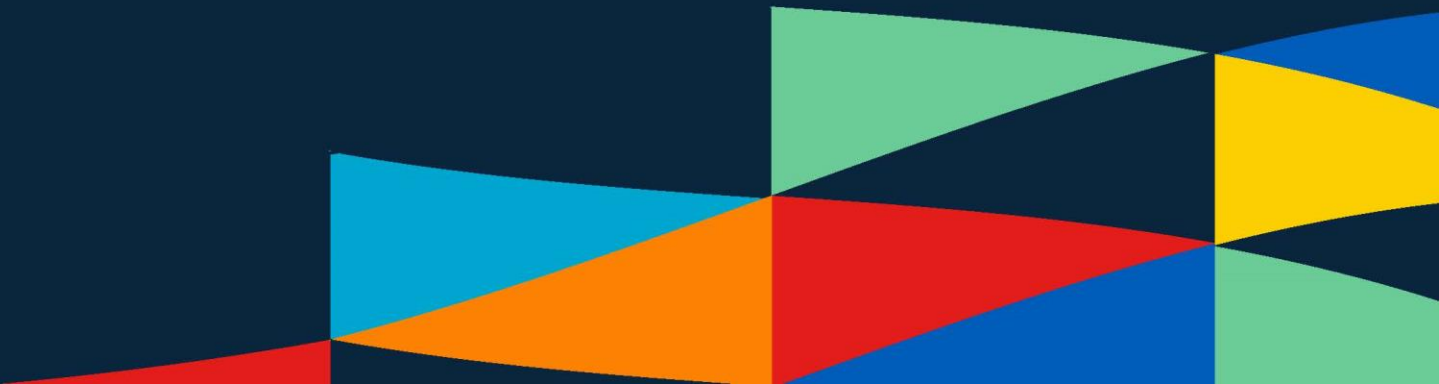
Respondent thoughts about potential Sports Events and Tourism Industry impacts:

- Some don't think it will impact our industry at all
- Some think impacts will include:
 - Drive up costs to host NCAA events
 - Rising ticket costs affecting event attendance
 - Changes in amateur sport differing state-by-state
 - Increase in specialization among youth athletes
 - Impacts to Olympic sports at institutions



How Sports ETA can best provide members resources regarding potential NCAA rule changes

- Continue to provide relevant information as available
- Foster strong relationship and lines of communication between Sports ETA and the NCAA
- Monitor impacts to the sports events and tourism industry



What Sports ETA is currently doing

- High level advocacy discussions
- Meeting with NCAA officials
- Reporting back to members on NCAA matters including bid cycle and future impacts

Stay tuned to Sports ETA for further information about this topic as it develops.





We appreciate your input!

- This information helps us as we plan for timely and relevant research, reports and information for our members.
- Part of that objective is keeping a close eye on what's happening in the industry and with our members.
- This holiday season, we want to know how you celebrate:
[Take The Pulse v. 9 today!](#)



Do you have questions or ideas
for future editions of The Pulse?

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