

Name, Image & Likeness (NIL):

The 'Kardashianization' of College Sports

RESEARCH FROM THE FRONT PORCH

RESEARCH HIGHLIGHTS

- Name, image, & likeness (NIL), is the right to publicity and monetization through college athlete businesses and social media or third-party endorsements, autographs, and personal appearances.
- NAIA member institutions have allowed college athletes to monetize their NIL since 2014. The NCAA Board of Governors voted to allow NIL to take effect for the 2021-22 academic year.
- In higher education, we must recognize a 'Kardashianization' of college sports where today's athletes and their families want more control of the market systems that propel athletes to college scholarships once they become college athletes
- We must also rethink what a college athlete is, innovating in our curriculum and teaching entrepreneurial skills as part of their degree, not separate from it.

While we need to rethink what it means to pay college athletes, we also need to rethink what it means to educate them.

QUESTIONS FOR PRACTICE

1. How is my campus preparing to support continued college athlete NIL policy changes?
2. Which college athletes and their families are already well positioned to engage in entrepreneurial ventures and social media influencer activities? Which athletes will benefit most from support in the curriculum for their NIL?
3. What departments and majors on my campus teach entrepreneurial, non-profit management, and communication skills?



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Additional Resources:

- [We Must Rethink What a College Athlete is and Teach Entrepreneurial Skills](#)
- [College Sports & Institutional Values in Competition: Leadership Challenges](#)
- [NAIA: Name, Image, Likeness \(NIL\)](#)
- [NCAA NIL: What Student Athletes Should Know](#)

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