

Cecil Gracy

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ENC-2135

30 June 2026

Outline

1. Introduction

- Hook
 - Start with the 2021 NCAA policy change that highlighted athletes' profits through NIL.
 - Describe how college athletics changed “overnight.”
- Background
 - Big names behind the policy and why they thought it should be implemented.
 - Shed light on why the NCAA previously prohibited athletes from earning money outside of scholarships.
- What's the controversy? (Here is why it matters)
 - Supporters believe NIL creates fairness for students and benefits the school in the long run.
 - Critics argue that college students are still students; therefore, they should not be receiving money.
- Thesis
 - This led me to the question of...
 - How does name, image, and likeness (NIL) impact collegiate sports?

BODY

1. Explain what NIL is and why it was introduced.
 - Find a strong definition.
 - Social media's part
 - Source: Medicalfe and Ehrlich
 - Transition to how NIL is affecting athletics beyond individual endorsement deals.
2. Positive Impact (Financial Opportunities for athletes)
 - NIL allows athletes to profit from the skill they earned.
 - Athletes can support their families without having to worry about injuring themselves during their collegiate years.
 - Source: Joel Potter and Justin White
3. While NIL has changed recruiting it is likely not as extreme as people make it out to be.
(Neutral source)
 - Recruiting is now more money-driven.
 - Source: Pitts and Evans
 - Nick Saban and Jimbo Fisher example
 - Schools with strong NIL money gain an advantage.
4. Boosters and their impact on NIL as a whole
 - Booster donations were examined (Source: Potter and White)
 - Donations from donors surprisingly increased after the study
 - Wealthy programs continued to dominate after the policy was introduced.

- Share why larger schools benefit the most (Power 5)
- Transition – Despite this belief, many believe NIL is a slippery slope and has created more bad than good

5. Negative Impact

- Critics argue NIL has changed athletes' priorities.
 - Athletes focus more on image than on continuing to pursue their talent.
 - EX: Bronny James and Caleb Williams ' lifestyles after NIL impacted them
 - Education seems to become secondary; therefore, the public's perception of college athletes shifts as if they were professionals.
 - Give an example of Athletes who went where they truly wanted to go/represent. Make it clear that today, most athletes go wherever they get paid the most, not necessarily where they want to.
 - Source: Patton
 - Although this is an opinion article, it does logically make sense.

6. Overall Analysis: Has NIL hurt or improved college athletics?

- Pros
 - Athlete + Family compensation
 - More freedom
 - Keeping up with the. New world?
 - Stronger Financial support from universities
- Cons
 - Recruiting pressures
 - Wealth inequality

- Sellouts, going to whatever place coughs up the most money (Imbalance between small and large schools)
- Shouldn't college players get paid for their athletics, right? Otherwise, their title would be pros...
- Teaching immature adults bad financial management habits.
- Cite the credibility of each source.

7. Conclusion

- Restate the research question.
- Conclude with a balanced statement and bring forth an educated opinion after investigation.