

CEE: October 29, 2025

Pay to Play: Teaching the New College Sports Economy

Susanna McConnell



Overview

01

SEL Icebreaker + Background

Group mixer + present market

02

Class and Group Discussions

You Decide!

03

Individual Activity and Project

Take a Stance!

04

Reflection

Implementation Ideas



Who I Am?



- 18th Year Teaching
- Master Teacher for CEE
- MRU Teacher Advisory Board
- Former DIII Athlete
- Sports fan

"The Wild West" of College Sports

Facilitated by: Susanna McConnell, Austin, TX



**Special thanks to Stanford
for the inspiration during
the Summer Institute for
Economics Teachers.**



Stanford | Institute for Economic
Policy Research (SIEPR)

Objectives

- understand the implications of the changing rules in sports and how incentives have changed.
- discover strategies that can facilitate student conversations around the new college sports economy.
- reflect on the implementation of the strategies, activities and topic into their own classroom.



Economics Connections

- People usually respond positively and negatively to incentives.
- A market exists when buyers and sellers interact. This interaction determines market prices and thereby allocates scarce goods and services.



Intro

What is your name, years of teaching, and how do you connect with sports?



Dicebreaker



5

# Rolled	Question
1	Who is your favorite professional or college athlete?
2	What's your favorite Olympic sport?
3	What's a unique sports memory you have?
4	What's a moment you're most proud of?
5	Who's your favorite sports team?
6	Who is a student you taught that went on to do sports in college?



Background

What has changed in college sports the last 4 years?



Background: How Have College Sports Changed Since 2021?

- Player Compensation and NIL Deals: *NCAA vs. Alston*
- Loss of Amateur Model
- Transfer Portal Expands
- Conference Realignment
- Revenue Sharing - up to \$20.5 m - *House vs. NCAA*



The Impact of NIL on College Sports

Can you create me an image that shows how college sports have changed since NIL started



HOW COLLEGE SPORTS HAVE CHANGED SINCE NIL BEGAN



PLAYER COMPENSATION & NIL DEALS

Student-athletes can now profit off their name, image, and likeness



REVENUE SHARING IS ON THE HORIZON

Schools likely to pay athletes directly in the near future



CONFERENCE REALIGNMENT CHAOS

Traditional conference affiliations have been upended



THE TRANSFER PORTAL ERA

Athletes have more opportunities to change schools



EROSION OF THE AMATEUR MODEL

How is this year different?

Impact of Revenue Sharing on College Athletics



Direct Athlete Compensation

Up to \$20.5B over 10 years for athletes in revenue sports



Budget Pressure on Athletic Departments

Schools may reallocate funds or cut non-revenue sports



Competitive Balance & Recruiting Shifts

Power programs with large budgets gain an edge



Equity & Title IX Challenges

Revenue flows mainly to football and men's basketball



Governance & Compliance

Oversight by the College Sports Commission



BUDGET PRESSURES OF REVENUE SHARING IN COLLEGE SPORTS

LARGE NEW EXPENSES



Schools paying up to \$20.5 million annually to athletes

RIISING COSTS



Coaches' salaries
Facility upgrades

UNEVEN REVENUE STREAMS



Wealthy programs vs. smaller schools

POTENTIAL CUTS



Reduced scholarships, cutting sports



The background is a light blue gradient. There are decorative splashes of color in the corners: light blue and dark blue in the top-left, lime green and blue in the top-right, red and yellow in the bottom-right, and yellow in the bottom-left.

Media Connections

Resources



THE INDICATOR FROM
PLANET MONEY

[LISTEN & FOLLOW](#)

< Why are college coaches paid so much?

MAY 28, 2025 · 3:00 AM ET

12-Minute Listen

[+ PLAYLIST](#)

[TRANSCRIPT](#)



SPORTS

**75% of US Olympians played in college.
Future of Games hinges on fallout from
NCAA athlete payouts**

**College football's NIL revolution surges
toward \$2 billion**

**The Big Ten and private equity: Why
college sports' richest conference is doing
its homework**

**With \$2.7 billion settlement approved,
college sports' big money era is officially
here**

UPDATED JUNE 6, 2025 · 11:29 PM ET

**Grant House Prevails in Landmark
Settlement, But Olympic Sports Will Be
Severely Affected**

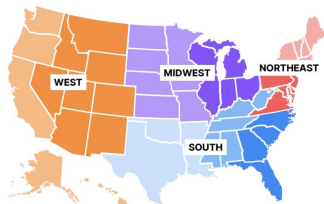
The End of Niche College Sports

Letting schools pay revenue-generating athletes is long overdue. If that means letting squash and water polo die, so be it.



Geographical Trends

NIL budgets are not created equal. As schools reduce costs and explore new revenue sources to fund their increasing demands, conference and regional investment trends have taken shape. The landscape is more competitive than ever.



South

East South Central	\$209.8M
South Atlantic	\$414.3M
West South Central	\$306.1M

Midwest

Great Lakes	\$276.7M
Great Plains	\$191.4M

West

Mountain	\$194.4M
Pacific	\$187.2M

Northeast

Middle Atlantic	\$88.9M
New England	\$34.6M

Grand Total

	\$1.9B
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Football

UK FOOTBALL

Kentucky to eliminate faculty, staff ticket discounts in wake of revenue sharing

By Jon Hale

July 2, 2025 9:56 AM | Gift Article

NCAA FBS program valuation projections

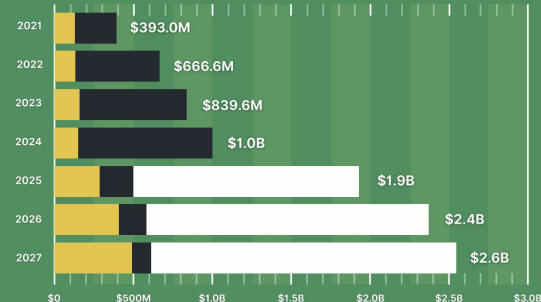
Conf. Rank	Team	Avg. Football Revenue	Projected Price
SEC 1	Texas	183.0M	2.38B
SEC 2	Georgia	147.0M	1.92B
Big Ten 1	Ohio State	116.0M	1.9B
N/A	Notre Dame	143.0M	1.85B
Big Ten 2	Michigan	141.0M	1.83B
SEC 3	Alabama	133.0M	1.74B
SEC 4	Oklahoma	135.0M	1.49B
Big Ten 3	USC	71.3M	1.4B
SEC 5	Tennessee	124.9M	1.37B
SEC 6	LSU	102.9M	1.23B
Big Ten 4	Penn State	109.5M	1.2B
SEC 7	Florida	98.5M	1.08B
SEC 8	Auburn	118.2M	1.06B
Big Ten 5	Oregon	90.0M	990M

August 1, 2025

was the first day schools could officially present NIL and rev-share offers to recruits.

Opendorse projects \$328M in offers will hit prospects in August 2025.

Total NIL Earnings by College Football Players



College football realignment: Cal will travel 83% of Earth's distance in miles in 2024

The latest round of college football conference realignment will wreak havoc on travel, especially for West Coast teams now playing in East Coast leagues.

Quarterback: \$1 million-\$2 million



NIL AT 3 / THE ANNUAL OPENDORSE REPORT

PG. 4

THE EVER-GROWING NIL MARKET

Market growth from Year 3 to Year 4 stems in tandem from increased NIL collective spending and a doubling of activity in the commercial market, headlined by the introduction of EA SPORTS™ College Football 25.

43.1%
EST. MARKET GROWTH

1.15x
GROWTH IN WOMEN'S SPORTS EARNINGS

4:1
COLLECTIVE TO COMMERCIAL SPEND

P4: \$905.1M
G5: \$162.9M
\$1.1B FOOTBALL

P4: \$153.4M
G5: \$109.5M
\$388.9M MBB

YEAR 4 PROJECTED

\$1.67 BILLION

MARKET SPEND

P4: \$111.7M
G5: \$12.6M
\$134.4M OLYMPIC

P4: \$40.9M
G5: \$17.4M
\$75.0M WBB

DI: \$6.4M
OTHER: \$3.7M

DI: \$15.6M
OTHER: \$1.1M

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Strategies and Activities to Implement

Whole Class, Small Group, Individual



FULL CLASS
DISCUSSION



SMALL GROUP
DISCUSSION

Class and Small Group

Discussion Strategies



01



4 Corners: Full Class



College athletics have improved since paying college athletes.



Strongly Agree Agree Neutral Disagree Strongly Disagree





02



Thinking Strategy: Small Group



SIT: Video Discussion

Discuss with your small groups:

1. What is something **surprising** you heard?
2. What is an **interesting** impact of these changes?
3. What do you find most **troubling**?





03



You Decide! Small Group



You Decide!

Read the events and
decide which one
you think played the
greatest role in
changing college
sports.

Major Events Changing College Sports

2018 – NCAA Introduces the Transfer Portal: The transfer portal is created to streamline how athletes transfer between schools.

2019 – California Passes the Fair Pay to Play Act: California becomes the first state to pass a law allowing college athletes to profit from their name, image, and likeness (NIL).

2021 – NCAA Adopts Interim NIL Policy: The NCAA suspends its rules prohibiting NIL deals after pressure from states and legal threats. Athletes nationwide can now sign endorsements, get sponsorships, and earn money legally while in college.

2022–2023 – Conference Realignment Accelerates: Driven by massive media rights deals, many schools announce moves to new conferences.

2024 – NCAA Reaches \$2.8 Billion Settlement in House v. NCAA: The NCAA agrees to allow revenue sharing with current athletes and back pay for some former athletes.

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In your breakout rooms, look at the five major events changing sports. Decide which one you think has had or will have the biggest impact.

Break Out Rooms

5 Minutes

Which one had the greatest impact?

Major Events Changing College Sports

2018 – NCAA Introduces the Transfer Portal: The transfer portal is created to streamline how athletes transfer between schools.

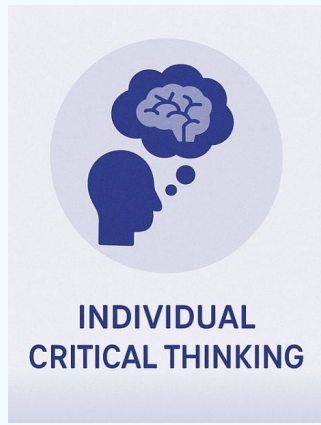
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Individual Activity

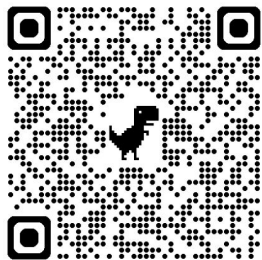
Research and Critical Thinking

04

Take a Stance: Individual



Take a Stand! Assignment



Time: 50-75 mins

1. Post the case study to your LMS.
2. Students read the background and answer the questions.
3. Students take a stance and create a digital news report about the issue.

Category	Description	Points
Headline or Title	The headline cleverly catches the reader's attention	5
Econ Questions	The product includes 2 relevant questions to the topic	5
Image/Photo	The image illustrates the impact of the issue	5
Caption	The caption of the image has a one sentence explanation of the topic with a connection to economics with at least one economic term.	5
Stance + Explanation	The paragraph of 7-8 sentences explains the background of the issue in your own words, and your stance on the issue with a reasoning. It ends with a final takeaway that shows the economics of the issue.	20

Unit 5: Factor Markets — Labor Markets and Wages

Background Info

For many years, college athletes were not allowed to be paid beyond scholarships and basic expenses. Recently, several states and the NCAA have changed rules to allow athletes to earn money through endorsements, sponsorships, and direct payments.

Supporters argue that paying athletes is fair because college sports generate billions in revenue, and athletes risk injury and dedicate huge amounts of time. Critics worry that paying athletes will increase costs, create inequality among sports, and hurt the “amateur” spirit of college sports.

Key Vocabulary Review

- **Labor Market** – The market where workers supply their labor and employers demand it.
- **Wage** – The payment workers receive for their labor.
- **Incentives** – Motivations or reasons for people to work or behave a certain way.
- **Opportunity Cost** – What a person gives up when choosing one option over another.

Classroom Activity / Worksheet: “Paying College Athletes”

Part 1: Agree or Disagree?

“College sports have gotten better by paying athletes.”

☒ **Circle one:** AGREE / DISAGREE / UNSURE

1. Write 1-2 sentences explaining your reasoning:

Students Research

Key Vocabulary Review

- **Labor Market** – The market where workers supply their labor and employers demand it.
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Classroom Activity / Worksheet: “Paying College Athletes”

Part 1: Agree or Disagree?

“College sports have gotten better by paying athletes.”

✓ Circle one: AGREE / DISAGREE / UNSURE

1. Write 1-2 sentences explaining your reasoning:

I agree and disagree with this statement for a couple of reasons. First, I agree because athletes dedicate tons of time, effort, and money to becoming the best at their sport and money would provide an incentive/reward for their hard work. On the other hand, I disagree because larger schools are going to receive more money therefore allowing them to recruit better players, potentially creating a monopoly in their conference.

Part 2: Apply the Concepts

2. How might paying athletes change the **incentives** for students to participate in college sports?
By paying college athletes, this could give athletes another form of motivation to rise to the top of their recruiting class and improve immensely as a player in order to get recruited. It could also get rid of any worry of a financial burden the athlete may carry if they are not on full scholarship.
3. What effects could paying athletes have on the **supply of athletes** willing to play at the college level?
This could lead to severe discouragement to athletes to play at the collegiate level if they don't believe they could make it. This could then lead to a smaller pool of athletes to begin with.
4. How could paying athletes affect the **costs** and **revenues** of college sports programs?
The cost of paying athletes is going to continue to rise as talent and player value rises which will cause the universities to put more money into paying these students. On the other hand, the revenues of larger schools will be going up in the case of things like the football team where with better players, they will have better teams and draw out bigger crowds.
5. What might be the **opportunity cost** for an athlete choosing to go pro early versus staying in college sports?
The opportunity costs for an athlete choosing to go pro early is missing the college experience in general and also missing out on college athletics. Also if they go straight to the pros then they do not receive a college education. This could be bad if they get injured in the pros and have already sacrificed their education.

Part 3: Real-World Extension (Optional Discussion Prompt)

6. How would you feel if you were a college athlete who now has the opportunity to earn money? Would this change your college experience? Why or why not?

If I was a college athlete who received the opportunity to earn money this would definitely give me additional motivation to be a better athlete and to train harder because of this incentive. Additionally, if I was not on full scholarship, hopefully an NIL deal would help to pay for the entire expense of my college which would reduce the stress of having a student loan. That would probably be the only reason an NIL deal would change my college experience, but other than that I think you're still playing the same sport just with an added bonus.

Sample Student News Reports

HAS PAYING ATHLETES MADE COLLEGE SPORTS BETTER?!



college athletes who are now receiving money as an incentive to play

What might be the opportunity cost for an athlete choosing to go pro early versus staying in college sports?

How could paying athletes affect the costs and revenues of college sports programs?



the sports that are most commonly paying their athletes

Recently, the NCAA changed their rules and decided that college athletes should be allowed to be paid for playing their sport. This received mixed reactions from the public because while many think it is fair due to the extreme commitment that playing a college sport is, others think it has the potential to ruin collegiate sports. I personally believe that there are both positives and negatives to paying college athletes. On one hand, it makes the athletes put in more work and makes it somewhat more entertaining because it is only elite athletes, but on the other, it creates a monopoly and allows the more funded teams to “buy” all the good players which makes it unenjoyable. Ultimately, there are economical pros and cons to paying college athletes. Paying athletes means there’s a bigger incentive for playing in college and will also mean that it is only the best of the best which makes it more entertaining for viewers, increasing revenue. Meanwhile, paying athletes means a large chunk of the revenue will go towards that, meaning that costs will significantly increase.

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SPECIAL EDITION



16 AUGUST 2025

NIL DISASTER?

HOW DO NEW COLLEGE RULES CHANGE OPPORTUNITY COST FOR ATHLETES? HAS THE INCENTIVE CHANGED AS WELL?



NEW NIL RULES ALLOW COLLEGIATE ATHLETES TO MAKE MONEY—CHANGING INCENTIVE AND OPPORTUNITY COST OF SPORTS

As of recent, the NCAA has changed rules so that college athletes may now make money off of their name, image, and likeness. This change has massive economic implications. It increases the supply of athletes willing to play at the collegiate level. It also costs more money for the schools as they now have to pay athletes and take money out of the budget. However, I believe that this change actually alters college athletics for the worse. Although it appears to create more incentive for the athletes, I believe that the only thing that this change incentives is a culture of disloyalty. Athletes will now change schools in order to go to wherever they will be paid the most, rather than staying in one program for multiple years and developing. There is already enough incentive to be the best athletes, we do not need to pay our collegiate athletes.



READ MORE AT WWW.NILHATER.COM



SPORTS UPDATE

FROM SCHOLARSHIPS TO SPONSORSHIPS: THE NEW ERA OF COLLEGE SPORTS

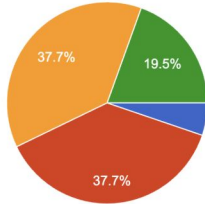


NIL is changing college sports by turning athletes into part of the labor market, where their talent and image can now be used to earn money.

Although college athletes being able to earn money for their hard work does initially sound nice, there are some questions that need to be asked. For instance, in what ways will paying college athletes change the incentives for students to participate in college sports, and how might it impact the costs and revenues of college sports programs? The new NIL system incentivizes athletes to go to college with the intent to focus on their sport, as they can now earn wages through endorsements and sponsorships. As a result, there might be adverse effects on athletes' academics, and it could discourage them from earning a degree. On a positive note, NIL should have a beneficial impact on the revenues of college sports programs due to increased attention, marketability, and fan engagement. However, if colleges pay directly for top athletes, it would certainly raise the costs of college sports programs. I personally believe that the benefits of NIL outweigh the negatives, as I value athletes earning off their hard work more than I'm worried about their academics or the increase in program costs. All in all, the rise of NIL deals demonstrates how college sports are evolving into a labor market, where athletes can now profit off their skill and likeness.

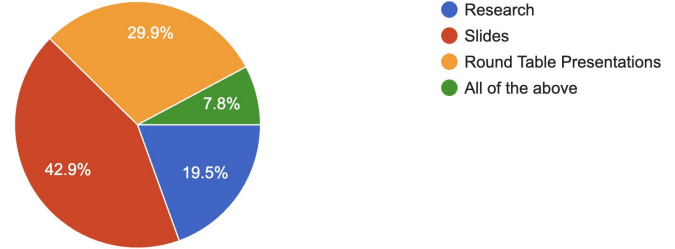
Which skill grew the most during this project?

Copy chart



- Collaboration Skills while working with a partner
- Critical Thinking Skills during the Research
- Communication Skills during the Presentation
- Creativity during the Product Design

05



Take a Stand Project

Individual or Partner Activity



Take a Stand Project

Time: 5-6 Class Days

Day 1: Overview: Explain, Sign Up, Start Research

Day 2: Finish Research

Days 3, 4: Slides for Project

Days 5: Round Table Presentation

Task: Conduct research on one of the questions below, then create a digital product that showcases your research, stance, and policy recommendation on the issue.

Potential Research Topics

Should we raise the Minimum Wage? - Price Floor (2.8)	Should sugary drinks (like soda) be taxed to reduce obesity? - (2.8)
Should there be a Price Ceiling on Medications? - Price Ceiling (2.8)	Should carbon taxes be implemented to reduce pollution? - (2.8)
Should there be Vouchers for Private Schools? - Demand (Income) (2.7)	Should the government regulate the use of AI in the music industry? -
Should governments subsidize electric vehicles to promote green energy? - Supply (2.7/2.8)	Supply (Productivity) or Demand (trends), Supply (Sellers) - (2.7)
Should the U.S. impose tariffs to protect domestic industries? - Tariff (2.9)	Should college athletes be paid through revenue-sharing (beyond scholarships)? - Elimination of Price Ceiling, Increase in Demand
Should the government eliminate agricultural subsidies? - Supply (2.8)	

Timeline: There will be 3 class days to work on this, but some work might need to be done outside of class.

- Day 1: Topic Selections and Background Research, submit Part 1, 20 points
- Day 2: 2 Stance Research, submit Part 2, 20 points + Product Creation
- Day 3: Design Product and Rehearse

Product: Use the rubric to make certain you include all parts that are required. You will be presenting your information in a round table with 5-6 other people.

Recommended Order of Slides (12-15): Question + Name, Background, Theory, Graph (Hand drawn), Stance, Arguments, Evidence (4-8 slides), Final Recommendation, Works Cited

Research, 2 Days

Individual Research for Unit 2: Take a Stance Project (40% of project grade)

Individually, fill out this research document as a planner for your final digital product. Make sure to include at least 4 resources.

Topic Selected: _____

Part A: Background, Day 1 (30 points): Complete the following research over your topic. You can use bullet points in your information.

Question	Source Link	Information
What is the background of your issue? Add 3-4 key facts you find.		
How does this topic connect to AP Micro? Explain the connection to AP Micro with a vocabulary word.	https://www.reviewecon.com/	
What are the top 3 pros or benefits of the issue? 		Main Idea: Details: Main Idea:

Part B, Stance, Day 2 (30 points): Complete the rest of your research over your topic below. Make sure that you arguments are clear and the economic data helps back up your argument. You need to find 2 new sources today.

Based on the research above, what is your present stance on the issue? Explain your thinking in 2-3 sentences.

Question	Source Link	Information
What is your first argument?		
What is your second argument?	NEW SOURCE	
What is your third argument? 	NEW SOURCE	
What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)		

What are the top 3 cons or costs of the issue?		Main Idea: Details: Main Idea: Details: Main Idea: Details:
What is happening presently behind this issue? Include statistics with present policies .		

What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)		
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Part C, Final Recommendation: What is your recommendation for policy makers about this issue moving forward? Explain in 1 sentence with a strong closing argument.

Submit this portion of your work by the end of class on Research, Day 2.

Research Example #1

Part B, Stance, Day 2 (20 points): Complete the rest of your research over your topic here:

Based on the research above, what is your present stance on the issue?

I believe that college athletes should not be paid beyond scholarships to play a sport in college.

If you are completing this with a partner, you need to add a total of 8 more statistics, so you'll need to add 4 more rows.

Question	Source Link	Information
What is your #1 argument?	https://www.britannica.com/procon/paying-college-athletes-debate	Most colleges do not have the capacity to pay student athletes a large amount of money for their athletics in the first place. The ability to pay student athletes gives an unfair advantage to teams with more money, creating huge disparities between richer and poorer teams. In addition to this, most athletes already receive scholarships to attend school that cover most of the cost of their education, so paying student athletes even more would not be necessary.
What is your #2 argument?	https://sportsepreneur.com/nil-is-bad-system-failing-college-sports/	The ability to pay student athletes has massively complicated the recruiting process for high school athletes moving into collegiate athletics, and has created another layer of complication with the Transfer Portal. Student athletes now are often looking for the highest bidder, rather than a school that is a real fit for them and their interests. This causes major issues in team cohesion, and again exacerbates the difference between programs with more and less money.
What is your #3 argument?	https://equilibriumcon.wisc.edu/2025/01/09/student-athletes-or-athletes-students-the-economics-of-collegiate-athletics-in-the-nil-era/	NIL deals have made collegiate athletes much more visible and large figures in the athletic community. Athletes like Caitlin Clark have become such huge household names that watching college athletics became more of a phenomenon than before. This contributes to the idea of a "Talent Fee" where teams with super talented players face increased ticket prices.
What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)	https://www.britannica.com/procon/paying-college-athletes-debate	The NCAA provides more than 3.6 billion in athletic scholarships, weighing out to around 20,000 dollars per year per athlete. The average tuition for a public college was 17,797 dollars, so this scholarship would cover most of the fees, without necessity to be paid more by the athletic department directly. This impacts the student athletes because they are receiving money directly from the NCAA.

What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)	https://sportsepreneur.com/nil-is-bad-system-failing-college-sports/ https://www.ncaa.org/sports/2022/4/25/transfer-portal-data-division-i-student-athlete-transfer-trends.aspx	TCU head football coach said he risks losing 25-30 players every year because of NIL-related transfers, on a team of usually a size of 100 players. This means that 14 to 16 of the players are looking to transfer to different schools every year. Since 2022, the number of students entering the transfer portal has increased by about 3,000, up almost 25%. This impacts smaller teams who don't have enough money to pay their athletes, again creating a gap between wealthier teams and those with less money because athletes will want to transfer out to a team that can pay them more money.
What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)	https://hermistonherald.com/2024/02/28/ticket-prices-for-caitlin-clark-final-college-home-game-are-reasonably-high/ https://www.sportingnews.com/us/ncaa-basketball/news/caitlin-clark-nil-deals-money-iowa-nike-sponsors-2024/w59534c9d-3b296066	In 2024, Caitlin Clark, one of the most popular collegiate basketball players in history, was playing in her last collegiate game. She has come to fame not only because of her talents but also because of her various NIL deals with huge brands like Nike. Her total NIL deal worth in 2024 was 3.1 million dollars. This popularity created a huge ticket inflation in collegiate basketball. The AVERAGE ticket price for her last collegiate game was \$577, up 35% from the typical price. This negatively impacts consumers of collegiate athletics because they might not be able to afford to attend college games. It does however positively impact athletic programs because it increases revenue.
	3a36cb	
What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)	https://www.commerce.senate.gov/2025/9/college-sports-revenue-gap-between-power-conference-schools-everyone-else-increased-early-600-since-2002-commerce-committee-analysis-finds	Since 2002, the revenue gap between power conference schools (SEC, Big Ten) and all other schools has increased by 584%. The revenue gap is over \$43 million. This contributes to huge disparity because power conference schools gain more and more revenue, increasing their ability to gain an edge on other schools by improving coaching staffs, facilities, and gaining better athletes through the transfer portal, negatively impacting smaller schools. This also impacts athletes because increased allocation of funds to sports that bring in more revenue (football and basketball) have led to the cut of 41 division I sports programs in sports like track and field and volleyball.

Part C, Final Recommendation: What is your recommendation for policy makers about this issue moving forward? Explain in 1 sentence with a strong closing argument.

If colleges are going to continue to be allowed or even required to pay their student athletes, policymakers should create federal regulations on NIL deals, so that they do not go on a state-by-state basis, and should utilize the Federal Trade Commission to enforce these regulations, hopefully closing some of the gap between power and non-power schools.

Research Example #2

Question	Source Link	Information
What is the background of your issue? Add key facts you find.	https://www.ncaa.org/sports/2021/2/10/about-resources-media-center-ncaa-101-what-ncaa.aspx https://www.espn.com/college-sports/story/_/id/41040485/what-nil-college-sports-how-do-athlete-deals-work https://www.nilnewsstand.com/what-is-nil#:~:text=Revenue%20sharing%20is%20when%20schools%20are%20a%20school%27s%20internal%20revenue.	National Collegiate Athletic Association - Non profit organization formed in 1906 - Regulate games, rules, player eligibility, etc "Nearly half a million college athletes make up the 19,886 teams that send more than 57,661 participants to compete each year in the NCAA's 90 championships in 24 sports across 3 divisions" - Goal of NCAA: "Prioritizing academics, well-being and fairness so college athletes can succeed on the field, in the classroom and for life" "It wasn't until 2021 that the NCAA changed rules to allow students to profit from their name, image and likeness -- otherwise known as NIL." "D1 athletes now have multiple avenues for earning income, including Name, Image and Likeness deals, cost of attendance stipends and additional benefits from universities and third-party entities" "Revenue sharing is when schools directly distribute a portion of athletic department revenue—like media rights or ticket sales—to student-athletes." "NIL is funded by outside brands and sponsors, while revenue sharing comes directly from a school's internal revenue."

What are the top 2 cons or costs of the issue?
Main Idea: Revenue sharing could reduce the need for student athletes to work outside of practice and school. This may allow them to focus more on school and athletics, and meet needs not met by scholarships. Details: Athletes frequently work outside of sports and academics to supplement their income "on top of practicing 20+ hours per week." Details: College athletes are required to make up the difference between NCAA scholarships and the actual cost of living. Tuition shortfall amounts to thousands of dollars per year and leaves about 65% of players to live below the poverty line Main Idea: Only a few NCAA sports actually generate revenue for colleges and universities. Most schools don't have the funds to be able to pay athletes. If schools did attempt to pay athletes, most low-earning and less popular sports would have to be cut. Details: In fiscal year 2019, the expenses of the largest and richest D1 schools in the NCAA exceeded their revenue by 87 million. - The NCAA argues that "schools would also have to cut unprofitable sports including gymnastics, swimming and diving, tennis, track and field, volleyball, and wrestling" Main Idea: Changes the intent of college sports and reduces focus on gaining a proper education. Details: So few college athletes will end up playing professionally, so the focus of student athletes should still be on academics. - Only about 12% of college football players the sport with the largest revenue amount of scholarships and funding will go pro. - Student athletes may select schools based solely on the financial compensation available to them, like in the job market. This would unfairly show advantages to the richest schools of the top tier. This also takes focus away from selecting a school based on a lot of factors, including the academics offerings.

Question	Source Link	Information
What is your #1 argument?	https://www.britannica.com/procon/paying-college-athletes-debate#ref398160	Most colleges, even those considered "the richest", can't afford revenue-sharing. If they did pay college athletes, a majority of sports would have to get cut, reducing the scholarship and playing opportunities for many students.
What is your #2 argument?	https://www.britannica.com/procon/paying-college-athletes-debate#ref398160	Most student athletes already receive financial benefits through scholarships in addition to free room and board, tutoring services, better meals, trainers, advanced coaching, etc. While many collegiate athletes aren't able to work and play, a large part of their expenses as a college student are already covered.
What is your #3 argument?	https://www.britannica.com/procon/paying-college-athletes-debate#ref398160	The point of going to college is to get an education. Revenue-sharing can disrupt this structure, as student athletes would essentially be employees more than students. Athletes should be focused on their education so that they can make money out of college, since most don't go pro. Athletes can get a lot from college sports, not just money.
What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)	https://www.britannica.com/procon/paying-college-athletes-debate#ref398160	As of 2018, the NCAA provided over 3.6 billion dollars in athletic scholarships to over 180,000 D1 athletes. If this was divided up equally, each student would receive around \$20,000. In 2018, the average cost of attending public college was \$17,797.
What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)	https://www.gallup.com/education/312941/ncaa-student-athlete-outcomes-2020.aspx	"NCAA student-athletes (55%) are much more likely than their non-athlete counterparts (31%) to have held a leadership position in a club or organization such as student government, a fraternity or sorority, or an athletic team."
What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)	https://fortune.com/2024/02/24/ncaa-college-sports-employees-student-athletes-charlie-baker-interview/	"NCAA student-athletes are 1.3 TIMES MORE LIKELY to earn a postgraduate degree than their non-athlete counterparts."
What statistic can you use to show the impact? (Identify if this affects the consumer, producer, government, or society)	https://fortune.com/2024/02/24/ncaa-college-sports-employees-student-athletes-charlie-baker-interview/	NCAA President Charlie Baker warns that "95 percent" of student-athletes' ability to play college sports would be endangered if colleges were required to compensate them like employees.
		This affects both the consumer and society because less students would have the option/opportunity to play collegiately, and there would be a reduction and devaluing of less profitable sports in society.



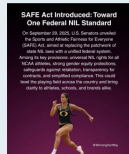
Product Example

Should College Athletes Be Paid Through Revenue-Sharing?

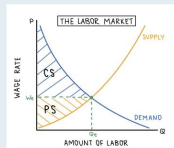
STUDENT NAME

TABLE OF CONTENTS

- 01 Background
- 02 Graph
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- 05 Policy Recommendation



ECONOMICS GRAPH



Current labor market for college athletes at equilibrium wage and quantity

AP MICRO CONNECTION

Should colleges use revenue-sharing as an **incentive** to get athletes to play for their team? Reduced funding for other sports & academic programs is an **opportunity cost** of this choice.



BACKGROUND

As college sports generate billions in revenue each year, debate rises over whether student-athletes should receive compensation through revenue-sharing for their efforts.

PROS

- ⊙ Fairness
- ⊙ Athletes don't need extra income source

CONS

- ⊙ Cost to colleges
- ⊙ Changes structure of college sports

KEY TERMS

National Collegiate Athletics Association (NCAA)

- Regulates rules, games, player eligibility

Name, Image, and Likeness (NIL)

- Funded by external brands

Revenue-sharing

- Schools distribute a portion of athletics revenue to student-athletes



MY STANCE

College athletes should **not** receive compensation through revenue-sharing for 3 main reasons.

REASON #1

Colleges can't afford to pay athletes outside of scholarship without high opportunity cost.

Power 5 Schools' expenses **exceeded** revenue by **\$7 million** in 2019

95% of student athlete positions endangered or cut



Product Example

REASON #2

Student-athletes already receive substantial benefits

Scholarships

NCAA provides \$3.6 billion in athletic scholarships to 180,000 athletes

Free Resources

Tutoring, room and board, meal plans, trainers, mentorship

REASON #3 CONTINUED

School selection based on wages instead of educational offerings



Less incentive to get an education

REASON #3

Reduces focus on academics & changes structure of college

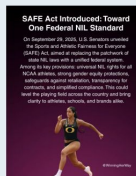
Only 1.2% of college football players will go pro

V.S

9 out of 10 new jobs go to college degree holders

POLICY RECOMMENDATION

- 1) Prohibit revenue-sharing
- 2) Allow profit from NIL under the SAFE Act
- 3) Develop stronger amateur sports leagues as an alternative route



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Review: Classroom Activities

01

SEL - Dicebreaker

03

Individual Activity

Take a Stance!

02

Class and Group Discussions

4 Corners, SIT, Rank

04

Group Activity

Take a Stand! Project



Reflect

How can you use these strategies in
your own classrooms?



Resources

NPR: The Indicator - Why are college coaches paid so much?

NPR: The Indicator - What a university deal with Pitbull says about college sports

Wisconsin Economics: Student Athletes or Athlete Students

Michigan Economics: Is NIL ruining college sports?

CNBC: College sports programs valuations

SI: Highest paid college athletes via nil deals

ESPN: College football position costs

NYTimes: Title IX nil revenue sharing sports

Resources, Continued

Opendorse: College football- how nil is reshaping the game in 2025

St. Louis Fed: What should college athletes be paid?

National Law Review: House approval could change college sports

The Atlantic: The end of niche college sports

SIEPR 2025: "The Wild West of College Sports"

Forbes: Conference realignment strains athletes and teams

NYTimes: College Football Program Valuations

YouTube: Bloomberg - Why paying athletes hasn't fixed college sports?

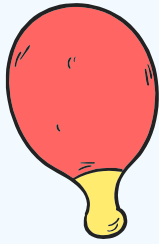
Opendorse Report 2025

NPR: College sports big money era

538: Conference Realignment

ChatGPT

Thanks!



What questions do you have?

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