

# **NAVIGATING THE RELATIONSHIP BETWEEN COLLEGES AND NIL**

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# **NIL - BRIEF SUMMARY**

- **What is NIL?**
- **California was the first to pass NIL legislation on September 30th, 2019**
- **NIL rules went into effect on July 1st, 2021**
- **Rules in place for 34 states at the collegiate level and 28 states at the high school level**
- **Football and men's basketball represent majority of NIL compensation**
- **Many rules/policies across the country**



# SELF-EFFICACY

- **Defined as when a person is confident in their ability to succeed**
  - **Self-efficacy vs self-esteem**
- **Connected with a student's academics**
  - **Strategies and goals, mental health, and GPA**
- **Connected to college athletes**
  - **Physical activity, sport participation, and successful performance**
- **Confidence has been linked to a collegiate student-athlete**
- **Self-efficacy theory**



# ATHLETE IDENTITY & ACADEMIC IDENTITY

## Athlete Identity

- Described as the degree an individual identifies with the role of an athlete
- AIMS is a prominent instrument to measure
- Related to athlete burnout



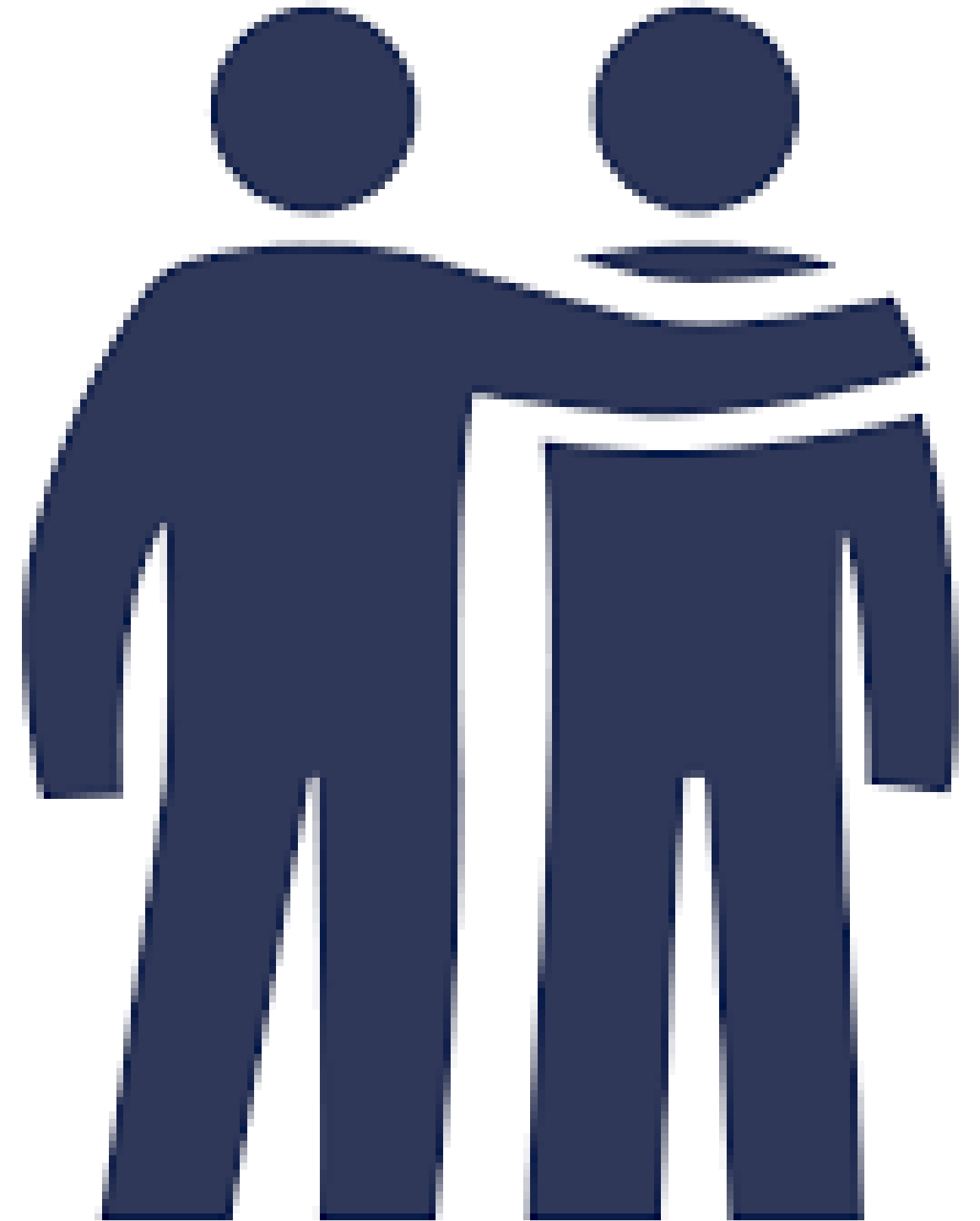
## Academic Identity

- Limited definitions in higher education but exist in professional concepts
- Core elements and concepts
- Theoretical framework to build a student's identity

# SOCIAL SUPPORT

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- **Defined as the perception individuals have of the available social resources**
  - **The conservation of resources model**
  - **Related to athlete burnout**
  - **Multi-dimensional construct**
  - **Directly connected to self-efficacy**
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# STUDY SPECIFICS

- **Quantitative methods**
- **Students at a large, Midwestern University - one institution**
  - **Performs strong academically**
  - **Division I, Power 5, Big Ten**
- **Convenience sampling**
- **600 undergraduate sport industry students**
  - **Around 100 student-athletes**
- **Cross-sectional survey**
- **Research-led**
- **Multiple regression analyses in SPSS**