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The Effects of Compensation for NCAA Athletes

A Synthesis Project

Presented to the

Department of Kinesiology, Sport Studies, and Physical Education

The College at Brockport

State University of New York

In Partial Fulfillment

of the Requirements for the Degree

Master of Science in Education

(Athletic Administration)

by

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May 7, 2021

SUNY BROCKPORT

BROCKPORT, NEW YORK

Department of Kinesiology, Sport Studies, and Physical Education

The Effects of Compensation for NCAA Athletes

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Instructor Approval

Date

Accepted by the Department of Kinesiology, Sport Studies, and Physical Education, SUNY Brockport, in partial fulfillment of the requirements for the degree Master of Science in Education (Physical Education).

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Abstract

For decades, the National College Athletic Association has been using their collegiate players for their names, images, and likenesses without giving those players compensation for it. The NCAA believes just because they supply athletes with full ride scholarships that is enough compensation for players. Due to the lack of compensation, players have been choosing alternative routes instead of going to college to gain compensation or receive illegal compensation for their names, images, and likenesses at their respected colleges/university. The NCAA is worth over 3 billion dollars. For the NCAA to refuse compensation for their athletes is wrong and should be deemed unacceptable. The purpose of this synthesis project is to review the literature on the effects of compensation for NCAA athletes.

Chapter 1- Introduction

The National Collegiate Athletic Association (NCAA) was once known as the Intercollegiate Athletic Association (IAA), which was created in 1906 to lower the excessive force that was being taken advantage of in college football. One of the main goals of the IAA was to implement a balance of education and amateurism in collegiate sports. In 1910, the IAA changed their name to the NCAA. Lush, who is a journalist wrote in his article about the NCAA using players' names, images, and likenesses, he said "the NCAA constitution states that the organization's purpose is to maintain intercollegiate athletics as an integral part of the educational program and the athlete as an integral part of the student body and, by so doing, retain a clear line of demarcation between intercollegiate athletics and professional sports" (Lush, 2015).

For decades now, the NCAA has been pocketing billions of dollars as well as profiting off athletes' names, images, and likenesses without those athletes legally receiving compensation. As the talent at the collegiate level continues to grow and improve, colleges will continue to sell those players and gain revenue from those names. Edelman (2017) wrote an article that gave a statistic that states that the college sport industry represents more than 11 billion dollars. At present, over 50 United States colleges generate upwards of 70 million dollars per year in athletic revenue, while 28 colleges generate annual athletic revenues that exceed 100 million. Colleges and universities are benefitting from athletes' success while those same athletes are not receiving the compensation they deserve.

The University of Alabama's coach Nick Saban is the highest paid college coach in the world with a salary of about 11 million dollars. He also receives incentives for winning which exceed 4 million dollars. The median for big time college coaches' salaries exceeds 3 million

dollars (Brady, et, al. 2017). The colleges are not only benefiting from players' names, images, and likenesses, but also from the coaches. A successful coach only goes as far as their players go, so for coaches to be making millions while the players are receiving no compensation, it is wrong.

Due to college athletes not receiving compensation, it can lead to illegal actions being taken by colleges and coaches just to recruit the big name high school players. In 2017, a top high school recruit Deandre Ayton was considering accepting a scholarship to The University of Arizona. Sharp states that "On February 23, 2018, ESPN alleged that Wildcats head coach Sean Miller had been caught on tape by the FBI offering \$100,000 to an employee of an agent for Ayton's services" (2018). This is one of many instances where coaches will do anything just to receive a top recruit, and because colleges don't compensate their athletes, it makes saying yes to \$100,000 a whole lot easier.

Jackson implies "Despite the big business of college sports, the NCAA is adamantly opposed to anything that smells like pay-for-play paying the athletes some kind of salary for their performance. College athletes are amateurs, not professionals, they insist" (2020). The NCAA president and commissioner are solely believers that because athletes gain scholarships that they do not deserve to be compensated for their play.

Statement of the Problem

For decades, collegiate athletes have been helping their respected colleges gain a large amount of revenue for their schools based off their names, images, and likenesses. Collegiate athletes are sacrificing their social and family life to be devoted to a sport for nine months of a year, but still don't receive compensation. Collegiate athletes should make compensation off of their names, images, and likenesses.

Purpose of the Synthesis

The purpose of this synthesis project is to review the literature on the effects of compensation for NCAA athletes.

Operational Definitions Found in Literature

1. NCAA: the largest association of organized collegiate sports in the United States, grouped in three Divisions (D1, D2, and D3). (Stamatis, et, al. 2020).
2. Title IX: created in 1972, promising to secure equal educational and sporting opportunities to girls and women. Recognizing the importance of education to women's lifelong opportunity and economic security (Brake & Grossman, 2020).
3. Amateur Sports: the practice of participating in a discipline (collegiate sport) without receiving compensation for play (Lush, 2015).
4. Intercollegiate athletics: large financial business with millions of dollars paid to individual institutions to broadcast competitions, wear certain clothing, and to advertise in sports venues (Pflum, et, al. 2017).
5. Student-Athlete: person who plays on a collegiate team, balancing the success of their academics and respected sport (Powers, et, al. 2020).

Research Question

1. How much revenue do collegiate schools/ universities make off their players' name, images, and likenesses per year?
2. How long has the ban of not paying collegiate athletes been in place?
3. What process did the state of California go through to allow their student athletes to start receiving compensation off their names, images, and likenesses?

4. If players were compensated for their names, images, and likenesses, how much revenue would schools lose?
5. How much money do top D-I coaches make compared to the other teachers in these huge D-I schools?

Delimitations

1. Study will target D-I, D-II, and D-III collegiate schools and universities. Top D-I schools especially will be the focus because those are the schools that generate the most revenue from player's names, images, and likenesses.
2. Both male and female sport teams will be included within the study with a comparison of how much money each sport team brings in.
3. D-II and D-III colleges/ universities that generate the most money will be looked at during this study as well.

Chapter 2: Methods

The purpose of this synthesis project is to review the literature on the effects of compensation for NCAA athletes. NCAA athletes have been used for their names, images, and likenesses, for way too long without receiving any compensation. A number of different databases were used to research articles that would best fit this synthesis project.

The literature collected for this synthesis was located using the EBSCO database from The SUNY Brockport's Drake Library. Due to the fact that this synthesis project falls under the sports department, the research guide that was used within the discovery process was Kinesiology, Sport Studies, & Phys. Ed. Within the EBSCO database the following databases were searched: Academic OneFile and Academic Search Complete. Between the two databases, before filtering them to this synthesis project, there were thousands of related articles that were discovered.

In order to focus the research process, certain keywords were used to determine which articles would be implemented within the study. These keywords included *NCAA Compensation, Paying Collegiate Players, Collegiate Coaches' Salaries, and Pay to Play College Athletes*. These keywords were selected based off the comparison between that can be drawn from each word to the synthesis project on hand. The starting point of this synthesis project were designed to be surrounded around *NCAA Compensation* and *Paying Collegiate Players* which were seen as the two most important keywords. By choosing those two key words to surround this synthesis project around, keywords such as *Collegiate Coaches' Salaries and Pay to Play College Athletes* were located in most of the articles chosen to be implemented within this synthesis project. To narrow down the research, the word *Collegiate* was inputted to make sure that only articles involving collegiate programs would be

researched. The keyword *Pay to Play College Athletes* was important because it gave a different approach on how collegiate administrators approach the process of paying collegiate athletes.

Within the two databases Academic OneFile and Academic Search Complete, *NCAA Compensation* was the first keyword used in the first combined search. Both searches together resulted in 116 articles being found. Then, a limiter was placed within the research process to limit the years from 2011-2021 to all the articles being peer reviewed with full text. After applying those limiters, the search resulted in 74 articles. Out of those 31 articles, five articles were chosen that matched the synthesis criteria.

The second keyword *Paying Collegiate Players* was searched in the EBSCO database from The SUNY Brockport's Drake Library with the limiters of the date being 2011-2021 and peer reviewed articles/ journals with full text. The searched resulted in seven articles being discovered. Out of the seven articles, one article was chosen that met the synthesis criteria.

The third search used the keyword *Collegiate Coaches' Salaries* that was used in the EBSCO database from The SUNY Brockport's Drake Library with the limiters of the date being 2011-2021 and peer reviewed articles/ journals with full. The search resulted in eight articles being discovered. Out of the eight articles, one article was chosen that met the synthesis criteria.

The fourth keyword *Pay to Play College Athletes*, was searched in the EBSCO database from The SUNY Brockport's Drake Library with the limiters of the date being 2011-2021

and peer reviewed articles/ journals with full text. The search resulted in 2,925 articles being discovered. Out of the 2,925, three articles were chosen that met the synthesis criteria.

To gain more knowledge about my topic, I used Google Scholar to insert one of my keywords that I knew would generate a good amount of articles that would help with the informational process of this synthesis project. The keyword that I used was *NCAA Compensation*. Before adding in the limitations of each article/ journal being peer viewed and the date ranging from 2011-2021, 19,100 articles were discovered. After including the limitations, 11,400 articles were discovered. Out of the 11,400 articles, I used ten just to grasp an idea of the approach I wanted to use when discussing this synthesis project.

When determining which article was going to be included within the synthesis project, each article had to meet specific criteria. The articles had to have some relevance to the thought of collegiate athletes receiving compensation for their names, images, or likenesses. A lot of the articles chosen within the process gave pros and cons of major D-I colleges and universities and what they thought the process would look like if schools were to start paying their student athletes for their names, images, and likenesses.

Articles were produced from journals such as, *Boston College Law Review*, *USA Today*, *American Psychological Association*, *Southern California Interdisciplinary Law Journal*, *Sports Illustrated*, *PLOS ONE Collection*, *Harvard Journal of Law & Gender*, *Harvard Journal of Law & Gender*, and *Psi Chi Journal of Psychological Research*.

The critical mass for this synthesis project is over 480,000 student athletes who are currently enrolled in a D-I, D-II, or D-III college or university. Due to the fact D-I schools generate millions yearly from their student athletes, 176,000 D-I student athletes will be one

of the main focal points. Those 176,000 student athletes come from the 351 division schools located throughout the United States. The number of student athletes consists of both male and female athletes as well as, all races and ethnicities.

While selecting which articles would be most beneficial, a mixture of qualitative and quantitative articles was selected. The literature review included five qualitative articles and five quantitative articles. Throughout each article used during the study, surveys, questionnaires, article reviews, and sample tests were all included when implementing information for each article.

The biggest obstacle that occurred when conducting research for this synthesis project was the repetition of articles that believed student athletes shouldn't receive compensation for their names, images, and likenesses because they receive full ride scholarships. Recently, the state of California signed a law that their players will receive compensation for their names, images, and likenesses. To find articles to offset the balance of thoughts about NCAA not paying their players, I had to change the way I searched each keyword. Even though there was a huge difference between articles supporting the NCAA not paying their athletes, there were only a handful of articles that were found to help make the case of the NCAA paying athletes for their names, images, and likenesses.

Chapter 3: Review of Literature

The purpose of this chapter is to present a review of literature on the effects of compensation for NCAA athletes. In particular, the following topics will be reviewed: how pay to play becomes a major impact in collegiate sports, financial security within the athletes, and the negative effects if student athletes were paid. The debate about whether NCAA athletes should receive compensation for their play will forever be an ongoing discussion. Due to the fact that NCAA athletes sacrifice friendships, family, and holidays because they become devoted to their respected sport and team; they should receive a form of compensation for their services.

Pay to Play

The NCAA made it clear ever since its inception, the pay to play ideology will remain established to separate amateur play from professional play. In Lush (2015), Lush states that “one of the NCAA’s main goals is to uphold the virtues of amateur sports (p.773)”. The NCAA made laws that are expected to be followed and can lead to severe consequences if not followed. Also stated by Lush (2015), “a student athlete can lose amateur status if they are paid in any manner seemingly related to athletic ability and consequently lose their NCAA eligibility (p.773)”. The simplest form of receiving compensation can lead to the downfall of having an athlete’s scholarship stripped, as well as losing the opportunity to ever again play at the collegiate level. Student athletes face these potential threats to their career because anything received from an outside source, other than the NCAA, is deemed illegal. The Post O’Bannon V. NCAA was implemented because the NCAA did not want to pay their athletes besides scholarships. The NCAA Committee believed instead of paying their athletes, the money can go to ideas that are more beneficial such as building more facilities

and improving each university's athletic departments. Lush found that the compromise for student athletes to receive compensation could come from endorsement deals that would not shift the atmosphere of the NCAA (Lush, 2015). By athletes receiving compensation from endorsements, it avoids universities compensating them directly, as well as giving athletes rights to their names, images, and likenesses.

Even though the NCAA is set with their rules of not paying their athletes, a push to potentially change the way they perceive student athletes receiving compensation can help change their decision. In Edelman (2017), Edelman states that there is a reform movement emerging due to the huge gap between the revenues that college athletes bring in compared to the compensation received by student athletes. Edelman found that student athletes generate millions of dollars yearly from their respective field of play. For student athletes to only be granted a scholarship and then thanked for their contribution, should not be acceptable. In addition, in Edelman (2017), part of the reform movement is to change the principle of amateurism used in the NCAA. Another solution that is stated in the article is the idea of challenging the pay to play rule under the antitrust laws. Many major colleges are hesitant to pay their collegiate athletes because they believe they will lose revenue and therefore not be able to reinvest in different athletic programs or properly compensate athletic directors or coaches. If the NCAA's pay to play is challenged under this law, student athletes are ensuring fair treatment. If universities decides to pay student athletes, scholarships can become a taxable gain.

Not only do major D-I, D-II, and D-III collegiate athletes perceive themselves as being an athlete first, but so do community college athletes. Pflum, et al., (2017) stated that even though community colleges do not receive the same recognition as a D-I school, they still

perceive themselves to be athletes before students. Unlike the thousands of universities that helped with the information gathered within this synthesis project, 500 community colleges and their athletic programs were assessed to see how student athletes perceived themselves. Out of those schools a sample size of 200 student athletes were chosen to help partake in the study (Pflum, et al., 2017). The results stated that the student athletes perceived athletic participation to be a strong part in shaping their lives. Community college is not as big as D-I, D-II, and D-III, but at the same time, they are student athletes and deserve the same opportunity as if they were in one of the three division (D-I, D-II, and D-III) colleges or universities. That leads to the discussion of paying community college athletes as well off their names, images, and likenesses. Community colleges do not generate the revenue that a D-I school may, but their athletes should be given the same opportunity that student athletes receive at their respected universities to benefit off their names, images, and likenesses.

Financial Security

Many collegiate athletes are recruited from uncommon environments ranging from dangerous living conditions to barely having a place to sleep at night. This leads to illegal actions taken between coaches and recruited players. Former Arizona State head coach, Sean Miller, was recently fired for paying recruited player Deandre Ayton \$100,000, so that he could attend Arizona State University (Sharp, 2018). Tough upbringings can lead to players feeling vulnerable, which causes them to make mistakes, such as receiving illegal compensation to attend the collegiate program that is recruiting them. In this instance, Deandre Ayton felt vulnerable which led to him receiving illegal compensation to attend Arizona State. Some coaches are caught but not all are when participating in these illegal acts. In this instance, Sean Miller chose winning over his career and got fired because of his

illegal actions surrounding the recruiting process of Deandre Ayton. This outcome has led investigations to be brought up every time a highly recruited athlete decides to commit to a low to mid-level D-I program.

Besides receiving illegal compensation, many recruited athletes tend to choose a different route besides college. When high school athletes decide to go into a professional sport straight from high school, collegiate programs are missing the opportunity to make revenue from those players' names, images, and likenesses. Those players choose the professional route instead of the collegiate route because of the financial stability they gain from becoming a professional athlete.

When it comes to collegiate sports and compensating the players, coaches are compensated for their actions rather than the players who are actually playing the sport. Brady, et al., (2017) state that Nick Saban, head football coach at the University of Alabama has a yearly salary of 11 million dollars. Head coaches play a major role in players being recruited and playing to their full potential, but to have head coaches making millions of dollars at the collegiate level while athletes are not receiving any compensation creates a conflict of interest for those involved. The results show that when your athletic program becomes successful, coaches receive more compensation. Athletic programs value winning because its success leads to compensation. High level D-I coaches will continue to make millions in compensation because while winning, they are building a great reputation not only for their program but for their name as well, which leads to a highly recruited player's decision becoming much easier to make.

Apart from trying to be financially secure, student athletes sacrifice their mental health. They know scholarships are the only way they can attend college. Powers, et al., (2020)

referenced that because athletes focus so much on their respected sports, academics, and the worry of financial stability at home, their mental health is sacrificed. 79 student athletes (56 men and 23 women) participated in this study to describe how they struggle with mental health issues, and how they feel about opening up to their coaches about it. The results showed that coaches and student athletes' relationships play a role when it comes to mental health and the effects felt from depression and anxiety. Student athletes believe that having a good relationship with their coaches can be beneficial in coping with their mental health issues.

Collegiate student athletes often experience stress and mental health issues. Stamatis, et, al., (2020) state that even though a collegiate athlete may have everything handed to them at a D-I level, they still go through personal struggles. Surveys and scales were conducted to help student athletes express their mental health issues as well as the problems that come with having the title of being a D-I athlete. 227 males and 315 females were chosen to participate in the study. The results showed that 52% of the males experienced mental health issues while 49% of the females did as well. NCAA athletes cover their emotions because they do not want to show a sign of weakness. The results highlight that mental health is a struggle that more than half of NCAA student athletes experience on a daily basis. Promoting wellness and investing into the student athlete's mental health should be a main priority as well.

Arguments against Paying Student Athletes

Compensation Included in Scholarships

The NCAA believed that the only way to separate collegiate sports from professional sports were to implement amateurism. By implementing amateurism, the NCAA are preventing collegiate athletes from making compensation off their names', images', and likenesses'. Scholarships are considered enough compensation for student athletes. At the highest level of competition in collegiate sports, D-I athletes who receive scholarships are also provided with free tuition and room and board. Athletes on a scholarship receive free meals, great housing, equipment, stipends, and free medical assistance. The total cost of all the amenities per student adds up to total of over \$50,000 a year. In comparison to an average professional football player, an average salary is about \$860,000.

In addition as to why the NCAA refuses to pay their student athletes, the implementation of Title IX adds another reason why athletes are not receiving compensation. Brake and Grossman (2020) state that not only was Title IX created to help provide more equal opportunities for women at the collegiate level, but also to make sure equal opportunities are granted within all sports. One of the biggest reasons why NCAA athletes are not receiving compensation is because if one group of athletes receive compensation for their play, so would all other groups of athletes. Major D-I football programs generate millions of dollars yearly, but other sports programs do not generate nearly as much. The results shows that for football players to receive compensation, while other programs do not, is not fair according to Title IX (Brake and Grossman, 2020).

Summary

The compensation for NCAA athletes would not only have positive effects, but also negative effects towards collegiate athletes receiving payment for their play. Title IX plays a huge role in collegiate athletes not receiving compensation because if one sport program benefits from compensation, all other schools and athletics programs have to receive compensation as well. Due to Title IX preventing collegiate athletes from receiving compensation, many athletes choose to take an alternative route to obtaining success in their respective sport. Many athletes choose to go into professional sports instead of choosing the college route just to make sure they are receiving compensation so they can support themselves and their loved ones.

The state of California has recently passed a law where student athletes can now receive compensation from endorsements. Blinder (2021) states, “Every single student in the university can market their name, image and likeness; they can go and get a YouTube channel, and they can monetize that (p. 1)”. So far, one out of fifty states has allowed their collegiate athletes to receive compensation for their names, images, and likeness from endorsements. If the schools in California can benefit from letting their student athletes receive compensation, other states may pass a law allowing their student athletes to receive compensation.

The NCAA is a billion-dollar industry because of student athletes. Collegiate athletes sacrifice their college experience, friends, and holidays to commit full time to their respective sport. Collegiate athletes often sacrifice not only for themselves, but for their teammates and school as well. Collegiate athletes receive free living spaces, equipment, food, and other amenities but that does not make up for everything that those student athletes sacrifice in order to make collegiate athletic programs successful. Many major collegiate athletes come

from backgrounds where their environments were not acceptable. If they were to receive compensation off their names, images, and likenesses from endorsements, collegiate athletes and their families would greatly benefit.

Chapter 4: Results, Discussion and Recommendations for Future Research

The purpose of this chapter is to present the results of the review of literature on the effects of compensation for NCAA athletes. This chapter will also help present how these results align with the purported research questions which guided this synthesis project. In addition, recommendations for future research as it relates to compensation for NCAA athletes are presented.

The results of this literature reviewed has revealed that in many different cases, NCAA athletes sacrifice so much to play sports that they should be compensated for their participation in their respected sport. Both Brake and Grossman (2020) and Lush (2015) made cases against NCAA athletes receiving compensation due to free scholarships they received, which includes housing, food, and clothing accessories. NCAA athletes view themselves as being more than just student athletes. NCAA athletes feel they are a huge part of their respected universities and as a result, they help generate millions yearly for the entertainment they provide on a day-to-day basis. By paying NCAA athletes, universities avoid illegal transactions by trying to get highly recruited individuals to their universities. Also, by paying NCAA athletes the universities are more likely to have commitment with their athletes.

Discussion

Interpretations

As part of this literature review there were several research questions that were posed. The first research question was how much revenue do collegiate schools, universities make off their players' names, images, and likenesses per year? Brake and Grossman (2020)

revealed that high-level D-I football programs generate millions yearly, but other programs simply do not make close to the amount of revenue they bring in. Many schools sign television contracts, which then gain extra exposure for their schools based off player's names, images, and likenesses. Edelman (2017) found a reform movement created to broadcast the mistreatment of collegiate student athletes who bring a large amount of revenue to their respected universities, while receiving little compensation.

The second research question was how long has the ban of paying collegiate athletes been in place? The results showed by both Edelman (2017) and Lush (2015) stated that ever since the NCAA was renamed in 1910 the concept amateurism was implemented. Lush (2015) emphasized that amateurism was one of the main goals established by the NCAA. Amateurism was installed to separate the professionals from the non-professionals. By establishing amateurism, the NCAA gains control over each athlete's names, images, and likenesses. Lush (2015) stated that any athlete who receives compensation related to their athletic ability risks losing their NCAA eligibility. The pay to play rule is also a huge reason why NCAA athletes are not receiving compensation. Edelman (2017) also highlighted that a reform movement would challenge amateurism in collegiate sports. Title IX is another reason why many collegiate programs are not paying their student athletes. Brake and Grossman (2020) highlighted that Title IX was not only created to provide more opportunities for all women, but to establish equal opportunities in sports. If one group of athletes receives compensation, it would be proper formed to do so for every group. Even though high-level D-I football programs generate millions every year, Brake and Grossman (2020) explained that paying football teams and no other sports teams would go against Title IX regulations.

The third research question posed was what process did the state of California go through to allow their student athletes to start receiving compensation off their names, images, and likenesses? Blinder (2021) emphasized that the state of California passed a fair to play law that allowed NCAA athletes to start making money off their names, images, and likenesses through endorsements. Allowing NCAA athletes to receive compensation, amateurism in the state of California was eliminated in collegiate sports. The fourth research question was if players were compensated for their names, images, likenesses and how much revenue would schools lose? The results showed that the data was inclusive. There were no numbers to compare revenue lost because each school receives a different amount of compensation. Until more schools start compensating athletes, the data on the amount of revenue each school would lose will stay inclusive (Blinder, 2021).

The final research question was how much money do top D-I coaches make compared to the other teachers in these huge D-I schools? The results showed that at high-level D-I schools the coaches' salaries exceeded millions of dollars. Berkowitz and Schnaars (2017) highlighted that the head football coach of The University of Alabama has a salary of over 10 million dollars per year. Sports at high-level D-I schools are viewed as the revenue source for colleges and therefore, paying head coaches as well is a main priority. A professor's salary ranges from 40,000-60,000 dollars a year. The difference between the head coach salary compared to a teacher's salary at a high-level D-I college is astounding. Athletic programs value success, which leads to the coach's compensation being high.

Implications

The conclusion of this literature review supports previous research. While many articles supported NCAA athletes receiving compensation for their names, images, and likenesses,

there were also articles that made counter-arguments on why NCAA athletes should not receive compensation. The research implies that NCAA athletes sacrifice so much that receiving compensation can encourage them to realize their effort is not going unnoticed. It also makes athletes realize that they are being appreciated by not only the university but by their fans as well. The findings from other studies differ from the current research because many articles believe that NCAA athletes should not receive compensation. The results do not challenge existing theories because the state of California is already paying their athletes from endorsements meaning they can receive compensation from their names, images, and likenesses. The practical implications that come from following compensating NCAA athletes are slowly graduating towards success. The state of California is being used as a stepping stone and if paying their athletes is successful, it is possible that other universities across the United States compensate their student athletes as well.

Limitations & Recommendations for Future Research

In reviewing the data base on the effects of compensation for NCAA athletes the following limitations were noted regarding the studies under review. For universities to be successful in the athletic department, they are expected to have the best talent or a winning culture because talent plus winning equates to revenue being bought to the school.

Researchers who argue against NCAA compensating athletes need to take into consideration where student athletes are being recruited from (stable or unstable environments), and if that university has a winning culture or not. Student athletes who are recruited from unstable environments are more inclined to partake in illegal actions to attend a university compared to a student athlete who comes from a more stable environment. These illegal actions stem from monetary issues that student athletes may have. When universities don't have a winning

culture, they tend to partake in illegal acts such as paying players to attend their school so they can develop that winning culture.

Sample sizes will always be a major factor in how information is dictated and displayed. Student athletes should have more of a voice in stating their opinions on how they feel about not receiving compensation for their play. Outside of universities, fans should have lesser of an impact on whether NCAA athletes should be compensated or not. The state of California passed a law to pay their NCAA athletes, more mayors and governors should be included in the survey process. A final limitation that should be implemented is presenting a pros and cons list on the benefits of paying and not paying NCAA athletes. By performing a literature review of a pros and cons list, if one outweighs the other, researchers can then make a case for either side on whether paying NCAA athletes is beneficial or not.

Based on these limitations and other insights related to the literature, the following recommendations for future research should be considered:

1. Future research should examine how paying NCAA athletes would benefit their athletes. The research can propose hypothetical questions to current and former NCAA athletes on receiving compensation. The questions directed to the current NCAA athletes can focus on if they were to receive compensation and how it would benefit them at that moment. The questions directed at former NCAA athletes can focus on if they did receive compensation and how their college experience has been different from not receiving any compensation?
2. Future research should examine the amount of compensation high-level NCAA head coaches receive vs. the compensation that high-level NCAA athletic programs receive. At high-level NCAA programs, head coaches' salaries are over 10 million dollars while athletic

programs generate millions as well. Millions of dollars are generated from the performance of student athletes, but they are only granted revenue in scholarship form.

3. Future research should examine how the state of California's NCAA athletes are benefiting from receiving compensation from their names, images, and likenesses. By having one state already paying their athletes, the NCAA can base their decisions on whether all of NCAA athletes should start to receive compensation as well.

4. Future research should implement interviews with current professional players who went professional from collegiate after just one or two years. The interviews should focus on how they would have felt if they were to receive compensation while being in college. It brings up the questions, would they have stayed all four years opposed to going professional.

Summary

The purpose of this literature review was to determine the effects of compensation for NCAA athletes. Delimiting variables were used to do an exhaustive data-based search which yielded 10 articles. These articles were then systematically used to determine the effects of compensation for NCAA athletes.

Research revealed that NCAA athletes are a huge part of the revenue stream that universities gain yearly for the entertainment they provide from their names, images, and likenesses. While many cases were made for NCAA athletes receiving compensation, a few articles argued against NCAA athletes receiving compensation because of how much money it costs to give out free scholarships. NCAA athletes are required to maintain a high performance in school while also being expected to play at a high level in their respected sport which can lead to mental health issues. Many highly recruited athletes come from

unstable environments which leads them to partaking in illegal transactions to attend certain universities. By compensating NCAA athletes, universities can show recognition for their student athletes that their sacrifices to maintain greatness in the classroom and in their respected sports are not unnoticed.

In the state of California, NCAA athletes can receive compensation from their names, images, and likenesses. Yes, this is only just 1 state out of 50 to allow their athletes to receive compensation, but this is a stepping stone in the NCAA. Hopefully, with the success of California universities compensating their athletes, other states will slowly start to partake in the compensating of their athletes.

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Appendix A

Synthesis Article Grid

Author	Title	Source	Purpose	Methods & Procedures	Analysis	Findings	Recommendations
Blinder, A. (2021)	N.C.A.A. Athletes Could Be Paid Under New California Law	The New York Times	The State of California wanted to find a way where student athletes can start receiving compensation off their names, images, and likenesses.	Qualitative Research. The state of California used previous research of how much revenue colleges receive from sports and analyzed ways where student athletes can receive compensation as well.	In 2023, the state of California plans to have a law in place, which will allow collegiate student-athletes to receive money from endorsements.	Collegiate student athletes can no longer lose their eligibility from receiving compensation due to their names, images, and likenesses in the state of California.	This law should be implemented in every other state. A collegiate student athlete generates the most money at high-level schools. It's only right that they are compensated for their contributions.

<p>Brady, E. Berkowitz, S. & Schnaars, C. (2017)</p>	<p>The coach as CEO (an \$11 million salary?)</p>	<p>USA Today</p>	<p>To analyze how much money major college coaches make compared to their colleagues.</p>	<p>Quantitative Research. Graphs and charts was used to compare Nick Saban salary to other collegiate coaches' salaries. As well as compared to his peers.</p>	<p>Nick Saban, who is the Head Coach of The University Alabama; is the wealthiest collegiate coach in the world who makes over \$11 million dollars a year.</p>	<p>Besides Nick Saban making over 10 million a year due to his contract, he is not the only collegiate coach making millions.</p>	<p>I understand that Coach Saban is a great coach but at the same time, people are paying money to see the players play, not the coach stand on the sideline. To have your head coach at a collegiate program receive millions of dollars to coach while the players receive nothing just do not sit right with me.</p>
<p>Brake, D. L., & Grossman, J. L. (2020)</p>	<p>Reproducing inequality under title IX</p>	<p>Harvard Journal of Law & Gender</p>	<p>Title IX were created so that women can receive equal treatment in not only school, but when it comes to sports as well. Title IX were</p>	<p>Qualitative Data. Different research methods for finding data such as past history of the knowledge of sports was taken into consideration when trying to implement Title IX in the</p>	<p>Title IX allowed women more opportunities in the classroom as well as in sports.</p>	<p>Women are now able to take advantage of the sporting opportunities that are being offered due to the fact of Title IX being part of the NCAA process.</p>	<p>Implementing Title IX was a great idea that the NCAA could have did. By implementing Title IX, you give women athletes the same opportunities and chances that men athletes will get.</p>

				NCAA.			
Edelman, M. (2017)	From Student-Athletes to Employee-Athletes: Why a “Pay for Play” Model of College Sports Would Not Necessarily Make Educational Scholarships Taxable	Boston College Law Review	To find a solution where collegiate student athletes can receive compensation for their play.	Qualitative data. In depth, descriptive research was performed and analyzed to see if any laws can be passed in order for student athletes to receive compensation.	Different laws were taken into consideration when trying to find a way where athletes can still be paid but at the same time help colleges gain a revenue.	Many major colleges are hesitant to pay their collegiate athletes because their scared to lose revenue and not be able to reinvest in different athletic programs or allocate athletic directors or coaches.	I find it interesting how major colleges have TV contracts, endorsements, on top of ticket sales but still refuse to pay their athletes because they scared to lose revenue. Major colleges brings in millions of dollars in revenue yearly but paying a collegiate athlete is not being considered.
Jackson, K. (2020)	The Rules of the Game.	American Psychological Association	To understand the reasoning is behind the	Qualitative data. Past research	The NCAA is still stuck in the era when	The NCAA Committee is stubborn to	I understand that college programs has many people

			NCAA Committee, to not pay the athletes, but instead reinvest revenue gained into the administrators.	studies were used to help conduct an understanding on how the NCAA Committee came to be and the rules created to make the NCAA.	it was created. The NCAA are not trying to change just due to the fact of the millions in revenue they gain yearly.	change just because they feel like they shouldn't change the rules of the game in respect to the founders of the NCAA.	working behind the scenes that do not receive the credit they deserve. However, at the same time, student athletes are not receiving the same credit they deserve by not gaining compensation for their play.
LUSH, G. (2015)	Reclaiming Student Athletes' Rights to Their Names, Images, and Likenesses, Post O'Bannon V. NCAA: Analyzing NCAA Forms for Unconscionability.	Southern California Interdisciplinary Law Journal	To describe the process of how student athletes, sign their name away before they even play one game in the NCAA in their eligibility meeting.	Qualitative data. The Post O' Bannon V. NCAA law was reviewed within the study to outline a better understanding on how and why the NCAA does not pay their student athletes besides scholarships.	The Post O' Bannon V. NCAA was implemented due to the fact that the NCAA did not want to pay their athletes besides scholarships because the NCAA Committee believed instead of paying their athletes, the money can go to more	A compromise for student athletes to receive compensation can come from endorsement deals that wouldn't shift the atmosphere of the NCAA.	During the eligibility meeting of every sporting calendar year, student athletes are given huge packages of information that are expected to be read within themselves instead of each page being broken down so each student athlete can fully understand what they are signing in the beginning of the year.

					beneficial ideas.		
Pflum, H. N, Nadler, D. P., & Miller, M. T. (2017)	Community college student athletes: regular students or pro-athletes in training?	College Student Journal	To analyze how community college student athletes perceive themselves/ how they compare themselves to university student athletes.	Quantitative Data. 500 community colleges and their athletic programs were assessed and out of those schools a sample size of 200 student athletes were chooses to help partake in the study.	Many participants from the sample did not classify themselves as an athlete first. They believe that becoming an athlete helps shape their lives in the long run.	Community College is not as big as D-I, D-II, and also D-III, but at the same time they are student athletes and deserve the same opportunity as if they were in one of the Division colleges or universities.	Community College student athletes don't get the recognition they deserve just because there not in a major college or university. Community College student athletes should be given the same respect as universities because one day if they choose, they will transition over to a bigger university.

<p>Powers, M., Fogaca, J., Gurung, R. A. R., & Jackman, C. M. (2020)</p>	<p>Predicting student-athlete mental health: Coach-athlete relationship.</p>	<p>Psi Chi Journal of Psychological Research</p>	<p>To measure how many student athletes go through the struggle of suffering from mental health and if their comfortable enough to talk with their coaches about it.</p>	<p>Quantitative Data. 79 student athletes (56 men and 23 women) participated in this study.</p>	<p>Coach and student athletes relationship plays a role when it comes to gender when involving personal factors such as depression and well-being but not anxiety.</p>	<p>Coach and student athletes relationship plays a huge role in the well-being of their mental but further more research needs to be applied to get a better understanding.</p>	<p>Student athletes are around their coaches for more than half a year, that relationship/ bond should be mandatory to better improve the mental of the athletes.</p>
<p>Sharp, A. (2018)</p>	<p>First Things First.</p>	<p>Sports Illustrated</p>	<p>To shine light on the fact that because student athletes don't receive compensation for they play, colleges and universities will do anything to recruit an athlete even if the act is illegal.</p>	<p>Qualitative data. Besides money and numbers being involved with recruiting players, a lot of players receive different items such as houses, cars, and other luxury items so they can attend a certain</p>	<p>Some NCAA coaches will do anything to get what they want because in the long run, winning equals a bigger contract.</p>	<p>Some coaches get caught and others don't when participating in illegal acts when recruiting players. In this instance, Sean Miller chose willing over his career and was fired because of his illegal actions surrounding the recruiting</p>	<p>If you pay players from the start, coaches and universities will never have to go through any illegal acts to recruit a player because their already receiving compensation off their names, images, and likenesses.</p>

				university.		process of Deandre Ayton.	
Stamatis, A., Deal, P. J., Morgan, G. B., Forse, J. S., Papadakis, Z., McKinley-Barnard, S., Scudamore, E. M., & Koutakis, P. (2020)	Can athletes be tough yet compassionate to themselves? Practical implications for NCAA mental health best practice number 4.	PLOS ONE Collection	Mental health is a topic in this day in age that effects students athletes and because those athletes are seen as someone who receive free scholarships, they are looked upon as someone who shouldn't have problems outside of playing their respected sport.	Quantitative Data. Scales and surveys were used to track of student athletes reacted to certain instances revolving around mental health.	No matter what sport you play, no matter your background, and no matter your ethnicity, everyone can experience mental heath problems and its ok to talk about it.	A large scale has resulted in many student athletes suffering from mental health. Mental health is now being more talked about because professional athletes have come out and said that even though you are on top of the world, you can still be struggling with depression and anxiety.	Student Athletes especially D-I athletes are pressed to produce no matter what because they are going to school for free. Despite what they may be going through, mental health is a topic that should be bought up regularly to check on those student athletes when they are going through those long seasons with barley to any breaks.

