

#7 Bri Cassidy - Director of NIL Education, Opendorse | Athlete Education and Empowerment

<https://silosolo.com/275498>

Summary

This Silo talks about NIL Education, Athlete Empowerment, School Strategy, and Policy Guidance. The biggest challenge for student athletes in understanding NIL is the misconception that NIL deals are unobtainable for athletes who are not in football or men's basketball. The main focus for schools to capitalize on NIL success for student athletes is to shift their mindset and understand that they are helping their athletes make money. The role of collective deals versus commercial-based deals in NIL is that they represent two different worlds with distinct expectations and requirements. The advice given to student athletes regarding monetizing their NIL opportunities is to empower them with the knowledge that the power is in their hands to pursue various avenues for monetization. Schools and athletes can effectively navigate the complexities of NIL deals, policy differences, and stakeholder expectations by focusing on education, empowerment, and transparency.

Silo sample questions

- What is the biggest challenge for student athletes in understanding NIL (Name, Image, Likeness) and how would you address it?
- What is the main focus for schools to capitalize on NIL success for student athletes?
- What is the role of collective deals versus commercial-based deals in NIL and why are athletes often unclear about the distinction?
- What advice do you give to student athletes regarding monetizing their NIL opportunities?
- How can schools and athletes effectively navigate the complexities of NIL deals, policy differences, and stakeholder expectations?

Topics

NIL Education

Athlete Empowerment

School Strategy

Policy Guidance

Key Takeaways

- The biggest challenge for student athletes in understanding NIL is the misconception that NIL deals are unobtainable for athletes who are not in football or men's basketball or working with a collective. Athletes need to be educated and empowered to understand that they have the power to monetize off their name, image, and likeness, regardless of the sport they play or the level of competition. This misconception needs to be addressed by guiding athletes to understand that they have the opportunity to monetize through brand-building, social media management, entrepreneurial endeavors, and other means, and that the value and opportunity can be massive if they put in the work.

- The main focus for schools to capitalize on NIL success for student athletes is to shift their mindset and understand that they are helping their athletes make money. Empowering student athletes to understand all their options available to them, providing resources for their success, and bridging the gap between external stakeholders and athletes are key factors for success. Successful schools focus on promoting opportunities for athletes, educating on what NIL deals actually look like, and creating a holistic approach that empowers athletes. Additionally, successful schools emphasize the human side of athletes, encouraging impact-driven actions, and building connections with local communities.

- The role of collective deals versus commercial-based deals in NIL is that they represent two different worlds with distinct expectations and requirements. Collective deals typically provide certain compensations and support but may not offer the same level of brand-building and monetization opportunities as commercial-based deals. Athletes often misunderstand the distinction because they are not being adequately educated on the differences in engagement and business decisions between the two types of deals. Athletes need to be informed about the unique benefits and considerations of each type of deal to make informed decisions and maximize their NIL opportunities.

- The advice given to student athletes regarding monetizing their NIL opportunities is to empower them with the knowledge that the power is in their hands to pursue various avenues for monetization. Athletes should be encouraged to own their opportunities, whether it's through organizing camps and lessons, building a brand on social media, or starting their own business. The key message is that athletes have the power to create value and seize opportunities for monetization by putting in the work and building their brands, regardless of their sport or level of competition.

- Schools and athletes can effectively navigate the complexities of NIL deals, policy differences, and stakeholder expectations by focusing on education, empowerment, and transparency. Schools should provide clear guidance on policy differences, educate athletes on their options, and bridge the gap between athletes and external stakeholders. Athletes need to be empowered with the understanding of their opportunities and encouraged to connect with their local communities in authentic and impactful ways. Additionally, transparency and communication between athletes and stakeholders are essential to create successful and mutually beneficial NIL deals.

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