

## DJP Consulting, LLC

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
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**Advisor(s):** Dr. Joan Martínez Evora

**Topic Title:** Bridging the Gap: A New NIL Blueprint for the NCAA

**Audience:** NCAA (National Collegiate Athletic Association)

### Sustainable Development Goal

SDG #3: Ensure healthy lives and promote well-being for all at all ages.

SDG #8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

### Executive Summary

The current NCAA reforms stop student-athletes from earning money from their own names, images, and likenesses (NIL). Despite huge revenues from college sports, athletes have long been unfairly left out of the profits. DJP Consulting, LLC calls for clear changes to ensure athletes can benefit from their NIL rights without undermining the integrity of amateurism in college athletics, promoting fairness, sustainability, and long-term financial viability for all stakeholders.

DJP Consulting, LLC recommends to the NCAA the creation of a dedicated group of qualified professionals – including attorneys, managers, and educators – who function independently from collectives. These experts will provide college athletes with the necessary guidance on legal, financial, and educational matters related to NIL activities. The initiative adds value and is cost-effective in the long term, and can be established through an independent, NCAA-backed entity, ensuring compliance with current regulations and preventing the classification of athletes as employees.

This new solution is also a student-centered framework for NIL and the NCAA. It is practical, balanced, and a sustainable long-term solution that benefits every stakeholder in college sports.