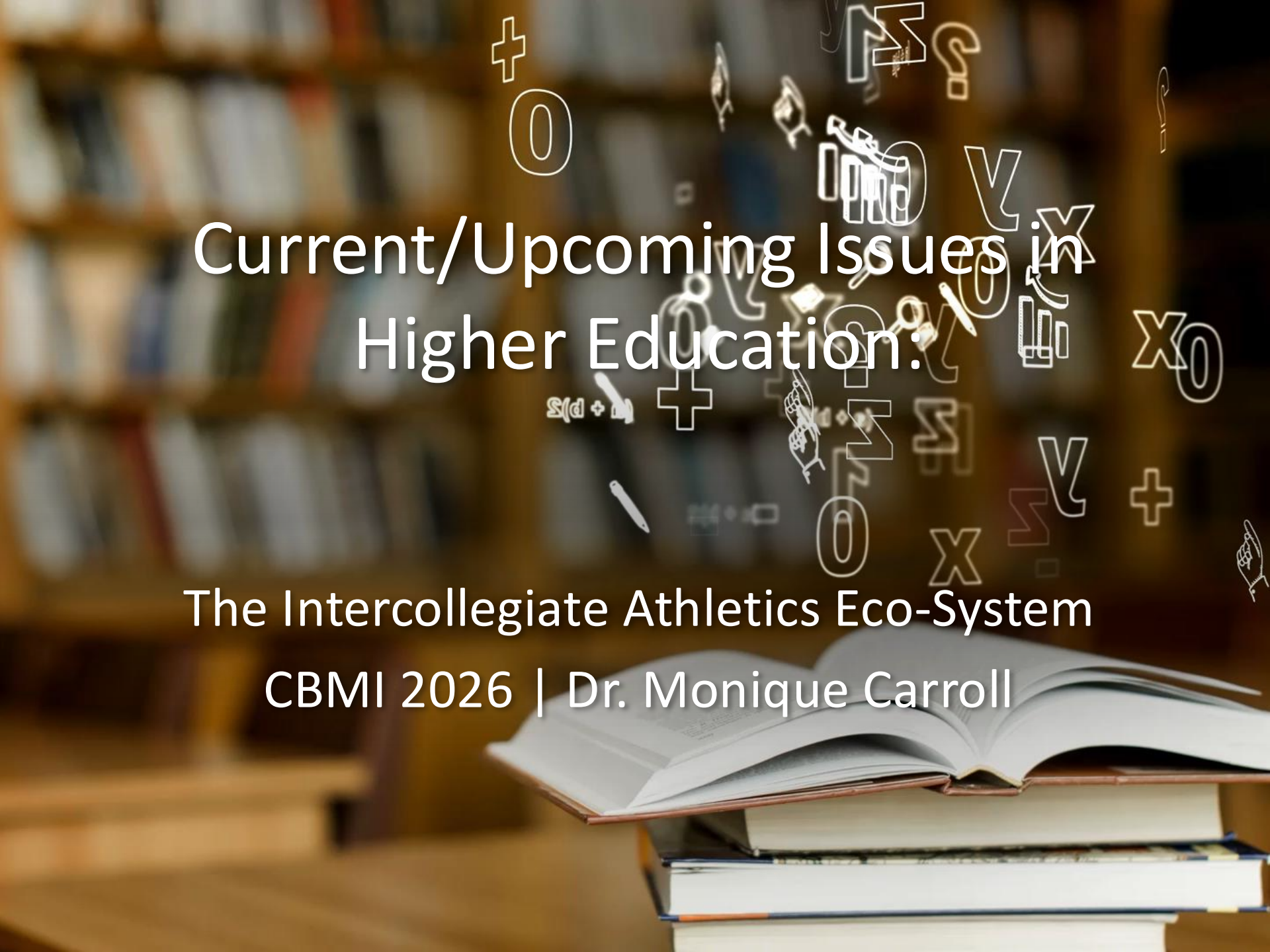




Current/Upcoming Issues in Higher Education:

The Intercollegiate Athletics Eco-System

CBMI 2026 | Dr. Monique Carroll

Session Learning Goals

- Explore the legal environment of college athletics (House Settlement and Revenue Share, NIL, contracts, employment).
- Analyze NIL case study and new revenue opportunities.
- Understand athletic operations in broader university context.
- Understand funding models and athletics budgets.

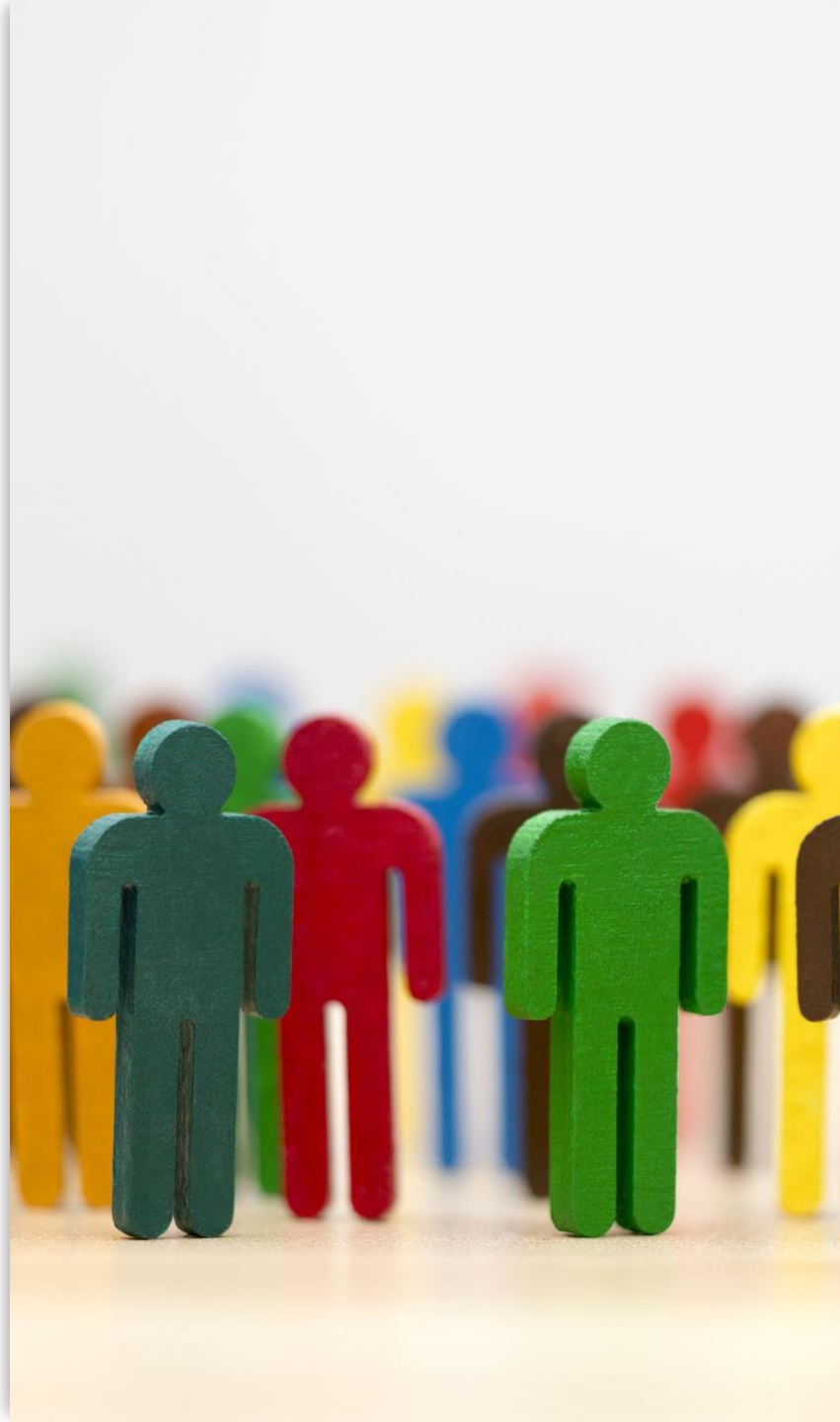


Knowledge Check

- Poll to determine the current level of knowledge related to intercollegiate sports?
- SAMPLE QUESTIONS
 - What classification is your institution?
NCAA/NAIA/DI, etc
 - How many sports do you have?
 - How often do you interact in your role with your athletics department?

Introduction & Welcome

- Group agreements: dialogue, collaboration, shared insight.





Evolving Athletics Landscape



NCAA governance shifts
and realignment trends.
House Settlement Approval
and NILGO clearinghouse



Institutional decisions on
adding or cutting sports.



Financial dynamics: media
rights, NIL, enrollment
strategy.



Intercollegiate Athletics Eco- System



Key stakeholders: presidents, ADs, donors, media, sponsors.

Balancing compliance, culture, and competition.

Academic integration of student-athletes.

Engagement: Stakeholder Power Map + NIL case study.

Navigating Emerging Issues

Future of athlete
employment and
unionization, and eligibility

Legal, political, and social
trends shaping governance.

Strategic foresight for
higher ed leaders.

Conclusion & Closing Reflections

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- Key takeaways
 - Q&A