

PRIORITIES FOR COLLEGE SPORTS REFORM:

Uniform Standards to Promote Education, Opportunity, and Financial Responsibility

Promote Athlete Education, Well-Being, and Fair Competition

- **Eligibility Rules:** Give a national governing entity the legal authority and conditional, limited immunity to set eligibility rules tied to the educational purpose of college sports, including a national rule for participation linked to the standard four or five-year full-time college student experience.
 - **Transfers:** Give a national governing entity the legal authority and conditional, limited immunity to set reasonable limits on college athlete transfers to promote academic continuity and graduation rates; the current unregulated environment undercuts both.
 - **Athlete Role in Governance:** Provide college athletes greater representation and votes in college sports governance to give athletes a meaningful role in shaping policies.
 - **College Athlete Agent Registration:** Protect college athletes from agent exploitation by requiring agent registration and oversight.
- >**Fall 2025 NCAA Division I Leaders Survey, including Presidents and Athletics Directors: Near unanimous support for maintaining academic mission & standards and overwhelming support for addressing current transfer rules and maintaining four years of eligibility.**

Support Athlete Opportunity through Revenues & Financial Incentives

- **Financially Incentivize Schools for Providing Athletic Opportunities Through National Revenue Distributions:** Require the revenue distribution of any national collegiate athletics entity (e.g., NCAA, College Football Playoff) to include incentives to institutions for offering varsity sports and athletic scholarships, called "opportunity incentives." These incentives must represent at least one-third of the revenue distributed and consider only the sport or sports for which the specific entity conducts a national championship and collects revenues. **(See illustration on back for impact of change on NCAA revenue distribution and the separate, independently managed College Football Playoff revenue distribution.)**
- **Transparency For Revenue Distributions:** Require all national collegiate championship management entities to report publicly the revenue distribution formulas and actual distributions.

Demonstrate Financial Responsibility with Institutional Spending

- **Authority to Implement Spending Caps:** Give to a national governing entity and/or group of conferences the legal authority and limited immunity to enforce spending caps to promote financial responsibility. Spending caps should not just apply to athlete-centric spending by universities (e.g., athlete scholarships, athlete NIL compensation/revenue share); caps should also include coaching salaries and other athletics spending. [Note: The spending cap should not include name, image and likeness payments made for "valid business purposes" by third parties and approved by the College Sports Commission or another approved entity.]
 - **Accountability:** Mandate reporting of institutionally provided NIL revenue sharing payments by gender on required financial reports (e.g., NCAA and EADA).
- >**Fall 2025 Division I Survey: 7 in 10 leaders support athletic department spending controls (e.g., sport-specific spending, coaching compensation)**

Illustration of Current “Opportunity Incentives” in the Two Separate Revenue Distributions for NCAA Division I Institutions (described on front)

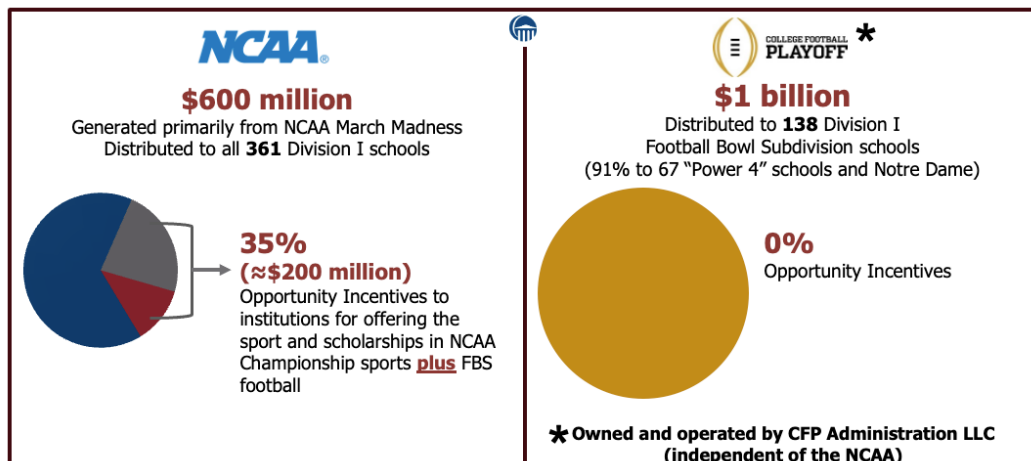
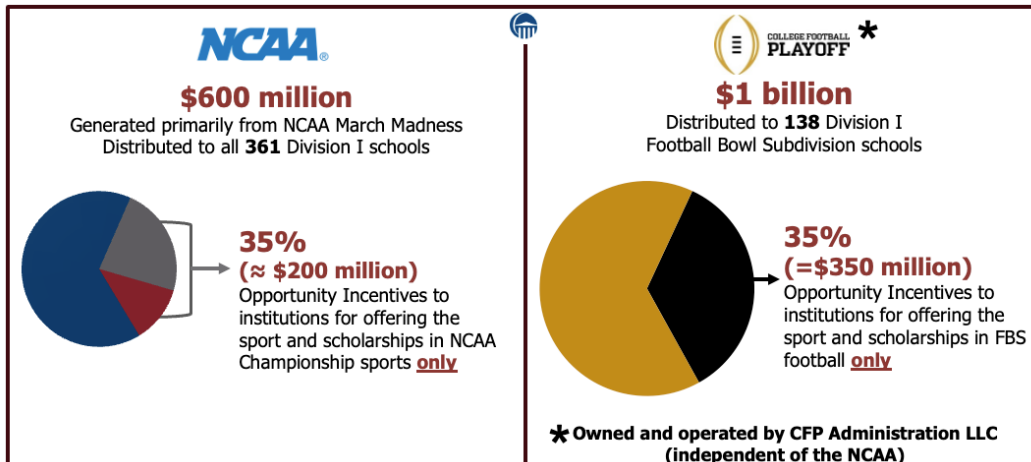


Illustration of Proposed “Opportunity Incentives” Solution



Outcome of proposed change:

- National revenue distribution entities will provide “Opportunity Incentives” only for the sport or sports for which the entity conducts a national championship.
- FBS institutions will begin receiving “Opportunity Incentives” for providing opportunities and scholarships in the sport of FBS football from the CFP, and the incentive pool for offering scholarships in this sport will be more than \$350 million annually. The NCAA distribution will no longer provide incentives for the sport of FBS football, since the NCAA does not conduct the championship or control revenues for that sport.
- While the NCAA “Opportunity Incentive” pool stays the same, the incentives for women’s sports and Olympic sports increase by more than \$60 million annually since “Opportunity Incentives” for the sport of FBS football will be distributed by the CFP.

About the Knight Commission on Intercollegiate Athletics

The Knight Commission on Intercollegiate Athletics is an independent group whose purpose is to develop, promote and lead transformational change that prioritizes the education, health, safety and success of college athletes. The Commission has a legacy of influencing NCAA policies that led to record-high graduation rates of Division I athletes, reshaped financial incentives impacting education and gender equity, and advanced athlete representation. Its work also provides financial transparency for college sports and influential research that guides national policy and leadership decisions. The Commission is funded by the John S. and James L. Knight Foundation.

Contact Knight Commission CEO Amy Privette Perko, amy@knightcommission.org for more information.

For resources and research: knightcommission.org