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## Why Revenue Sharing Is a Bad Deal

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For many decades, the National Collegiate Athletic Association preserved student athletes' amateur status by prohibiting their ability to profit off their name, image or likeness (NIL). As a former Division I compliance coordinator, I often felt the NCAA's amateurism policies went too far—denying student athletes the right to earn money like other college students, such as by running their own sports camps.

But now the courts have turned the NCAA's concept of amateurism on its head with the approval in June of a \$2.8 billion athlete compensation [settlement](#), which will be shared by student athletes who previously missed out on the opportunity to make money from their NIL. This historic deal between Division I athletes, the NCAA and the Division I Power 5 conferences—the SEC, Big Ten, Big 12, Pac-12 and ACC—has also made revenue sharing with current student athletes a reality.