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Colleges Too Often Drop the Ball on Student-Athlete Mental Health, and That's a Big Mistake

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Student-athletes across the U.S. are now participating in **National Signing Day**, when some top high school recruits will officially commit to play for an institution in exchange for **six- or seven-figure signing bonuses**.

That's on top of name, image and likeness (NIL) contracts student-athletes can sign that allow them to monetize their personal brands. There's a lot of money on the table with signing bonuses, NIL contracts and the **recent changes** in revenue-sharing. But it should not just be about the money.

Although the money can be life-changing, it raises the stakes of college sports considerably, leaving athletes with **increased pressure** to perform, even as they work to maintain their academic eligibility.