

# AHED DISPATCH

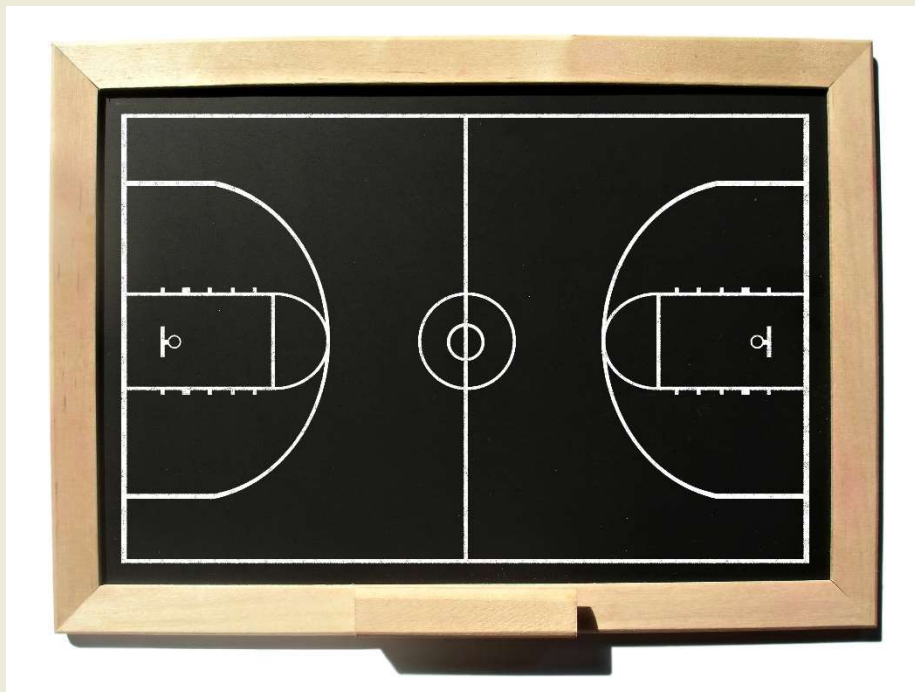
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## The importance of college athletics

<https://msmhighered.com/insights-post/benefits-of-sports-in-college-and-university/>

### IN THIS ISSUE

#### MARCH MADNESS IS UPON US

Read to learn about California's best of the best college athletes entering the NCAA tournaments!

#### NAME, IMAGE AND LIKENESS (NIL) UPDATES

Learn more about NIL and interesting facts that may surprise you!

The importance of sports in college is often understated. During one's formal education in his or her younger years, sports activities are often seen as "extras" and non-complementary to the shaping of the bright mind. There is a stigma attached to being a full-fledged athlete or varsity member, that they focus on sports first and education, second. However, if HEIs look deeper into the role of athletics in higher education, sports in universities may very well become one of, if not, the top primary program.

Perhaps even more interesting is the finding that former college athletes fare better than nonathletes in their personal and professional life after graduating. Not only does this study show how college sports affect education but remind institutions and individuals alike to revisit the question: "How important is athletics for college?"

Jessica Harlan, senior research consultant at Gallup, said: "We know that having a sense of belonging with your peers, having a connection with the university... these are helpful and promotive for minority students, first-generation students and other underrepresented groups in academia." "These are the things we find that are helping students do well in the athletic programs."



## NAME, IMAGE AND LIKENESS (NIL)

Since the passing of SB 26 (Skinner, Bradford) Chapter 159, Statutes of 2021, which further expanded on SB 206 (Skinner, Bradford) Chapter 383, Statutes of 2019, NIL has been able to provide student athletes with various methods of compensation. Below are a few that may surprise you:

- \$390,000 to Jaylon Tyson, a former basketball guard at UC Berkeley, from a group of private donors.
- \$3,000 to Jordan Chiles, a UCLA gymnast and Olympic gold-medal winner, from Grammarly, an AI writing company.
- \$390 to Mekhi Mays, a former Cal State Long Beach sprinter, from a local barbecue joint.

Over the past four years, other California college athletes have signed advertising deals with clothing brands such as Crocs, Heelys and Aeropostale and food brands such as Liquid I.V. and Jack in the Box. FTX, the now-bankrupt cryptocurrency exchange, signed contracts with at least six players on the UCLA women's basketball team in 2021.

Pictured above is Annika Shah, a basketball player from Cal Poly San Luis Obispo, who in return from free food from local restaurant, Jewel of India, markets their pop-up tent outside of the campus gym. Customers who ask to "Swish with Shah" get a discount on their meal.

PLEASE SEE FULL ARTICLE TO LEARN SO MUCH MORE:

<https://calmatters.org/education/higher-education/2025/03/nil-deals-california-college-athletes-sponsorships/>

## MARCH MADNESS IS UPON US!



Selection Sunday for 2025 March Madness is set for Sunday, March 16. The 68-team fields for the men's and women's NCAA DI basketball tournaments will be announced during selection shows.

Here's the schedule for the 2025 men's tournament:

- Selection Sunday: 6 p.m. ET Sunday, March 16 on CBS
- First Four: March 18-19
- First round: March 20-21
- Second round: March 22-23
- Sweet 16: March 27-28
- Elite Eight: March 29-30
- Final Four: April 5 at the Alamodome in San Antonio, Texas
- NCAA championship game: April 7 at the Alamodome in San Antonio, Texas

Here's the schedule for the 2025 women's tournament:

- Selection Sunday: 8 p.m. ET Sunday, March 16 on ESPN
- First Four: March 19-20
- First round: March 21-22
- Second round: March 23-24
- Sweet 16: March 28-29
- Elite Eight: March 30-31
- Final Four: Friday, April 4 at Amalie Arena in Tampa, Florida
- NCAA championship game: Sunday, April 6 at Amalie Arena in Tampa, Florida

FOR MORE INFORMATION AND SCHEDULE:

<https://www.ncaa.com/news/basketball-men/article/2025-03-05/2025-selection-sunday-date-schedule-tv-times>