



# Knight Commission On Intercollegiate Athletics

A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

## **OVERLOOKED & CHANGING REALITIES: WHAT YOU NEED TO KNOW ABOUT THE *HOUSE* SETTLEMENT**

**January 15, 2025  
NCAA Convention  
Nashville, Tennessee**

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## AMY PRIVETTE PERKO

Chief Executive Officer

Knight Commission on Intercollegiate Athletics

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“The purpose of the **Knights Commission on Intercollegiate Athletics** is to develop, promote, and lead transformational change that prioritizes the **education, health, safety and success of college athletes.**”

## Legacy of Influencing Change

- Academic threshold for postseason eligibility
- Academic incentives
- Gender equity in national and conference athletics performance incentives



**AMY  
PRIVETTE PERKO**



**GABE  
FELDMAN**



**JANET  
JUDGE**



**PEYTON  
BARISH**



**SANDY  
HATFIELD CLUBB**



**AMY  
HUCHTHAUSEN**



**TODD  
TURNER**

# **OVERLOOKED & CHANGING REALITIES: WHAT YOU NEED TO KNOW ABOUT THE *HOUSE* SETTLEMENT**

**This presentation and related materials are not intended to replace NCAA resources and are not legal advice.**



# Presentation Topics

- The basics of the settlement
- Title IX considerations
- Financial implications
- What the settlement doesn't alter
- Opting in: what it means, impacts and institutional considerations
- Conference impacts



## GABE FELDMAN

Director of the Sports Law Program &  
Associate Provost for NCAA Compliance,  
Tulane University

Knight Commission on Intercollegiate Athletics  
Consultant

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# Key Background on Proposed *House* Settlement



These conferences are referenced as the **Defendant Conferences**.





# Key Background on Proposed *House* Settlement

**Back damages of  
approximately  
\$2.8 Billion**

**New model for  
athlete benefits  
from institutions**

**New requirements  
for athlete NIL  
compensation  
from third parties**





# Back Damages of approximately \$2.8 Billion

- *ALL* DI athletes participating 2016 to 2024
- Estimated 95% of damages paid to football and men's and women's basketball players in Defendant Conferences



# New Model for Athlete Benefits from Institutions

- Institutionally-provided new payments and benefits to athletes
  - Direct payment for the use of athletes' NIL or additional payments and benefits, commonly labeled as "athlete revenue sharing" by media
  - Cap on institutions for new payments to athletes
  - New audit and enforcement procedures
  - Not subject to Fair-Market-Value assessment



# New Model for Athlete Benefits from Institutions

- Opportunity for more scholarships
  - Elimination of NCAA scholarship limits
  - Roster limits replace scholarship limits – examples:
    - FBS and FCS Football = 105 athletes
    - Women's soccer = 28 athletes
- Opt-in choice for non-defendant institutions



# New Requirements for Athlete NIL Compensation from Third Parties

- All Division I athletes must report NIL compensation greater than \$600, in the aggregate
- New process for Fair-Market-Value assessments
- Institutions may facilitate NIL deals with third parties, including collectives
- No cap on third-party NIL compensation



# New Athlete Requirements

- Q&A document approved by Judge Wilken to help athletes navigate changes on the horizon:
  - Significant new payments and benefits directly from institutions
  - New regulations for 3<sup>rd</sup> party NIL compensation
  - Potential impact of new roster limits on athletes



# Unresolved Issues

- Conflicts between NCAA rules and state laws on NIL restrictions
- Classification of athletes as employees
- Objections and pending litigation challenging settlement terms
- Potential new tax implications for athletes
- Title IX compliance



# Proposed Settlement Future Key Dates



**January 31, 2025**

Deadline:

- 1) objections to settlement
- 2) athlete opt-out

**April 7, 2025**

Final approval hearing

**July 1, 2025**

Terms go into effect through 2034-35 (if approved)



## JANET JUDGE

Attorney, Partner,  
Education & Sports Law Group LLC

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## PEYTON BARISH

Coordinator for Policy and Special Projects  
Knight Commission on Intercollegiate Athletics

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**KNIGHT-NEWHOUSE**  
**College Athletics Database**

[knightnewhousedata.org](http://knightnewhousedata.org)



## Autonomy Conferences when *House v. NCAA* Lawsuit was filed

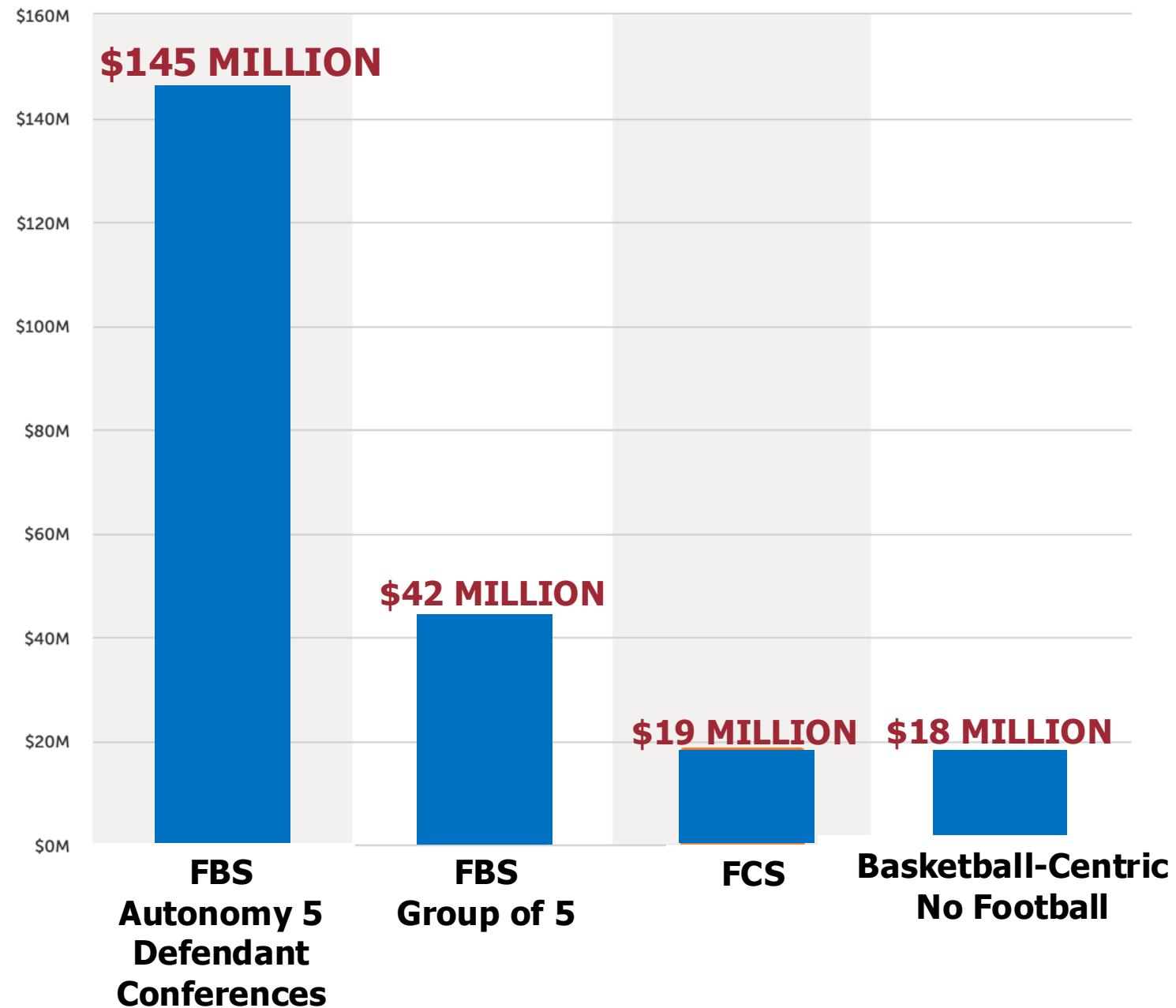


These conferences are referenced as the **Defendant Conferences**.



# 2023 Total Revenues for NCAA Division I Groupings

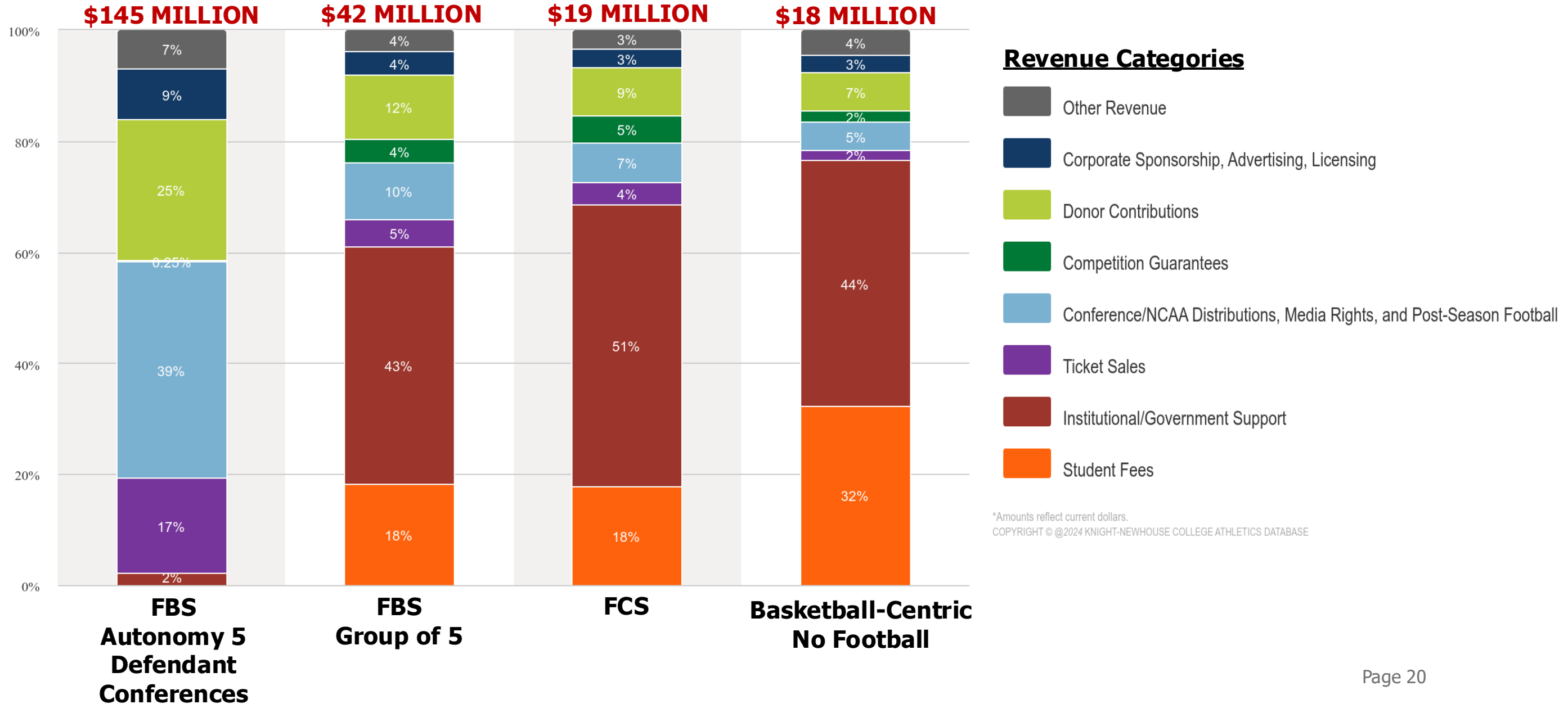
Public Division I Median Institution per Competitive Grouping





# 2023 Revenue Sources Shown as a Percentage of Total

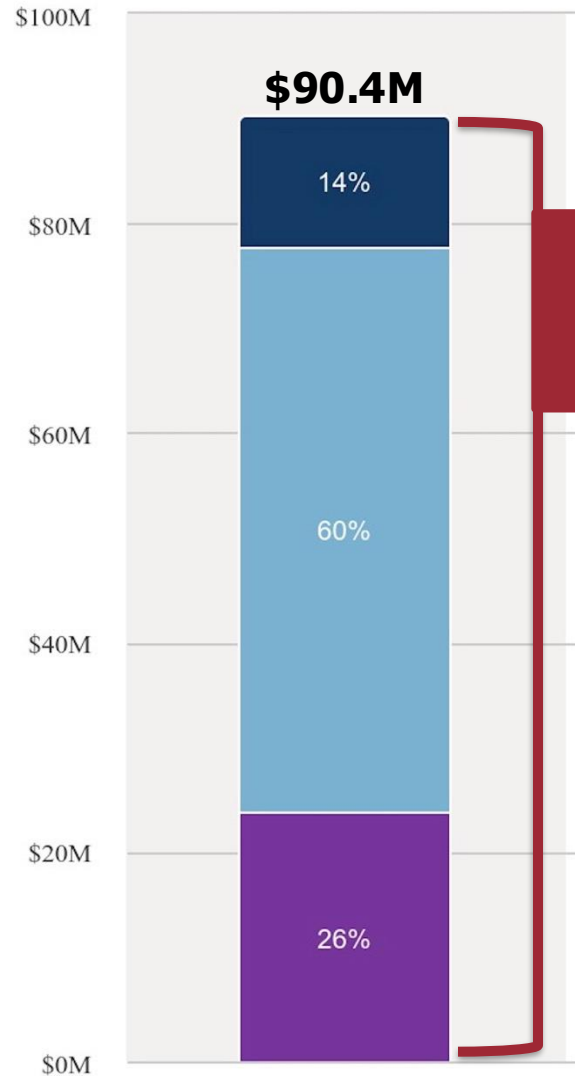
## Public Division I Median Institutions per Competitive Grouping





# Institutional Cap for New Athlete Payments & Benefits

(Example graph: 2023 revenues for median public DI school in each DI grouping)



Cap is 22% of these revenue categories – FY26 cap projected to be \$20.5 million per Defendant Conference institution.

## Revenue Categories\*

- Corporate Sponsorship, Advertising, Licensing
- Conference/NCAA Distributions, Media Rights, and CFP/Post-Season Football
- Ticket Sales

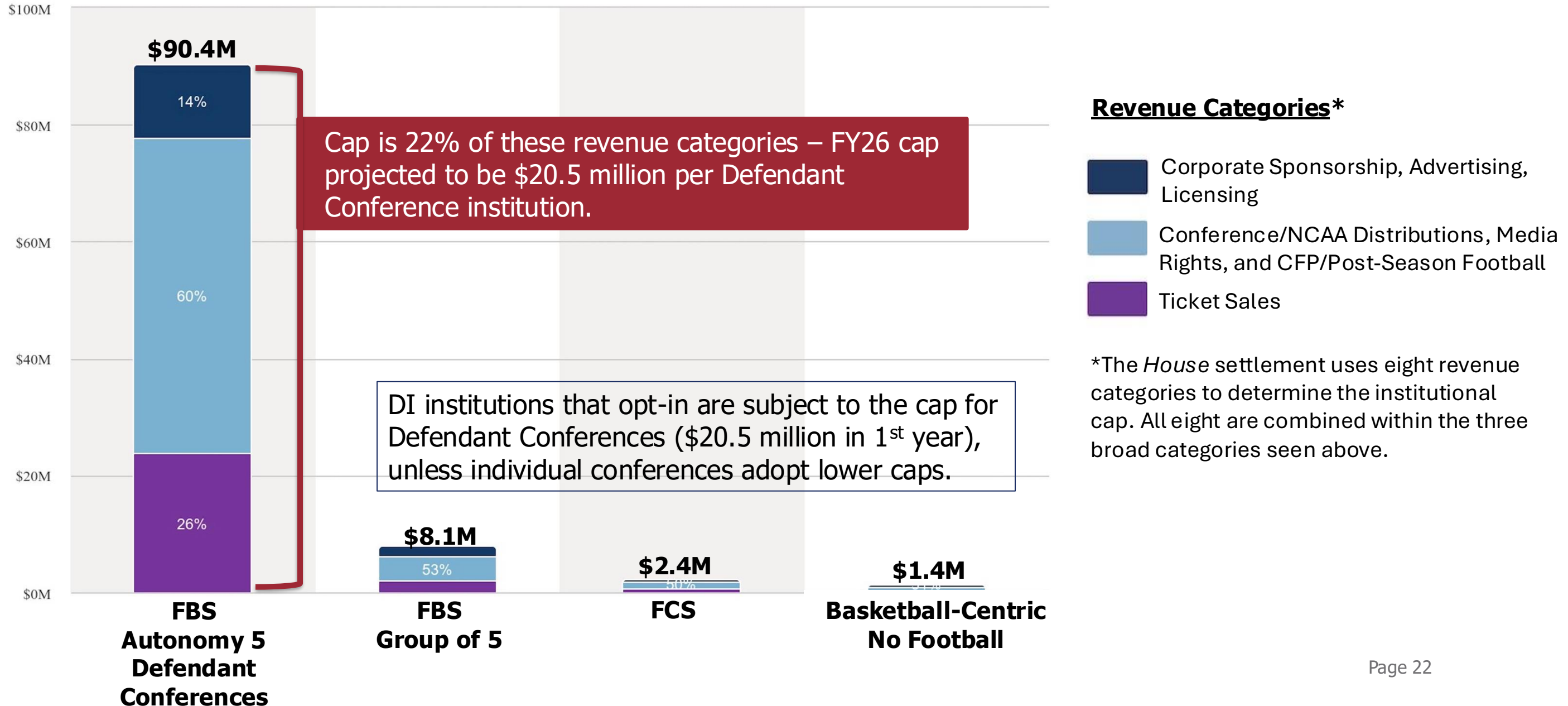
\*The *House* settlement uses eight revenue categories to determine the institutional cap. All eight are combined within the three broad categories seen above.

**FBS**  
**Autonomy 5**  
**Defendant**  
**Conferences**



# Institutional Cap for New Athlete Payments & Benefits

(Example graph: 2023 revenues for median public DI school in each DI grouping)





# SANDY HATFIELD CLUBB

Managing Director for Strategic Initiatives  
Knight Commission on Intercollegiate Athletics

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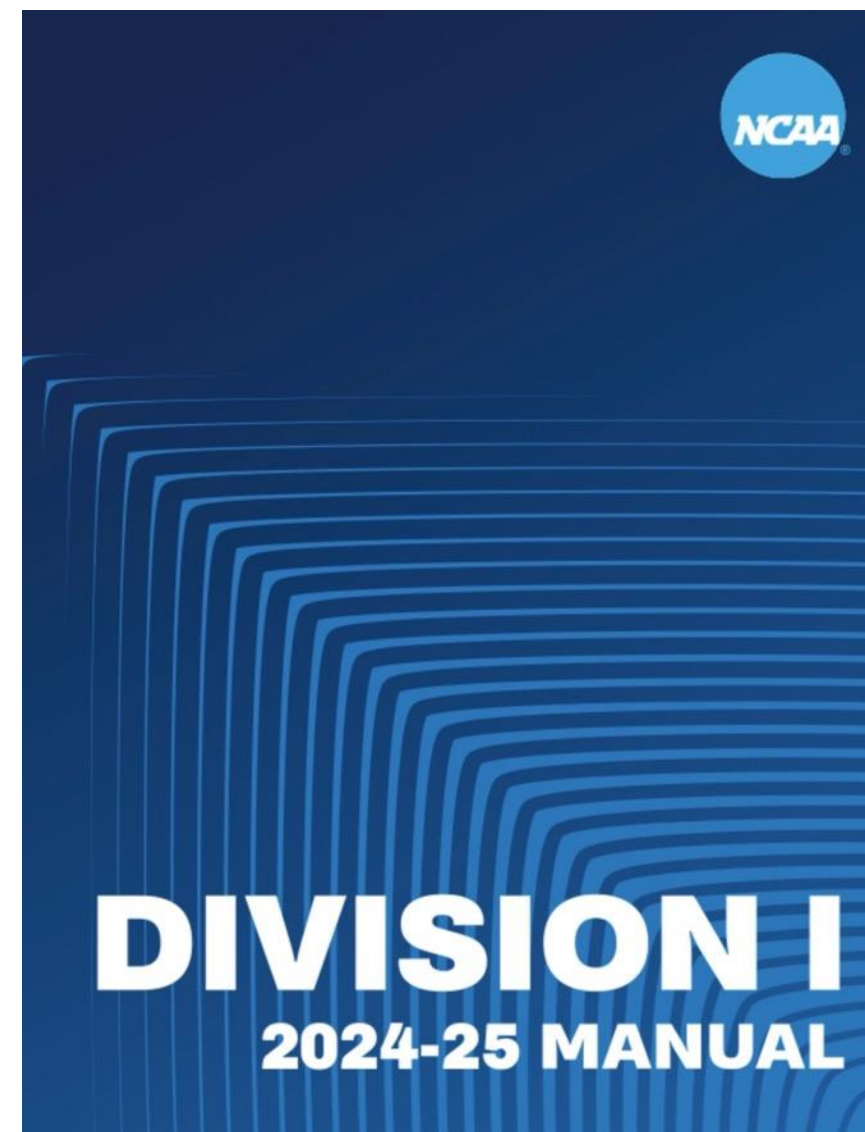






# Impact on DI Membership and Championships

- NCAA membership and bylaws governing championship access are not impacted by the settlement
- Access to NCAA Revenue distribution is not impacted
- “Division dominant” bylaws require **two-thirds vote** of DI membership





# How Institutions Opt In

- Formal opt-in declaration
- Providing *any* **new payments to athletes**
- In any one sport, providing athletics scholarships that *exceed current* (2024-25 academic year) NCAA scholarship limits.



# Guidelines for Institutions with Opt-In Choice

- March 1 annual opt-in declaration date
- Institutions may opt in and later opt out
- Institutions that do not opt in:
  - Must abide by “pre-*House*” DI rules governing athlete financial benefits
  - Must abide by current NCAA DI scholarship limits
  - Are not subject to roster limits as defined in the settlement
- Institutions may expand currently permissible educationally-related benefits to enhance athletes’ financial packages



# Opt-In Considerations and Potential Impacts

- Financial impact to institution
- Financial impact to athletics revenue
- Potential loss of opportunities
  - Redistribution of funds may diminish opportunities
  - Due to compliance with roster limits in all sports
- Impact on enrollment management strategies
- Title IX compliance
- Evaluating implications within institutional mission and values



## AMY HUCHTHAUSEN

Chief Operating Officer, Stavvy

America East Conference Commissioner, 2011-2021

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# Opt-In Considerations and Potential Impacts

- Choice to opt-in is an institutional decision
- Conferences are permitted to independently set policies for membership
- Non-Defendant conferences may have some and not all members opting in
- May lead to another round of conference realignments



## TODD TURNER

Collegiate Sports Associates,  
Founder & President

Knight Commission on Intercollegiate Athletics  
Consultant

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## **Session Materials:**

- Knight Commission Brief on House v. NCAA Settlement
- Session Recording
- Slide deck

## **Q&A**

- Please say your name and organization
- Step to the microphone in the room
- Enter your question in the Q&A box on Zoom





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**Thank you.**

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