



External Monthly Meet-Up

March 6, 2023



Agenda

- Eat & Mingle
- The Why
- Icebreaker
- End of Year Evaluations
- Staff Updates + Celebrations
- Playfly MMR Update
- NIL
- Licensing
- Ted Talk
- University Brand Council
- Sic 'em Shout Outs



Game Time

Icebreaker





Staff Evaluations

Jill Van Zee



Celebrations + Staff Updates

External Unit Leaders



PLAYFLYTM
SPORTS

COLLEGE PARTNERS



1998



2002



2005



2007



2008



2008



2011



2012



2012



2013



2014



2015



2015



2015



2015



2016



2016



2016



2016



2019



2021



2021



2021



2022



2022



2022



2022

HIGH SCHOOL STATE ASSOCIATION PARTNERS



2005



2013



2013



2017



2017



2017



2017



2018



2018



2021



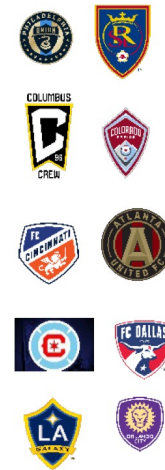
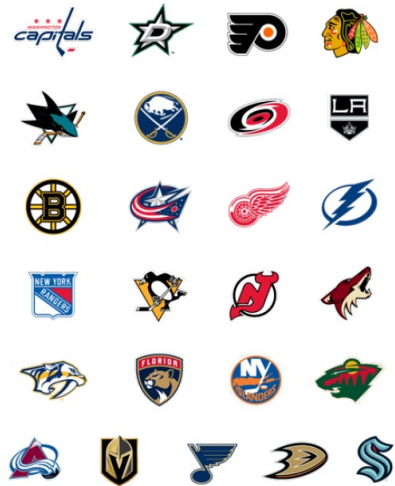
2022



2022



2022



International Experience

FIFA







NIL in a Nutshell.

David Kaye

Category

Football (116)

Men's Basketball (41)

Women's Basketball (38)

Size +

Color +

Brand +

Price +

Fit +

Embellishment +

Sort By
Best Sellers

01 02 03 04 >



see more colors

**Baylor Women's Basketball
T Shirt Fontleroy - 22 -
ONLINE ONLY**
Champion
\$35.00



see more colors

**Baylor Basketball T Shirt
George - 1 - ONLINE ONLY**
Champion
\$35.00



**Baylor Basketball Jersey #23
J TCHATCHOUA**
ProSphere
\$95.00



**Baylor Basketball Jersey #1
KEYONTE GEORGE**
ProSphere
\$95.00



**Baylor Basketball Jersey #11
JALEN BRIDGES**
ProSphere
\$95.00



**Baylor Women's Basketball
Jersey #22 BELLA
FONTLEROY**
ProSphere
\$95.00

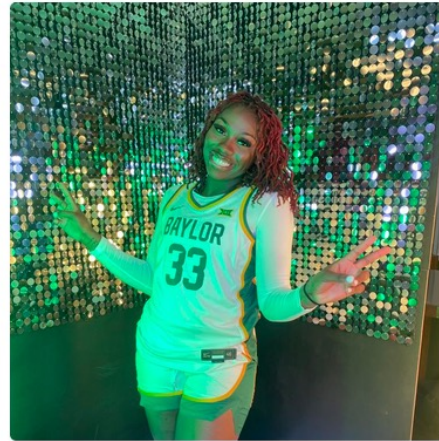


**Baylor Basketball Jersey #10
ADAM FLAGLER**
ProSphere
\$95.00



see more colors
**Baylor University Bears
Football Jersey - #30 M
ALLEN**
Nike
\$140.00





Aijha Blackwell

Women's Basketball • Guard

★ All-Star profile



54



3.0k



12.7k



About

66 Biography

I am a member of the Baylor's Women's Basketball team. Most women's basketball fans knows me as the girl who smiles a lot on the court. And my smile is a big part of my experiences which have molded me into the young woman I am today. I am headed into my potential senior year and have dreams and aspirations of playing in the Wnba! Oh, and I love to win! Haha



Affiliations

Baylor Bears • SEC • NCAA • Big 12



Accolades

Collegiate All-Conference • Collegiate Player of the week • Olympic Gold Medalist

For personal use

Frequently purchased



Shoutout

\$34+

Aijha will record a video for you

More options for family, friends, or yourself



Post

\$23+

Aijha will post on social media for you



Appearance

\$50+

Aijha will attend your practice or event



Autograph

\$300+

Aijha will sign something for you

[Donate](#)[Who We Are](#)[FAQs](#)[Student-Athlete Connect](#)[News](#)[Contact](#)[Elite](#)[MAKE AN IMPACT](#)

WHO WE ARE

Developed by Startup Waco, a nonprofit organization, GXG™ is a program that seeks to connect student-athletes who don the Green and Gold of Baylor University with Name-Image-Likeness opportunities.

THE ORIGIN

In collaboration with partners, businesses, and other constituencies, GXG™ connects student-athletes with city-wide opportunities that ultimately empower them to use their platform in the community in ways that not only benefit themselves but also uplift the local economy.



Student-athletes may earn compensation for the use of their NIL.

Such compensation must be commensurate with the fair market value of the authorized NIL use and may be provided in any form (i.e., cash, check, mobile payment app, product, good, service, etc.).

Examples of permissible NIL activities include, but are not limited to student-athlete appearances, autograph signings, camps, clinics, and the promotion/endorsement of products and services.

[Baylor Compliance →](#)[Agent Registration Form →](#)[Agent/Advisor Request to Contact →](#)[Baylor NIL News →](#)

How can fans contribute to Baylor's NIL efforts?

—

Fans can make tax-deductible donations to the NIL efforts at Baylor by donating to GXG™, a program that seeks to connect student-athletes who don the Green and Gold of Baylor University with Name-Image-Likeness opportunities. Find out more about GXG™ [here](#). Fans can also support student-athletes by purchasing their apparel through the Baylor Bookstore's [College Athlete Shop](#).

How can fans arrange for appearances or autographs from student-athletes?

+

How can businesses connect with Baylor student-athletes to discuss promotional opportunities?

+

What resources are available to assist student-athletes with NIL contracts?

+

How does supporting NIL affect Baylor Athletics' fundraising efforts?

+

I'm interested in producing NIL merchandise for Baylor student-athletes. How do I connect with teams?

+

What are the general rules and processes for NIL deals?

+

What are the Texas State Laws regarding NIL?

+



NEW NCAA NIL GUIDANCE



PERMISSIBLE INSTITUTION INVOLVEMENT

1

INFORMATION

Permissible to provide information to SAs about opportunities that institution has become aware of (transmit information without further involvement).

2

INTRODUCE

Permissible to introduce SA to representatives of NIL entity.

3

PROMOTE

Permissible to promote SA's NIL activity, provided there is no value or cost to the institution (e.g., retweeting or liking a social media post).

4

RAISING MONEY

Permissible for staff member to assist NIL entity in raising money for NIL entity (e.g., appearances at fundraisers, donates autographed item).

5

REQUEST DONORS

Permissible to request donors to provide funds to NIL entity (without directing funds be used for a specific sport or SA).

6

DONOR INFORMATION

Permissible to provide donor information or facilitate meetings between donors and NIL entity.

ADDITIONAL GUIDANCE

- Permissible to provide SA contact information and other directory information to NIL entity (e.g., Collectives and others seeking to engage SAs).*
- Permissible to arrange space for NIL entity and SA to meet on campus or in institution's facilities.*
- Permissible to promote SA's NIL activity on paid platform provided SA or NIL entity is paying going rate for advertisement (e.g., NIL entity pays for advertisement on video board).*
- Permissible to engage NIL entity to inform SAs of NIL opportunities.*
- Permissible to engage NIL entity to administer a marketplace that matches SAs with NIL opportunities without involvement of institution.*
- Permissible to provide stock, stored photo/video/graphics to a SA or NIL entity.*
- Permissible to purchase items related to a SA's NIL deal that are de minimis in value and for the same rate available for the general public.*
- Permissible to provide assets (e.g., tickets, suite) to NIL entity under sponsorship agreement provided access to assets are available to and on the same terms, as other sponsors.*



NEW NCAA NIL GUIDANCE



IMPERMISSIBLE INSTITUTION INVOLVEMENT

1 *SPECIFIC REQUEST*
Impermissible communicate with NIL entity regarding specific request/demand compensation needs X dollars money) encouragement fulfill request

2 *DEVELOPMENT*
Impermissible proactively assist development/creation, execution, implementation activity (e develop product, develop promotional materials, ensure performance of contractual activities)unless benefit generally students

3 *SERVICES*
Impermissible services (other than education) support activity graphics designer, tax preparation, contract review, etc) unless the benefit generally the students

4 *SUBSCRIBING/DONATION*
Impermissible subscribe the entity donate cash entity (regardless whether funds earmarked specific sport SA)

5 *ASSETS*
Impermissible assets . tickets, suite, gear, autographs, etc) donor as an incentive providing funds

6 *ENTITIES ACTING ON BEHALF OF BAYLOR*
Impermissible any individual entity acting behalf Athletics department . , third party rights holders, third party agents) from representing enrolled deals, including securing negotiating deals behalf of SA

7 *STAFF-OWNED BUSINESSES*
Impermissible for staff members who own businesses separate from institution, providing SA

8 *COACH'S CAMP*
Impermissible Institutional coach compensate coach's camp

9 *PROMOTING COMPETITION*
Prohibit from receiving compensation directly indirectly promoting an athletics competition which they participate

ADDITIONAL GUIDANCE

- Impermissible to provide access to equipment to support NIL activity (e.g., cameras, graphics software, computers, etc.) unless the same benefit is generally available to the institution's students.
- Impermissible to allow SA to promote their NIL activity while on call for required athletically related activities (e.g., practice, pre- and postgame activities, celebrations on the court, press conferences).
- Impermissible for Athletics department staff member to be employed by NIL entity.
- Impermissible for Athletics department staff member (or company owned by staff member) to represent enrolled SAs for NIL deals, including securing and negotiating deals on behalf of the SA.
- Impermissible for Institution to enter a contract with SA for the sale of product related to SA's NIL.
- Impermissible for athletic conference and SAs to revenue share: broadcast revenue, NIL revenue.



Licensing Update

Courtney Scrivano



Ted Talk

David Kaye + Madelon Allen

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid green speech bubble is positioned in the center, pointing downwards. The name 'Madelon Allen' is written in white serif font inside the bubble.

Madelon Allen

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large green speech bubble is centered on the page, containing the title and author information. The bubble has a solid green rectangular body and a triangular tail pointing downwards.

Someone Else Will

Madelon Allen

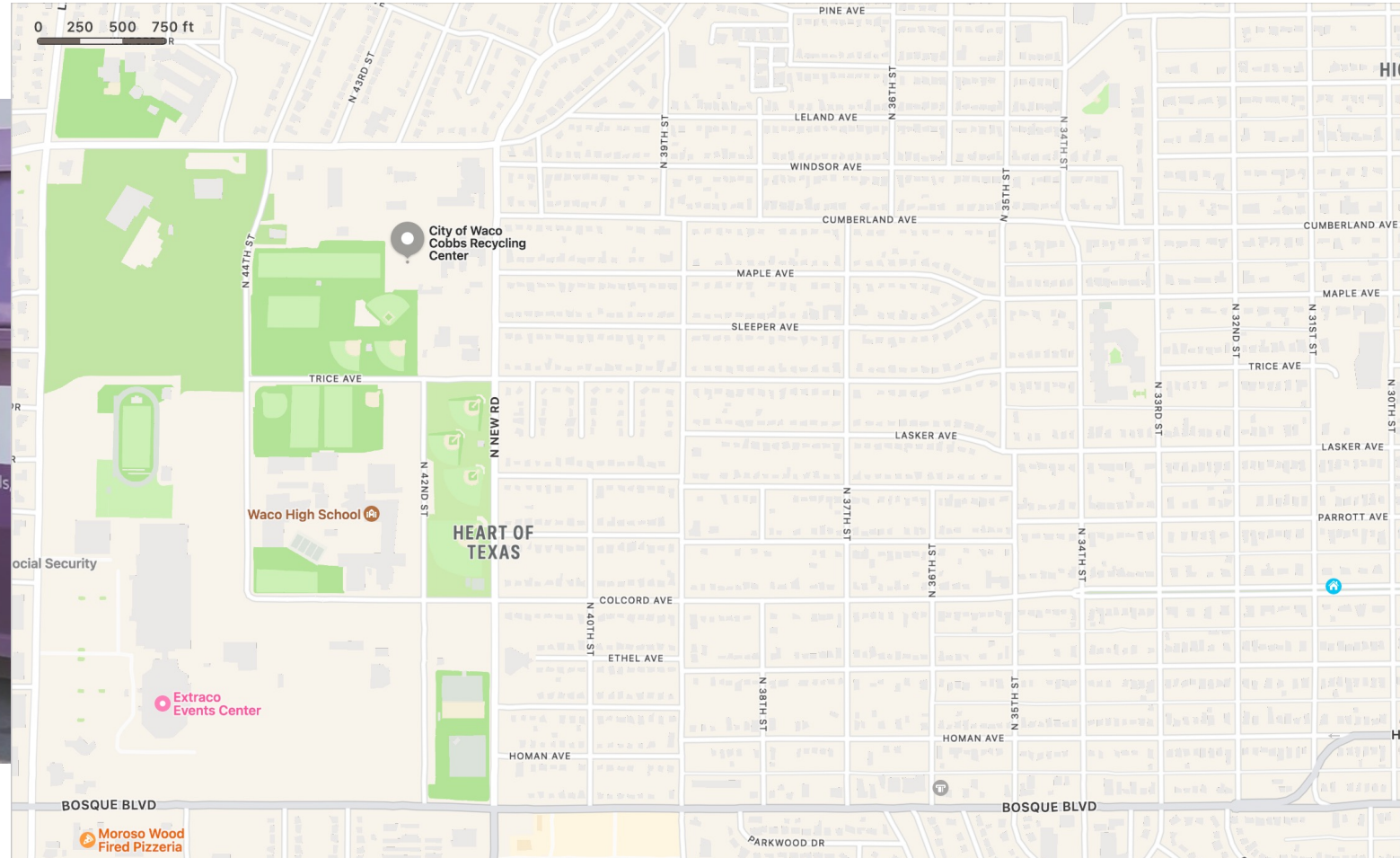
Diffusion of Responsibility

- AKA: the “someone else will” mentality
- Form of attribution – *assuming* that others are either responsible for taking action or have already done the action themselves

Ciccarelli, S. K. & White, J. N. (2009) *Psychology* (2nd ed.)

YOU are the next
man up

- "Billion-dollar paper recycling mill announced in Waco"
 - The 640,000-square-foot facility will turn corrugated box cardboard into thinner paperboard packaging for cereal boxes and other consumer products
 - The facility will have an enhanced drum pulper to clean and separate recycled materials, including up to 15 million paper cups per day. GPI is working with customers to create a paper cup recycling program
- 1-million-square-foot plant on Beverly Drive producing bottles
 - Adding multiple glass drop-off points in Waco – current 1 is at Cobbs Recycling Center
 - When each is filled with an estimated 10 to 15 tons of scrap glass, it will be hauled to the backside of Owens-Illinois. There it will be to be ground up into “cullet” and reused in bottle production
 - Some of the proceeds from the glass will go to United Way



REUSE

- Paper or Plastic? EITHER. All that matters is if you use them again.
 - Plastic: small garbage can bags, dog poop bags...
 - Paper: recycling collector for bins, shopping bags...
 - You can return all your plastic bags at HEB, Target
- Use an item as many times as possible.
- You can use cardboard boxes in your plant beds, cut out little gingerbread houses for holiday décor, use them as scratching posts for cats

Ecobricks

- A mitigation strategy to keep non-recyclable plastic waste out of landfills
- PROS: Can reduce plastic waste, used as building materials, address plastic waste production at individual level, teach individuals about their personal plastic consumption
- CONS: They're still plastic bottles filled with other plastics, they'll eventually break down like any other plastics, making the solution temporary.
 - Fails to address the root cause of the plastic production problem — those companies that are making the plastics and leaving the disposal of those products up to the consumers

Stat me up:

- Recycling one ton of paper saves 682.5 gallons of oil, 7,000 gallons of water, or 3.3 cubic yards of landfill space. Every ton of recycled paper saves about 17 trees.
- Plastics can take up to 400 years to break down in a landfill.
- Recycling one ton of cardboard saves 682.5 gallons of oil, 7,000 gallons of water, or 3.3 cubic yards of landfill space. Every ton of recycled cardboard saves about 17 trees.
- Recycled cardboard requires 64% less energy than making cardboard from virgin wood pulp. Recycled paper requires 64% less energy than making paper from virgin wood pulp.
- The energy saved by recycling 1 plastic bottle will power your computer for 25 minutes.
- Incinerating 10,000 tons of waste creates 1 job, landfilling the same amount creates 6 jobs while recycling the same 10,000 tons creates 36 jobs.
- If you lined up all the polystyrene foam cups made in just 1 day they would circle the earth.
- More than 250 million tons of plastic are estimated to make its way into our ocean by 2025. The environmental damage caused by plastic debris alone is estimated at US\$13 billion a year.
- Sources: iD2 Communications, Waste Reduction is a Smart Business Decision, Onondaga Resource Recovery Agency, Fortune.com, The Royal Society of Chemistry, Chemsoc.org, PADI

Biblical Application

pen·i·tence | 'penədəns, 'penətns | noun
the action of feeling or showing sorrow and
regret for having done wrong; repentance: *a
public display of penitence.*

- In the Litany of Penitence:
 - For our waste and pollution of thy creation, and our lack of concern for those who come after us, accept our repentance, Lord.

The background features a series of concentric circles and arcs in light gray and white, some solid and some dashed, creating a sense of depth and movement. A large, solid green speech bubble is positioned in the center, pointing downwards. The text is written in a clean, white, sans-serif font within the bubble.

be the “someone else” who will

Be the talk.





University Brand Council Updates

Erin Bean



Sic 'em Shout Outs

Celebrate your **Peeps**[®]





Thank You

See you next month.