



OPENDORSE EDUCATION DATA REPORT

FALL 2022





A MESSAGE FROM OUR EDUCATION TEAM

Opendorse Education is the industry-leading Name, Image and Likeness (NIL) training program that is trusted by nearly 100,000 student-athletes and administrators. The Opendorse Education curriculum is set up to help athletes, coaches, school administrators, and other key stakeholders successfully navigate the NIL era. All elements of Opendorse Education are developed by individuals with 125+ years of combined experience working directly with all segments of the NIL ecosystem.

Our programming is always evolving to deliver what our partners need. This includes centering our focus to five distinct pillars: NIL Education, Social Media Assessment, Brand Building, Student-Athlete Wellness, and Performance Tracking. We have expanded upon how we address mental health, financial literacy, personal branding, non-social media deals, and more. We discuss rules, recruiting implications, and best practices. In addition to understanding that education is not just for athletes, our team has developed and executed sessions for administration, coaches, and other external key stakeholders like local businesses, donors, and fans.

With the redesigned athlete homepage in the Opendorse app, we've improved access to the Opendorse Education portal to make it easier for athletes to consume their content. We've expanded our NIL Masterclass collection and NIL Library to feature new voices and perspectives. The Masterclass is still the place for short-form, video-based lessons featuring industry experts. The NIL Library is primarily written content, especially athlete-to-athlete best practice sharing. All content has been restructured in a way that serves the purpose of NIL education, but also features perspectives on life after sport as athletes begin thinking about their job search, identity discovery, and more. This is about preparing them for the long term.

After a year-plus of college NIL, we learned there is a major need for financial literacy education. Last December we connected with U.S. Bank to develop U.S. Bank Financial Fitness™, valuable programming designed for student-athletes. Regardless of an institution's banking partner, we're proud of this first step to offer high quality, easy-to-access financial education for every athlete. We just released new content in the Opendorse app to help prepare athletes for the end of the year.

We're off and running with virtual Zoom sessions for partners across all divisions, allowing us to expand our reach. In addition to executing on-site visits for Opendorse Premium (formerly Opendorse Ready™) partners. We have leveled up the customization of our on-site visits to continue building on past programming. This fall we had the opportunity to work with 40+ partners to engage in live education. We've seen incredible results and our doubling down on data allows us to follow the athlete journey more effectively. And our team came together to produce another high-quality publication that will help student-athletes. [The NIL Playbook](#) is live now and available for distribution to partner schools only, which will be brought with us on in-person education visits.

In this new era of college sports, we've never lost sight of what this is really all about – educating student-athletes and preparing them for great things in their lives. It is imperative that we serve the full lifecycle of supporting athletes, fulfilling our vision to Help Every Athlete.





FULL OVERVIEW

(J U N E 1 - D E C 3 1)

The foundation of Opendorse Education is its world-class live education sessions consisting of hands-on, interactive discussions with our experts. This is executed via Zoom and through on campus visits with full days of comprehensive education consisting of custom programming for every partner. While athletes are a primary focus, our team also provides the opportunity to leverage our staff through sessions with administrators, department staff, and coaches. In these sessions, we discuss how to utilize Opendorse tools, evaluate the current NIL landscape, explore trends, and share best practices.

ENGAGEMENT BREAKDOWN

TOTAL PARTNERS ENGAGED

41

ZOOM SESSIONS: 11

3	DIVISION 1	1	DIVISION 3
2	DIVISION 2	4	NAIA

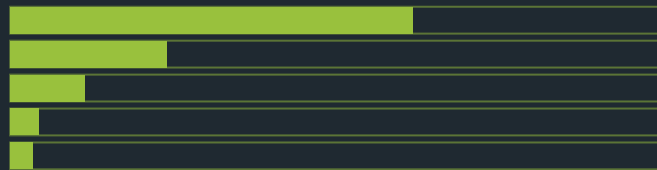
ON-SITE VISITS: 32

11	DIVISION 1 (POWER 5)	2	DIVISION 2
5	DIVISION 1 (GROUP OF 5)	1	DIVISION 3
9	DIVISION 1	2	NAIA
2	HIGH SCHOOL - AREA CODE BASEBALL + ELITE 11		

TOTAL EDUCATION SESSIONS

TOTAL SESSIONS

320



194 STUDENT-ATHLETES

32 ADMINISTRATION

77 COACHES

10 EXTERNAL STAKEHOLDERS

8 PARTNER ACTIVATIONS

- + USOPC Summit
- + NACDA Convention
- + NAIA Association-Wide Webinar
- + Athletes Unite Conference
- + Business of Small College Athletics (BOSCA) Conference
- + Heart of America Conference
- + NCAA D2 FARA Conference Webinar
- + Wisconsin Athletics NIL Fair

TOTAL ATTENDANCE



STUDENT-ATHLETES

7,700+



COACHES/ADMIN.

1,300+



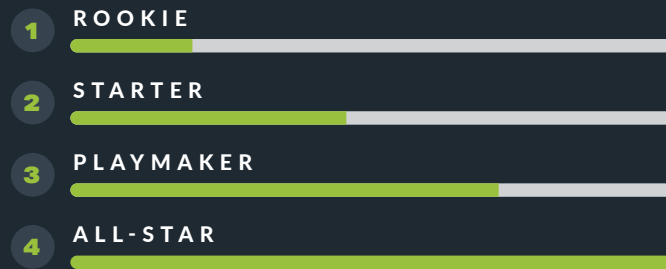
DATA DRIVEN RESULTS

It's crucial we are truly listening to the athletes we serve. As such, the Opendorse Education team doubled down on data to allow the athletes to provide direct feedback on the impact of NIL education provided to them. Check out the data below to see the effect created in the first half of year two of NIL.

ACTION IN THE APP

Profile Strength is a guided workflow to help athletes take high-value actions when building their profile. The more actions completed, the higher rank their Profile Strength will be.

There are 4 levels of Profile Strength:



All users begin at Rookie strength. Completing four tasks will move their level to Starter. The next four completed tasks will move users to Playmaker, and once every task is complete, users will be an All-Star. Once athletes have reached All-Star profile strength, a small badge will be added to their public profile. This will show brands and fans that the athlete is active and engaged on Opendorse and increases their chances at receiving a deal.

77%

OF ATHLETES ACHIEVED
OPENDORSE PROFILE
STRENGTH OF PLAYMAKER
OR ALL-STAR POST-SESSION

DATA VIA OPENDORSE POST-SESSION THROUGH FALL 2022:

- + 1,012 DEALS WERE ACCEPTED
- + 4,749 TOTAL DEAL DISCLOSURES
- + 18,632 DEALS APPLIED FOR VIA OPENDORSE OPPORTUNITIES
- + 156,711 TOTAL MEDIA DOWNLOADS

DIVISION SPECIFIC DATA TOTALS POST EDUCATION SESSIONS

	NUMBER OF SCHOOLS	ATHLETE ATTENDANCE	IMPROVED PROFILE STRENGTH	DEALS ACCEPTED VIA OPENDORSE	DEALS DISCLOSED IN OPENDORSE
DIVISION 1 (P5)	11	2,548	79%	459	3,323
DIVISION 1 (G5)	5	770	85%	55	196
DIVISION 1 (OTHER)	11	1,896	82%	224	589
DIVISION 2	4	200	85%	29	295
DIVISION 3	2	477	66%	8	58
NAIA	6	1,609	73%	132	288



ATHLETE SURVEY DATA

All surveys were voluntarily completed by athletes following their education session. Answers to the questions were answered on a scale of 1-5, with the opportunity to provide open-ended feedback at the end.

TOTAL SURVEY
RESPONSES FROM
STUDENT-ATHLETES

3,306

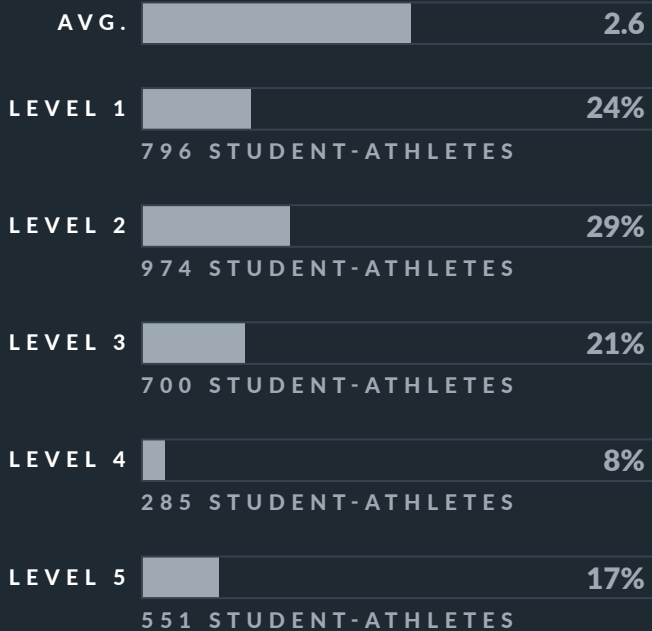
- + NUMBER OF SCHOOLS: 35
- + IN-PERSON RESPONSES: 3,206
- + ZOOM RESPONSES: 100

HOW INFORMATIVE
WAS THE NIL
EDUCATION SESSION?

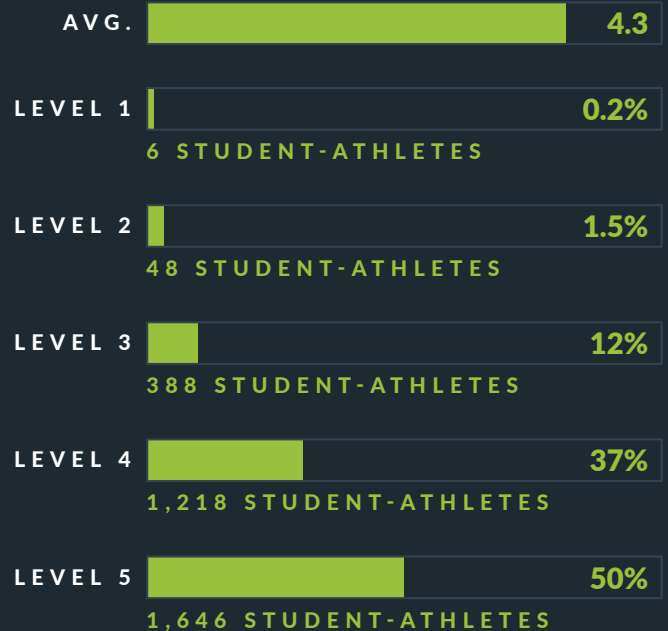
4.8

CONFIDENCE LEVELS REPORTED BEFORE AND AFTER THE SESSION

BEFORE



AFTER



OVERALL AVERAGE CHANGE
IN CONFIDENCE LEVEL

+1.7

ATHLETES WHO REPORTED IMPROVED CONFIDENCE
LEVELS TO PURSUE NIL OPPORTUNITIES

94%



GENDER-SPECIFIC DATA
ALL-SESSIONS

	TOTAL RESPONSES	AVG. CONFIDENCE BEFORE	AVG. CONFIDENCE AFTER	AVG. CHANGE IN CONFIDENCE
WOMEN'S SPORTS	1,537	2.4	4.3	+1.9
MEN'S SPORTS	1,769	2.8	4.4	+1.5

TOP 3 MOST SURVEY RESPONSES BY SPORT IN-ORDER
ALL-SESSIONS

WOMEN'S SPORTS

1

SOFTBALL

2

TRACK & FIELD

3

BASKETBALL

MEN'S SPORTS

1

FOOTBALL

2

BASEBALL

3

SOCCER

DIVISION SPECIFIC DATA
ALL-SESSIONS

	TOTAL ATTENDANCE	TOTAL RESPONSES	AVG. CONFIDENCE BEFORE	AVG. CONFIDENCE AFTER	AVG. CHANGE IN CONFIDENCE
DIVISION 1	5,241	2,151	2.7	4.4	+1.7
DIVISION 2	200	55	2.7	4.4	+1.7
DIVISION 3	477	63	2.1	4.0	+1.9
NAIA	1,609	1,037	2.5	4.3	+1.8



DIGITAL EDUCATION

Our education platform includes digital assets with custom content developed by the Opendorse team, alongside other industry experts. This content is delivered in-app and can be watched anywhere, by anyone at our partner schools. The Opendorse NIL Library gives athletes a deep-dive opportunity with written content featuring perspectives from their peers. The Opendorse NIL Masterclass is short form, video-based learning that features industry experts discussing topics like entrepreneurship, mental health, content creation, social media best practices, the transition to life after sport, and more. And through our first-of-its kind partnership with U.S. Bank, we also develop and deliver financial literacy content at scale through short form videos, and interactive tools.

NIL LIBRARY + NIL MASTERCLASS

NIL MASTERCLASS
FEATURING

- FANWORD
- PODCASTING FOR PLAYERS
- Fanatics
- TOPPS
- BCS
- COLLECTIBLEXCHANGE
- HAWKER FAMILY SPORTS & ENTERTAINMENT
- SPORTS LIFE BUSINESS
- MUCHACHOS
- CTRL
- BREAKINGT
- TREVOR BASSITT
- OVERTIME
- Meta
- TWITTER
- TIKTOK
- TWITCH

OVER 15 HOURS

OF NEW CONTENT CREATED FOR THE 2022-2023 SCHOOL YEAR, WITH NEW CONTENT RELEASED FREQUENTLY.

+ 22,000+ USERS ON THE LEARNING PORTAL

+ 19,500+ LECTURE COMPLETIONS IN THE FIRST SEMESTER OF THE 2022-2023 SCHOOL YEAR

+ 60,000+ LECTURE COMPLETIONS IN THE FIRST YEAR AND A HALF OF NIL

U.S. BANK x OPENDORSE

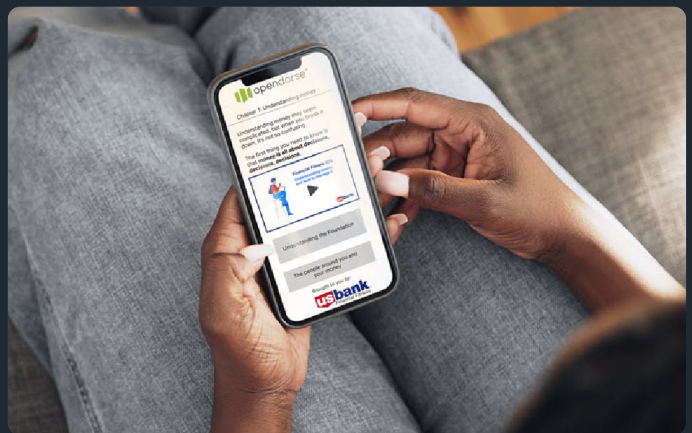


CLICK OR SCAN THE QR CODE TO VIEW THE U.S. BANK FINANCIAL FITNESS™ HOMEPAGE

IN FOUR MONTHS, U.S. BANK FINANCIAL FITNESS™ CONTENT HAS GARNERED:

5,100+
PAGE VIEWS

2,250+
VIDEO VIEWS



TESTIMONIALS

“NIL has provided administrators with a second classroom that gives valuable context for our broader educational mission. NIL opportunities are based on student-athletes’ personal brands, and the corresponding education about the NIL space must also be individualized in order to be empowering. The Opendorse on-site visit was the perfect instance of meeting our student-athletes where they are: Individual team meetings, open availability and topic-specific presentations over several days created the right environment for our student-athletes to dive into this new opportunity space and ultimately maximize their value. Our appreciation goes to Blake, Bri and the rest of the Opendorse team for a great visit.”

— Kam Cox
University of Illinois, Director of INFLUENCE Program (NIL)



Jason Yellin ✓
@JasonYellin

Incredible thank you to @B_Cassidy44 of @opendorse for powering through 13 NIL Education sessions with more than 400 student-athletes and 100 staff members. Thanks! 🍌 #GoTerps 🍌



“Collegiate NIL is a new environment for student-athletes and as a result there is a steep learning curve. We educate on a variety of context areas to help students understand there are many pieces to this, Opendorse on campus visit was a key component of that this fall.

As part of NIL, Texas Tech is providing various tools to help our student-athletes succeed in the NIL space. Opendorse is one of these tools – specifically for brand building - and the on-campus education really takes it a step further and teaches the students how to use the tool. Students responded to this, they enjoyed the session and reported through feedback that the sessions were beneficial.

The education sessions unlock how to maximize the tools available within the Opendorse App; how to make the most of and build your brand, how to use the marketplace, how to clean up your social media, etc. – and the best part is this education is hands on, with examples from the tools, “get out your phones and let’s take a look” type education.”

— Amy Heard
Texas Tech, Senior Associate Athletics Director



Paige Shacklett
@paigeshacklett

.@opendorse is back in the desert 🍌

Shoutout to @JulianValentin and @_jeffharris for providing the best NIL education to empower our student-athletes. 2 full days, 9 presentations to players, staff and coaches



TESTIMONIALS

“Many misconceptions exist surrounding Name, Image, and Likeness (NIL) activities. Some questions often discussed are, “What are NIL activities?”, “How are NIL activities impacting college sports?”, “How do NIL activities impact student-athletes?”

Thus, providing accurate NIL education to student-athletes, athletic administrators, and coaches on college campuses is essential. As a recipient of Opendorse’s partnership with the Horizon League, having Opendorse on campus was an invaluable experience for our student-athletes and those involved in monitoring NIL activities.

After the visit to our campus, student-athletes who attended any of the educational sessions offered felt that they had a better understanding of NIL activities and how they benefit from engaging in NIL activities. There was increased engagement with the Opendorse NIL platform after the campus visit, and NIL activity disclosures increased. Admittedly, there were concepts and ideas regarding NIL that I learned as an administrator when sitting for a session. The campus visit provided educational information regarding NIL activities to our student-athletes and highlighted Opendorse’s commitment as a partner as we move forward in the NIL era. NIL activities can be positive for student-athletes to utilize. It is a comforting thought, knowing that our student-athletes who engaged in NIL activities have been well-educated on NIL activities from leaders in the NIL space and have the resources to support their NIL endeavors.”

— Jermaine Rolle
Wisconsin-Green Bay, Deputy Director of Athletics

In my experience working with the Opendorse Education team, it’s evident that their work is a passion project. Had Bri not shared they were in the middle of a six-month cross-country tour of providing these educational sessions to Opendorse partners, we wouldn’t have known. I share this as our materials and the content shared with us was intentionally catered to our university and athletic department, down to the screen shots of student-athlete profiles. In addition, being in the room for each session she conducted for our student-athletes, coaches, and staff, Bri brought the same level of energy, passion, and authenticity to all sessions, whether it was her fifth of the day or last session of her two-day visit.”

— Ashley Stone
Oakland University, Associate AD + Senior Woman Administrator



Milwaukee Panthers ✓
@MKEPanthers

Shoutout to the team at [@opendorse](#) for spending some time with our student-athletes. Panthers ready for anything and everything NIL 🙌

[#UnitedWeRoar](#)



TESTIMONIALS

“We here at Minnesota State found that our initial stand-alone institutional NIL educational efforts produced benefits for our student-athlete population. But since Summer 2022, we have relied more heavily on our partnership with Opendorse for educating not just our student-athlete population, but also our coaches, staff, and boosters. And those educational efforts from Opendorse have led directly to a dramatic increase in volume and variety of NIL’s deals for our student-athletes.

In the first year of NIL, we were thrilled to have 252 total deals reported by our student-athletes. But since really engaging with Opendorse on NIL educational efforts, we have already surpassed that total in just the first five months of this fiscal year with a total of 399 NIL deals reported.

One of the most tremendous aspects of Opendorse’s NIL educational efforts have been their on-campus visits, as we feel that has had a direct correlation in the significant increase in our student-athlete’s NIL opportunities. On her trips to our campus, Bri Cassidy was able to dispel myths about NIL to our boosters, demonstrate the ease and accessibility of the software to our coaches and staff, and truly connect and engage with our student-athletes and provide them with advice that will benefit them in NIL deals and beyond. We are already looking forward to welcoming Opendorse back to campus as they have quickly become one of the most important benefits we offer to our student-athletes.”

— Shane Drahota
Minnesota State, Senior Deputy AD

 **Andy Foltz**
@CoachFolts

Standing room only!! Thank you @JulianValentin for coming to #PLU to discuss #NIL to our Student-Athletes! Lutes Leading the way in D3 Name Image & Likeness (NIL) through @opendorse



"In the ever changing NIL climate, education is key. Having Opendorse on site this fall was critical to helping our student-athletes better understand not only the Opendorse platform, but also the landscape and how they can engage in their own ways with NIL. Nothing can replace in person discussions around NIL.

Opendorse has made it easy to educate our student-athletes, coaches, department staff and advancement officers. They know how to tailor the discussions to connect with the individual audience, and each group was able to benefit from the sessions because it was relevant to their areas.

Our student-athletes were engaged in the discussion and the Opendorse team did an excellent job making NIL opportunities feel more approachable for our DIII athletes."

— Mike Snyder
Pacific Lutheran University, Athletic Director



TESTIMONIALS

“Our partnership with Opendorse has allowed us to navigate these uncharted NIL waters with confidence and speed we never could have by ourselves. The two days Opendorse spent on campus were invaluable to our student-athletes, coaches, and corporate partners. The Opendorse platform allows student-athletes to search for and disclose deals while also giving our staff a singular point to monitor all activities.”

— Chris Kraftick
University of the Cumberlands, Athletic Director



It's been an awesome 2nd day with @opendorse on campus. @B_Cassidy44 & @katiwilkins_1 have been exceptional talking all things NIL with our @UC_Patriots. Exciting to see the NIL opportunities being presented to our student-athletes!
#OneBigTeam
#NIL



Student athletes going through Opendorse training inside of Powell throughout the course of the day.



“The Opendorse staff has been so helpful in not only educating our student athletes, but equally as important in educating our athletic department staff. The information shared during the on-site visit here at Campbellsville University was instrumental in helping athletes pursue ways to market themselves and their athletic programs through the use of the platform provided through Opendorse. I highly recommend the additional training that can't be done by having the on-site visits.”

— Jim Hardy
Campbellsville University, Athletic Director

