

Managing New Challenges in Recruiting and Revenue Generation

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Athletics Administration

For colleges and universities across the country, the impending Name, Image and Likeness (NIL) regime presents an array of daunting, yet exciting, legal opportunities and risks.

In this article for NACDA'S *Athletics Administration*, "Managing New Challenges in Recruiting and Revenue Generation," Goulston & Storrs identifies the opportunities and risks presented to athletics departments that these new laws present.