[**HEA at SII: Arizona State University VP & AD Ray Anderson**](https://youtu.be/NTbq8_MzyLY)

**Discussion Questions**

1. Describe how the ASU athletic department approached the financial troubles that COVID-19 brought during the past seasons.
2. How does Ray Anderson describe his approach for Name, Image, and Likeness (NIL) within the sports offered by ASU?

1. Why does Dr. Crow push the VPs of ASU to teach a course each year?
2. What is Anderson’s advice to athletic directors regarding the implementation of new Name, Image, and Likeness regulations in the NCAA

**Comprehension Questions**

1. Ray Anderson boasted an impressive resume of experience even before becoming the AD for ASU, list 4 of the functional areas within the sports industry that he has worked in that he mentions.
2. True or False? Ray Anderson spent over 10 years as a sports agent.
3. Which 4 sports does Anderson mention were added to the athletic department of ASU after his arrival as the AD?
4. What course does Ray Anderson co-teach at Arizona State University?

**Research Question**

1. Changes to NCAA Name, Image, and Likeness regulations have brought a revenue earning opportunity to individual athletes. With sponsors looking to begin investing, how might an athlete utilize their social media to optimize their sponsorship earning capabilities? What role do you see the Athletic department filling in regards to NIL policy?