**[HEA at SII: New Mexico State University Athletic Director Mario Moccia Listening Questions](https://www.youtube.com/watch?v=xUTtgqtE9Ik)**

**Discussion Questions**

1. What differences does Moccia mention between AD jobs at different levels of DI NCAA football?
2. Describe Moccia’s overall view on the new name, image, and likeness policy in College Athletics.
3. NMSU is a football independent, describe the athletic department’s current dilemma in finding a conference to align with.
4. What benefits does Moccia list for playing high level opponents like Alabama during the football season?

**Comprehension Questions**

1. True or False? Moccia was an alumni and former baseball player at NMSU before eventually returning as the Athletic Director.
   1. True
   2. False
2. Which of the following did Moccia NOT list as a strategy to fill out the football team’s schedule as an independent program?
   1. Playing an opponent twice in a season
   2. Traveling further for a game
   3. Playing fewer games in a season
   4. Using the Gridiron software to find games
3. NMSU has found a great amount of success in licensed consumable good before and during the COVID pandemic. List three products has the school released.
4. True or False? Moccia thinks that a major benefit of licensing a product is that once it is on the market, it is largely self-sufficient and requires minimal input from the athletic department.
   1. True
   2. False

**Research Question**

1. During the interview, Moccia references that there are countless NIL companies emerging around college athletics. Each company provides a slightly different service or platform to universities to help increase sponsorship opportunities for their athletes. Find an example of one of these companies, then describe what their product offers and any schools they have found success in partnering with. (Examples of these companies include Opendorse, INFLCR, and Brandr)