

# The Rehiring of Mark Emert and the NCAA's inability to change

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By Jack McCamish

After a controversial comparison between the conditions of the Men and Women's NCAA tournament conditions, questionable rulings and standards, and 11 years of governing with little change, Mark Emmert's contract was extended to 2025. While this announcement was not a complete surprise it was news that a lot of the college sports world reacted negatively too. Many coaches voiced their opinion anonymously that this was an awful decision by the NCAA, and showed they have little interest in moving forward in their stated goals, like players Name Image and Likeness rights, and others. <sup>1</sup>

Mark Emmert's contract renewal is not entirely surprising due to the fact that he has done a relatively good job at bringing in money for the NCAA. During his tenure the NCAA has been able to bring in a steady stream of revenue, especially from March madness where he brings in hundreds of million of dollars every year. However the policies and controversies that have happened under his governance have

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<sup>1</sup> Auerbach, Nicole. "Auerbach: With Mark Emmert's Contract Extension, the NCAA Admits Its Stagnation Is by Design." *The Athletic*, The Athletic, 28 Apr. 2021, [theathletic.com/2548442/2021/04/28/auerbach-with-mark-emmersts-contract-extension-the-ncaa-admits-its-stagnation-is-by-design/](https://theathletic.com/2548442/2021/04/28/auerbach-with-mark-emmersts-contract-extension-the-ncaa-admits-its-stagnation-is-by-design/).

raised some eyebrows. Besides Mark Emmert's failure to impose change on players NIL, it was also reported in 2018, Mark Emmert was personally made aware of sexual assault problems on Michigan State's campus, regarding two student athletes; Keith Appling and Adreian, yet failed to take any action regarding their eligibility.<sup>2</sup> This can be compared to cases where student athletes were unable to play due to the fact that they had allegedly received money to attend their school. James Wiseman; the Memphis center was suspended 12 games because his coach; Penny Hardaway, had given his family 12,000 dollars to help with moving expenses. However this was before either person was involved with Memphis. These inconsistent rulings raise questions about Mark Emmert's ability to lead fairly, and should raise some questions about his ability to lead in the future. Controversy was also raised recently when photos of the Women's NCAA tournaments conditions were shown online. These pictures that were leaked showed little space to work out, and overall poor conditions compared to the Men's side of things. While this option was later fixed, it shows inconsistent ruling on Mark Emmert's part as NCAA director.

Finally the most spoken on issue that Mark Emmert has failed to change is players' lack of NIL rights in the NCAA. For years there have

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<sup>2</sup> Crawford, Kirkland. "Report: NCAA President Mark Emmert Was Told about Michigan State Sexual Assault Issues in 2010." *The Indianapolis Star*, IndyStar, 27 Jan. 2018, [www.indystar.com/story/news/2018/01/27/report-ncaa-president-mark-emmert-told-michigan-state-sexual-assault-issues-2010/1071792001/](http://www.indystar.com/story/news/2018/01/27/report-ncaa-president-mark-emmert-told-michigan-state-sexual-assault-issues-2010/1071792001/).

been outcries from athletes, media, and even coaches that have urged the NCA regarding students' ability to make money off their name.

Even Mike Krzewski, who is arguably the most famous coach in College sports, stated that it was time for the NCAA to change.<sup>3</sup> While some bills have been introduced to improve players rights, they have shown little progress in court, and with the NCAA board of directors. It will take strong leadership to make an impact on this issue, and overall Mark Emmert has not shown the leadership that can make the impactful change that the NCAA definitely needs right now. The NCAA arguably showed no motivation to move forward with any NIL plans by reinstating Mark Emmert, who has done little to help this plan progress for the NCAA.

Overall, Mark Emmert has been a weak leader for the NCAA, and him being reinstated showed an unwillingness to change from the NCAA. The NCAA has been very inconsistent under Emmert's rule, and this will most likely continue for the coming years in his tenure as the director of the NCAA. From the outside it looks like Mark Emmert's ability to make money has been what has helped him to keep his job amongst the criticism from so many people. Through history the NCAA

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<sup>3</sup> Matt Norlander Oct 9. "The NCAA Needs to Listen to Coach K Because Fair Pay to Play Isn't the Only Crisis in College Basketball." *CBSSports.com*, 9 Oct. 2019, [www.cbssports.com/college-basketball/news/the-ncaa-needs-to-listen-to-coach-k-because-fair-pay-to-play-isnt-the-only-crisis-in-college-basketball/](http://www.cbssports.com/college-basketball/news/the-ncaa-needs-to-listen-to-coach-k-because-fair-pay-to-play-isnt-the-only-crisis-in-college-basketball/).

has shown an inability to change its policies and viewpoints, and Mark Emmert's contract extension is a good example of that.