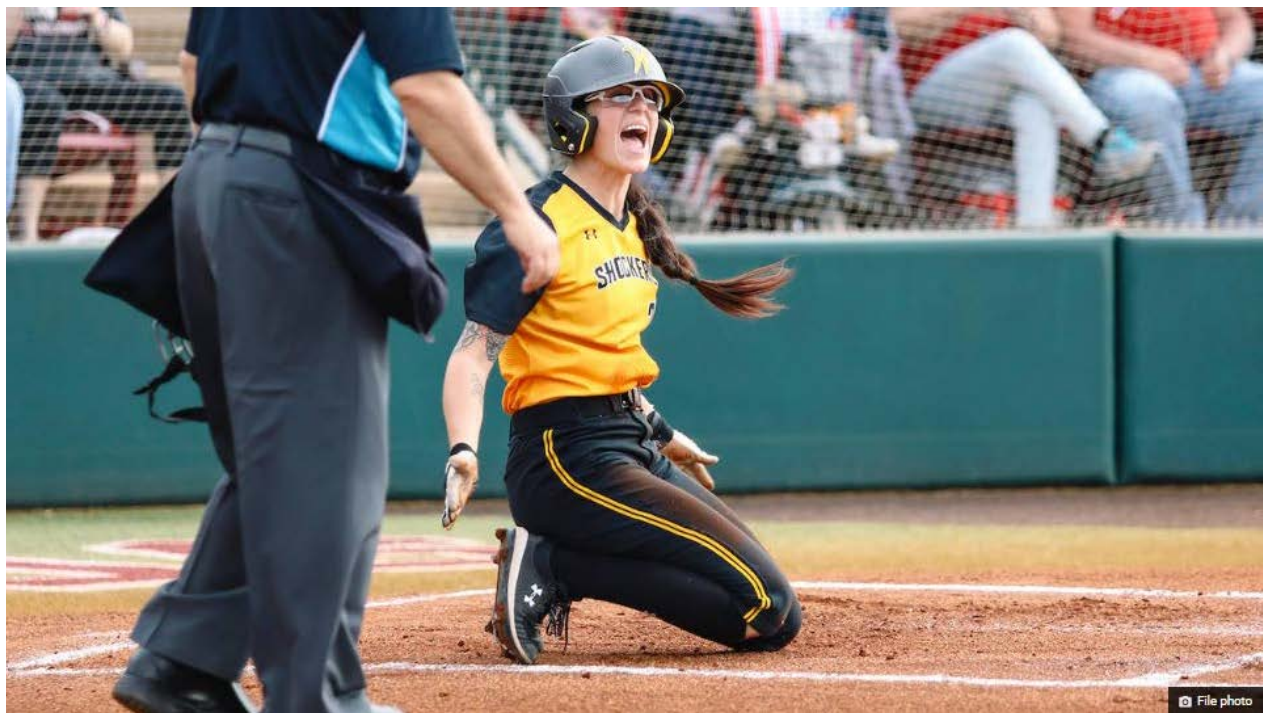


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Wichita State shortstop uses her art and athletic ability to build her NIL brand

By Paul Suellentrop



Wichita State shortstop Sydney McKinney led the NCAA in batting average (.522) and hits (97) on her way to second-team All-American honors from three organizations in 2022. In August, she played for the U.S Women's National Team against Japan.

Wichita State senior Sydney McKinney is a student-athlete made for the era of name, image and likeness opportunities.

McKinney is a softball All-American, artist, entrepreneur, and diligent brand manager for herself. When NCAA and college administrators conceived of NIL benefits – compensating student-athletes for their talent and time – McKinney is the perfect example of the intended outcome.

“It’s like getting a job – you want to put your best foot forward,” she said. “I didn’t come to this expecting to make millions of dollars, like the boys are expecting to do. It’s wanting everybody to get to know me, wanting people to know what I’m about. Autism Speaks. Artwork. I didn’t really have to think about it. It’s more about showing people who I am and not about the money.”

Learn more about McKinney, [her talents and her plans after graduation at goshockers.com](https://www.goshockers.com).



Sydney McKinney participates in NIL activities by using her artistic talents. NCAA legislation, passed in 2021, allows student-athletes to earn money at market value for use of their name, image or likeness.