

Biography of Andrew Cooper (Executive Director, UCAA)

Andrew Cooper is the Executive Director of the United College Athletes Association (UCAA), a 501(c)(3) nonprofit founded in December 2024 to ensure the NCAA's business model becomes safe, fair, and sustainable for future generations of college athletes.

The UCAA currently represents 120 women's basketball players from the Big Ten and SEC conferences and is supported by an alumni advisory board including Hall of Famer Sylvia Fowles (LSU) and WNBA All-Stars Elizabeth Williams (Duke), Layshia Clarendon (Cal), and Tiffany Mitchell (South Carolina).

Cooper's advocacy began in 2018 after Washington State quarterback Tyler Hilinski died by suicide. He worked with the Hilinski family on mental health initiatives, which led to his fellow athletes electing him President of the Student Athlete Advisory Committee (SAAC) at both Washington State and later at UC Berkeley.

As a two-time SAAC President, Cooper firsthand witnessed the gap between how the NCAA claims to serve athlete interests and the reality of how the NCAA systematically misrepresents athlete voices — which is why he has committed his empowering athletes as leaders.

In 2020, Cooper organized the #WeAreUnited movement, bringing together 450 Pac-12 football players to successfully secure safety protocols, scholarship protections, and eligibility relief. He holds a Master's degree from UC Berkeley in the Cultural Studies of Sport in Education, with his thesis examining systemic inequities in the NCAA's business model and solutions through collective athlete representation.

Cooper's advocacy has been featured in The Washington Post, New York Times, Seattle Times, Guardian, CNN, and Fox News.