

NAME/IMAGE/LIKENESS: TO BE OR NOT TO BE?

SBOE MEETING

JULY 31, 2024

CONSIDER...

- An NIL policy for high school student-athletes involves balancing the interests of the students, schools and community
- A policy would follow several years of discussion at the request of membership
- A policy allows consistency across the state



LEGAL COMPLIANCE

- **State Laws**
 - Must ensure policy adheres to state regulations
- **Federal Guidelines**
 - Stay informed about and federal laws or guidelines that impact regarding NIL opportunities for high school athletes



ELIGIBILITY AND SCOPE

Eligibility

- Define which student athletes are eligible to benefit from NIL opportunities

Scope of Activities

- Clarify what types of NIL activities are allowed (e.g., endorsements, sponsorships, personal appearances)

ACADEMIC AND ATHLETIC IMPACT

- ACADEMIC PERFORMANCE—STAFF
 - **Academic Performance:** Set standards to ensure NIL activities do not negatively impact academic performance
 - **Athletic Commitment:** Ensure that NIL activities do not interfere with the student-athlete's commitment to their sports and team responsibilities



EQUITY AND FAIRNESS

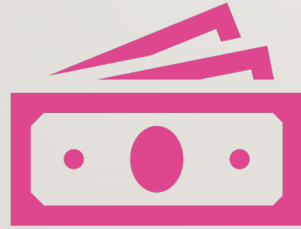
Equal Opportunities

- Develop a framework to ensure all athletes have fair access to NIL opportunities, regardless of their sport or gender

Transparency

- Promote transparency in the NIL process to prevent favoritism and ensure fairness

FINANCIAL MANGEMENT



Financial Education

Provide resources or require education on managing finances, taxes, and legal implications of NIL earnings



Income Limits:

Consider whether to impose any limits or conditions on earnings to ensure compliance with school or district policies

CONTRACTS AND ENDORSEMENTS



Contract Review

Ensure that student-athletes or their guardians review any contracts or endorsement deals with legal assistance



Ethical Considerations:

Set guidelines for the types of companies or products that can be endorsed, especially if they conflict with school values or sportsmanship

SCHOOL AND TEAM POLICIES

Consistency wth school values

- Ensure NIL activities align with school values and policies

Team Impact

- Address how NIL activities might impact team dynamics or individual sports programs

PRIVACY AND IMAGE CONTROL

Publicity

- Manage how student athletes NIL activities are publicized to protect their privacy and personal image

Consent

- Ensure that use of the student's NIL is done with their informed consent

DISPUTE RESOLUTION

- **Resolution Mechanism**
 - Establish procedures for addressing disputes related to NIL activities or policy violations

POLICY REVIEW AND UPDATES

- **Regular Review**
 - Periodically review and update the NIL Policy
 - There is an evolving landscape of high school sports



STAKEHOLDER INPUT

- **Feedback**
 - Seek input from athletes, parents, coaches and legal experts when developing and revising the policy to ensure it meets the needs of all stakeholders



QUESTIONS AND ANSWERS

