



NAME, IMAGE, AND LIKENESS (NIL) TASK FORCE MEETING MINUTES

Tuesday, August 26, 2025 ▪ 10:00 a.m. – 12:00 p.m.

Governor's Press Room. State Capitol, 4th Floor.
900 North Third Street, Baton Rouge, LA 70802

Members Present	Affiliation
Rep. Rashid Young	House of Representatives, Chair
Taylor Jacobs (proxy)	Associate Athletic Director of NIL & Strategic Initiatives, LSU A&M
John Hartwell	Director of Athletics, UL Monroe
Heath Schroyer	Vice President/Director of Athletics, McNeese State University
J.T. Curtis	John Curtis Christian School
Dr. Grady Smith	Woodlawn High School
Dr. Chandler LeBoeuf	Vice President of Education, LCTCS
Rep. Tehmi Jahi Chassion	House of Representatives
Jolee Liles	Outreach Representative/NIL Specialist, Attorney General's Office
Chloe Magee	Student-Athlete – Women's Softball, Southeastern Louisiana University
Lucas Morgan	Director of Athletics, LSUS
Jonathan Terrell	Vice President of Collegiate Athletics & Athletic Director, Nicholls State University

Dr. Bryan Maggard	VP for Intercollegiate Athletics, UL Lafayette
Phillippe Carter	Assistant Athletic Director of Internal Operations, SUBR
Sheridan Cooper	Director for Compliance, SUNO
Ryan Ivey	Vice President and Director of Athletics, Louisiana Tech University
Johnny Giavotella	General Manager of the University of New Orleans Baseball Team
Brandon Shelvin	Founding Partner, Southern Coast Sports
David Aubrey	AT&T Louisiana
Kennedy Jones	Interim Director, Office for Civil Rights and Title IX, Grambling State University
Misti Cordell (proxy)	Louisiana Board of Regents
Members Absent	Affiliation
Keira Miracle-Tilford	Student-Athlete – Women's Softball, SUBR

CALL TO ORDER/ ROLL CALL

Rep. Rashid Young called the meeting to order at 10:05 a.m. on Tuesday, August 26, 2025. Roll was taken by Ms. Brianna Golden Phillips, and quorum was established.

APPROVAL OF MINUTES

Rep. Young asked for a motion to approve the July 24, 2025, meeting minutes. On motion of Rep. Tehmi Chassion, seconded by Mr. Kennedy Jones, the minutes were approved.

WELCOME/INTRODUCTIONS

Rep. Young welcomed to the task force three new members, who then introduced themselves and shared brief comments about what they hope to accomplish by the conclusion of the task force.

- Ms. Chloe McGee, a junior softball player at Southeastern Louisiana.
- Mr. Ryan Ivey, Vice President and Director of Athletics at Louisiana Tech University.
- Mr. Johnny Giavotella, General Manager of the University of New Orleans baseball team.

Rep. Young also recognized Ms. Misti Cordell, Chair of the Board of Regents, and Dr. Kim Hunter Reed, Commissioner of Higher Education, thanking them for their attendance. Both acknowledged the importance of the task force coming together to have meaningful and robust discussions of how to address NIL issues and support student success.

NIL UPDATES

Ms. Jolie Liles, Outreach Representative and NIL Specialist with the Office of the Attorney General, provided an update on recent NIL developments:

- (1) President Trump signed an executive order on July 24, 2025, titled “*Saving College Sports*” that seeks to protect student-athletes (athletes) and collegiate athletic scholarships and opportunities, including in Olympic and non-revenue programs, and bans third-party “pay-for-play” inducements, among other key provisions.
- (2) The College Sports Commission issued a statement on July 31, 2025, which revised and clarified earlier guidance regarding the permissible scope of payments to student-athletes by collectives under the House Settlement.
- (3) The House Energy and Commerce Committee advanced the “Student Compensation and Opportunity through Rights and Endorsements Act” (SCORE Act) to the House Floor on July 10, 2025. The SCORE Act seeks to create a uniform national legal framework for how college athletes are compensated for NIL, to protect their rights, and to promote fair competition in intercollegiate athletics
- (4) The National College Athletic Association (NCAA) proposed requiring Division I prospects to disclose all NIL deals starting in the junior year of high school.

Rep. Young asked about the impact of the NCAA’s proposal on high school students and the effective date of the proposal and Ms. Liles responded that answers depend on the timing of the NCAA’s approval of the proposal. If the proposal is passed mid-year or later, the NCAA must

clarify which athletes are covered. She also noted challenges for education and compliance, since high school students would be required to report NIL deals earned during their junior and senior years, meaning that the responsibility to report NIL activity falls on the student.

Ms. Taylor Jacobs, Associate Athletic Director of NIL & Strategic Initiatives at Louisiana State University and A&M College, expressed her concern about high school athletes' ability to navigate this requirement. She further explained that current recruitment rules limit communication with high school athletes, creating additional compliance barriers.

Mr. Giovatella asked how high school students are securing NIL agreements, specifically whether students work directly with agents or if coaches are arranging deals. Ms. Liles explained that most high school NIL activity originates from legitimate businesses contacting athletes directly, though some students do work with agents. She emphasized that agent involvement raises concerns about protecting minors and underscores the need to provide safeguards for students under 18 who are approached in this way.

Mr. Collis Temple, Board of Regents, expressed his concern as to how institutions, beyond LSU A&M and Tulane, could realistically meet new NIL expectations. He emphasized this as critical issue for non-revenue sports and smaller schools with limited resources.

Mr. Brandon Shelvin, Founding Partner at Southern Coast Sports, asked if covering an athlete's household expenses, such as paying a utility bill, would qualify as NIL activity. Ms. Jacobs explained that, in practice, such benefits could be converted into NIL if linked to a "quid pro quo" arrangement. If no exchange were involved and the matter came before the NCAA, the scenario described would likely be considered an impermissible extra benefit rather than NIL.

SYSTEM NIL PRESENTATIONS AND DISCUSSIONS

Dr. Chandler LeBouef, Vice President of Education at the Louisiana Community and Technical College System (LCTCS), explained that while the system does have institutions with athletic programs, it has a minimal NIL framework. He noted the system's commitment to joining the conversation and align its institutions with the four-year institutions. Dr. Reed asked if the

LCTCS institutions participated in a certain conference and if the conference had a position on NIL. Dr. LeBouef answered that institutions compete at the National Junior College Athletic Association (NJCAA) level. He noted that while the conference has not taken a strong position, the system is working in consultation with the NJCAA to better understand the framework.

Mr. Phillippe Carter, Assistant Athletic Director of Internal Operations and Deputy Title IX Coordinator at Southern University and A&M College, explained the institution is engaged in the NIL space, but its involvement is limited in scope as the institution does not currently have dedicated NIL staff. Oversight has been assigned to the Office for Compliance while the institution pursues a long-term plan to establish a robust NIL program that will allow SUBR to remain competitive.

Rep. Young inquired about available training resources. Mr. Carter stated that information provided by the College Sports Commission and the NCAA is passed on to staff and athletes. He added that educational seminars are offered throughout the year, with broad-based information provided to the entire student-athlete population.

Ms. Sheridan Cooper, Director of Compliance at Southern University at New Orleans (SUNO), stated that SUNO's athletics programs are still in the rebuilding phase following a suspension period. The campus currently sponsors basketball, volleyball, and baseball programs and will be reinstating track this year. She explained that training and resources for SUNO's student-athletes and staff are handled through her office and emphasized that NIL remains a future priority for SUNO as its athletics programs continue to stabilize.

Rep. Young asked whether SUBR had discussed a revenue sharing model or plans for NIL funding. Mr. Carter responded that there have been no formal discussions at the institutional level. Rep. Young then asked whether the Southwestern Athletic Conference had engaged in revenue-sharing discussions in relation to the House Settlement. Mr. Carter indicated that these conversations are still developing and that SUBR's current focus remains on maintaining compliance.

Ms. Jacobs reported that LSU A&M developed significant infrastructure to support student-athletes in this space through the establishment of the “NILSU” Office. The office employs four full-time staff, one graduate assistant, and twelve interns, while NILSUMAX adds two full-time staff, bringing the total to six professionals working directly in NIL. LSU A&M delivers comprehensive education through monthly team meetings, “locker room conversations” after practices, and mandatory financial literacy sessions each semester, with additional training on branding, contracts, professional development, and content creation. She informed the task force that each sport is assigned to a NIL staff member, who meets monthly with coaches to ensure coordination and compliance. LSU A&M has committed \$20.5 million under the House Settlement, including \$2.5 million for expanded scholarships and roster spots. The university also utilizes third-party partners and platforms (such as Teamworks and Influencer), a financial literacy provider, and a NIL marketplace to support communication, education, and contract management.

Mr. Lucas Morgan, Director of Athletics, LSU Shreveport (LSUS), indicated that NIL dynamics at the NAIA level differ significantly from Division I institutions. He emphasized that LSUS faces challenges competing with Division II programs, which can offer student-athletes bigger NIL deals valued around \$10,000–\$20,000. As a result, one of LSUS’s goals is to supplement the financial packages provided to athletes in order to gain a competitive advantage. Mr. Morgan noted that LSUS uses Opendorse and Influencer to carry out NIL deals for their athletes, though overall compensation remains modest and NIL remains a recruiting challenge. Mr. Morgan indicated he oversees all NIL responsibilities at LSUS and emphasized the need for additional support to help athletes access NIL opportunities. He suggested potential solutions, such as incentives for local businesses engaged in NIL agreements, grant or matching fund programs, and increased flexibility to provide opportunities for smaller programs. Rep. Young thanked Mr. Morgan for his remarks and expressed particular interest in the idea of tax incentives for local businesses. He noted work done on this issue during the 2025 Regular Legislative Session and his intent to pursue legislation again with the goal of encouraging local chambers of commerce and local businesses to participate in NIL by demonstrating the benefits of investing in student-athletes.

Mr. Giavotella asked for clarification on the difference between business expenses and tax write-offs, inquiring whether payments made through collectives could be considered deductible expenses and if contributions to a foundation would qualify as tax-deductible donations. Mr. Shelvin replied that payments to collectives are treated as marketing expenses, while donations to university foundations may be treated as charitable contributions. Mr. Giavotella noted that this creates challenges when pitching NIL opportunities, as businesses may prefer the more straightforward benefits of a tax-deductible donation.

Rep. Young added that improving the tax treatment of NIL deals is a priority and suggested working together with the task force and others to develop legislation to address this issue.

Dr. Reed expressed that LSU A&M's presentation highlighted stark contrasts between the resources of large institutions and the challenges facing smaller schools. She emphasized that NIL and revenue-sharing function as competitive advantages for well-resourced athletic departments, while creating disadvantages for smaller institutions without the capacity to match those resources. Dr. Reed noted that the task force should consider how to balance these inequities as part of its broader work.

Task Force members noted concerns about NIL combined with the transfer portal disparities between schools and between various sports.

Mr. Giavotella asked if there was compensation from revenue-sharing or NIL deals. Ms. Jacobs answered that it is from a combination of both, observing that this dynamic is changing the landscape of college athletics by encouraging athletes to remain in school longer rather than entering professional drafts, while also reducing the ability of smaller programs to retain top talent.

Mr. Giavotella also offered his perspective as a former student-athlete at the University of New Orleans, noting that the transfer portal and NIL have significantly altered program stability. He explained that players now often use smaller programs as steppingstones, transferring after a year to pursue more lucrative NIL opportunities elsewhere.

Dr. Bryan Maggard, Director of Athletics at the University of Louisiana at Lafayette (ULL) stated that NIL and revenue sharing are viewed as essential tools to strengthen competitiveness for the College Football Playoffs. He explained that ULL currently relies on existing staff to manage NIL responsibilities. The Associate Athletic Director for Compliance serves as the primary coordinator, with support from his staff, head coaches, the deputy athletic director for development, and the general manager. The structure allows the institution to function; however, Dr. Maggard emphasized the need for at least two additional positions. ULL offers staff training in the form of webinars, conference calls, and communication with other institutions. Additionally, athletes receive required financial literacy education and training on tax responsibilities through the Influencer platform. Current NIL and revenue-sharing funding totals approximately \$1.8 million, drawn from raised monies, state budget support, and sponsorships. ULL is prioritizing increased financial contributions to elevate and sustain competitiveness.

Rep. Young inquired about the strain on the institution's athletic budget, Dr. Maggard replied that NIL and revenue-sharing activities are being managed in a budget-neutral manner. While overall budgets have not increased, funds are being reallocated, which affects the institution's ability to continue services previously provided to athletics programs and places heavier workloads on staff. For example, positions such as video coordinators cannot be filled because those funds are being redirected to revenue-sharing needs. Dr. Maggard concluded that while the budget remains flat, the strain lies in shifting resources and sacrificing support functions to meet NIL obligations.

Mr. Heath Schroyer, Director of Athletics at McNeese State University, reported that the institution, with strong leadership backing, has taken an aggressive approach to NIL. He indicated that the institution has hired a full-time NIL Director, however he noted that additional staffing would further strengthen operations. McNeese collaborates with Southland Conference legal counsel, hosts regular student-athlete workshops on branding and financial literacy, and has engaged tax attorneys for training. Last year, the university held an NIL Summit with over 30 businesses, leading to internships, branding opportunities, and signed deals—the first such event in Louisiana outside of LSU A&M. McNeese currently generates \$1.2–\$1.3 million in revenue-

sharing, aiming for \$5 million long term, and uses the Influencer platform extensively. Mr. Schroyer raised concerns about student-athletes' post-graduation transitions, stressing the mental health challenges that can arise when NIL earnings far exceed typical entry-level salaries.

Mr. Giavotella, General Manager of Baseball, University of New Orleans (UNO), shared that he was only two weeks into his role, describing the challenges of navigating the new NIL landscape. Despite opting into the revenue-sharing model, he indicated that the institution's \$6 million athletics budget makes the \$20.5 million threshold unattainable. Current NIL activity is limited to men's basketball and is supported by volunteers since most coaches lack NIL training and baseball has no deals. Mr. Giavotella emphasized the urgent need to build an NIL foundation to retain athletes, as many transfer quickly to larger programs. UNO's Big Blue Collective allows donor-directed support, but only basketball has benefitted, leaving other sports with minimal opportunities. He noted that coaching and player development remain UNO's main competitive tools, though NIL disparities continue to be a disadvantage.

Mr. Ryan Ivey, Director of Athletics at Louisiana Tech University, explained that the institution is adapting to NIL and the House Settlement by leveraging its partnerships and community sponsorships. The university brought its external NIL collective in-house under the CHAMP Fund, allowing donor contributions to support enhanced benefits for all athletes. Every student-athlete is offered a base NIL license agreement to ensure morale and Title IX compliance, with additional agreements available for high-profile players. The university also developed its own NIL management platform, Victory GM, which streamlines contract and budget management, has already been licensed to another institution, and offers long-term revenue opportunities for the Louisiana Tech Foundation. Rep. Young commended Mr. Ivey's presentation, noting it reflected the ingenuity and spirit of District 11.

Rep. Young acknowledged Louisiana Governor Jeff Landry, who greeted the task force members and thanked them for their role in navigating the evolving NIL landscape. Governor Landry emphasized the importance of their work, expressing appreciation for their time and commitment. He encouraged the task force to pursue strong legislation and commended members for embracing the challenge, noting that policymaking begins with their efforts. He

recognized the ongoing changes in athletics and the broader higher education ecosystem. Rep. Young thanked Governor Landry for his support and expressed hope he will continue as the group develops legislative recommendations.

Mr. Jonathan Terrell, Director of Athletics at Nicholls State University, stated that the primary goal is to remain competitive and sustainable while approaching NIL responsibly. He noted that Nicholls does not have the resources to create wealth for student-athletes during their college playing careers but is committed to offering education and support. He emphasized the need for additional resources as staffing remains limited, with a single compliance coordinator overseeing all NIL and revenue-sharing responsibilities for 17 sports. Nicholls has an NIL collective, the Colonel Collective, initially launched following the football team's game against LSU A&M. While the university has not yet implemented revenue-sharing, it opted into the House Settlement to avoid losing athletes and is exploring enhanced benefits strategies to maximize scholarships. Mr. Terrell stressed that Nicholls' challenges reflect those of their peers with respect to competing and sustaining programs under financial constraints in the evolving NIL landscape.

Mr. Jones, Interim Director, Office for Civil Rights and Title IX at Grambling State University, reported that the institution plans to participate in revenue-sharing beginning this year, with funding to be used in part to expand scholarships to ensure compliance with Title IX requirements. He indicated that Grambling does not currently have any full-time staff dedicated solely to NIL, but responsibilities are shared between the Compliance Office and the Associate Athletic Director for External Operations. The institution seeks to add a full-time position in the future to strengthen its NIL operations.

Rep. Chaisson acknowledged that NIL will remain a permanent feature of college athletics and is an evolving landscape. He also reflected on his experience as the parent of a Division I Athlete, emphasizing that postseason success generates donor enthusiasm and can boost enrollment and could generate additional visibility. He stated the importance of identifying best practices and recommendations for institutions to be able to identify funding sources. He noted that McNeese has convened local companies, hosted events, and pursued marketing and branding commitments

Mr. Schroyer confirmed this model has worked at McNeese, with aggressive outreach creating new NIL opportunities.

Mr. Brandon Shelvin indicated that funding is critical for athletes to compete and there are opportunities for athletes to earn compensation. He also emphasized that educating donors on this return on investment is crucial, as contributions can create long-term impact for athletics departments.

Ms. Elizabeth Bentley-Smith, Deputy Commissioner for Finance and Administration at the Board of Regents, indicated that the SPORT Fund, established through Act 298 of the 2025 Legislative Session, can be applied to scholarships and operations but not directly to NIL or facilities. Any use of funds for revenue-sharing would require explicit legislative authority. Rep. Young noted he previously discussed this with Rep. Neil Riser, in hopes the legislature may consider amending Act 298. Mr. Shelvin added that the ability to use the funds for revenue-sharing could work to support NIL and recruitment efforts. Dr. Maggard agreed, indicating that the funds could be available for other expenses to help institutions grow resources toward competitiveness.

Rep. Chaisson shifted the discussion towards high school athletics, inquiring about the operating budget for the Louisiana High School Athletic Association, which he noted partially consists of funding derived from sponsorships and championship events. He pondered whether revenue generated by tournaments should be partially shared with participating schools, to improve competitiveness and facilities, particularly for struggling programs.

Dr. Grady Smith, Principal of Woodlawn High School (Shreveport), noted the emergence of NIL at the high school level in Shreveport, where elite athletes are already signing deals and, in some cases, becoming the primary breadwinners for their families. He noted inequities between wealthier areas, where business support is available, and low-income schools, where local resources are limited. He warned that this could drive transfers and undermine competitive balance, while also expressing his concern about local businesses eventually incentivizing mid-level athletes.

Mr. J.T. Curtis, Head of School at Curtis Christian School, shared his concerns regarding outside influencers who often encourage athletes to transfer between schools or out of state. He emphasized that without regulation of these outside actors, smaller schools with fewer resources will be unable to compete fairly. Mr. Curtis expressed his belief that preparing athletes through academic and personal development is the most sustainable way to protect them and ensure long-term success.

Mr. Shelvin commented that athletes should not be faulted for pursuing financial opportunities when coaches are free to move between programs. He emphasized that NIL deals can be life-changing for players and their families and reiterated that many legitimate agents help athletes support their families and should not be stigmatized.

Mr. Temple encouraged Ms. Chloe McGee to share her perspective. Ms. McGee indicated that most NIL education at her institution is delivered via email and online forms, which many athletes do not thoroughly review. While noting that compliance staff are available, she suggested that more frequent face-to-face meetings would help ensure understanding. She stated that NIL can be a valuable recruitment tool but shared concerns as well, emphasizing that student-athletes should choose programs based on values and trust, not financial offers.

INTERNATIONAL STUDENT-ATHLETES PRESENTATION

Mr. Harry J. “Skip” Phillips, of Counsel at Taylor Porter (noting that he will soon transition to the Office of the Attorney General in the beginning of October), stated that most international student-athletes are in the United States on F-1 or M-1 visas. Emphasizing that they are intended for education rather than employment, he indicated that these visas carry strict limitations with respect to on-campus and/or off-campus work opportunities for international students.

Mr. Phillips explained NIL and revenue-sharing could be considered employment, possibly putting a student’s visa status at risk. Furthermore, international student-athlete NIL participation cannot be resolved at the state level; it lies within the jurisdiction of the Department of Homeland Security. He suggested that the task force work with Louisiana’s Congressional

Delegation to amend the pending SCORE Act to explicitly allow international student-athletes with valid visas to engage in NIL and revenue-sharing without violating their immigration status.

Ms. Jacobs noted that LSU A&M prohibits international athletes from participating in NIL because of visa risks and broader institutional exposure. She urged the institutions represented on the task force to consider a uniform approach on this issue.

PUBLIC COMMENTS

Mr. Mark Nacarri, representing himself, shared his experiences supporting Louisiana athletics teams, emphasizing that NIL is ultimately a financial issue. He urged legislators to allocate financial resources. Additionally, Mr. Nacarri emphasized that if economic benefits are extended to student-athletes, similar opportunities should also be considered for students in other fields, such as engineering and healthcare, noting that investment in these areas could contribute to the state's economic growth.

Mr. Temple expressed interest in learning if other states have implemented NIL policies and praised the task force for engaging in candid, constructive discussions.

ADJOURNMENT

Rep. Young requested a motion to adjourn. On motion of Mr. Jones seconded by Mr. Temple, the meeting was adjourned at 12:02 p.m.