



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

Thursday, July 24, 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. Temhi Jahi Chassion	House of Representatives
Jolee Liles	Outreach Representative/NIL Specialist, Attorney General's Office
Ella Hemmings (proxy)	Student-Athlete – Women's Beach Volleyball, LSU A&M
Verge Ausberry	Executive Deputy Director of Athletics, LSU A&M
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
Brandon Shelvin	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
Ben Robichaux	Student-Athlete – Men's Baseball, Southeastern Louisiana University

#### CALL TO ORDER/ ROLL CALL

Rep. Young called the meeting to order at 10:01 a.m. on Thursday, July 24, 2025. Roll was taken by Ms. Brianna Golden Phillips, and a quorum was established.

#### WELCOME/INTRODUCTIONS

Rep. Young called the meeting to order and welcomed all attendees. He thanked everyone for their participation and provided background on the formation of the Name Image, and Likeness (NIL) Task Force, emphasizing the potential of the task force to engage in meaningful dialogue and produce impactful outcomes for Louisiana's student-athletes.

Rep. Young invited Dr. Kim Hunter Reed, Commissioner of Higher Education, and Misti Cordell, Chair of the Board of Regents, to provide remarks. Regent Cordell emphasized the importance of the work of the task force and its overarching goals. Dr. Reed acknowledged the membership of student-athletes on the task force, which highlights the value of student voices to the mission of the Board of Regents and the work of the task force.

Rep. Young thanked both Regent Cordell and Commissioner Reed for their comments. All members of the task force introduced themselves and provided brief comments related to what they hope to accomplish upon conclusion of the task force.

#### OVERVIEW OF HOUSE RESOLUTION 15 OF THE 2025 LEGISLATIVE SESSION

Ms. Golden Phillips provided an overview of House Resolution 15 from the 2025 Regular Session, outlining the task force's responsibilities which include:

- (1) Examine relevant, existing laws, jurisprudence, and any relevant national athletic association policies or bylaws regarding a student-athlete's use of his name, image, and likeness for compensation.
- (2) Review the documentation and reporting necessary to maintain increased accountability and transparency, as well as possible prevention methods of potential negative consequences.
- (3) Analyze policies to ensure name, image, and likeness activities meet governing national athletic standards and school-specific requirements.

- (4) Identify best practices to address current and potential future challenges in the name, image, and likeness space.
- (5) Observe fiscal impacts of name, image, and likeness deals and student-athlete compensation on the overall budgets of athletics programs and Louisiana postsecondary education institutions.
- (6) Discuss issues the task force determines the legislature should be aware of and any recommendations for legislation.

Additionally, a written report of findings and recommendations must be submitted to the House Committee on Education no later than January 23, 2026.

### OVERVIEW OF NIL LANDSCAPE

Rep. Rashid Young invited Ms. Jolee Liles, an NIL Specialist with the Office of the Attorney General, to provide an overview of the NIL landscape.

Ms. Liles provided an overview of two notable landmark NIL cases. *O'Bannon v. NCAA* (2009) permitted student-athletes to receive scholarships amounting up to the full cost of attendance, while *House v. NCAA* (2025) allows college athletic programs to directly compensate student-athletes for their name, image, and likeness. Additionally, the House Settlement permits the NCAA to allow schools to share revenue directly with student-athletes up to an annual cap of \$20.5 million in 2025-2026. This case also resulted in updates and revisions to NCAA bylaws regarding NIL compensation, NIL activities, NIL compliance reporting to the College Sports Commission.

Ms. Liles provided an extensive overview of Louisiana law governing NIL, indicating that RS 17:3703 protects intercollegiate athletes' right to profit from their name, image, and likeness. State law also prohibits institutions from directly paying athletes unless authorized by court order or settlement. Additionally, institutions may support NIL activities but cannot prohibit athletes from earning money via NIL unless such activity conflicts with existing sponsorship contracts or institutional values as defined by the postsecondary education institution. Student-athletes cannot promote tobacco, illegal substances, alcohol, gambling, or banned substances. The use of school logos or facilities without permission is also restricted.

Ms. Liles shared some recommendations for the task force to consider, such as aligning Louisiana law with NCAA bylaws and the House Settlement, clarifying institutional involvement, enhancing reporting through the College Sports Commission, and addressing high school NIL in state laws, among other issues, due to the rapidly evolving nature of NIL regulations.

John Hartwell, Athletics Director at the University of Louisiana at Monroe, raised concerns about ensuring consistency when interacting with student-athletes and specifically highlighted

challenges faced by international student-athletes regarding their ability to participate in NIL income opportunities with respect to passive income streams. Ms. Liles acknowledged the importance of this issue, noting that the pathways for international student-athletes to earn NIL income are currently unclear and require further work.

Rep. Young acknowledged these concerns and shared that he introduced a bill aiming to exempt passive NIL income from taxes, which did not move through the legislative process; however, he noted that there is an opportunity for a future discussion regarding potential changes to the state tax code to accommodate possible legislative changes.

Taylor Jacobs Associate Athletic Director of NIL & Strategic Initiatives at Louisiana State University A&M, noted concerns about allowing international students to participate in NIL and the complications of managing multiple revenue-sharing agreements for those athletes. She emphasized the broader struggle to find consistency and align practices across institutions regarding revenue-sharing practices for international students.

Dr. Reed sought clarification on the issues for international student-athletes regarding NIL participation. Ms. Jacobs explained that international student-athletes face difficulties participating in certain types of work and receiving income due to visa restrictions.

Verge Ausberry, Executive Deputy Director for Athletics and Executive Director of External Relations at Louisiana State University, asked Ms. Jacobs to clarify the difference between NIL deals and institutional revenue sharing, especially when it comes to Title IX. Ms. Jacobs explained that NIL deals are marketing agreements between athletes and third parties, while revenue sharing usually involves money distributed through the school. She added that schools have been advised to consider revenue-sharing partnerships that directly involve students and the institution.

Regent Aubrey asked whether the revenue-sharing model outlined in the House Settlement used for student-athlete backpay could also be used moving forward. Ms. Jacobs said LSU A&M has been advised to continue with the breakdown of 75% to football, 15% to men's basketball, 5% to women's basketball, and 5% to all other sports. Regent Aubrey asked if that distribution would cause friction between sports teams or raise Title IX issues.

Mr. Ausberry noted that the Supreme Court in the House Settlement did not require any specific percentages, but most schools are following the settlement formula. Rep. Young expressed that he feels that federal administrations have given mixed guidance. He noted that under the Biden administration, Title IX guidance called for proportional equity in NIL and revenue-sharing distribution, but the Trump administration pulled that guidance back, leaving schools with uncertainty moving forward.

Kennedy Jones, Acting/Interim Director for Office for Civil Rights and Title IX Coordinator at Grambling State University, pointed out that whether funds are classified as NIL or revenue sharing determines how they are allocated and how Title IX applies. Regent Aubrey noted that future issues could arise from how much revenue each sport brings in and whether unequal payouts lead to legal challenges. Mr. Ausberry agreed, indicating that these issues could end up in court and those outcomes could change how distributions are determined in the future.

Mr. Hartwell noted his concerns related to recent federal changes regarding Pell Grant eligibility and how these could affect a student-athlete's financial aid. Dr. Reed acknowledged the importance of this issue, especially since many students in Louisiana rely on Pell Grants for higher education access.

Dr. Reed expressed interest in understanding the role of the College Sports Commission in financial reporting related to NIL. Ms. Liles responded by outlining the Commission's responsibility for overseeing player compensation reporting. Ms. Jacobs emphasized the challenges around NIL reporting and approval timelines and particularly mentioned the distinction between influencer students and student-athletes in how earnings are disclosed to institutions. The panel agreed that ensuring clear and consistent mandated reporting of NIL income is critical for effective policy development.

Rep. Young commended the thoughtful questions and discussion, noting that this task force is well-positioned to develop meaningful solutions, and thanked Ms. Liles for her presentation.

#### OPEN DISCUSSION

Rep. Young invited institutional representatives and athletic directors, to share by system the biggest challenges or opportunities regarding NIL.

Ms. Jacobs emphasized the difficulties faced by international student-athletes, who are often ineligible for NIL opportunities, resulting in inequities among students. She also highlighted that the expectations created by major brands and collectives have skewed student perceptions of typical NIL earnings. Ms. Jacobs pointed out that NIL was intended to provide opportunities to benefit from collaborations, but certain obstacles and outside third-party influences have added complications.

Lucas Morgan, Athletic Director at LSU Shreveport, acknowledged concerns about the opportunity gap for international students. He noted, however, that deals with student-athletes at his institution are smaller, including limited social media deals or local business collaborations.

Regent Aubrey then asked how institutions are addressing certain obstacles through staffing and management. Ms. Jacobs responded that LSU A&M is appropriately staffed, although the process remains complex.

Phillippe Carter, Assistant Athletic Director of Internal Operations and Deputy Title IX Coordinator at Southern University A&M, noted that the Southern University Law Center, located on the main campus, is of help, particularly when seeking individuals interested in becoming sports agents and/or learning about the process. Mr. Carter indicated that the university has been able to manage staffing due to the lower volume of NIL deals within the system.

Bryan Maggard, Vice President for Intercollegiate Athletics at the University of Louisiana at Lafayette, shared that budget limitations at his institution are a challenge since operational activities cannot be increased through state funding. He noted that he must advocate for new athletic expenses although certain departments are currently facing fiscal constraints. He also cited challenges in staffing and ensuring personnel receive sufficient guidance as the athletics landscape evolves.

Heath Schroyer, Vice President/Director of Athletics at McNeese State University, emphasized the importance of educating stakeholders on NIL and revenue sharing, describing it as a proactive effort at his institution. He shared that earlier efforts focused on ways in which improved facilities could aid recruitment, but the conversation has shifted to include NIL and revenue-sharing policies. He also voiced the need for sustainable funding streams and noted the constant fundraising efforts required to achieve institutional goals.

Jonathan Terrell, Vice President of Collegiate Athletics & Athletic Director at Nicholls State University, explained that Nicholls opted into NIL at the last minute to better support students. He noted enrollment pressures and limitations on team participation had made NIL feel exclusive, but the option for designated athletes helped Nicholls avoid conflicts with enrollment and budget concerns. He also emphasized the need to find sustainable NIL strategies while educating stakeholders.

Mr. Hartwell addressed the recurring issue of budget and staffing constraints. He noted concerns such as the additional workload placed on the athletics department.

Rep. Young thanked everyone for their comments. He noted that Act 298, which dedicates a percentage of monies generated by the online sports wagering tax to a fund to support certain Louisiana Division I athletic programs, could assist in supporting athletics budgets. Rep. Young invited the Board of Regents to provide clarification. Elizabeth Bentley-Smith, Deputy Commissioner for Finance and Administration, discussed the timeline for distributing funds and

outreach efforts to ensure campuses are informed. Rep. Young thanked Ms. Bentley-Smith for her comments.

Mr. Ausberry advised the task force to track developments concerning *Johnson v. NCAA*, which is currently pending at the Supreme Court. This case involves a legal challenge to the NCAA's longstanding policy of not considering college athletes as employees. Mr. Ausberry noted the implications for universities and student-athlete benefits, expressing the need to proactively understand the effects of any decision.

Rep. Young asked the high school representatives on the task force to share any concerns. J.T. Curtis, Jr., head of John Curtis Christian School and Head Football Coach, warned about the predatory practices of agents targeting high school student-athletes and their families. He urged the task force to take an educator's approach, suggesting the need for financial literacy, a focus on education, and support systems to help set up athletes for long-term success. He also raised concerns about mental health, particularly for student-athletes who leave school and are unable to find jobs that match the income they received through NIL deals.

Dr. Grady Smith, Principal of Woodlawn High School in Shreveport, noted the importance of maintaining competitive balance and oversight for high school NIL deals, as well as the need to keep those in his sector of education informed about the rapidly changing landscape, since it is quickly approaching high schools.

Ella Hemmings, a volleyball player at Louisiana State University A&M, noted that her sport does not benefit from the same level of attention or opportunity as more prominent sports. She echoed earlier sentiments regarding the need to protect student-athletes' mental health and noted the financial strain experienced by certain college athletes. She emphasized that athletes in non-revenue sports face unique hurdles and often feel overlooked. Ms. Hemmings said that the conversation was extremely helpful in seeing the broader NIL landscape and noted that many students do not fully understand the process or long-term implications of NIL deals.

Ms. Jacobs acknowledged that institutions across the country have fallen short in educating and developing student-athletes to navigate the shifting NIL landscape and institutions need to manage the ongoing changes more effectively to effectively support their students.

Rep. Tehmi Chaisson noted his concerns regarding the financial strains and subsequent college debt faced by college athletes. He indicated that it is his hope to work with the task force to propose legislation and/or encourage best practices to put safeguards in place that better protect and support students, whether in college or in high school. Mr. Curtis reiterated his concerns related to agents and third-party individuals approaching high school students as these

individuals often do not have students' best interest in mind. He indicated that he plans to gather further input from fellow high school coaches.

Rep. Young stated that he wants the task force to monitor high school NIL issues and to develop with meaningful proposals. He expressed his hope that members continue to remain encouraged and maintain their passion and strong engagement through the future meetings.

#### PUBLIC COMMENTS

Bryan Tanner, Board of Regents, shared that as a former student-athlete he understands the challenges of transitioning from high school to college. He noted that the transition is fast-paced and demanding and suggested that a mandatory course for all student-athletes could be key to educating them related to certain issues and helping them navigate potential risks from bad actors willing to take advantage. Rep. Young agreed that a mandatory education course could be beneficial.

Regent Aubrey noted that he is interested in discussing the impact of third-party agreements on student mental health, especially on a student's wellbeing and/or academic performance if that student were to default on a contract. Regent Cordell agreed that she wants to ensure protections are in place for younger athletes.

#### FUTURE MEETINGS

Ms. Golden Phillips shared tentative future task force meeting dates and stated that calendar invites would be sent to all task force members.

#### ADJOURNMENT

Rep. Young requested a motion to adjourn the meeting. On motion of Regent Aubrey, seconded by Mr. Jones, the meeting was adjourned at 12:56 p.m.