



BOARD of REGENTS
STATE OF LOUISIANA



NAME, IMAGE, AND LIKENESS TASK FORCE
2025 REPORT



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IMAGE SOURCES (Interior): Getty Images, Louisiana Board of Regents, Louisiana Tech University Athletics, LSU Athletics, LSU Shreveport Athletics, McNeese State University Athletics, Southern University Athletics, USA TODAY Images.



Introduction

Student success is a central priority for Louisiana’s postsecondary education community and includes educational attainment, academic achievement, workforce readiness, strong post-graduation outcomes, and the retention of top talent within the state—key drivers of Louisiana’s regional and national competitiveness. Alongside academics, success in collegiate athletics is a celebrated tradition in our state and part of the rich collegiate experience. As institutions seek to remain competitive both academically and athletically, college athletics has assumed an increasingly prominent role within higher education.

Competitiveness in both academics and athletics not only strengthens student opportunity and institutional identity but also serves as a significant economic engine for the state of Louisiana. College athletics fosters deep traditions and community engagement—from local rivalries to statewide support for programs that drive tourism, business activity, and statewide visibility. Events like the annual Allstate Sugar Bowl and Bayou Classic, both played in New Orleans, are emblematic of this impact, generating hundreds of millions of dollars in economic activity for the city and state while reinforcing Louisiana’s cultural heritage and national profile in collegiate sports. As the “front porch” of our institutions, athletics can generate earned media value that exceeds what could be achieved only through traditional marketing channels.

While college athletics have long held a significant and influential place within higher education, their role has expanded substantially as the national landscape governing name, image, and likeness (NIL) rights has evolved, fundamentally altering the structure and operation of collegiate athletics. As NIL policies and practices continue to develop at a rapid pace, they have introduced increased complexity and uncertainty for student athletes, institutions, and athletic programs. A clear understanding of the impact of NIL on student athletes is essential not only to ensure institutional compliance with emerging laws, regulations, and governing-body standards, but also to protect student athletes and support their academic and personal success in the short and long term.

Although NIL opportunities have the potential to generate significant revenue and require substantial resources to manage effectively, the ultimate focus must remain on the student. Beyond economic considerations, the primary goals of NIL policies and regulations must be to safeguard students’ rights, provide clear guidance for responsible participation, and ensure that involvement in NIL activities complements—not compromises—athletes’ academic pursuits, personal development, and long-term success. By prioritizing student protection and success alongside economic and competitive interests, Louisiana can create a foundation that empowers student athletes to benefit from NIL opportunities safely and responsibly while advancing the broader mission of higher education.

Executive Summary

In response to the rapidly evolving NIL environment, House Resolution 15 of the 2025 Regular Legislative Session, authored by State Representatives Rashid Young and Tehmi Chaisson, created the statewide Task Force to examine issues related to the name, image, and likeness of student athletes in Louisiana (see [Appendix A](#)).

The Task Force was composed of a diverse group of stakeholders, including student athletes and athletic director representatives from Louisiana's public colleges and universities, the Louisiana Attorney General's Office, representatives from the Louisiana High School Athletic Association (LHSAA), private-sector partners, and other individuals with relevant subject-matter expertise (see [Appendix B](#)).

The Task Force convened monthly from July through December 2025 to examine the evolving NIL environment. During this period, members engaged in robust discussions on a broad range of issues, including student protection and mental health, the overall impact of NIL on collegiate athletics, NIL at the high school level, considerations for international student athletes, implications of potential federal NIL legislation, and the financial impact on institutions and athletic programs.

This report provides a brief overview of the NIL landscape at both the national and state levels, outlining the developments that have shaped collegiate athletics today. The report also presents the Task Force's recommendations and best practices, developed collaboratively with the understanding that institutions are still defining their approaches to NIL and building internal frameworks that vary widely based on the size and conference affiliation of each institution. Information about the NIL Task Force, including membership, agendas, meetings archive, and meeting minutes, has been captured [on the Louisiana Board of Regents website](#).





A New Era in College Athletics: A Brief Legal History of NIL

The National Collegiate Athletic Association (NCAA), the primary governing body for college athletics in the United States, has long established rules and standards intended [to preserve the amateur status of student athletes](#), shaping eligibility, recruiting, and compensation policies across all member institutions. In June 2021, the NCAA implemented an interim NIL policy reversing its long-standing amateurism rule, which had prohibited college athletes from receiving compensation.

In the years preceding the NCAA's policy reversal, the organization faced multiple federal court challenges that likely influenced its decision including two landmark cases: *O'Bannon v. NCAA* (2014) and *NCAA v. Alston* (2021). *O'Bannon* was a federal antitrust lawsuit filed in 2009 by former UCLA basketball player Ed O'Bannon. In the case, Mr. O'Bannon argued that the NCAA unlawfully restricted college athletes from receiving compensation for the commercial use of their NIL. The [federal court ruled in O'Bannon's favor](#), holding the NCAA's amateurism rules violated antitrust laws. While the NCAA could still prohibit unrestricted cash payments unrelated to education, the ruling required that student athletes be allowed to receive education-related benefits beyond traditional scholarships including cost-of-attendance stipends, funds held in trust for future education, and academic support services. *O'Bannon* initiated the national conversation around NIL by challenging the NCAA's control over athletes' commercial rights, even though broader NIL reforms would not occur until years later.

In 2021, the United States Supreme Court [unanimously ruled](#) in *Alston* in favor of a group of Division I student athletes, holding that the NCAA's restrictions on education-related benefits violated federal antitrust law. The Court emphasized that the NCAA could not cap education-related compensation, such as scholarships for graduate school, tutoring, or other academic support. Together, *O'Bannon* and *Alston* established important legal precedents that clarified the scope of permissible education-related benefits and compensation for student athletes under federal antitrust law.

Following the *Alston* decision, the NCAA adopted an interim policy permitting student athletes to receive compensation from third parties for the commercial use of their name, image, and likeness, which led to states producing a significant variation among state NIL statutes and institutional policies. This resulted in uneven regulatory environments and competitive disparities across intercollegiate athletics.

The most significant shift in NIL policy, however, occurred in June 2025 with the approval of the House Settlement, a multibillion-dollar agreement resolving three consolidated federal antitrust lawsuits—*House v. NCAA*, *Hubbard v. NCAA*, and *Carter v. NCAA*. These cases were brought by current and former Division I athletes against the NCAA and the five major athletic conferences—the Atlantic Coast Conference, the Big Ten Conference, the Big 12 Conference, the Pac-12 Conference, and the Southeastern Conference—commonly referred to as the Power Five, claiming the unlawful restriction of compensation for the use of athletes’ names, images, and likenesses. The settlement agreement, taking effect on July 1, 2025, marked a fundamental restructuring of Division I college athletics and resulted in the following:

- ▶ **Compensatory Damages:** The defendants committed to pay approximately \$2.8 billion in back damages over a ten-year period to athletes who competed in college sports at any time from 2016 forward, as compensation for past restrictions on their ability to receive NIL-related earnings.
- ▶ **Revenue Sharing:** Division I institutions in the Power Five can engage in revenue sharing by providing direct compensation to student athletes from athletic revenues, with annual payments capped at about \$20.5 million per school in the year 2025-26, an amount that would increase in the following years.
- ▶ **Roster Limits:** The NCAA would eliminate limitations on the number of scholarships institutions could award per sport. The limits would instead be replaced with sports-specific roster limits.
- ▶ **Reporting Structure:** The settlement also created a reporting and compliance structure to govern and enforce rules for third-party NIL agreements.

Following the settlement, the NCAA Board of Directors [adopted a policy](#) that permitted eligible Division I institutions to voluntarily opt into the House Settlement framework, subject to the settlement’s terms and applicable NCAA rules. Eligible Division I schools that opt in can now provide direct benefits to student athletes, including revenue-sharing arrangements and other forms of institutionally provided NIL-related compensation. Participation requires the submission of a formal declaration of intent in accordance with NCAA-established procedures and timelines. Division I institutions not opting into settlement remain governed by pre-settlement NCAA rules and are not authorized to provide direct, settlement-related compensation or benefits to student athletes. **Table 1** lists Louisiana postsecondary institutions [that opted into the Settlement](#).

Table 1. Louisiana Division I Opt-Ins.

Institution	Conference
Grambling State University	Southwestern Athletic Conference
Louisiana State University A&M	Southeastern Conference
Louisiana Tech University	Conference USA
McNeese State University	Southland Conference
Nicholls State University	Southland Conference
Northwestern State University	Southland Conference
Southeastern Louisiana University	Southland Conference
Southern University A&M	Southwestern Athletic Conference
Tulane University	American Conference
University of Louisiana at Lafayette	Sun Belt Conference
University of Louisiana Monroe	Sun Belt Conference
University of New Orleans	Southland Conference

Institutions classified as Division II or Division III are not eligible to participate in the House Settlement's revenue-sharing framework. These institutions continue to operate under existing NIL regulations, which permit student athletes to engage in third-party NIL agreements but prohibit direct NIL payments or revenue sharing from the institution.

Following the House settlement, the College Sports Commission (CSC) was created as an [independent regulatory body](#) to administer and enforce the House settlement's governance framework. The [CSC is responsible](#) for enforcing the revenue-sharing limits established under the settlement, monitoring compliance with roster limits, and overseeing the review and approval of certain NIL arrangements. Additionally, the CSC requires NCAA Division I student athletes to [report all third-party NIL deals](#) with a total value of \$600 or more in an online portal, "[NIL Go](#)", within five business days of execution of the NIL contract or other mechanism of agreement to the contract or payment terms.

In addition to reporting requirements, tax implications are associated with NIL income. According to the [Internal Revenue Service](#) (IRS), all income received from NIL activities—including cash and non-cash compensation—is generally considered taxable income and must be reported on federal and, where applicable, state tax returns. This includes earnings from endorsements, sponsorships, appearances, merchandise, and other promotional activities, and even the fair market value of non-cash items such as merchandise or services. The IRS treats such compensation as self-employment income, meaning athletes may be responsible not only for federal and state income tax but also for self-employment tax and estimated quarterly tax payments, and they may receive a Form 1099 if they earn \$600 or more from a given payer. Proper tax reporting and planning are therefore important considerations for student athletes entering into NIL agreements to ensure compliance with federal and state tax law.

Taken together, the House Settlement and the establishment of the CSC represent a significant transformation of the collegiate athletics landscape. Understanding this national framework is essential to contextualize how Louisiana's public and private institutions are navigating NIL as state-level policies, institutional practices, and Task Force recommendations build upon these developments to shape needed laws, policies and protections for student athletes within the state.

State Law and Institutional Responsibilities Under NIL

Louisiana has long been recognized for the high caliber of talent showcased across its collegiate athletic programs. Its institutions draw student athletes from within the state, across the nation, and around the world. In response to athletes' increasingly visible roles and the broader national evolution of NIL rights, the Louisiana Legislature enacted [Act 479](#) during the 2021 Regular Legislative Session, which permits student athletes to earn compensation for the use of their name, image, or likeness so long as such compensation reflects fair market value. According to statewide NIL tracking, Louisiana is among the states that have adopted NIL legislation permitting athlete compensation outside of traditional amateurism restrictions—joining more than 30 states that have enacted similar NIL laws authorizing student athlete compensation for use of their NIL.

While Louisiana's early NIL law prohibited postsecondary institutions from distributing direct payments to students (i.e., revenue sharing), [RS 17:3703](#) allows institutions to provide compensation only when authorized by a court order, governing athletic association rules, or a settlement agreement, such as the House Settlement, which is currently in effect for institutions that have opted into the framework. Additionally, current law establishes specific obligations, limitations, and restrictions applicable to both postsecondary institutions ([Table 2](#)) and intercollegiate athletes ([Table 3](#)).

Table 2. Key Institutional Responsibilities.

Key Institutional Responsibilities	
▶	Institutions may not enforce rules that limit an athlete's ability to earn compensation for their NIL, and such earnings must not impact the athlete's scholarship or eligibility.
▶	Institutions and their officers, employees, or agents may participate directly in NIL activities in accordance with authorized exceptions.
▶	May prohibit NIL activities that conflict with institutional sponsorship agreements or defined institutional values.
▶	Institutions must decide whether to allow use of facilities, logos, trademarks, uniforms, or other institutional marks for NIL activities and can set protocols/licensing requirements in those cases.
▶	Institutions shall not prevent or unduly restrict athletes from obtaining professional representation provided those representatives are appropriately registered/licensed under state law and compliant with federal law.
▶	Institutions must provide annual financial literacy and life skills training (minimum 2.5 hours). The training must cover financial aid, debt management, budgeting based on cost of attendance, time management skills, and available academic resources. The workshop must be educational in nature and may not include marketing, advertising, or solicitation by financial product or service providers. Institutions may also offer additional resources related to financial responsibility, business formation, and marketing to support athletes' participation in NIL activities.
▶	If an athlete enters a NIL contract valued at \$600 or more, the athlete must disclose it to the institution per the school's designated process.
▶	If an athlete discloses a NIL contract to their institution, the contract details must remain confidential and are not public records.

Table 3. Key Intercollegiate Athletes Rights and Responsibilities.

Key Intercollegiate Athletes Rights and Responsibilities	
▶	Intercollegiate athletes may earn compensation for the commercial use of their name, NIL and such compensation must be at fair market value.
▶	Athletes may obtain representation (such as an agent, marketing representative, or attorney) to help secure NIL compensation, provided the representative is appropriately registered/licensed.
▶	If an athlete discloses an NIL contract to their institution, the contract details must remain confidential and are not public records.
▶	NIL contracts or representation agreements cannot extend beyond the athlete's participation in intercollegiate athletics at the institution.
▶	Athletes must not enter into a NIL compensation contract that conflicts with their team contract unless approved in writing by the institution's athletic department.
▶	If the athlete is under 18, the NIL contract must be executed by a parent or legal guardian.
▶	Athletes must obtain express permission to use institutional facilities, uniforms, trademarks, logos, or marks in connection with their NIL activities, and comply with any institutional protocols for such use.
▶	Athletes cannot use their NIL to endorse certain products or activities such as tobacco, alcohol, illegal substances, banned substances, gambling, or gaming-related products.



Federal NIL Landscape

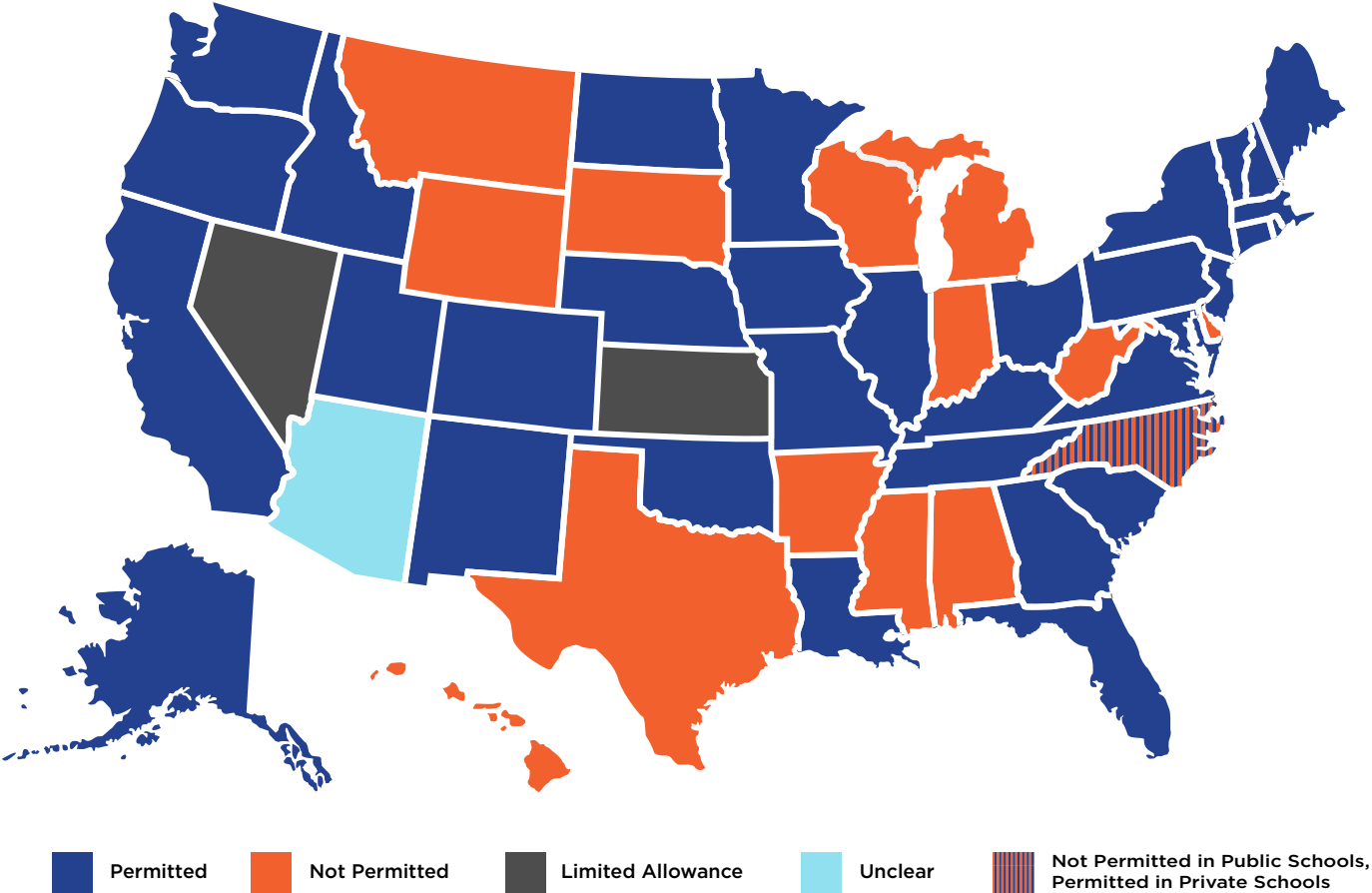
Currently, there are no standing federal laws specifically governing NIL in college sports. In July 2025, a [Presidential Executive Order](#) directed federal attention to collegiate athletics, addressing NIL and recruiting concerns and aiming to preserve the structure and fairness of collegiate sports. In addition, Congress has introduced several bills seeking to establish national standards for NIL—most notably the Student Compensation, Oversight, and Revenue Equity ([SCORE](#)) Act and the Student Athlete Fairness and Enforcement ([SAFE](#)) Act. The SCORE Act proposes creating a uniform framework for compensation, eligibility, and oversight, ensuring fair treatment and preventing pay-for-play arrangements. The SAFE Act emphasizes student athlete protections, including consistent reporting, contracting, and compliance requirements for NIL agreements. Together, these bills reflect Congress’s intent to provide national consistency in the rapidly evolving NIL landscape, helping institutions and athletes navigate compensation and compliance while minimizing legal and regulatory uncertainty.

Governance of NIL in Interscholastic Athletics

The Louisiana High School Athletic Association (LHSAA) has authority over high school athletics. In April 2022, the Louisiana High School Athletic Association [voted to allow high school student athletes to receive NIL benefits](#) and in [July 2024](#) announced it was partnering with a third-party organization to deliver educational resources and to assist with understanding NIL opportunities and compliance considerations. Additionally, LHSAA clarified that its bylaws *do not prohibit* athletes from engaging in commercial activities, including NIL opportunities, so long as those activities comply with the association’s amateur status rules and all applicable bylaws, policies, and regulations.

At this time, authority over high school NIL matters in Louisiana is vested in the LHSAA rather than created by statute, placing Louisiana among the states whose high school athletic governing body permits student athletes to profit from their NIL rights. Across the United States, an estimated **40 state high school associations** currently allow high school NIL compensation under varying rules and restrictions (See [Figure 1](#)).

Figure 1. High School NIL in the United States.



Source: [USA TODAY](#) (November 24, 2025)

At present, the LHSAA does not require high school athletes to report NIL earnings while participating in interscholastic athletics. However, under [NCAA Division I rules and guidance](#), prospective student athletes who intend to compete at the Division I level will be subject to NIL reporting requirements as part of the college eligibility process. High school students who intend to compete in NCAA Division I athletics must disclose certain third-party NIL agreements upon enrollment. Specifically, any third-party NIL contract or payment term with aggregate compensation of \$600 or more that was executed, agreed upon, or otherwise provided during the period beginning the first day of classes of the student’s junior year of high school or July 1, 2025, whichever is later, [must be reported through the CSC’s NIL Go portal](#) within 14 days after initial full-time enrollment at a Division I institution or prior to the student’s first Division I competition, whichever occurs first. As these disclosure requirements take shape, they intersect with a high school NIL landscape marked by substantial variability in both opportunity and compensation.

High school NIL deal values can vary dramatically—while most student athletes earn modest sums, athletes with large followings have the potential to earn [hundreds to thousands of dollars per social media post](#) or even significantly more in high-visibility endorsement agreements, reflecting the wide range of earning potential in the high school NIL marketplace.

As NIL opportunities grow in scope and complexity, increased attention to education, transparency, and compliance considerations can help support informed decision-making, reduce unintended consequences, and promote consistency as student athletes transition into collegiate athletics.



Report Recommendations

The Louisiana NIL Task Force recognizes that the landscape of student athlete compensation is rapidly evolving, creating both opportunities and responsibilities for schools, families, and policymakers.

Following six months of presentations, deliberation and discussions, the Task Force advanced five recommendations and three suggested best practices. They collectively represent an initial step toward establishing a foundational framework to ensure that student athletes’ rights are protected, their opportunities are meaningful, and their participation in NIL activities occurs within a transparent and accountable system as part of their overall educational experience.

► Legislative

1. Expand the Athlete Agent Registration Process

- **Recommendation:** Amend state law to expand the definition of an “agent contract” to include agreements involving the use or compensation of an athlete’s name, image, and likeness (NIL), and to broaden the definition of an “athlete agent” to include individuals representing student athletes in NIL matters. In conjunction with these changes, the Task Force further recommends that the Office of the Attorney General implement procedures requiring athlete agents to undergo background checks and complete a mandatory training program—including a training video—on their rights, responsibilities, and compliance obligations under state laws governing athlete representation and NIL activities.
- **Rationale:** Currently, the Louisiana Attorney General’s [Public Protection Division](#) only covers registration for agents representing professional athletes, leaving a gap in oversight of those engaged in student athlete NIL representation. As NIL representation has become a professionalized, high-value market, the absence of licensing, disclosure, and enforcement requirements leaves student athletes and their families vulnerable to conflicts of interest, deceptive practices, and unfair contract terms. Expanding the regulatory framework to include NIL-related activities would help ensure consistency, accountability, and protection for student athletes navigating contracts and endorsements.

2. Establish High School NIL Laws

- ▶ **Recommendation:** Establishment of a regulatory framework for high school Name, Image, and Likeness (NIL) activities, allowing students to earn compensation (with parental consent for minors) while prohibiting NIL deals tied to restricted industries and limiting compensation during school-related activities. Violations would be subject to sanctions imposed by the authority governing high school athletics, and the legislation would require the development and regular updating of educational materials for students, families, and school personnel.
- ▶ **Rationale:** The LHSAA bylaws currently do not contain detailed rules or reporting requirements specifically for NIL beyond permitting such activities under existing amateurism standards. Under the proposed guidelines, high school student athletes would be allowed to earn compensation for NIL activities, provided they comply with legal restrictions and receive parental consent if under 18. Certain activities are prohibited, including deals involving alcohol, adult entertainment, cannabis, controlled substances, performance-enhancing drugs, tobacco, weapons, and gambling, as well as agreements that conflict with school or team responsibilities. Violations would result in sanctions determined by the governing authority. The proposal also calls for the development and regular updating of educational materials for students, families, and school personnel to ensure compliance and maintain eligibility. Additionally, the Task Force recommends continued collaboration with the authority governing high school athletics to consider disclosure requirements for agreements exceeding \$600, aligning high school NIL practices with CSC reporting requirements and supporting informed decision-making.

3. Update and Revise College NIL Laws

- ▶ **Recommendation:** Each management board and postsecondary institution should be required to adopt policies implementing the provisions of state NIL laws by August 2026. At a minimum, these policies should include the following elements prescribed in existing law: intercollegiate athletes' compensation, institutional involvement, use of institutional marks, representation by athlete agents, availability of educational workshops and resources, and enforcement of the policy. In addition, institutions should be required to designate a point of contact for NIL compliance.
- ▶ **Rationale:** Institutions are strongly encouraged to establish a formal NIL policy. Although the Settlement does not explicitly mandate such a policy, implementing one is considered a best practice for compliance and governance, as is having an institutional point of contact for such matters.

4. Trust Accounts for High School Athletes

- ▶ **Recommendation:** The legislature should consider legislation that would require high school student athletes under the age of 17 to deposit a portion of their NIL compensation into a trust account. This approach is intended to protect a share of student earnings, provide oversight by parents or legal guardians, and encourage financial literacy and responsible money management. The trust account would be structured to allow limited access under specified conditions, such as educational expenses or milestone events, while maintaining safeguards to prevent misuse.
- ▶ **Rationale:** This approach is designed to protect a portion of student earnings, encourage oversight of parents or legal guardians, and promote financial literacy and responsible money management while maintaining safeguards to prevent misuse. Given the relative rarity of NIL compensation for minors and the potential risks associated with early financial decision-making, the Task Force further recommends that this proposal be examined through a legislative study resolution to assess best practices, evaluate potential impacts on students and families, and provide guidance for any future statutory requirements to ensure both protection and financial education for young athletes.

5. Create a Study Resolution to Explore Athlete Department Funding

- ▶ **Recommendation:** The Task Force urges introduction of a study resolution to conduct a comprehensive analysis of the funding structures of athletic departments in public postsecondary institutions and to evaluate the financial implications of NIL activities and direct student athlete compensation. Given the rapidly evolving nature of the intercollegiate athletics landscape, this study would provide valuable insights into how these permissive changes affect institutional finances, resource allocation, and long-term sustainability, helping to inform future policy decisions and ensure the continued success and integrity of collegiate athletics programs.
- ▶ **Rationale:** NIL and direct student athlete compensation participation can be costly, and under the terms of the House Settlement, institutions opting into revenue sharing will face additional financial obligations. This could disproportionately affect smaller Division I schools with limited budgets. This study will provide valuable insights into how these permissive changes impact institutional finances, resource allocation, and long-term sustainability, helping policymakers and institutional leaders make informed decisions as institutions seek to support the educational and collegiate experiences of student athletes.

▶ Best Practices

A. Prioritizing Student Mental Health

- ▶ **Recommendation:** Establishing a requirement for institutions to educate student athletes on available mental health resources and provide mandatory professional development, including financial literacy, time management, and professionalism. Programs such as orientation sessions and other mental health initiatives should be used to ensure awareness and consistent implementation, supporting student athletes' well-being and success in managing their NIL portfolios as well as larger demands of education and athletic participation.
- ▶ **Rationale:** Participation in intercollegiate athletics can add significant academic, social, and financial pressures on student athletes, which may affect mental health and overall well-being. By providing education on mental health resources alongside mandatory professional development—including financial literacy, time management, and professionalism—institutions can equip student athletes with the skills and support needed to navigate the complexities of intercollegiate athletics safely and responsibly.

B. Adherence to Title IX When Engaging in Revenue Sharing

- ▶ **Recommendation:** Institutions should carefully consider Title IX implications when developing, implementing and engaging in NIL and revenue-sharing policies. Ensuring compliance with Title IX is essential to uphold fair treatment across all athletic programs. This approach supports the development of all student athletes and reinforces the institution's commitment to equal opportunity in collegiate athletics.
- ▶ **Rationale:** If not carefully structured, NIL and revenue-sharing policies have the potential to create disparities between men's and women's athletic programs. Ensuring compliance with Title IX helps maintain fair treatment and access to resources across all sports.



C. Uniformity Addressing International Athletes NIL Compensation in Policies

- ▶ **Recommendation:** The Task Force recommends that institutions uniformly include a section in their NIL policies addressing international student athletes. Policies should prohibit participation in NIL activities until federal guidance is clarified through congressional action or federal court decisions, ensuring compliance with student visa regulations.
- ▶ **Rationale:** International student athletes are subject to federal immigration and visa regulations that may limit their ability to earn income in the United States. Without clear institutional guidance, such students' participation in NIL activities could jeopardize their legal status or eligibility to remain in the country. Establishing a standardized policy across institutions ensures compliance with federal law, provides clear reporting requirements, and emphasizes education. This approach protects international student athletes from inadvertent violations and promotes consistency across institutions while respecting the federal government's primary authority over immigration law.

Conclusion

The evolving landscape of intercollegiate athletics and the ability for institutions to directly participate in NIL and direct compensation has created unprecedented opportunities for student athletes nationally while also introducing new responsibilities and challenges for institutions, student athletes, families, and policymakers. As this report illustrates, these new permissive opportunities have the potential to enhance student-athlete experiences and provide avenues for career and personal development, all while contributing to the broader economic and cultural impact of collegiate athletics in the state.

At the same time, the complexity of these permissive opportunities highlights the importance of structured guidance, transparent policies, and protective measures at both the high school and collegiate levels. From agent oversight and supportive high school frameworks to trust accounts for minors, mental health education, Title IX considerations, and uniform considerations for international student athletes, the Task Force's recommendations are designed to address gaps in relevant law and policy, to further ensure that Louisiana's student athletes can participate in these activities safely and responsibly.

Additionally, the introduction of legislative study resolutions to evaluate financial implications and best practices reflects a forward-looking approach, ensuring that institutions can balance the potential costs of NIL and direct compensation participation with the long-term sustainability and integrity of academic and athletic programs. By combining student protections, and institutional accountability, Louisiana can serve as a model for how states can manage the evolving landscape responsibly while maximizing the benefits to student athletes.

Appendix A

HR 15 OF THE 2025 REGULAR LEGISLATIVE SESSION

ENROLLED

2025 Regular Session

HOUSE RESOLUTION NO. 15

BY REPRESENTATIVES YOUNG AND CHASSION

A RESOLUTION

To create a task force to study issues relative to the name, image, and likeness of student athletes in Louisiana.

WHEREAS, in recent years, name, image, and likeness deals for student athletes have been wrought with confusion and controversy; and

WHEREAS, there is often a lack of transparency relative to the income of these athletes; and

WHEREAS, opening name, image, and likeness records to the public can create an opportunity to foster knowledge and openness of information, which can help athletes to empower themselves to make wise decisions for their finances and their futures.

THEREFORE, BE IT RESOLVED that the House of Representatives of the Legislature of Louisiana does hereby create a task force to study issues relative to the name, image, and likeness of student athletes in Louisiana.

BE IT FURTHER RESOLVED that the task force shall be composed of the following members:

- (1) Three members appointed by the governor.
- (2) Two representatives of the Louisiana High School Athletic Association from its member schools, appointed by the chairman of the House Committee on Education.
- (3) One representative of the Louisiana Community and Technical College System, appointed by the president of the Louisiana Community and Technical College System.
- (4) The member of the House of Representatives who represents House District 11, who shall serve as chairman.
- (5) One member of the House of Representatives appointed by the speaker of the House.
- (6) The attorney general or her designee.

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(7) Six athletic directors, or their designees, two from each of the following systems: Louisiana State University, Southern University, and University of Louisiana, to be appointed by the respective system presidents.

(8) Three student athletes, one from each of the following systems: Louisiana State University, Southern University, and University of Louisiana, to be appointed by the respective system presidents.

(9) Three members from the private sector, to be chosen by the task force chairman after the first meeting of the task force.

(10) The commissioner of higher education or her designee.

BE IT FURTHER RESOLVED that the appointing authorities shall submit the names and contact information of their appointees to the commissioner of higher education no later than June 1, 2025.

BE IT FURTHER RESOLVED that the task force chairman shall call the first meeting no later than August 1, 2025.

BE IT FURTHER RESOLVED that the Board of Regents shall provide staff support to the task force, to be provided from existing personnel.

BE IT FURTHER RESOLVED that members of the task force shall receive no compensation for their services and shall serve at no expense to the state.

BE IT FURTHER RESOLVED that the task force shall examine aspects of name, image, and likeness of student athletes in Louisiana, including but not limited to the following:

(1) Any existing state and federal 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) The documentation and reporting necessary to maintain increased accountability and transparency, as well as possible prevention methods of potential negative consequences related to name, image, and likeness deals.

(3) Policies to ensure name, image, and likeness activities meet governing national athletic standards and school-specific requirements.

(4) Best practices to address current and potential future challenges in the name, image, and likeness space.

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(5) 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) Other issues the task force determines the legislature should be aware of and any recommendations for legislation.

BE IT FURTHER RESOLVED that the task force shall exclude from its examination any document identified in R.S. 17:3703(M).

BE IT FURTHER RESOLVED that the task force shall submit a written report of findings and recommendations to the House Committee on Education not later than January 23, 2026.

BE IT FURTHER RESOLVED that the report shall include but need not be limited to the feasibility and potential benefits of increased transparency of name, image, and likeness deals; the report may include suggestions for legislation.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the commissioner of higher education.

SPEAKER OF THE HOUSE OF REPRESENTATIVES

Appendix B

NIL Task Force Roster

Member	Seat Information
Rep. Rashid Young, Chair	House of Representatives
Johnny Giavotella	Governor's Appointee, General Manager, University of New Orleans Baseball
Ryan Ivey	Governor's Appointee, Director of Athletics, Louisiana Tech University
Heath Schroyer	Governor's Appointee, Vice President/Director of Athletics, McNeese State University
J.T. Curtis	LHSAA Representative, John Curtis Christian School
Dr. Grady Smith	LHSAA Representative, Woodlawn High School
Rep. Tehmi Chaisson	Designee, House Speaker
Jolee Liles	Designee, Attorney General's Office
Verge Ausberry	Director of Athletics, LSU
Lucas Morgan	Director of Athletics, LSU Shreveport
Jonathan Terrell	Vice President/Director of Athletics, Nicholls State University
Dr. Bryan Maggard	Vice President for Intercollegiate Athletics, UL Lafayette
Dr. Chandler LeBoeuf	LCTCS
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Amaya Messier	Student-Athlete, LSU (Beach Volleyball)
Chloe Magee	Student-Athlete, Southeastern Louisiana University (Softball)
Phillippe Carter	Assistant Athletic Director of Internal Operations, Southern University and A&M College
Sheridan Cooper	Director for Compliance, Southern University at New Orleans
Brandon Shelvin	Chair Appointee, Southern Coast Sports
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