



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

Tuesday, October 28, 2025 ▪ 9:00 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
Rep. Tehmi Jahi Chassion	House of Representatives
Taylor Jacobs (proxy)	Associate Athletic Director of NIL & Strategic Initiatives, LSU A&M
Heath Schroyer	Vice President/Director of Athletics, McNeese State University
Lucas Morgan	Director of Athletics, LSUS
Dr. Grady Smith	Woodlawn High School
Dr. Chandler LeBouf	Vice President of Education, LCTCS
Jolee Liles	Outreach Representative/NIL Specialist, Attorney General's Office
Chloe Magee	Student-Athlete – Women's Softball, Southeastern Louisiana University
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
Kennedy Jones	Interim Director, Office for Civil Rights and Title IX, Grambling State University
Collis Temple III	Louisiana Board of Regents
Keira Miracle-Tilford	Student-Athlete – Women's Softball, SUBR
Members Absent	Affiliation
J.T. Curtis	John Curtis Christian School
David Aubrey	AT&T Louisiana
Chloe Magee	Student-Athlete – Women's Softball, Southeastern Louisiana University
Amaya Messier	Student-Athlete – Women's Beach Volleyball, LSU A&M

CALL TO ORDER/ ROLL CALL

Rep. Rashid Young called the meeting to order at 9:11 a.m. on Tuesday, October 28, 2025. Roll was taken by Ms. Brianna Golden Phillips, and a quorum was established.

APPROVAL OF MINUTES

Rep. Young asked for a motion to approve the September 30, 2025, meeting minutes. On motion of Rep. Tehmi Chaisson, seconded by Ms. Sheridan Cooper, the minutes were approved.

WELCOME/ INTRODUCTIONS

Rep. Young opened the meeting warmly welcoming the Task Force members and emphasizing the importance of their continued collaboration. He noted that the primary purpose of the session was to engage in a thoughtful and substantive discussion of the report's recommendations. These conversations, he explained, will play a critical role in shaping forthcoming legislation related to NIL matters across the state.

OPEN DISCUSSION

Rep. Young invited Ms. Golden Phillips and representatives from the Office of the Attorney General, Ms. Jolee Liles and Mr. Harry “Skip” Phillips, to begin their presentation.

I. Report Recommendations

Ms. Golden Phillips noted that proposed changes to three key areas will have a significant impact on forthcoming NIL legislation: (1) Athlete agent registration, (2) existing college NIL laws, and (3) establishment of high school NIL laws.

(1) Athlete Agent Registration

Ms. Liles reported that the Attorney General's Office is considering expansion of registration requirements for sports agents. She explained that the proposed changes would require anyone entering into a contractual relationship with an athlete—including professional sports agents, NIL agents, and marketing agents—to register with the office and noted that attorneys would not be exempt from associated fees.

She outlined anticipated compliance requirements, including a shift from permitting oral agreements to mandating that all agreements be in writing. She added that the office hopes to develop training videos to support compliance efforts and is exploring continuing education requirements to ensure agents remain current on applicable standards. Finally, she noted that background checks would be required, particularly for individuals working with high school students.

Mr. Phillips underscored the Attorney General's emphasis on strengthening registration requirements and enforcing NIL compliance. He explained that one of the proposed objectives is to include contract provisions stating that if an agreement is executed with an unregistered agent, that agent would be prohibited from receiving compensation, with recovery pursued under the Unfair Trade Practices Act. Mr. Phillips noted that the Task Force will likely recommend statutory language authorizing the Attorney General to promulgate regulations necessary to enforce the act. He reemphasized the importance of background checks, indicating that such requirements are already standard in other educational contexts and align with practices governing professional sports agents, particularly when working with younger student-athletes.

Rep. Young requested clarification on who would be required to register as an athlete agent under the current recommendations. Mr. Phillips explained that registration would be required for anyone acting as an intermediary between a student-athlete and a sponsor.

Ms. Taylor Jacobs asked how the registration requirement would affect applications that facilitate NIL deals and whether such activity must be approved. Mr. Phillips stated the requirement should be broadly inclusive, noting unregistered entities would be considered a "red flag," but exceptions could be considered if justified.

Ms. Jacobs noted many applications exist to broker deals for student-athletes, particularly in sports with smaller deals like tennis and swimming, and explained that apps take a percentage of payments to athletes. Ms. Golden Phillips confirmed the apps receive financial gain. Ms. Jacobs expressed concern that these platforms may be unwilling to register and highlighted the difficulty of tracking compliance, since these apps are entire platforms rather than individual agents. Mr. Ryan Ivey described the apps as marketplaces, where individual athletes have the opportunity to directly engage in deals. He expressed the view that such apps should not be subject to registration, as the student-athletes are representing

themselves. Additionally, he suggested that companies having existing relationships with institutions that broker NIL deals should be exempt from registration due to their established institutional connections.

Mr. Ivey also emphasized the importance of the educational component of NIL, particularly for high school athletes, highlighting the potential for an educational platform that could provide template contracts and ensure a consistent approach to NIL education. Ms. Liles asked for clarification on whether companies such as Playfly and Learfield receive a percentage of the deals they broker for athletes. Mr. Ivey explained that these companies manage sponsorships and, in some cases, can negotiate NIL deals on behalf of the institution. Ms. Liles noted the distinction between these institution-affiliated companies and individuals who directly receive a percentage of an NIL deal and the need to note that in proposed legislation.

Task force members had a robust discussion on this issue with one member asking how Louisiana compares to other states. Mr. Brandon Shelvin noted that other states require only registration and do not mandate continuing education.

Rep. Young asked whether the College Sports Commission (CSC) must approve NIL deals submitted by institutions. Ms. Jacobs clarified that student-athletes are required to submit their deals to the CSC, but agents are not currently required to register with the Commission. Mr. Shelvin added that athletes may identify representatives through NILGo.com.

Ms. Golden Phillips reiterated that current law requires athlete agents to register with the Attorney General's Office; however, the statute is outdated because it applies only to agents representing professional athletes. She asked whether agents are currently registering. Ms. Jacobs explained that agents who do not represent professional athletes are unable to register under the existing law.

Ms. Liles clarified that the educational component under consideration would be an instructional video, not an examination and it would be required for individuals registering as athlete agents.

(2) College NIL

a. Mandatory System/Institutional Policies

Ms. Golden Phillips indicated that current state law requires each higher education system and institution to adopt an NIL policy that implements the specific provisions set forth in statute. These provisions include prohibitions on certain types of NIL deals—such as those involving tobacco or gambling—and restrictions on the use of institutional intellectual property, which requires express consent for student-athletes to use items such as logos. Ms. Golden Phillips stated that two of the four higher education systems have already implemented their required policies and outlined the key elements that such policies should address.

Dr. Maggard asked what guidance would be provided to ensure that NIL policies include a provision on “intercollegiate athlete compensation”. Ms. Golden Phillips responded that such guidance would reaffirm existing state law permitting student-athletes to earn compensation in accordance with statutory requirements.

b. NIL Athlete Agent Fee Cap

Ms. Golden Phillips noted that current law governing athlete agents provides that an agent may not collect, within any twelve-month period, a fee for negotiating a contract that exceeds the amount the athlete receives under that contract during the same period. The Task Force discussed a proposed cap on agent fees for both college and high school athletes.

Following a conversation on the need and merits of this issue, as well as proposed fee cap amounts the Task Force determined that it would not move forward with this recommendation.

(3) High School NIL

a. State Law on High School NIL

Ms. Golden Phillips advised that there is currently no state law governing high school NIL. There is a Louisiana High School Athletic Association's April 2022 position permitting high school athletes to earn NIL compensation. She shared that many other states have high school athletics association policies addressing NIL, and that Virginia has enacted statutory provisions on the subject.

Ms. Golden Phillips noted discussions regarding allowing high school student-athletes to profit from their NIL and proposed that the initial section of any legislation include enforcement provisions prohibiting NIL deals involving items such as tobacco and gambling. She further recommended prohibiting the use of a high school's intellectual property—such as names, logos, and mascots—without the school's permission.

Rep. Young referenced a productive conversation with the LHSAA and invited Dr. Grady Smith to provide comments. Dr. Smith shared a discussion with LHSAA where they would be responsible for implementing any enacted laws so that schools could be held accountable. He also emphasized that the educational component should include parent education to ensure appropriate protections for minors. Mr. Phillips noted that enforceability could be challenging because LHSAA, the governing authority for high school athletics is a member organization rather than a school system entity.

Task force members discussed the importance of ensuring that minors are not subject to agreements that could affect their future eligibility noting the need for the high school NIL proposals to align with collegiate regulations, specifically those prohibiting NIL agreements from extending beyond an athlete's college graduation.

Rep. Young summarized concerns about high school students receiving NIL offers from alumni of other schools, noting that such arrangements could incentivize student transfers and how to address this with members recommending educational resources to track agreements or requiring disclosure requirements for NIL agreements.

Rep. Young referenced a provision in Virginia law permitting high schools to prohibit certain NIL activities—specifically, preventing students from earning NIL compensation while engaged in academic, team, practice, travel, or other school program activities. The Task Force members discussed the pros and cons of this language in a proposed recommendation. Ms. Kierra Miracle Tilford shared an example from her own experience in which a coach required her to reschedule an NIL photoshoot that conflicted with a previously scheduled practice. She noted that this illustrated the need for reasonable safeguards and appropriate restrictions.

Rep. Young asked whether anyone was aware of the discretion colleges have to restrict student-athletes from engaging in NIL activities. Dr. Maggard responded that current law permits universities to prohibit NIL activities that conflict with institutional values. Rep. Young suggested adopting similar provisions for the high school context. Ms. Jacobs noted that institutional approaches will vary, with some schools imposing stricter rules than others, and agreed with Ms. Liles that the educational component of the proposal will be critically important.

b. Establishment of Trust Accounts

Ms. Golden Phillips referenced the Coogan Law, which requires that fifteen percent of a child actor's earnings be placed in a trust account, and discussed developing a similar model for high school NIL agreements. Ms. Cooper asked whether any exceptions exist for students participating in dual enrollment or already enrolled in college courses. Ms. Golden Phillips stated that she would review the law and share her findings.

Rep. Chaisson recommended increasing the required trust amount to at least twenty-five percent to provide greater protection for students and there was a discussion about a potential sliding-scale that would require a trust only once compensation reaches a certain threshold. Mr. Phillips acknowledged the complexity of implementing trust requirements and noted that banks and trust companies would need additional education.

II. Recommended Best Practices

Ms. Golden Phillips briefly presented three recommended best practices for the task force's consideration.

a. Revenue Sharing

Ms. Golden Phillips noted that as institutions begin addressing revenue sharing, there is an opportunity to establish clear best-practice models. She highlighted Grambling State University's website outlining its revenue-sharing plans and Louisiana State University A&M's FAQ page as examples. She suggested that institutions adopt a similar approach, developing an FAQ page to address common questions and including a designated section in their policies that specifically addresses revenue-sharing practices.

b. Title IX

Ms. Liles discussed the Title IX implications, emphasizing that institutions must ensure equal treatment in the distribution of benefits. She stressed the importance of applying this principle to support Olympic sports and provide revenue-sharing or NIL-related benefits equally across men's and women's programs.

c. International Athletes

Ms. Golden Phillips noted that institutions need to consider how NIL policies will affect international student-athletes. She referenced a pending federal court case regarding international students earning NIL compensation and emphasized the importance of ensuring that participation in NIL activities does not jeopardize students' visa status. Mr. Phillips discussed the complexities of the visa process for international students and the potential risks associated with NIL participation, suggesting that the committee consider drafting a letter to Louisiana's congressional delegation to request exceptions for

affected athletes. Rep. Young noted that congressional awareness is important due to the potential statewide impact on institutions and stated he would draft a letter to share with the task force and made available for athletic directors to sign if they choose.

The Task Force members also discussed other areas of interest including funding and mental health support. Rep. Young suggested that the legislature conduct a study to assess whether current funding mechanisms for institutions remain sufficient in the context of NIL and revenue sharing. He noted that the results of such a study could inform any necessary adjustments to funding. Mr. Ivey echoed Rep. Young's recommendation, emphasizing the importance of evaluating how athletic departments are funded in light of NIL, particularly with respect to scholarship funding.

Rep. Young proposed a final recommendation regarding the mental health of student-athletes. He inquired as to whether athletes are currently receiving mental health services and noted the pressures and public scrutiny they often face. He asked the task force for suggestions for incorporating mental health into the proposed legislation. Ms. Miracle Tilford shared that, as a student athlete, she was made aware of mental health services during orientation and highlighted initiatives such as Mental Health Week for student athletes. She also emphasized the importance of financial literacy education. Rep. Young suggested including a requirement that student-athletes be educated on the mental health resources available to them. Ms. Miracle Tilford added that professionalism events are being implemented for student athletes on her campus. Ms. Jacobs noted that statutory requirements extend beyond financial literacy to include education on topics such as time management. She highlighted that while financial literacy education at Louisiana State University A&M is mandatory for athletes, professionalism education is not. She recommended that the proposal specify which educational courses should be required.

Ms. Golden Phillips introduced Dr. Allison Smith, Assistant Commissioner of Student Health and Wellness. Dr. Smith noted that the State does not allocate funding for mental health services in higher education but highlighted that Louisiana State University A&M is unique in providing dedicated sports psychologists for student-athletes, a resource not available at all institutions. Dr. Smith suggested that educational programs be offered as a resource for students, particularly as they prepare to graduate and transition into the workforce. She emphasized the importance of seeking student input when considering additional mandatory programs. Dr. Smith also noted that the average wait time for counseling services is approximately one week.

PUBLIC COMMENTS AND FUTURE MEETINGS

Rep. Young thanked Ms. Liles and Ms. Golden Phillips for their contributions to the task force and opened the floor for public comments; no public comments were offered. Ms. Golden Phillips shared that the next meeting is tentatively scheduled for December 18, 2025, with the possibility of rescheduling to an earlier date. She also noted that task force members interested in reviewing and refining the proposed report recommendations for public discussion would receive follow-up correspondence.

ADJOURNMENT

Rep. Young requested a motion to adjourn. On motion of Mr. Kennedy Jones, seconded by Rep. Chaisson, the meeting was adjourned at 11:39 a.m.