



## What's Ahead

Revised CCCAA Policy Recommendations  
Revised Legislative Recommendation  
Formal Vote on Full Recommendation List  
Letter from Working Group  
Discussion of Process & Next Steps

# REVISED CCCAA POLICY RECOMMENDATIONS





# NIL POLICY RECOMMENDATIONS

1. Notification/Reporting Requirements *Approved*
2. Use of Institutional Marks/Intellectual Property *Approved*
3. Athletic Status, Sale of Gear, and Uniforms in NIL *Approved*
4. Use of Institutional Facilities *Approved*
- 5. Crowdfunding**
6. Professional Service Providers *Approved*
7. Institutional Support for NIL *Approved*
- 8. Institutional Staff Members as PSPs**
9. Revisions to Current Bylaws *Approved*



# CROWDFUNDING

**Revised Recommendation 5:** Current and prospective athletes should be permitted to participate in crowdfunding and/or fundraising activities for the purpose of financing their own business; raising money for a nonprofit or charitable entity; or under extenuating circumstances beyond the student's control for necessary educational and personal expenses, or family emergencies.

	NAIA	NCAA D-III	NCAA D-II	NCAA D-I
Crowdfunding/ Fundraising Allowed?	Currently not addressed in policy	Yes, as a means of financing a business	Only for extreme circumstances beyond athlete’s control, as defined by an institution	Allowed for: educational expenses not included in cost of attendance; specific charitable purpose; actual and necessary expenses

# RESPONSE TO RECOMMENDATION 5

**Revised Recommendation 5:** Current and prospective athletes should be permitted to participate in crowdfunding and/or fundraising activities for the purpose of financing their own business; raising money for a nonprofit or charitable entity; or under extenuating circumstances beyond the student's control for necessary educational and personal expenses, or family emergencies.

1 I'm okay with these revisions.

2 I can't support this today.



# PROFESSIONAL SERVICE PROVIDERS

## Revised Recommendation 6:

### 6a: PSP and NIL opportunities

Current and prospective athletes should be permitted to hire PSPs to advise and represent athletes in developing and managing NIL opportunities.

### 6b: Agents/PSPs and professional sport opportunities

Current and prospective athletes should continue to be prohibited from hiring agents or other PSPs for the purpose of securing a professional sport contract or opportunity.

	NAIA	NCAA D-III	NCAA D-II	NCAA D-I
Athlete Allowed to Hire PSPs (agents)?	Yes, except agent may not help athlete secure a pro sports contract	Yes, except PSP may not assist with marketing athletic ability or reputation to secure a professional sport opportunity	Yes, except PSP may not assist with marketing athletic ability or reputation to secure a professional sport opportunity	Yes, except PSP may not assist with marketing athletic ability or reputation to secure a professional sport opportunity



# INSTITUTIONAL SUPPORT RELATED TO NIL ACTIVITIES

## **Revised Recommendation 7:**

### 7a: Institutional Involvement with NIL

Direct institutional involvement in the development, operation, promotion, or facilitation of current or prospective athlete NIL promotional arrangements, agreements, or activities should be prohibited.

### 7b: Institutional Provision of Educational Programming

Institutions should be permitted to provide educational programming to help current athletes with compliance, reporting, and vetting of PSPs.



# INSTITUTIONAL SUPPORT RELATED TO NIL ACTIVITIES

	NAIA	NCAA D-III	NCAA D-II	NCAA D-I
Institutional Involvement in Development, Operation, Promotion, or Facilitation of Athlete Work Product/Service Allowed?	Probably, not clearly addressed in policy.	No	No	No
Institutional Involvement Allowed for Educational Programming related to NIL	Probably, not currently addressed in policy	Yes; Assistance with evaluating opportunities (including compliance); Assistance with reporting; Assistance with evaluation of PSPs	Yes; Assistance with evaluating opportunities (including compliance); Assistance with reporting; Assistance with evaluation of PSPs	Yes; Assistance with evaluating opportunities (including compliance); Assistance with reporting; Assistance with evaluation of PSPs





## INSTITUTIONAL STAFF MEMBERS AS PSP

**Revised Recommendation 8:** Institutional employees should be prohibited from arranging for or serving as a PSP for a current or prospective athlete; and institutions and institutional employees should only be permitted to assist in the vetting of PSPs.



# INSTITUTIONAL STAFF MEMBERS AS PSP

	NAIA	NCAA D-III	NCAA D-II	NCAA D-I
Institutional Involvement in Identifying, Selecting, or Arranging PSP for Athlete Allowed?	Currently not addressed in policy	No. However, institution can help athlete vet PSPs	No. However, institution can help athlete vet PSPs	No. However, institution can help athlete vet PSPs
Institutional Staff Member Allowed to Serve as PSP for Prospective Athlete?	Currently not addressed in policy	No	No	No employee or independent contractor of university may be PSP
Institutional Staff Member Allowed to Serve as PSP for Current Athlete?	Currently not addressed in policy	Unclear, rule appears to only limit as to prospective athletes	Unclear, but appears to be permitted so long as the services are not provided by Athletics Dept. or an individual athletics staff member	No employee or independent contractor of university may be PSP

# RESPONSE TO RECOMMENDATION 8

**Revised Recommendation 8:** Institutional employees should be prohibited from arranging for or serving as a PSP for a current or prospective athlete; and institutions and institutional employees should only be permitted to assist in the vetting of PSPs.

1 I'm okay with these revisions.

2 I can't support this today.

**REVISED LEGISLATIVE  
RECOMMENDATION**





## FIVE RECOMMENDATIONS

1. **Apply SB206 to California Community Colleges**
2. Recognition and Scope of Athlete's Right of Publicity  
*Approved*
3. Limiting Direct Compensation Based on Athletic Ability  
or Performance *Approved*
4. Limitations on Permitted NIL Activities *Approved*
5. Educational Programming to Support Athlete NIL  
Activities *Approved*



# APPLY SB206 TO CALIFORNIA COMMUNITY COLLEGES

Issue 1

**Final Recommendation 1:** Athletes in California Community Colleges should not be excluded from the protections afforded athletes attending 4-year degree granting institutions pursuant to SB206. The Working Group recommends SB206 be amended as follows:

Section 1.(c): deleted

Section 2.(h): California Community Colleges comprise two-year institutions of higher education and serve as a component of postsecondary education for the State of California. California Community Colleges were originally excluded from SB206 and have not had a meaningful opportunity to begin reviewing and revising name, image, and likeness (NIL) governing policies and procedures. Therefore, this section shall become operative for California Community Colleges on January 1, 2023.

*Based on Working Group Consensus on December 10, January 7, February 11.*



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1

I'm okay with these revisions.

2

I can't support this today.

What's one thing you have done as a Working Group over the last 7 months?

Taylor DeBenedictis

Susan Armenta

Stephen Kodur

Rob Dewar

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Juliana Garcia Man

Joycie Kaliangara

Jennifer Cardone

Dr. LeBaron Woodyard

Hayley Hodson

Genaro Trejo

Dr. Erika Endrijonas

Brian Harper





# WORKING GROUP REPRESENTATION

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Colleges Representative

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Community College Student Athlete

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