

Senate Bill 206 (Skinner-D, 2019) Statutory Community College Athlete Name, Image, and Likeness Working Group Public Hearing Agenda

Thursday, October 22, 2020

10:00 a.m. to 3:00 p.m.*

Zoom Virtual Meeting:

<https://cccconfer.zoom.us/j/94572439011?pwd=OHJiWGhQeVVlWlpLUzLTJwTE53QT09>

(669) 900-6833 | **Webinar ID:** 945 7243 9011

Webinar Passcode: 208980

Captions are provided during the webinar

*All times are approximate and subject to change

Order of items is subject to change

ORDER OF AGENDA

Standing Orders of Business

- Roll Call
- Introductions

Consent Calendar

Information and Reports

Item 2.1: Hearing 2, Session 1 – Administrative and Operational Issues for Athletic Administrators at California Community Colleges (Anita Moorman and Dr. Adam Cocco)

This item provides the SB 206 Working Group with presentations from panelists who are practitioners representing the topic of administrative and operational issues from the context of athletic administrators at California Community Colleges. It will also provide a facilitated panel discussion and an opportunity for members of the SB 206 Working Group to ask questions of the panelists. The panelists for this item are as follows:

- Dr. Mitch Campbell – Dean of Kinesiology, Health and Athletics/Athletic Director, Sacramento City College
- Ms. Kim Duyst – Former Interim Athletics Director/Senior Associate Athletics Director, California State University, Stanislaus
- Dr. Christine Worsley – Dean of Kinesiology, Athletics and Dance/Athletic Director, Diablo Valley College

Item 2.2: Hearing 2, Session 2 – Administrative and Operational Issues for California-Based Athletic Conferences and Governing Associations (Anita Moorman and Dr. Adam Cocco)

This item provides the SB 206 Working Group with presentations from panelists who are practitioners representing the topic of administrative and operational issues from the context of California-based athletic conferences and governing associations. It will also provide a facilitated panel discussion and an opportunity for members of the SB 206 Working Group to ask questions of the panelists. The panelists for this item are as follows:

- Dr. Keith Shackelford – Dean of Kinesiology, Health and Athletics, Irvine Valley College
- Mr. John Woods – Commissioner, Pacific Coast Athletic Conference
- Ms. Carol Rivera – Associate Commissioner, Compliance and Internal Operations/SWA, California Collegiate Athletic Association

Action

New Business

Item 4.1: Agenda Items for Future Meetings (Dr. LeBaron Woodyard)

This item provides members of the SB 206 Working Group an opportunity to request specific agenda items for a future meeting.

Public Forum

Members of the public wishing to comment on specific items or matters not on the agenda during the Public Forum may do so using one of the following methods.

- A.** Once the Public Forum is open, you may use the Raise Hand feature on the Zoom platform to make a verbal public comment to the Working Group. A Chancellor's Office employee will announce your name and grant you the ability to speak to the Working Group. At that time, you are requested to unmute your microphone, identify yourself and the item you wish to comment on, and present your public comment.
- B.** You may submit your comment using the Question and Answer (Q&A) feature on the Zoom platform. You can identify yourself based on the name you used to join the webinar or you may select the "Send Anonymously" option in the Q&A form if you wish to remain anonymous. A Chancellor's Office employee will read your comment to the Working Group.
- C.** You may submit your comment by email to SB206@cccco.edu. In the email subject line, specify the item number you wish to comment on or indicate "Public Forum" for items not on the agenda. You may identify yourself or specify that you wish to remain anonymous at the top of your email. A Chancellor's Office employee will read your comment to the Working Group.

Written public comments are accepted until the conclusion of the agenda item. Regardless of the method of comment, all comments will be limited to three minutes.

Adjournment

Persons requesting reasonable accommodations should notify SB206@cccco.edu no less than five working days prior to the meeting.

OCTOBER 22 PUBLIC HEARING SPEAKERS TOPICS AND QUESTIONS

Hearing 2, Session 1: Administrative and Operational Issues for Athletic Administrators at California Community Colleges

Dr. Christine Worsley
Dean Kinesiology, Athletics, and Dance/Athletic Director
Pleasant Hill Campus, Diablo Valley College

Ms. Kim Duyst
Former Interim Athletics Director/Senior Associate Director of Athletics
California State University, Stanislaus

Dr. Mitch Campbell
Dean Kinesiology, Health, and Athletics/Athletic Director
Sacramento City College

Hearing 2, Session 2: Administrative and Operational Issues for California-based Athletic Conferences and Governing Associations

Dr. Keith Shackelford
Dean of Kinesiology, Health, and Athletics
Irvine Valley College

Mr. John Woods
Commissioner, Pacific Coast Athletic Conference
San Diego, CA

Ms. Carol Rivera
Associate Commissioner/SWA/Compliance & Internal Operations
California Collegiate Athletic Association (NCAA Div. II)
Chico, CA

Proposed Questions for Panelists' Consideration and Response

1. If the NCAA, NJCAA, and NAIA were to remove restrictions on monetization of Name, Image, and Likeness (NIL) rights for athletes, how important would it be for the California community college system to implement similar new rules or policies?
2. How do you perceive opportunities for college athlete NIL monetization differing between athletes attending colleges in urban markets vs. rural markets? What about large colleges vs. small colleges (in terms of student body population)?
3. If California's community colleges were to relax restrictions on athlete compensation for use of their NIL in marketing and third-party endorsements, what aspects of proposed rules for NCAA Div. II, Div. III and NAIA would be relevant or most applicable in the context of CCC athletics? See resource links to [NCAA NIL website](#) and [NAIA NIL website](#).
4. If California community colleges were included under SB 206 and restrictions on college athlete NIL compensation were relaxed, would oversight of permissible NIL activities be best situated

within (a) athletics; (b) central administration; (c) CCCAA; (d) conferences; or (e) other – such as a third party administrator?

5. What new educational or professional development opportunities should be made available for college athletes if they were able to engage in NIL marketing activities?
6. What are the primary ways in which we can enable CCC college athletes to retain eligibility at the next level of their education if California community college athletes were included under SB 206?

Prepared by

Anita Moorman, J.D.

Adam Cocco, Ph.D

Githens and Associates LLC

For the Athlete Name, Image, and Likeness Working Group

PUBLIC HEARING NOTE-TAKING TEMPLATE

October 22, 2020

Hearing 2, Session #1: Administrative and Operational Issues for Athletic Administrators at California Community Colleges

Speaker	Key Points <i>(place check next to new insights)</i>	Questions <i>(for speaker, for consultant)</i>	Take-Aways for Working Group
Dr. Christine Worsley			
Ms. Kim Duyst			
Dr. Mitch Campbell			

Hearing 2, Session #2: Administrative and Operational Issues for California-based Athletic Conferences and Governing Associations

Speaker	Key Points <i>(place check next to new insights)</i>	Questions <i>(for speaker, for consultant)</i>	Take-Aways for Working Group
Dr. Keith Shackleford			
Mr. John Woods			
Ms. Carol Rivera			

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