

Policy Approval/Review Form

This form is used for the approval, amendment, removal or review of a Gordon State College policy. Once authorized with the President's Signature, the policy will be posted to the Gordon State Website. This approval form will be filed in the Office of the President with Cabinet minutes noting approval.

Policy Title *	Name Image and Likeness
Department	Athletics
Policy Editor	Dr. Tonya Y. Moore
Request Type	New ☒ Amended ☐ Removed ☐ Reviewed ☐

OBJECTIVE (Briefly state your purpose.)

The NJCAA recognizes the current landscape of collegiate athletics and the intersection of student-athletes rights and athletic participation. As a result of this NJCAA policy, GSC is creating a policy to promote and provide equitable opportunities for student-athletes in the area of Name, Image and Likeness.

RESOURCES AND CONSULTATION (Briefly describe the resources (i.e. website, link) used in developing, amending, removing, or reviewing the policy. Include names of other individuals who assisted with this change.)

NJCAA Press Release: <https://www.njcaa.org/general/2020-21/releases/20210630gxat0c>
 Consultation provided by: David Elder (NJCAA Commissioner)

COMMUNICATION PLAN (Identify how information about how the policy will be communicated to the college as well as training plans if applicable.)

The communication plan regarding the policy includes posting the policy and athlete questionnaire on the GSC Athletic Page. All athletes will also be made aware of the policy during Athletic Orientation.

Authorizations

Dean or Supervisor Signature and Date: Dr. Tonya Y. Moore Digitally signed by Dr. Tonya Y. Moore
Date: 2021.11.09 11:40:08 -05'00'

Cabinet Sponsor (VP) Signature and Date:  11/17/21

President Signature and Date:  11/17/21

***Policy Template must be submitted with this form.**



GORDON STATE
ATHLETICS

Name, Image, and Likeness Policy

Gordon State College Student-Athletes participating in intercollegiate athletics may now receive compensation for the use of their name, image, and likeness (“**NIL**”), with certain limitations. This policy is intended to promote compliance with applicable laws and policies, clarify Student-Athletes’ rights to receive compensation for the use of their name, image, and likeness, and preserve Student-Athletes’ eligibility. This policy is **not** intended to prevent or discourage Student-Athletes from earning compensation for their name, image, and likeness.

1. **Advance Disclosure.** Student-Athletes must disclose any NIL Activity to the Gordon State College Athletic Department in advance.
2. **Gordon State College Involvement.** Neither GSC, Gordon State College Athletics Association (GSCAA), nor any entity whose purpose includes supporting or benefiting GSC or its athletic program (or any officer, director, employee, or agent of such entities) may arrange or be involved in a Student-Athlete’s or prospective student-athlete’s NIL Activity, though Student-Athletes are encouraged to direct questions to the GSC Athletic Department.
3. **Inducements.** Neither Student-Athletes nor prospective student-athletes may receive compensation for any NIL Activity: (a) in excess of its market value; (b) that is provided in whole or in part for the Student-Athlete or prospective student-athlete to attend, participate, or perform at GSC; or (c) that is directly tied to athletic performance or achievements.
4. **Trademarks and Copyright.** Student-Athletes and prospective student-athletes may only use GSC and GSCAA intellectual property if those rights have been properly secured through an agreement permitting the specified use of the intellectual property. A selection of GSC’s and GSCAA’s principal trademarks can be found here:
<https://www.gordonstate.edu/departments/advancement/graphic-standards-manual-logo-downloads/index.html>.

Student-Athletes may contact GSC Marketing and Communications Montrese Adger-Fuller at montreseaf@gordonstate.edu to obtain licensing information.

5. **Autographs.** Student-Athletes and prospective student-athletes may autograph and sell officially licensed items bearing GSC or GSCAA intellectual property. However, Student-Athletes may not autograph and sell items issued to them by GSC or GSCAA as part of their participation in team activities.
6. **Timing.** Without GSC Athletics Department and GSCAA's prior approval, Student-Athletes may not engage in any NIL Activity when involved in official athletic department activities.
7. **Location.** Student-Athlete NIL Activity must comply with GSC's Solicitation Policy which applies to all students and employees. Student-Athletes may not engage in NIL Activity on campus or in GSC athletics facilities, except for on-line or social media activity in which the location is incidental to the NIL Activity.
8. **Compliance with Institutional Agreements.** Student-Athletes may not engage in any NIL Activity that violates a requirement of a sponsorship or other agreement of GSC, GSCAA or their rightsholders.
9. **Compliance with Governing Law.** Student-Athlete NIL Activity must comply with federal, state, and local law, as well as University System of Georgia and GSC policies applicable to all students.
10. **Values and Mission.** Student-Athletes may not engage in any NIL Activity that is inconsistent with GSC's values or mission or that negatively impacts or reflects adversely on GSC or GSCAA, including, but not limited to, any activity that promotes or endorses gambling, sports wagering, adult entertainment, controlled substances, marijuana, tobacco, sexually-oriented products, or alcoholic beverages.
11. **Agents and Other Professional Representation.** Student-Athletes may obtain professional representation regarding legal or contractual matters in (but only in) connection with their name, image, and likeness activities and actions.
 - Student-Athletes may not agree (orally or in writing) to be represented by an agent for the purpose of marketing his or her athletics ability or reputation to secure an opportunity as a professional athlete.
 - Athlete-agents representing Student-Athletes must be certified in accordance with Georgia law.
 - Attorneys must be licensed to practice law in the state of Georgia.
 - All individuals seeking to represent Student-Athletes in NIL Activities should also register with the GSC Athletic Department.
12. **International Student-Athletes.** International Student-Athletes should not engage in NIL Activities without guidance from their own professional advisor

and/or the GSC registrar's office to guard against potential immigration issues.

13. **Financial Aid.** Pell Grant or need-based financial aid could be impacted by compensation from NIL Activities. All financial aid questions should be directed to the GSC Office of Student Financial Aid.
14. **Taxes.** Compensation received for NIL Activities may have tax consequences. Student-Athletes are responsible for any and all tax consequences and should seek advice from a tax professional prior to engaging in any NIL Activities for compensation. GSC and GSCAA do not provide tax advice.