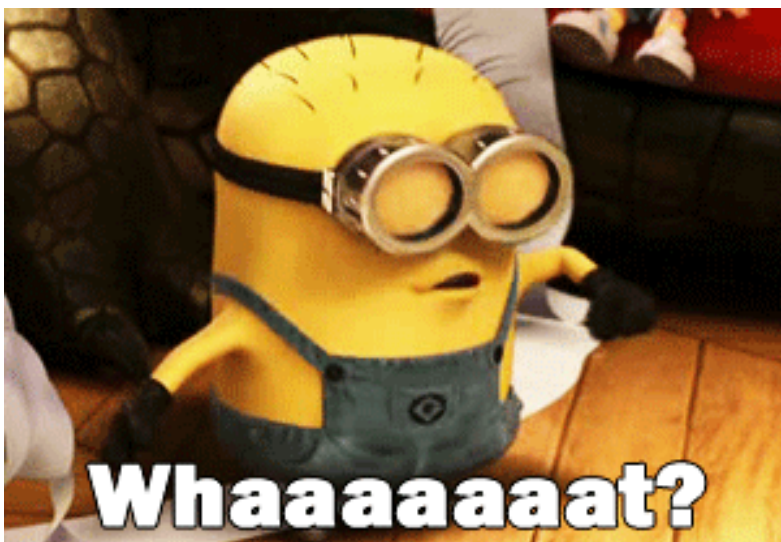




## Name, Image, and Likeness Updates



Yesterday, the NCAA Board of Governors voted unanimously to permit student-athletes the opportunity to benefit from the use of their name, image, and likeness in a manner consistent with the collegiate model. Below are frequently asked questions about the vote.

**Q. Are student-athletes now able to accept compensation for the use of their name, image, or likeness?**

**A.** NO! In fact, at this point, no rules have changed. For now, a student-athlete is not eligible for participation in intercollegiate athletics if he or she (a) accepts any remuneration for or permits the use of his or her name or picture to advertise, recommend, or promote directly the sale or use of a commercial product or service of any kind; or (b) Receives remuneration for endorsing a commercial product or service through the individual's use of such product or service.

**Q. What will the new rules be?**

**A.** The Board said that rules should be developed within the following principles and guidelines:

- Assure student-athletes are treated similarly to non-athlete students, unless a compelling reason exists to differentiate.
- Maintain the priorities of education and the collegiate experience to provide opportunities for student-athlete success.
- Ensure rules are transparent, focused, and enforceable and facilitate fair and balanced

competition.

- Make clear the distinction between collegiate and professional opportunities.
- Make clear that compensation for athletics performance or participation is impermissible.
- Reaffirm that student-athletes are students first and not employees of the university.
- Enhance principles of diversity, inclusion, and gender equity.
- Protect the recruiting environment and prohibit inducements to select, remain at, or transfer to a specific institution.

**Q. When will new rules take effect?**

**A.** The Board asked each division to create new rules beginning immediately, but no later than January 2021.

**Q. Where can I learn more?**

**A.** More information is available here: <https://www.ncaa.org/about/resources/media-center/news/board-governors-starts-process-enhance-name-image-and-likeness-opportunities>.