Intent to Plan Policy on Name, Image and Likeness

CU-GA-73

30 Day Comment Period Notice:

Consonant with Series 4 (Rules, Guidelines and Other Policy Statements by Governing Boards) and Concord University Policy No. 11 (Adoption, Amendment, and Repeal of Policies - Rule on Rules), the Concord University Board of Governors approved the Intent to Plan a Policy Name, Image and Likeness on August 24, 2021.

On June 30, 2021, the governance bodies of all three NCAA divisions adopted an interim suspension of the amateurism rules that had prohibited student-athletes from profiting from the commercial exploitation of their names, images, and likenesses (“NIL”).

As of July 1, 2021, student-athletes will be able to engage in NIL activities without violating NCAA rules and/or forfeiting their eligibility. The interim policy also allows student-athletes to use third-party service providers, such as agents, to assist with their NIL activities and for school and conferences to adopt their own policies.

Concord University will seek to set forth guidance regarding the handling of NIL matters at the university for Division II athletic programs.

Please forward comments, preferably electronically, to president@concord.edu or lwoolwine@concord.edu by 4:00 p.m., Monday, October 04, 2021.