

NCAA NIL ASSIST

Division I Administrator Information Sheet

The NCAA offers NCAA NIL Assist, a platform designed to assist schools and student-athletes by 1) providing a service provider registry; 2) creating a data dashboard about the name, image and likeness landscape based on information reported by Division I schools; and 3) educating student-athletes on NIL-related topics.



NIL Assist can be found at <https://nilassist.ncaa.org/> or by scanning the QR code.

Institutional Policies for Disclosure of NIL Activities

Beginning August 1, 2024, all schools that sponsor a Division I sport must establish policies for student-athlete disclosure of NIL activities. These policies are expected to include the legislated requirements of NCAA Division I Bylaw 22.2, address the campus approach to collecting student-athlete disclosure of NIL activities, situations where a student-athlete fails to disclose NIL activities, and the campus reporting requirement.

Professional Service Provider Registry

To assist student-athletes in making informed decisions, NIL Assist is a national, centralized platform that collects and publishes information on service providers interested in working with student-athletes. The registration process is intended to support student-athletes as they make informed decisions when selecting a service provider, not to exert control over a student-athlete's decision or reduce their NIL opportunities.

Specifically, NIL Assist collects information about service providers (e.g., contact details, credentials, experience) and includes a system for student-athletes to rate their professional service providers, as well as a process for resolving factual discrepancies (e.g., grievance process).

Data Dashboard

To enhance student-athlete awareness, NIL Assist features a comprehensive de-identified database of aggregated trends for NIL activities, using information on NIL activities reported by all Division I programs. Schools must report aggregated information to the NCAA twice per year.

The NCAA collaborated with Teamworks to develop the de-identified disclosure database to bring transparency to the NIL environment and provide student-athletes with additional information and clarity about the NIL landscape. The dashboard allows student-athletes to filter information by NIL transaction type, sport, position, and subdivision. It provides average and median data, ensuring they have information at their fingertips.

Comprehensive Education

Education is a crucial element in improving the NIL environment for all stakeholders. Consistent with the core guarantees requirements, effective August 1, Division I programs must provide enhanced life skills training and education on NIL. To this end, NIL Assist provides a comprehensive education program from industry leaders, offering support and guidance on topics such as:

- Business start-up strategies,
- Tax implications,
- Contractual obligations,
- Protecting intellectual property,
- Selecting professional service providers and
- Responsible social media engagement.

The content is delivered through various formats and channels, such as online modules, webinars, workshops, podcasts, newsletters, and social media posts, to ensure student-athletes have the support they need. These educational resources may be used to satisfy the NIL portion of the required career counseling and life skills programming pursuant to NCAA Division I Bylaw 16.3.1.2.

WHAT SCHOOLS NEED TO DO BEGINNING ON AUGUST 1, 2024

(1) Create institutional policies governing NIL on your campus and communicate these policies broadly with student-athletes.

- Pursuant to Division I Bylaw 22.2.1.1, if your school wants to help identify specific NIL opportunities, facilitate deals between student-athletes and third parties, or provide other NIL assistance and services, student-athletes must agree to disclose certain information about NIL activities that pay \$600 or more and attest that all information is complete, truthful and accurate.
- This information will be used to power the data dashboard. All information in the dashboard will be anonymous and only used for information sharing, not enforcement purposes.

(2) Decide how you will report the de-identified information related to NIL activities disclosed to the school by student-athletes.

- Review options with your school's NIL service provider.
- Each school has the discretion to determine when to report the information to the NCAA.
- As a best practice, it is recommended that schools report disclosed NIL activities at the same time the student-athlete discloses the NIL activity or at the beginning or conclusion of each academic term.