

## 2021 NCAA Convention Division III Legislative Proposals Chart

Proposal Number	Title	Source	Effective Date	Intent	Rationale
2021-1	STUDENT ATHLETE USE OF NAME IMAGE AND LIKENESS FOR PROMOTIONAL PURPOSES	NCAA Division III Presidents Council [Management Council (Interpretations and Legislation Committee)].	08/01/2021	To permit Division III student-athletes to use their name, image and likeness, to promote their own work product or services and to promote third party products and services consistent with the Board of Governors guiding principles and subject to the conditions set forth in the proposal.	This proposal would permit Division III student-athletes to benefit from the use of their name, image and likeness in a manner that is consistent with the NCAA Board of Governors' guiding principles and with the Board's direction to consider appropriate rules changes based on recommendations from the Federal and State Legislation Working Group. These recommendations fall into two categories: (1) activities related to a student-athlete's work product or service; and (2) promotion/endorsement of third-party products and services. Student-athletes should have full use of their name, image and likeness for commercial promotional purposes. Importantly, these opportunities can occur in a manner that is consistent with the NCAA's core values, mission and principles, while prioritizing student-athlete well-being. Further, the recommended administrative framework for these legislative changes ensures that the legislation will be transparent and enforceable, in line with the Board's principles.