

Report of the Faculty Athletics Representative

September 1, 2021


The Committee on Academic Performance (CAP) launched their 21-22 meeting schedule on Tuesday, August 10, 2021 in person in the BAB. We welcomed new members Carolyn Klinge, Meg Hancock, and Claudia Angeli, as well as Kaelah McMonigle, the new Administrative Assistant to the FAR. The next meeting will be hybrid on September 14.

Matt Banker presented an overview of the status of NIL activities on campus and addressed questions. The PowerPoint of this presentation is attached to this report.

FAR summer activities include meeting with coaches and assisting with the administrating of the annual coaches recruiting exam, meeting with teams for beginning of the year compliance meetings, and reviewing athletic change of grades.

Thank you and Go Cards!

Krista Wallace-Boaz, FAR



The Committee on Academic Performance
NIL Update
August 10, 2021

THE NEW NIL RULES

- Kentucky Governor adopted Executive Order effective Thursday July 1, 2021, to permit NIL activities with conditions
- U of L has issued initial guidelines for NIL activities and will be releasing more comprehensive policies in near future
- Long-term view: State of Kentucky may eventually adopt more comprehensive NIL law and a federal NIL bill may be proposed and adopted by Congress

THE NEW NIL FRONTIER

- Student-athletes have opportunity to use their NIL to:
 - ✓ endorse or promote commercial products and services,
 - ✓ participate in autographs sessions,
 - ✓ make in-store appearances,
 - ✓ social media influence, and
 - ✓ start own business including a camp or clinic.
- Student-athletes may use professional service providers (e.g., marketing agent; tax attorney; business consultant) to help them navigate NIL process including contracts and taxes

THE NEW NIL FRONTIER

- SAs must complete the NIL activity in order to accept the NIL compensation.
- SAs cannot accept \$/gifts/product/services/access for doing nothing – this WILL impact their competition eligibility. “Pay for play” is PROHIBITED.
- SAs may NOT use U of L marks, logos, and other protected intellectual property unless it meets a specific exception
- SAs are required to report their NIL transactions (via COMPASS platform) and disclose their agent/marketing representation, if any.

NIL RESOURCES FOR U OF L SAs

- *OpenDorse* branding and social media support and assessments
- One on One consultations for student-athletes and parents/guardians
- U of L Law/Entrepreneur Clinic with emphasis on NIL activities (Fall 2021)
- *GamePlan* life skills educational modules library
- *Compass* Reporting Platform and Education Modules

NIL RESOURCES FOR U OF L SAs (cont)

- Weekly NIL Text Tips including content from national publications/SMEs
- *Beyond the Buzzer* programming including guest speakers/workshops
- SPAD class on “NIL in College Sports” (Fall 2021)
- Dedicated email for all stakeholders with NIL questions (NIL@gocards.com)
- U of L NIL Advisory Board

TAKEAWAYS & QUESTIONS

- Takeaways from first 40 days of NIL
- Questions?