BIBB COUNTY SCHOOL DISTRICT

Dr. Dan A. Sims, Superintendent

INFORMATION MEMORANDUM

TO: Bibb County Board of Education

FROM: Kevin Grooms, Director of Athletics
Dr. Katika Lovett, Deputy Superintendent

SUBJECT: Name, Image, and Likeness Guidelines (NIL)

Summary

The Georgia High School Association (GHSA) now allows students to receive money for the use of their name, image, and likeness. GHSA has also set forth guidelines to allow student athletes to engage in such commercial activities without putting their amateur status at risk. Given these updates, the District has also established its own name, image, and likeness guidelines.

Background

GHSA revised their Constitution and By-Laws for the 2023-2024 school year. The revised Constitution now includes a provision specifically stating that students may receive compensation for the use of their name, image, and likeness (NIL). Additionally, GHSA provided guidance for NIL as an appendix to the GHSA Constitution (the "GHSA NIL Guidelines").

Following the adoption of the GHSA NIL Guidelines, the District established its own guidelines for all Bibb County School District student athletes engaging in NIL activities (the "BCSD NIL Guidelines"). The BCSD NIL Guidelines contain the same requirements as the GHSA NIL Guidelines but are specific to the District and to its student athletes.

A copy of the BCSD's NIL Guidelines and NIL form is attached.