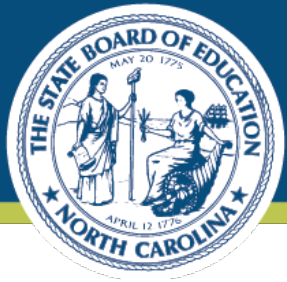


Proposed Temporary Rule

16 NCAC 06E .0211 Name, Image, and Likeness





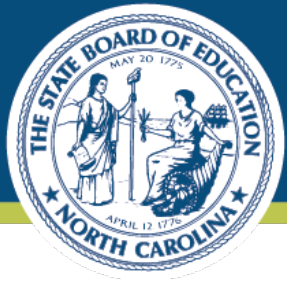
Background

- March 7, 2024 – State Board of Education adopts a temporary rule prohibiting students participating in interscholastic athletics from entering NIL agreements during the 2024-2025 school year.
- September 5, 2024 – SBE proposes and submits for public comment a permanent rule allowing students participating in interscholastic athletics to enter NIL agreements starting with the 2025-2026 school year.

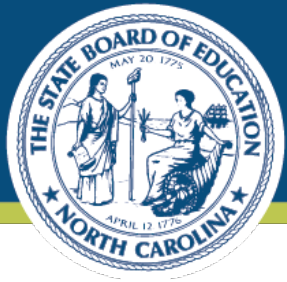


Background

- October 14, 2024 – Wake County Superior Court Judge Graham Shirley enters an order enjoining enforcement of temporary rule and directing SBE to implement proposed permanent rule until a new temporary or permanent rule takes effect.
- Administering organizations have taken steps to implement the proposed permanent rule and begun communicating with member schools about the requirements and expectations.



PROPOSED TEMPORARY RULE FOR NIL



16 NCAC 06E .0201 (Definitions)

- Adds definition for “immediate family member” to include a spouse, parent, legal guardian or custodian, grandparent, child, grandchild, brother, sister, half-sibling, or step-sibling.
- The term applies to any such relationship whether by blood, adoption, or marriage.



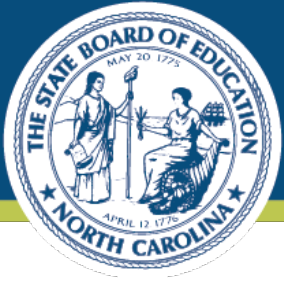
16 NCAC 06E .0208 (Amateur Rule)

- Removes language prohibiting NIL.
- Clarifies that a student who enters an NIL agreement must comply with Rule .0211 to retain eligibility for interscholastic athletics.



16 NCAC 06E .0211 (Name, Image, and Likeness)

- Adds the following to list of NIL activities covered by rule: “Any other commercial activities that are intended to promote a product or service offered by, increase the profits of, or otherwise generate financial benefits for a party to the NIL agreement from the use of the student’s name, image, or likeness.”



Temporary Rule Timeline

SBE Proposes Temporary Rule	November 7, 2024
Public Comment Period	November 15, 2024 – December 10, 2024
Public Hearing (Virtual)	December 6, 2024 9:00 AM
SBE Adopts Temporary Rule	January 9, 2025
Temporary Rule Effective Date	February 13, 2025 (or sooner)



QUESTIONS?