



To: NJSIAA Program Review Committee

From: Colleen Maguire, Executive Director

Date: September 11, 2023

RE: Name, Image and Likeness Policy Update – Collectives

In November 2021, NJSIAA adopted a policy permitting student-athletes the opportunity to profit off the use of their Name, Image and Likeness in certain activities. Since adoption, the activity surrounding the use of a student-athletes Name, Image and Likeness continues to evolve and we continually review our policy to ensure it is current in addressing the evolving landscape.

One area that has evolved more recently is the use of NIL collectives – specifically at the college level. An NIL collective provides a way for supporters, such as boosters or alumni, to pool their financial resources and independently offer NIL opportunities to student-athletes.

Currently, there is little to no evidence that NIL collectives are engaging with interscholastic student-athletes; however, state associations recognize that oftentimes some activities at the college-level eventually trickle down to the interscholastic-level.

Therefore, to clearly articulate that NIL collectives are not permissible, regardless of any affiliation with a member school, I propose the following update to the NJSIAA Name, Image and Likeness Bylaw.

Bylaws, Article V [Eligibility of Athletes] Section 2 [Amateur-Athlete]

D. Name, Image and Likeness.

“No school or anyone ~~No one~~ employed by a member school, including coaches and administrators, may be involved with a student-athletes use of their NIL. No one associated with or acting at the direction of a member school, such as booster clubs, alumni, or collectives, may use the promise of NIL opportunities to entice student-athletes to transfer to or attend their school.”