Division: I

Proposal Number: 2025-38

Title: IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT -- FAILURE TO REPORT NONINSTITUTIONAL NAME, IMAGE AND LIKENESS ACTIVITIES

Status: Adopted Final

Intent: To establish institutional obligations and potential implications for a student-athlete who fails to report a noninstitutional name, image or likeness deal within five business days of execution or agreement to payment terms, as specified.

Category: Amendment

Bylaws: Amend 22.2.2, as follows:

22.2.2 Reporting of Noninstitutional Name, Image and Likeness Activities. A student-athlete (including a student-athlete who attends an institution that is not a member of a defendant conference in the House settlement or does not provide additional benefits contemplated by the settlement) shall report all noninstitutional name, image and likeness contracts or payment terms, including those involving associated entities or individuals, with a total value of $600 or more to the designated name, image and likeness clearinghouse for review. If an individual enters into multiple agreements or receives multiple payments from the same or substantially the same third party, including any affiliates or parties with common ownership, such activities must be reported if the aggregate value is $600 or more during the student-athlete's period of eligibility.

[22.2.2.1 unchanged.]

22.2.2.2 Timing of Reporting. A student-athlete shall submit written documentation to the name, image and likeness clearinghouse within five business days of execution of a noninstitutional name, image or likeness contract or agreement to payment terms. **Failure to report an agreement or payment within the five-day period may result in disciplinary action by the CSC, which may include rendering the student-athlete ineligible for future practice and competition (see Bylaw 23.3).**

22.2.2.2.1 Institutional Obligations Upon Discovery. Upon discovery by an institution that a payment or contract involving one of its student-athletes may not have been reported, the institution shall have two business days to review whether a violation for failure to report has occurred and, if so, to notify the CSC of the violation. If, at the conclusion of the two-day period, the student-athlete has still not appropriately reported the deal, the CSC shall immediately render the student-athlete ineligible for practice and competition (see Bylaw 23.3) until the deal is reported.

[22.2.2.3 through 22.2.2.4 unchanged.]

Source: NCAA Division I Board of Directors

Effective Date: Immediate

Topical Area: Name, Image and Likeness Activities

Rationale: This proposal specifies the implications a student-athlete may face for failing to disclose a noninstitutional name, image or likeness deal within the specified timeframe and an institution's obligation to determine whether a failure to report has occurred. Establishing the implications for failure to disclose is necessary to ensure that the required information is reported in a timely manner.

Estimated Budget Impact: None.

Impact on Student-Athlete's Time (Academic and/or Athletics): None.

History:

Oct 28, 2025	Adopted by Board	Adopted as emergency legislation.
Oct 28, 2025	Adopted Final	

Legislative References

Legislative Cite	Title
22.2.2	Reporting of Noninstitutional Name, Image and Likeness Activities.
22.2.2.2	Timing of Reporting.
22.2.2.2.1	Institutional Obligations Upon Discovery.

Student-Athlete Success/Well-Being:

Enforceable and Merits Outweigh Monitoring Burdens:

Consequential or Nationally Significant:

Division I Commitment:
