



Central Community College Raider Athletics NAME, IMAGE, AND LIKENESS POLICY: In compliance with the Nebraska Fair Pay to Play Act (Nebraska Statutes [48-3601](#) to [48-3609](#)), Central Community College Board of Governors allows student-athletes to receive compensation for the use of their name, image, or likeness (NIL) in *non-institutional* activities. (draft 9.27.2023)

Central Community College NIL Procedures (draft 9.27.2023)

Defining NIL activities – When a student-athlete receives compensation for providing services, selling products, hosting events, accepting donations, monetizing media or licensing rights to/for others tied to the student-athlete's name, image or likeness, that is considered an NIL activity.

Athletic and Athletics Related Activities not considered NIL activities - Student-athletes may not promote or receive compensation for NIL activities while participating in athletic and athletics-related activities. Such activities include, but are not limited to, the following:

- Practice and competition (including the period required by the coach to report to the event until released by the sports program)
- Organized team promotional activities
- Recruiting activities (including student-hosting duties)
- Media activities (including press conferences/interviews) coordinated by Central
- Fundraising events
- Community service events
- Team-building events

NIL agreements - Student-athletes, through the use of Central Community College Athletics' NIL partner **Opendorse**, must maintain a current account on Opendorse and submit all NIL deals through their platform. All NIL agreements are made without the involvement of Central Community College.

- Student-athletes are encouraged to disclose such activities at least five (5) days prior to the execution of any NIL agreement through Opendorse. Payment for services can be received in the form of cash, gift cards, products, and more. Central Community College is not responsible for any tax liabilities or other costs any student-athlete incurs as a result of the choice to engage in NIL activities.
- Student-athletes may secure representation, only for NIL and not for future professional athletic contract negotiations. A professional service provider representing a student-athlete for the purpose of securing compensation for the student-athlete's NIL must be licensed as required by the State of Nebraska. Upon request from the student-athlete, Central will provide education on best practices for evaluating professional service providers.
- To comply with F1 Visa requirements, international student-athletes should not enter into any agreement for name, image, or likeness without first communicating with the Athletic Director and/or the primary designated school official (PDSO) by emailing internationaladmissions@cccneb.edu.
- Need-based financial aid could be impacted based on compensation from NIL activities. Examples of need-based financial aid include Pell Grants, work-study employment, and subsidized direct student loans.
- In compliance with Nebraska Fair Pay to Play Act, Central Community College will provide education and guidance to student-athletes in support of their noninstitutional NIL activities through Opendorse. Central will not develop, operate, negotiate, or promote noninstitutional NIL activities for student-athlete

- Prohibited compensation arrangements associated with NIL include the following:
 - Compensation in exchange for a student-athlete's athletic participation or performance at Central Community College ("pay-for-play").
 - Compensation in exchange for a student-athlete's decision to attend Central Community College
 - Compensation for work not performed.
 - Agreements that violate Federal, State, NJCAA, or Central Community College rules, policies, laws, and regulations.
 - Agreements involving the following: tobacco/tobacco/vaping companies, alcohol/alcoholic beverage companies, sellers or dispensaries of controlled substances, adult entertainment businesses, or businesses engaged in gambling activities.
 - Student-athletes may not promote an NIL deal during pre-game, in-game, and/or post-game of Central Community College Athletic contests.
 - Compensation opportunities for the student-athlete's name, image, or likeness should not conflict with academic activities, athletic competitions, official team activities, or Central-sponsored events.
 - The use of Central Community College facilities and grounds, including Athletics Department facilities, is subject to Central Community College policies and procedures, and may require payment of a use fee.
- Student-athletes will communicate with the Athletic Director prior to using Central Community College intellectual property in NIL activities by submitting the Intent to Use Intellectual Property form (link in development). Intellectual property includes, but is not limited to, the CCC marks and logos; CCC facilities; all aspects of uniforms, gear, and apparel; photos, videos, and highlights containing CCC marks and logos. Exceptions to the policy include:
 - Marks or logos used by a third-party in NIL activities, provided the third-party is an existing Central Community College partner holding "use of marks" privileges
 - Marks or logos used in social media avatars, provided a third-party unaffiliated with the college is not also featured
 - Student-athlete competition photos used for individual autograph signings
 - Marks or logos used for the promotion of student-athlete camps or clinics, provided a third-party unaffiliated with Central is not also featured
 - Apparel produced through a College licensee that is pre-approved by Central Community College.
- Student-athletes will only be allowed to use Central facilities for NIL activities through an executed facility use agreement. Associated rental fees and waiver of liability agreements will be coordinated through the Campus Event Coordinator.
- NIL agreements conflicting with institutional values include any entity or individual that, in Central's reasonable and good faith judgment, negatively impacts or reflects adversely on Central Community College or Raider Athletics, including, but not limited to, bringing about public disrepute, contempt, embarrassment, scandal, ridicule, or otherwise negatively impacting the reputation or the moral or ethical standards of Central Community College or Raider Athletics.

CCC reserves the right to adjust these procedures at any time based on institutional or NJCAA policy changes or changes in applicable laws, rules or regulations. The application of these procedures through the CCC Name, Image, Likeness Policy in no way creates an employment relationship between the College and any student-athlete.