

**FLORIDA BOARD OF GOVERNORS
NOTICE OF PROPOSED NEW REGULATION**

DATE: May 12, 2021

REGULATION NUMBER AND TITLE: 6.022, Intercollegiate Athletes

SUMMARY:

Regulation 6.022 implements section 1006.74, Florida Statutes, which allows student-athletes to earn compensation for the use of their name, image or likeness. The regulation allows student-athletes to promote their athletically and non-athletically business-related activities and requires a student-athlete who enters into a contract for compensation for the use of their name, image or likeness to disclose the contract to the university in the manner designated by the university.

The regulation specifies that grant-in-aid, including cost of attendance, awarded to a student-athlete is not considered compensation and shall not be revoked or reduced as a result of a student-athlete earning compensation or obtaining professional representation related to their name, image and likeness activities.

The regulation requires universities to conduct a financial literacy and life skills workshop for a minimum of five hours at the beginning of all student-athletes' first and third academic years and delineates the type of information that must be included in the workshop.

FULL TEXT OF THE REGULATION IS INCLUDED WITH THIS NOTICE.

AUTHORITY TO PROPOSE REGULATION(S): Section 7(d), Art. IX, Fla. Const.; BOG Regulation Development Procedure dated March 23, 2006.

THE BOARD OF GOVERNORS' OFFICIAL INITIATING THE PROPOSED REGULATION:

Vikki Shirley, General Counsel, Office of the General Counsel

COMMENTS REGARDING THE PROPOSED REGULATION SHOULD BE SUBMITTED WITHIN 14 DAYS OF THE DATE OF THIS NOTICE TO THE CONTACT PERSON IDENTIFIED BELOW. The comments must identify the regulation on which you are commenting:

General Counsel, Board of Governors, State University System, 325 W. Gaines Street, Suite 1614, Tallahassee, Florida 32399, (850) 245-0466 (phone), (850) 245-9685 (fax), or generalcounsel@flbog.edu.

Proposed Regulation 6.022 Intercollegiate Athletes

- (1) A student-athlete may use their name, image, and likeness to promote their athletically and non-athletically related business activities (e.g., products, services, camps/clinics, personal appearances). A student-athlete's promotion of their business activity may include a reference to the student-athlete's involvement in intercollegiate athletics and a reference to the university they attend, but may only include university marks when expressly permitted by the university, consistent with applicable university policies.
- (2) A grant-in-aid, including cost of attendance, awarded to a student-athlete by a university is not considered compensation for the purposes of authorizing, limiting, prohibiting, or regulating compensation for the name, image and likeness of a student-athlete. Such grant-in-aid, including cost of attendance, shall not be revoked or reduced as a result of a student-athlete earning compensation or obtaining professional representation related to their name, image, and likeness activities.
- (3) A student-athlete who enters into a contract for compensation for the use of their name, image, or likeness shall disclose the contract to the university at which they are enrolled in the manner designated by each university.
- (4) Each university shall conduct a financial literacy and life skills workshop for a minimum of five (5) hours at the beginning of all student-athletes' first and third academic years.
 - (a) The workshop shall, at a minimum, include the following:
 1. Information concerning financial aid, debt management, and a recommended budget for full and partial grant-in-aid student-athletes based on the current academic year's cost of attendance, and
 2. Information on time management skills necessary for success as a student-athlete and available academic resources.
 - (b) The workshop may not include any marketing, advertising, referral, or solicitation by providers of financial products or services.

Authority: Section 7(d), Art. IX, Fla. Const.; Section 1006.74, Fla. Stat. History: New _____.