

Sierra College

ADMINISTRATIVE PROCEDURE

AP 5700

Intercollegiate Athletics

Date Adopted: 4/1/2022

Date Revised: 11/1/2024

Date Reviewed:

References: Education Code Sections 66271.6, 66271.8, 67360 et seq., 67456, and 78223; 20 U.S. Code Sections 1681 et seq.; Community College Athletic Association (CCCAA) Constitution and CCCAA Bylaws

Name, Image, Likeness, and Athletic Reputation

Prospective Student Athlete: The District will not provide a prospective student athlete with compensation in relation to the athlete's name, image, likeness, or athletic reputation.

Student Athletes: The District will not prevent a student participating in intercollegiate athletics from either earning compensation as a result of the use of the student athlete's name, image, likeness, or athletic reputation, or from obtaining professional representation by duly licensed athletic agents or attorneys. However, a student athlete may not enter into a contract that provides compensation to the student athlete for their name, image, likeness, or athletic reputation if the contract conflicts with a provision of the student athlete's team contract.

A student who enters into a contract providing compensation for use of the student's name, image, likeness, or athletic reputation must disclose the contract to the Dean of Kinesiology/Director of Athletics. If the District determines that a conflict between the student athlete's contract and the student athlete's team contract, the Dean of Kinesiology/Director of Athletics will disclose the conflict to the student or student's legal representative, if any, and identify the contractual provisions that conflict.

Any team contract entered into, modified or renewed on or after September 1, 2021 will not prevent a student athlete from using their name, image, likeness, or athletic reputation for a commercial purpose when the athlete is not engaged in official team activities.

A student athlete's scholarship eligibility will not be impacted as a result of the student earning compensation for their name, image, likeness, or athletic reputation.

The District will not revoke a student-athlete's scholarship that provides the student-athlete with the cost of attendance as a result of the student athlete earning compensation or obtaining legal representation in accordance with state law.

See Board Policy 5700.