

BY REPRESENTATIVE YOUNG

1 A RESOLUTION

2 To create a task force to study issues relative to the name, image, and likeness of student

3 athletes in Louisiana.

4 WHEREAS, in recent years, name, image, and likeness deals for student athletes

5 have been wrought with confusion and controversy; and

6 WHEREAS, there is often a lack of transparency relative to the income of these

7 athletes; and

8 WHEREAS, opening name, image, and likeness records to the public can create an

9 opportunity to foster knowledge and openness of information, which can help athletes to

10 empower themselves to make wise decisions for their finances and their futures.

11 THEREFORE, BE IT RESOLVED that the House of Representatives of the

12 Legislature of Louisiana does hereby create a task force to study issues relative to the name,

13 image, and likeness of student athletes in Louisiana.

14 BE IT FURTHER RESOLVED that the task force shall be composed of the

15 following members:

16 (1) The member of the House of Representatives who represents House District 11,

17 who shall serve as chairman.

18 (2) One member of the House of Representatives appointed by the speaker of the

19 House.

20 (3) The attorney general or her designee.

21 (4) Six athletic directors, or their designees, two from each of the following systems:

22 Louisiana State University, Southern University, and University of Louisiana, to be

23 appointed by the respective system presidents.

1 (5) Three student athletes, one from each of the following systems: Louisiana State
2 University, Southern University, and University of Louisiana, to be appointed by the
3 respective system presidents.

4 (6) Three members from the private sector, to be chosen by the task force chairman
5 after the first meeting of the task force.

6 (7) The commissioner of higher education or her designee.

7 BE IT FURTHER RESOLVED that the appointing authorities shall submit the names
8 and contact information of their appointees to the commissioner of higher education no later
9 than June 1, 2025.

10 BE IT FURTHER RESOLVED that the task force chairman shall call the first
11 meeting no later than August 1, 2025.

12 BE IT FURTHER RESOLVED that the Board of Regents shall provide staff support
13 to the task force, to be provided from existing personnel.

14 BE IT FURTHER RESOLVED that members of the task force shall receive no
15 compensation for their services and shall serve at no expense to the state.

16 BE IT FURTHER RESOLVED that the task force shall examine aspects of name,
17 image, and likeness of student athletes in Louisiana, including but not limited to the
18 following:

19 (1) Any existing state and federal laws, jurisprudence, and any relevant national
20 athletic association policies or bylaws regarding a student athlete's use of his name, image,
21 and likeness for compensation.

22 (2) The documentation and reporting necessary to maintain increased accountability
23 and transparency, as well as possible prevention methods of potential negative consequences
24 related to name, image, and likeness deals.

25 (3) Policies to ensure name, image, and likeness activities meet governing national
26 athletic standards and school-specific requirements.

27 (4) Best practices to address current and potential future challenges in the name,
28 image, and likeness space.

(5) Fiscal impacts of name, image, and likeness deals and student athlete compensation on the overall budgets of athletics programs and Louisiana postsecondary education institutions.

(6) Other issues the task force determines the legislature should be aware of and any recommendations for legislation.

BE IT FURTHER RESOLVED that the task force shall exclude from its examination any document identified in R.S. 17:3703(M).

BE IT FURTHER RESOLVED that the task force shall submit a written report of findings and recommendations to the House Committee on Education not later than January 23, 2026.

BE IT FURTHER RESOLVED that the report shall include but need not be limited to the feasibility and potential benefits of increased transparency of name, image, and likeness deals; the report may include suggestions for legislation.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the commissioner of higher education.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HR 15 Engrossed

2025 Regular Session

Young

Creates a task force to study issues relative to the name, image, and likeness of student athletes in La. and to report its findings and recommendations to the House Committee on Education no later than Jan. 23, 2026.

Summary of Amendments Adopted by House

The Committee Amendments Proposed by House Committee on Education to the original bill:

1. Reduce the number of task force members from 20 to 16.
2. Require that the representative serving House District 11 serve as chairman and call the first meeting by Aug. 1, 2025.
3. Prescribe certain matters related to the name, image, and likeness of student athletes in La. for the task force to study.
4. Move the written report submission deadline from 60 days prior to the 2026 R.S. to Jan. 23, 2026.