

2025 Regular Session

HOUSE RESOLUTION NO. 15

BY REPRESENTATIVES YOUNG AND CHASSION

A RESOLUTION

To create a task force to study issues relative to the name, image, and likeness of student athletes in Louisiana.

WHEREAS, in recent years, name, image, and likeness deals for student athletes have been wrought with confusion and controversy; and

WHEREAS, there is often a lack of transparency relative to the income of these athletes; and

WHEREAS, opening name, image, and likeness records to the public can create an opportunity to foster knowledge and openness of information, which can help athletes to empower themselves to make wise decisions for their finances and their futures.

THEREFORE, BE IT RESOLVED that the House of Representatives of the Legislature of Louisiana does hereby create a task force to study issues relative to the name, image, and likeness of student athletes in Louisiana.

BE IT FURTHER RESOLVED that the task force shall be composed of the following members:

- (1) Three members appointed by the governor.
- (2) Two representatives of the Louisiana High School Athletic Association from its member schools, appointed by the chairman of the House Committee on Education.
- (3) One representative of the Louisiana Community and Technical College System, appointed by the president of the Louisiana Community and Technical College System.
- (4) The member of the House of Representatives who represents House District 11, who shall serve as chairman.
- (5) One member of the House of Representatives appointed by the speaker of the House.
- (6) The attorney general or her designee.

(7) Six athletic directors, or their designees, two from each of the following systems: Louisiana State University, Southern University, and University of Louisiana, to be appointed by the respective system presidents.

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

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

(10) The commissioner of higher education or her designee.

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

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

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

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

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

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

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

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

(4) Best practices to address current and potential future challenges in the name, 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.

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SPEAKER OF THE HOUSE OF REPRESENTATIVES