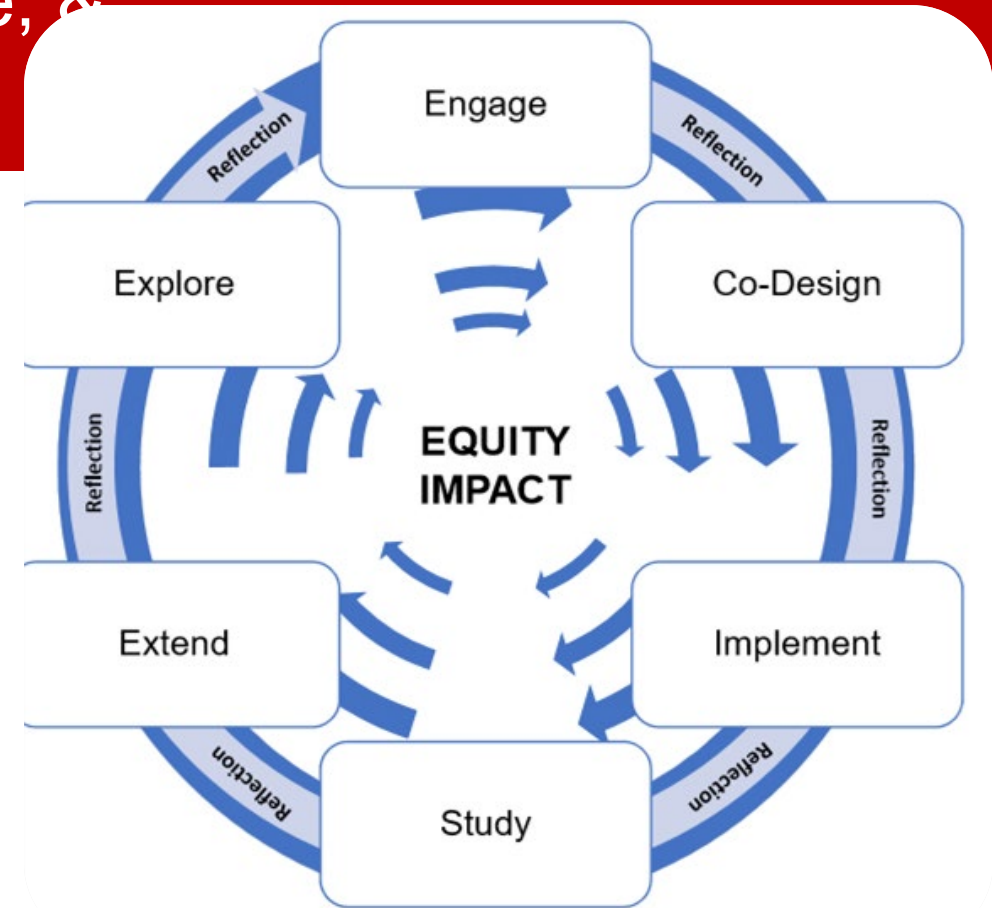


# Examining the Impact of Name, Image, & Likeness (NIL) on Athletics in Texas

How has Name, Image, & Likeness (NIL) impacted both secondary & higher education landscapes in Texas?

- Reviewed proposed and current state legislation in addition to proposed federal regulation(s).
- Comparatively surveyed several institutional approaches to implementing and growing an NIL program.

Purpose was to identify concerns with current & proposed NIL legislation, then generally examine the legislative impact (or proposed impact) by reviewing different institutional approaches to balancing athletic compensation activities with supporting student-athletes.



The IEL Equity Impact Framework



**EPFP**™ POLICY  
LEADERSHIP  
NETWORKING

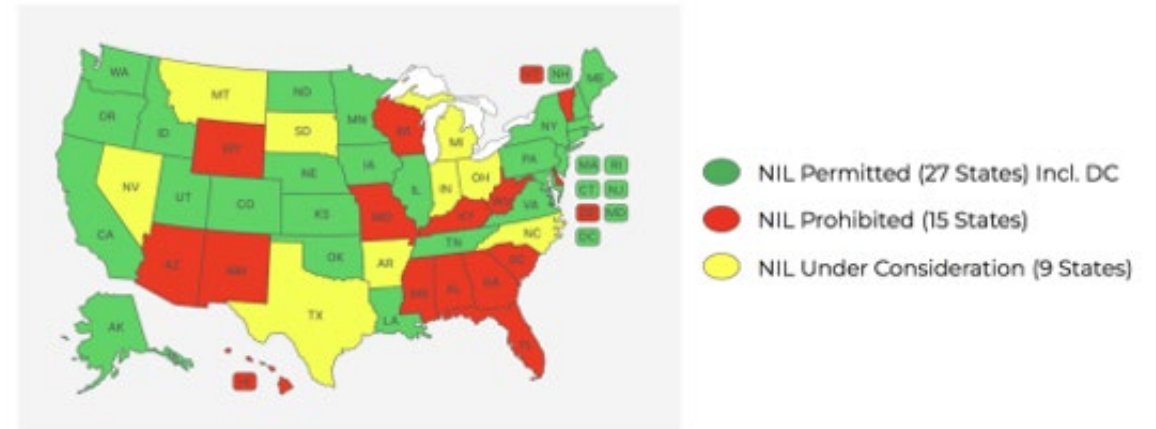
Education Policy Fellowship Program

# Examining the Impact of Name, Image, & Likeness (NIL) on Athletics Texas

April 2022



February 2023



So, what is “guiding” the NIL transition in Texas?

- Federal Influence (e.g., U.S. Supreme Court decision in *NCAA v. Alston*(2021)
- State Policy Makers (e.g., High School vs. Higher Education distinctions; role of UIL?)
- Impact of the NCAA and other states (e.g., examining similar legislation through a comparative lens)

