

**Coast Community College District
ADMINISTRATIVE PROCEDURE**

Chapter 5
Student Services

AP 5700 Intercollegiate Athletics

References:

Education Code Sections 66271.6, 66271.8, 67360 et seq., 67456, and 78223 ;
20 U.S. Code Sections 1681 et seq.;
ACCJC Accreditation Standard II.C.4;
California 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, or a College Athletic Department contract, or violates Board Policy 5500 and Administrative Procedure 5500 Student Code of Conduct.

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 College Athletic Director. If the District determines that a conflict between the student athlete's contract and the student athlete's team contract, or a College Athletic Department contract, or violates Board Policy 5500 and Administrative Procedure 5500 Student Code of Conduct, the College Athletic Director will disclose the conflict to the student 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.

Ratified April 20, 2022