

## **Faculty Athletics Committee**

**August 18, 2021**

**3:00-5:00pm**

**Location: Zoom**

**Present:**      **Committee Members:** Rita Balaban, Lissa Broome, Stacey Daughters, Melissa Geil, Kevin Guskiewicz, Amanda Holliday, Aimee McHale, Lisa Rahangdale, Keia Sanderson, Jay Smith, Abbie Smith-Ryan, Isaac Unah, Erianne Weight

**Advisors:** Michelle Brown (ASPSA), Debbi Clarke (Office of the Provost), Bubba Cunningham (Athletics), Vince Ille (Athletics)

**Student-Athlete Representatives:** Alessandra De Vito (SAAC), Duwe Farris (SAAC)

**Guests:** Mario Ciocca, Robbi Pickeral Evans (Athletics), Dwight Hollier (Athletics), Cricket Lane (Athletics), Katie Sessoms (Chancellor's Office), Marielle vanGeldler

### **I. Welcome and Introductions**

Committee Chair Melissa Geil welcomed everyone and reminded meeting attendees of the charge of the committee. All committee members and guests introduced themselves. Chair Geil thanked the new members and committee members who are stepping into new roles.

### **II. Housekeeping Items**

#### Minutes

The minutes from the FAC Retreat in June were approved.

#### Team Liaison Update and Connections

Chair Melissa Geil informed the committee that team liaison assignments were sent to committee members over the summer. All members can review the updated sport administrators list on the FAC Sakai site and are encouraged to connect with their team's designated administrators. A document highlighting tips and advice for being a team liaison can also be found on Sakai. It provides information on what the team liaison is and guidelines on how to increase your engagement with your team. Geil emphasized the importance of establishing a relationship with your team's coaches and student-athletes, as well as demonstrating value as an additional faculty contact for the team.

The Committee called on Alessandra De Vito and Duwe Farris, representatives from the Student-Athlete Advisory Council, to comment on their experiences with their faculty team liaisons. De Vito said that some members of the women's Rowing team were not aware of the faculty liaison

and suggested an introductory email. Farris also said student-athletes may not be aware of their FAC team liaison.

### III. ASPSA Update

Director of the Academic Support Program for Student-Athletes, Michelle Brown, provided an update on student-athletes academic performance for Spring 2021. The department term GPA was 3.4, with the highest team GPA a 3.83 for Women's Golf. The recipients of the annual Outstanding Academic Performance Award were the Women's Golf team and the Men's Fencing team.

Brown reviewed the 2021-2022 Academic Scorecard for student-athletes with the committee. The document provides an annual summary of the academic progress of UNC student-athletes, reporting Academic Progress Rate (APR), Graduation Success Rate (GSR), Federal Graduation Rate (FGR) for student-athletes by sport across academic years, comparison between student-athletes and the study body on FGR, and top majors among undergraduate students with junior standing for UNC student-athletes and the UNC student body. The Academic Scorecard also recognizes other academic accomplishments by student-athletes, such as 153 student-athletes graduating between Fall 2020 and Spring 2021, 6 postgraduate scholarship winners in 2021, 15 NCAA APR 1000 Programs in 2015-2020, and 463 student-athletes named to the 2020-21 ACC Honor Roll.

Jay Smith asked about the FGR for Baseball, inquiring why the number was so low. Brown reported that the process utilized to calculate FGR tracks student-athletes that begin their first year on scholarship and does not account for student-athletes who transfer, walk-on, or those who leave the university to play professionally. The rate also only considers those who graduate within 6 years of matriculation. A number of Baseball student-athletes return to campus and graduate after the six-year window has closed.

### IV. Faculty Athletics Representative Remarks

Faculty Athletics Representative Lissa Broome reported that on June 21, 2021, the Supreme Court ruled 9-0 in the *NCAA v. Alston*, case that the NCAA may not limit educational-related benefits for student-athletes. Justice Kavanaugh provided a concurring opinion in which he stated his belief that the remaining NCAA compensation limits that were not challenged in the case would not hold up if challenged pursuant to the analysis in *Alston* case. On August 11, the NCAA adopted a Legislative Relief Waiver, permitting a conference or an institution to provide the educational benefits specified in the *Alston* case to all student-athletes, not just students competing in football, and men's and women's basketball on whose behalf the *Alston* case was litigated.

The NCAA adopted interim legislation on NIL policies on June 30 for all incoming and current student-athletes. The NCAA office announced on July 30 that it will undergo a Constitution review process, naming committee members in early August. The committee's charge is to "address transformational, organizational change through the redrafting of the principles,

governance structure and membership commitments found in the NCAA Constitution to meet the needs of today's student-athletes and in the generations to come.”

On August 2, the NCAA External Gender Equity Review was released. It presented recommendations, including holding the Men's and Women's Basketball Final Fours in the same city on the same weekend, restructuring media and sponsorship contracts, allowing Women's Basketball to use “March Madness,” expanding the Women's Basketball tournament field from 64 to 68 to mirror the Men's Basketball Tournament, and distributing revenue from the Women's tournament based on “units” like the Men's Basketball tournament revenue distribution.

The DI Board on August 4 adopted an APR change for transferring student-athletes who will earn a retention point for the departed school if the student-athlete is meeting progress towards degree requirements. The previous policy only granted the departed school the retention point if the transferring student-athlete had a 2.6 GPA or above.

The NCAA Campus Sexual Violence Policy amendments will become effective for the 2022-23 academic year. The amendment requires that institutions annually collect information from all incoming, current, and transfer student-athletes regarding whether “their conduct ... resulted in an investigation, discipline through a Title IX proceeding [,] or a criminal conviction for sexual, interpersonal [,] or other acts of violence.” The policy also obligates institutions to confirm the information provided by prospective, continuing, and transferring student-athletes, and provide information to other member institutions that are attempting to confirm information received from transfer student-athletes. Institutions will be expected to gather conduct-related information from recruited prospects and transfer student-athletes.

## V. COVID-19 Fall 2021 Sports Update

Dwight Hollier, Senior Associate Athletic Director, began the COVID-19 update by expressing his concern about the impact of the Pandemic on student-athletes' mental health and wellbeing. Hollier shared an overview of the resources the Athletics department has provided student-athletes in response to support their mental health. The sport psychology and mental health group for student-athletes is housed in McCaskill, near Dorrance Field and the Stallings-Evans Sports Medicine Center. In-person and Zoom sessions are available for Fall 2021.

Dr. Mario Ciocca, head of Sports Medicine, reported that the ACC's Medical Advisory Group (MAG) finalized its latest report on August 4, 2021. A key topic discussed in the report is the elimination of sport risk categories due to the lack of on-field transmission and successful surveillance testing programs. The testing standards require all unvaccinated student-athletes, coaches, and sport support staff to be regularly tested. Fully vaccinated individuals are not required to participate in surveillance testing. The report also outlined that teams at an 85% vaccination rate shall meet a minimum testing standard of one PCR test per week for unvaccinated individuals and teams below 85% vaccination rate must require unvaccinated individuals to complete three PCR tests per week. The updated testing standard requires that all student-athletes who are members of a team, regardless of vaccination status, participate in

testing if the team has identified a cluster of student-athletes as COVID-19 positive. A sport team “cluster” is defined as the greater of three student-athletes or 5% of the roster who test positive.

The MAG advises that cardiac evaluations are at the discretion of the medical authorities at each institution. The prevalence of COVID-19 associated infections is lower than last year and medical personnel are generally not as aggressive with cardiac workups if the patient is asymptomatic or if symptoms are mild. If a student-athlete is hospitalized, then additional heart tests, including EKG, echocardiogram, and possibly a cardiac MRI, are performed. The current protocol for student-athletes who experience severe COVID-19 symptoms is to slowly introduce them back to activity after testing negative.

UNC-Chapel Hill’s teams been tasked to achieve 85% vaccination rate per team. Eighty-eight percent of all student-athletes are vaccinated, and some teams have a 100% vaccination rate. Dr. Ciocca and his team have held a series of discussions and informational sessions with teams, student-athletes, and their families about the vaccines, beginning in April 2021.

All teams visiting our campus are required to follow the UNC testing protocols. Although six universities in the ACC mandate vaccines, this requirement does not apply to visitors to those campuses.

Lisa Rahangdale referenced her experience working with the COVID-19 leadership team at UNC hospitals and noted that hosting webinars for people who have vaccine hesitancy and providing an opportunity for questions to be answered by a physician has met with some success. Rahangdale suggested sharing these webinar dates with student-athletes.

Athletics will follow the university’s community standards and Orange County directives regarding masking indoors and encouraging masks be worn at outdoor events. There will be no reduced seating. Jay Smith expressed concern about what this might mean for the health of the community.

## VI. Name, Image, and Likeness (NIL) Update

Bubba Cunningham, Athletics Director, and Marielle vanGelder, Associate Athletics Director and Director of Compliance, began the NIL discussion of Name, Image, and Likeness (NIL) by referring to the June 30 NCAA decision that allows student-athletes to profit from their NIL. NIL is defined as any activity where a student-athlete’s name, image or likeness or personal appearance is used for promotional purposes. Effective July 1, 2021, student-athletes may be paid (e.g., cash, product, or other benefit) for promotional purposes. Student-athletes may also hire an agent to represent them in NIL activities, but they must pay the going rate for these services. Student-athletes may reference their status as a student-athlete at UNC. The university has hired three consulting companies, Compass, Inflcr, and Brandr, to assist student-athletes in navigating this new landscape, providing them resources and services. VanGelder and her team have been working with student-athletes answering questions, preparing resources, and connecting them to services.

Examples of NIL activities that student-athletes can engage in are self-employment or business ownership; appearing in a TV, print or social media advertisements for commercial products or

services; providing lessons, including conducting camps/clinics; selling autographs on items not provided by UNC; and being a social media influencer. There are several policies regarding NIL that student-athletes must abide by. For instance, student-athletes cannot hire an agent for future professional athletic contract negotiations; cannot be paid for work not performed; cannot be paid to attend or play at UNC, cannot be paid based on a specific athletic performance or achievement; cannot enter into NIL agreements with any vendor associated with an NCAA banned substance, gambling, sports wagering, or adult entertainment; and cannot sell items that were provided to them by UNC while they are student-athletes.

Student-athletes are required to disclose all NIL agreements to Athletics at least 72 hours prior to engaging in the activity, as well as disclose any agreement with an agent, advisor, or marketing representative within 14 days of signing the agreement. Student-athletes are also not permitted to miss class or team activities to participate in NIL activities. Use of UNC marks and logos, including the uniform, must be approved in advance by Athletics and University Licensing. However, it is critical to note that student-athletes are not granted the photo rights to images of themselves during team practices or competition while in uniform or in clothing with visible UNC marks or logos.

VanGelder presented UNC's newly established NIL program titled LaUNCh and its mission to provide student-athletes industry leading resources and expert education to help them enhance their personal brand and maximize new NIL opportunities and value. Student-athletes, coaches, and current and future partners will have 24-hour access and support through [uncnil@unc.edu](mailto:uncnil@unc.edu). The program will also provide partnership opportunities with local businesses, athletic donors, and alumni to expand NIL opportunities for all student-athletes through organizations such as Chamber of Commerce, Learfield, and the Rams Club. Carolina Student Legal Services and the UNC School of Law will also be providing on-campus, pro bono legal services with licensed local attorneys for contract review and other select NIL-related issues.

Cunningham explained in response to a question from Jay Smith that most likely the NIL agreement must be of a certain size, be associated with a group license, or involve an established university partner for the student-athlete to be granted use of university logos and marks. Also, student-athletes can participate in a group licensing deal and still do individual deals.

## VII. Remarks from Chancellor

Chancellor Guskiewicz thanked the committee for its thoughtful discussion on a variety of topics in support student-athletes. The energy of our students and faculty as we have returned to campus has been encouraging. Guskiewicz started his morning with Bubba Cunningham in Kenan stadium for a meeting with all Athletic Department employees. A highlight was celebrating the many accomplishments of student-athletes on and off the field during the Pandemic. Guskiewicz thanked the faculty, counselors, coaches, and sport medicine employees for their continuous support for student-athletes at UNC. The graduation success rate for student-athletes is 90% and eight of UNC's sport teams participated in final four competitions, including Field Hockey's National Championship.

Approximately 5,500 students from the classes of 2025 and 2024 were welcomed during Convocation in Kenan Stadium on August 16, 2021, signifying the start of a new academic year. The class of 2025 is the largest class in the history of Carolina. This class is composed of 19% first-generation college students, students from 46 states, 94 North Carolina counties, and 98 countries. Carolina athletic events play a key role in the student experience and the Chancellor is grateful for everyone who helps to provide all students the opportunity to engage in college sports.

Due to the ongoing Pandemic and the rise in the Delta variant across the state, it is critical to communicate to our community that the Pandemic is not over and the health of our students, faculty, and staff is still the primary concern. The current student behavior regarding following community guidelines and the high vaccination rate for students is encouraging. As of August 18, the percentage of student vaccination attestations was approximated to be 93% and 80% of employees had attested to being vaccinated. The Chancellor affirmed his commitment to monitoring the spread of the Delta variant on campus and expressed his appreciation for the University's infectious disease experts.

#### VIII. Athletic Director Update

Bubba Cunningham, Athletics Director, began his update by emphasizing that vaccinations are critical to all our sport teams. Women's golf, Women's soccer, and Women's basketball are 100% vaccinated.

Austin Greaser, member of the UNC golf team, placed second in the 2021 U.S. Amateur earning a spot in the 2022 U.S. Open. Greaser is the first player from UNC to advance to the final round in the U.S. Amateur since 1922.

Cunningham shared his excitement that sport teams are back on campus and competing this fall. Outdoor sport spectators will not be required to wear masks, but masks will be required for indoor sport spectators, in alignment with Orange County health directives and campus community guidelines.

The Atlantic Coast Conference is continuing television negotiations to expand the ACC's footprint on cable networks. Jim Phillips, who is now six months into his new role as the ACC Commissioner, is working with ESPN on these efforts.

The conferences in the newly-formed Alliance of the ACC, Big 10, and PAC 12, are brainstorming how to bring the three conferences together to make progress towards the goals for the Alliance. For example, how can all 41 schools influence legislation that impacts all student-athletes?

Later in the fall, the College Football Playoff will consider whether to expand the football playoffs from four to twelve teams. UNC's current position is to advocate for the continuation of a four-team playoff.

Athletics is hoping to schedule football games in the coming seasons against other schools in the Alliance conferences without making student-athletes' schedules more challenging.

Jay Smith asked if Athletics could share the history of Spotter.edu technology and how it is being used currently. Spotter.edu was introduced at UNC in 2019 as a class checker system for student-athletes. This system was favored as an efficient tool to confirm attendance and provide documentation. Chair Geil acknowledged the committee's interest in discussing Spotter.edu and plans to add it to the agenda for the committee's September meeting.

#### IX. FAC Planning for the year (Topic Groups, Key Goals)

Lissa Broome and Chair Melissa Geil asked committee members to review the FAC planning meeting document that is located on Sakai and identify issues related to student-athletes that they would like to be discussed in future meetings, as well as how members' topic groups can align with identified issues. There is a proposed agenda item calendar that can also be found on the FAC planning meeting document.

Chair Geil thanked everyone for coming to the meeting and their thoughtful contributions to the discussions. The meeting adjourned at 5:00pm.

Respectfully submitted, Lissa Broome (with assistance from Katie Sessoms)

#### Attachment

- Academic Scorecard
- NIL PowerPoint

# UNC-Chapel Hill

## Student-Athlete Academic Scorecard

Fall 2021



For a complete list of academic honors and recognitions, please visit

<https://aspsa.unc.edu/student-athlete-recognition/>.





## **APR/GSR/FGR FOR STUDENT-ATHLETES BY SPORT**

See definitions

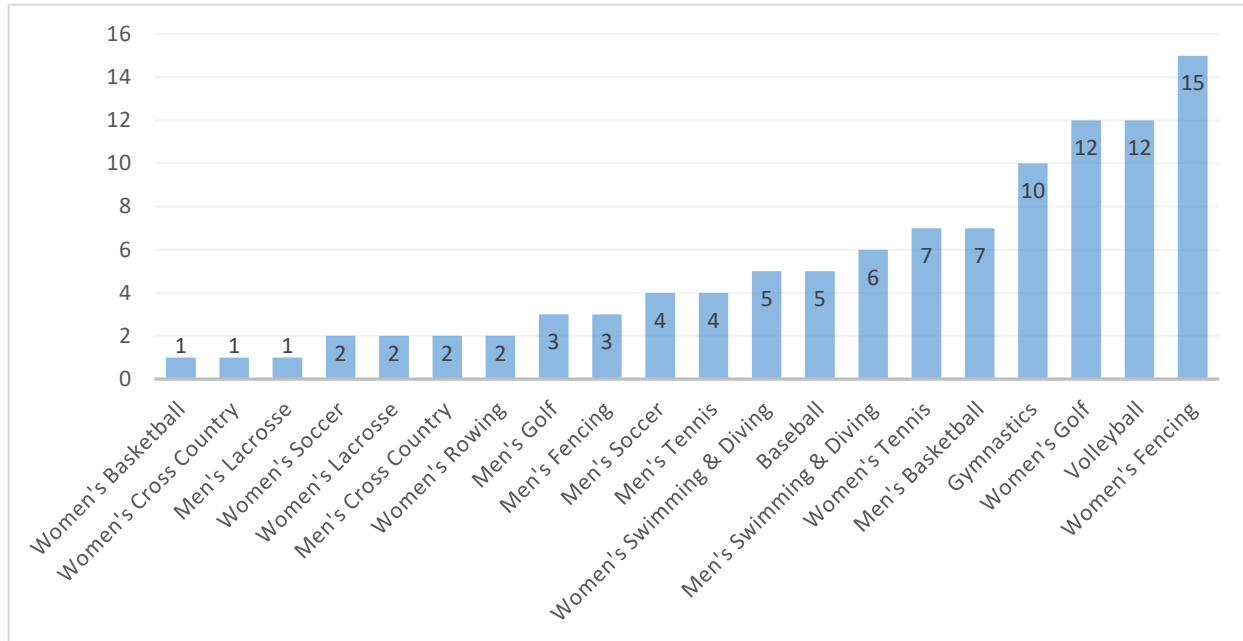
<i>Sport</i>	<u>Single-Year APR (2019-2020)*</u>	<u>Multi-Year APR*</u>	<u>Multi-Year GSR (2010-2013)</u>	<u>Multi-Year FGR (2010-13)</u>
<i>Men's Baseball</i>	990	980	70	29
<i>Men's Basketball</i>	961	961	91	63
<i>Men's Cross Country</i>	1000	979	<i>combined with men's track</i>	<i>combined with men's track</i>
<i>Men's Fencing</i>	1000	995	67	67
<i>Men's Football</i>	997	968	72	62
<i>Men's Golf</i>	975	994	100	82
<i>Men's Lacrosse</i>	994	992	94	85
<i>Men's Soccer</i>	1000	996	91	50
<i>Men's Swimming &amp; Diving</i>	975	990	96	88
<i>Men's Tennis</i>	1000	977	100	86
<i>Men's Track &amp; Field</i>	988	987	86	86
<i>Men's Wrestling</i>	1000	992	63	50
<i>Sport</i>	<u>Single-Year APR (2019-2020)*</u>	<u>Multi-Year APR*</u>	<u>Multi-Year GSR (2010-2013)</u>	<u>Multi-Year FGR (2010-13)</u>
<i>Women's Basketball</i>	1000	981	100	60
<i>Women's Cross Country</i>	979	984	<i>combined with women's track</i>	<i>combined with women's track</i>
<i>Women's Fencing</i>	1000	1000	100	100
<i>Women's Field Hockey</i>	1000	986	92	71
<i>Women's Golf</i>	1000	992	100	86
<i>Women's Gymnastics</i>	1000	996	100	100
<i>Women's Lacrosse</i>	970	993	100	97
<i>Women's Rowing</i>	994	994	94	94
<i>Women's Soccer</i>	1000	1000	76	68
<i>Women's Softball</i>	1000	993	94	88
<i>Women's Swimming &amp; Diving</i>	1000	1000	100	91
<i>Women's Tennis</i>	1000	1000	100	96
<i>Women's Track &amp; Field</i>	970	986	90	67
<i>Women's Volleyball</i>	1000	995	100	100

\* 2019-20 APR data was not released to the public & Top 10% Public Recognition has been suspended by the NCAA for 2021 and 2022 releases.



### **TOP 10% NCAA PUBLIC RECOGNITION FOR APR**

UNC-CH teams recognized over the 15 years of APR's existence since 2004-05. For 2021 and 2022, the NCAA has suspended public recognition.



### **UNC FGR/GSR – STUDENT BODY & STUDENT-ATHLETES**

UNC Students	Single Year FGR (2013-14)	Multi Year FGR (2010-13)	Multi Year GSR (2010-13)
Student Body	91	90	-
Student-Athletes	75	72	88

### **TOP 5 MAJORS AMONG ENROLLED UNDERGRADUATE STUDENTS:**

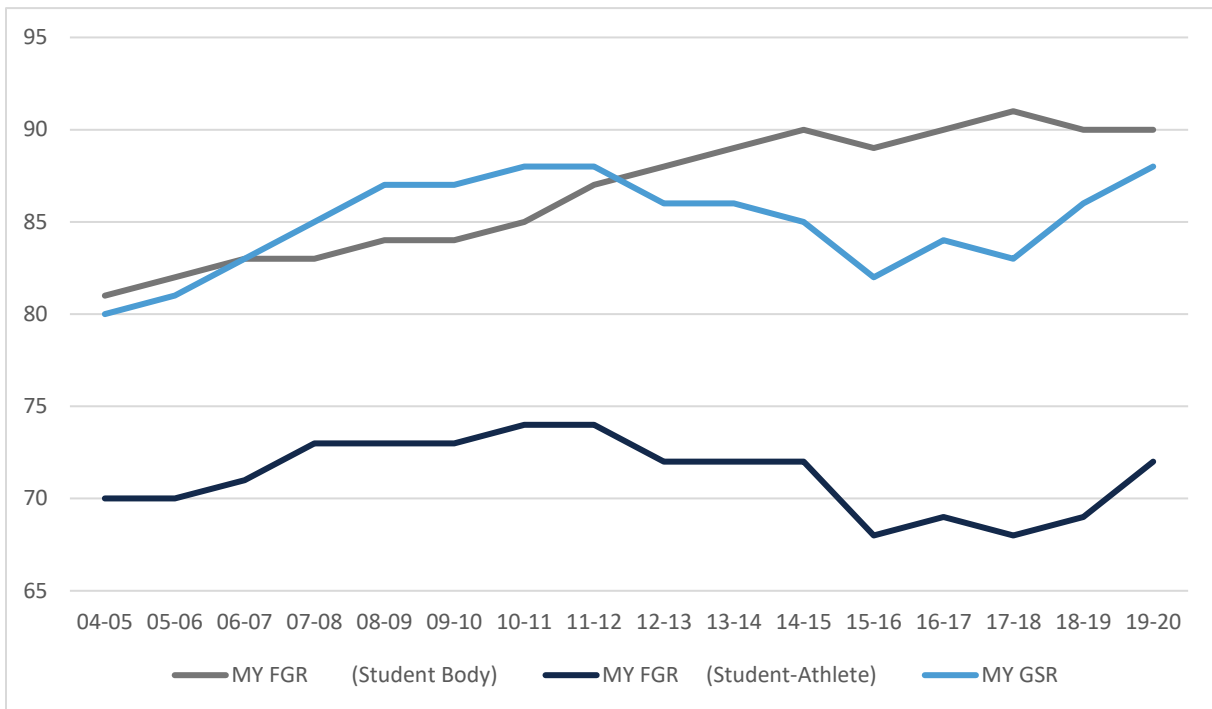
#### **WHO HAVE ACHIEVED AT LEAST JUNIOR STATUS**

**As of Fall 2020:** Includes undergraduate student-athletes (all participants) who have achieved at least junior status by the fall semester. Students with double majors are counted once in each of their majors.

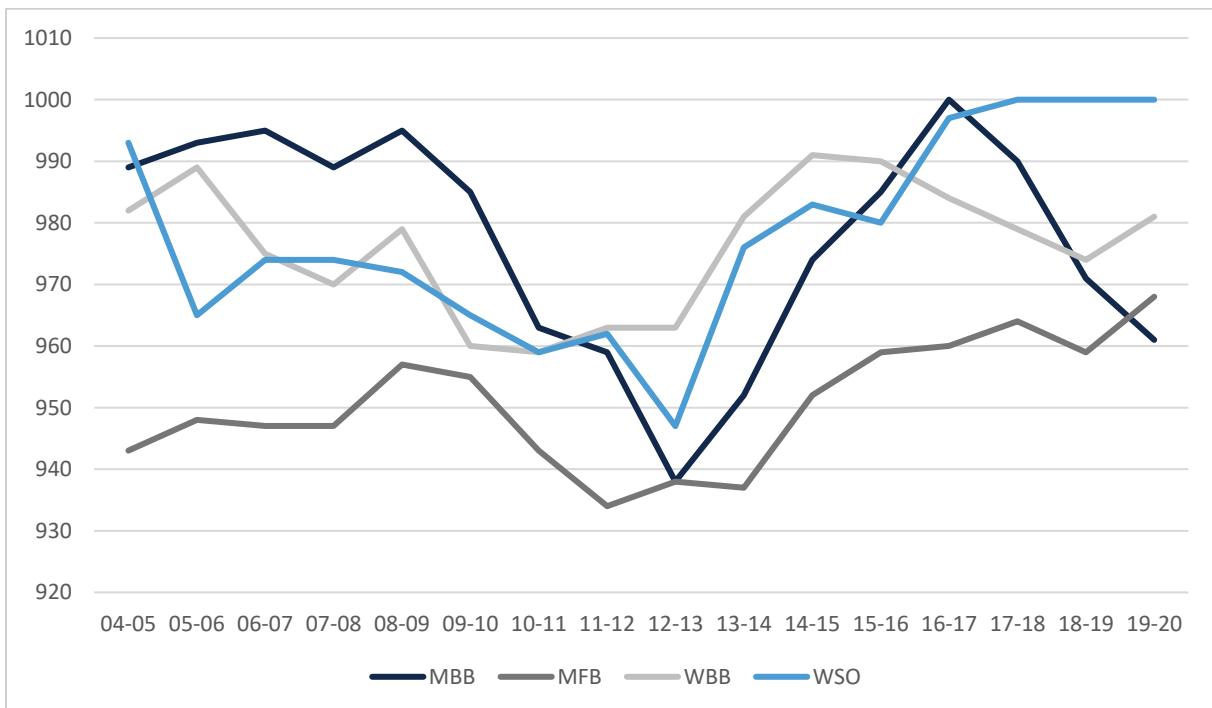
UNC Student Body (N=10,767)	%	UNC Student-Athletes (N=303)	%
1. Biology (B.S.)	7.5	1. Exercise & Sports Science	23.6
2. Computer Science	7.5	2. Communication Studies	13.2
3. Economics (B.A.)	5.6	3. Business Administration	7.7
4. Media & Journalism	5.5	4. Economics (B.A.)	5.8
5. Exercise & Sports Science	5.0	5. Media & Journalism	4.9



### MULTI-YEAR GSR & FGR: OVER TIME



### MULTI-YEAR APR (Men's BBall, Men's Football, Women's BBall, Women's Soccer): OVER TIME

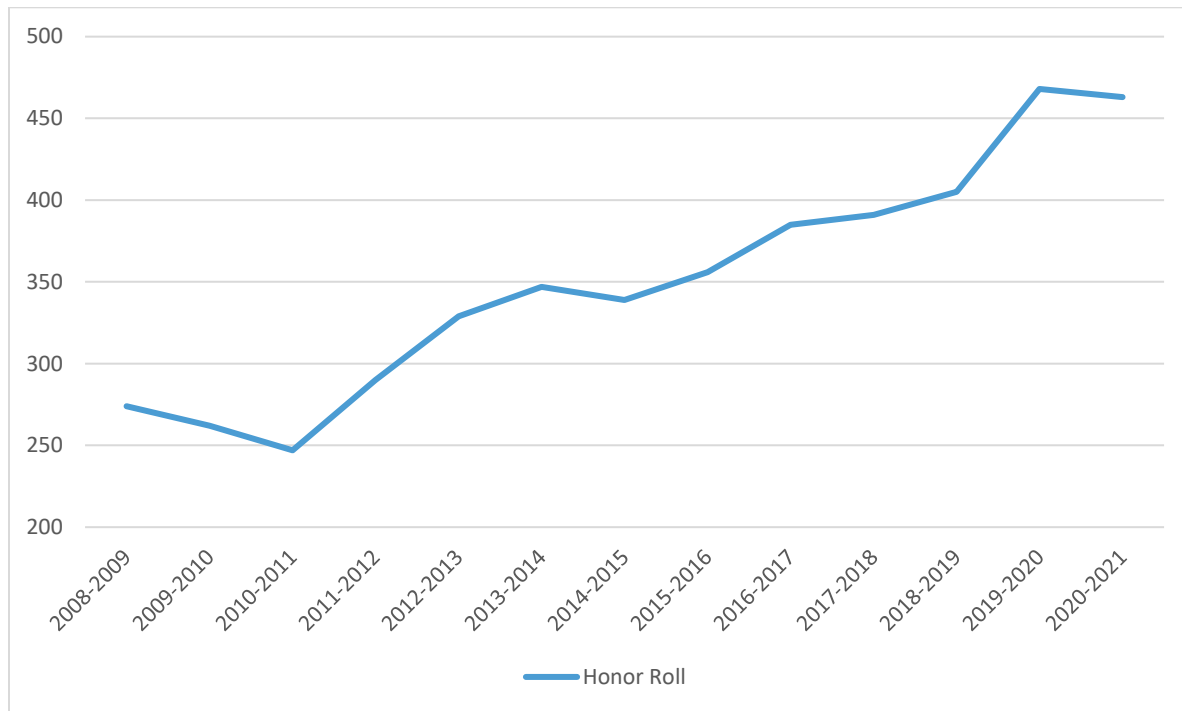


\*1000 – Maximum Score



### **ACC HONOR ROLL FOR UNC-CHAPEL HILL (2008-2020)**

The Atlantic Coast Conference (ACC) Honor Roll is comprised of student-athletes who participated in a varsity sport and achieved a 3.0 GPA or higher in that academic year.



Year	Number of UNC-CH Students
2020-2021	463
2019-2020	468
2018-2019	405
2017-2018	391
2016-2017	385
2015-2016	356
2014-2015	339
2013-2014	347
2012-2013	329
2011-2012	290
2010-2011	247
2009-2010	262
2008-2009	274



## Definitions of APR, FGR, and GSR

**APR** – Academic Progress Rate. The APR standard for a team to be eligible for postseason play is a four-year APR of at least 930 (maximum rate is 1000). This is an NCAA metric based on the academic eligibility, retention, and graduation of **student-athletes receiving athletically related financial aid**. Points are awarded each semester per student-athletes on the basis of eligibility/graduation and retention. Each team member may earn two points per semester: one point for maintaining eligibility or for graduation, and a second point for being retained. Points may also be earned in specific cases when a student transfers or returns to the institution after time away and subsequently graduates. On a team with ten members, there would be a maximum of 40 possible points in an academic year. If two student-athletes on the team were not eligible in the spring semester and were not retained, then the hypothetical team would only earn 36 points (losing 2 points for each student during that spring semester). The APR in this hypothetical example is calculated by first dividing 36 by 40 (equals .9), and then multiplying by 1000 to get an APR of 900.

**FGR** – Federal Graduation Rate. This graduation rate is reported by the Department of Education’s National Center for Education Statistics as part of the Integrated Postsecondary Education Data System (IPEDS). This metric is a six-year rate that includes **students who matriculate in the fall semester and received athletic scholarship aid in their first semester of enrollment**. The federal graduation rate counts student-athletes who left the University in good standing prior to graduation as nongraduates. This data is available for student-athletes at an institution and for the student body, so it is a way of comparing the performance of student-athletes with the student body.

**GSR** – Graduation Success Rate. The GSR is an NCAA metric and is calculated **for student athletes who received athletics aid during their initial semester of enrollment**. The GSR adds students who transferred into the institution and they are included in their original matriculation year cohort. The GSR also differs from the FGR in that schools are not penalized when a student-athlete with athletics eligibility remaining leaves in good academic standing to transfer to another institution, pursue a professional career, or for any other reason. Under the FGR, such departures are counted as failures to graduate from the institution of original enrollment, even if the student later graduates from another institution.

**To search full reports for UNC-CH and our peer institutions:**

**APR** - <https://web3.ncaa.org/aprsearch/aprsearch>

**FGR** - <https://web3.ncaa.org/aprsearch/gsrsearch>

**GSR** - <https://web3.ncaa.org/aprsearch/gsrsearch>

## Report prepared by:

**Lissa Broome, J.D.**, *Faculty Athletics Representative, Burton Craige Distinguished Professor, School of Law*

**Michelle Brown, Ed. D.**, *Assistant Provost, Director of the Academic Support Program for Student-Athletes*

**Emily Blackburn**, *Executive Assistant, Office of the Chancellor*

# UNC Athletics- NAME, IMAGE, and LIKENESS



We Educate and Inspire Through Athletics



# NAME, IMAGE and LIKENESS – What is it? When can a student-athlete do it?

- NIL Defined: Any activity where a SA's name, image, likeness or personal appearance is used for promotional purposes.
- **Effective July 1, 2021.**
  - A SA **CAN** be paid (e.g., cash, product or other benefit) for promotional purposes.
  - A SA **CAN** hire an agent to represent them in NIL activities, but they must pay the going rate for the service.
  - A SA **CAN** reference their status as a SA at UNC.



# NAME, IMAGE, and LIKENESS – Examples

- Self-employment or business ownership (providing a product or service) – starting a clothing company, performing as a musician, selling artwork etc.
- Appearing in TV, print or social media advertisements for commercial products or services.
- Providing lessons, including conducting camps/clinics - live, in-person or streaming online).
- Selling autographs on items not provided by UNC.
- Making personal appearances to promote commercial products or services (e.g., appearance at a restaurant, event or commercial establishment).
- Being a social media influencer (compensation for social media activity/posting).





# NAME, IMAGE, and LIKENESS – What CAN'T a student-athlete do?

- SA's **CAN'T** hire an agent for future professional athletic contract negotiations.
- SA's **CAN'T** be paid for work not performed or be paid to attend or play at UNC.
  - NCAA Extra Benefit and Recruiting Inducement rules still apply.
- SA's **CAN'T** be paid based on a specific athletic performance or achievement (e.g., number of TD's scored, what place they finish).
- SA's **CAN'T** enter into NIL agreements with any vendor associated with an NCAA banned substance, gambling/sports wagering or adult entertainment.
- SA's **CAN'T** sell items that were provided to them by UNC (e.g., shoes, helmets, jersey's, tournament gifts).



# NAME, IMAGE, and LIKENESS – Logistics

- SA's **MUST** disclose all NIL agreements to Athletics at least 72 hours prior to engaging in the activity.
- SA's **MUST** disclose any agreement with an agent, advisor, marketing representative etc. within 14 days of signing the agreement.
- SA's **MAY NOT** miss class or team activities to participate in NIL activities.
- Use of UNC marks and logos (including the uniform) **MUST** be approved in advance by Athletics and University Licensing. SA's **HAVE NOT** been granted the rights to use photographs of themselves engaged in practice or competition while in uniform or UNC marks and logos are visible.



# NAME, IMAGE, and LIKENESS – LAUNCH

The program provides student-athletes industry leading resources and expert education to help them enhance their personal brand and maximize new NIL opportunities and value.

24-hour access and support for SA's, coaches, agencies, and current and future partners using **UNCNIL@UNC.EDU**

**Chamber of Commerce, Learfield, Rams Club:** Partnership opportunities with local businesses, athletic donors, alumni to expand NIL opportunities for all SA's through business connections.

Free on-campus legal services for contract review, taxation, licensing, business formation, and all NIL-related issues is provided by licensed local attorneys in coordination with the **UNC School of Law**.

**BRANDR:** first ever group licensing program for enrolled SA's allows partnership with UNC and access to University marks and logos to create passive income.

**COMPASS:** fully-integrated mobile application for disclosure, education and record keeping. Powered by CLC, the leading collegiate brand licensing company, and Game Plan, the premier provider of SA education and training.

**INFLCR:** The industry-best solution distributes videos, graphics, and real-time content directly to SA's to help them build brand value and expand their exposure.

