



The University of Portland Athletic Department submits this testimony today regarding Senate Bill 5, which would allow student-athletes at Oregon four-year institutions to earn compensation from their name, image, and likeness.

The discussion surrounding the Name, Image, and Likeness (NIL) debate continues to be a critically important topic within college sports circles. For the past few years, the NCAA has worked with institutions like ours to find a fair and equitable way to implement such legislation. We agree that allowing student-athletes to use their name, image, and likeness to realize personal profit is reform that needs to happen and is something the NCAA is committed to implementing.

During the current NCAA legislative cycle, three pieces of legislation would have implemented NIL rules governing student-athletes, prospective student-athletes, and agents and advisors. The proposed legislation was crafted through consultation with NCAA member institutions like ours and designed to be advantageous to student-athletes while also protecting the values of institutions and athletic departments. Due to requests from the Federal Government, where multiple bills regarding NIL have been introduced into the House and Senate, the legislation was not voted upon and tabled indefinitely. Upon review of Senate Bill 5, we agree with particular aspects of the bill. Student-athletes should be able to earn compensation through the use of their name, image, and likeness, and allowing them to use professional representation in an attempt to secure deals is common sense in helping navigate endorsements. As an institution, we are already exploring ways to help student-athletes take advantage of this new environment, providing education on business incorporation, tax requirements, and topics such as effective usage of social media. We want our student-athletes to be prepared for, and be successful, in this new world.

However, while we fully agree that reform is needed and student-athletes should be able to monetize their status through the use of their name, image, and likeness, to continue to have states pass individual bills would result in a chaotic and inequitable environment across the NCAA membership. Having 50 different sets of rules for the over 1,000 member institutions that compose the NCAA would cause disparities among institutions depending upon the legislation in each state, resulting in competitive advantages and disadvantages. As a result, I believe it is best to table SB 5 and wait for Congress to pass federal legislation or the NCAA to pass their own legislation, both of which would provide uniform rules for all NCAA institutions and thus fair and equitable treatment across the membership.

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