



Policy Title	Name, Image and Likeness Activities for Student Athletes
Policy Number	4110
Category	Student
Applicability	College-wide
Responsible Office	Student Affairs
Effective Date	December 11, 2025

## I. Policy Statement

Suffolk County Community College (SCCC) affirms the rights of its student-athletes to earn compensation from the use of their name, image, and likeness (NIL). The College is committed to supporting these opportunities in full compliance with all applicable federal and state laws, regulations, and governing body guidelines.

This policy outlines the expectations and requirements for SCCC student-athletes who wish to engage in NIL-related activities, ensuring they maintain their athletic eligibility and uphold the values and standards of the College and its athletic programs.

## II. Rationale

The evolving landscape of collegiate athletics has created new opportunities for student-athletes to benefit from the use of their name, image, and likeness. In response to these changes, Suffolk County Community College recognizes the importance of establishing a clear and supportive NIL policy.

## III. Scope and Applicability

This Policy applies to all student-athletes participating in intercollegiate athletic programs at Suffolk County Community College. It is intended to guide and assist student-athletes in navigating NIL opportunities. This policy does not override any existing SCCC policies. Student-athletes are expected to comply with all Suffolk County Community College and Suffolk Community College Association<sup>1</sup> policies, procedures, and codes of conduct when participating in NIL activities.

## IV. Responsible Office/Executive

The Vice President for Student Affairs has responsibility for the implementation of this Policy. Individuals with questions about this Policy should contact the Vice President for Student Affairs for more information.

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<sup>1</sup> The Suffolk Community College Association, Inc. is a separate nonprofit corporation whose primary purpose is to promote cocurricular programs and services, including athletics, which directly benefit the students of Suffolk County Community College.

## **V. Definitions**

**Student-athlete:** an individual who is officially enrolled at SCCC and is listed on the roster of an intercollegiate athletic team sponsored by SCCC. This designation includes individuals actively completing, practicing, training and otherwise representing the college in an athletic capacity.

**Name, Image and Likeness Activity:** A name, image and likeness (“NIL”) activity is any activity in which a prospective student-athlete or student-athlete’s name, image, likeness or personal appearance is used for promotional purposes by a non-Institutional entity, including the individual prospective student-athlete or current student-athlete, a commercial entity or a non-Institutional nonprofit or charitable entity. Such use may be compensated (e.g., cash, product or other benefit) or uncompensated.

## **VI. Policy Elaboration**

SCCC student-athletes may earn compensation for the use of their Name, Image, and Likeness (NIL) in accordance with the requirements and restrictions outlined in this Policy, provided the following conditions are met:

- Compensation is not provided in exchange for athletic performance.
- Compensation is not offered as an inducement to enroll or contingent upon enrollment at SCCC.
- Compensation reflects fair market value.
- Compensation is not provided by SCCC, any affiliated entity supporting the college or its athletic programs, or any officer, employee, or agent of such entities.

### **A. Representation**

Student-athletes may seek legal counsel or professional representation specifically for NIL-related matters. Representation for athletic performance or professional sports negotiations remains prohibited. Permissible representatives include talent agents (not sports agents), marketing firms, legal advisors, and financial consultants, provided such persons are registered and/or licensed by the State of New York in accordance with Education Law § 6438-c. Other professionals may be used if their services directly support NIL activities. Student-athletes are encouraged to consult with an appropriate tax professional about the tax implications of any NIL compensation that may be earned.

### **B. Contracts with Outside Entities to Support NIL Activities**

The College and/or the Suffolk Community College Association may contract with an outside entity to provide services that support involvement in NIL activities. An outside entity may develop promotional content (e.g., game highlights) using a student-athlete’s NIL and the College’s Institutional Marks as long as the primary purpose of the promotional content is to promote the institution’s athletics programs, follows standards and usage guidelines for Suffolk County Community College, and receives prior written approval from the College Vice President for Institutional Advancement and College Athletic Director.

Additionally, an individual and/or outside entity may NOT use any promotional content containing the College's Institutional Marks, or other protected properties such as game broadcasts, in connection with NIL activities without prior written approval from the Vice President for Institutional Advancement and the College Athletic Director.

### **C. Prohibited NIL Activities and Conflicts**

State law restricts certain NIL activities and, further, prohibits a student-athlete from entering into a contract providing compensation to the student-athlete for use of the student-athlete's name, image, or likeness if a provision of the contract causes a conflict pursuant to Education Law § 6438-c(6)(d).

Accordingly, student-athletes may not:

- Receive compensation for athletic performance or participation at SCCC.
- Be paid for involvement in institutional marketing using their NIL.
- Engage in NIL activities that conflict with existing college contracts or values.
- Receive payments or benefits from SCCC or its affiliates related to NIL.
- Accept compensation from individuals acting on behalf of SCCC.

NIL activities are prohibited if they:

- Violate NJCAA or Region XV regulations.
- Conflict with local, state, or federal laws.
- Contradict SCCC or SUNY system policies.
- Occur during official athletic or academic obligations (e.g., practices, competitions, classes).
- Require missing class time.
- Are facilitated by SCCC or its representatives.
- Use SCCC intellectual property (logos, trademarks, etc.), branding, uniforms, or facilities without prior written approval from the Vice President for Institutional Advancement and the College Athletic Director.
- Promote products or services related to tobacco, alcohol, vaping, illegal substances, banned athletic substances, pornography, or gambling.
- Involve direct payments from donors, alumni, or boosters for athletic participation or recruitment.

### **D. Use of College Property and Facilities**

All NIL-related activities on campus must comply with the SCCC [Student Code of Conduct](#) and [Student Handbook](#) policies regarding solicitation, sales, and publicity. Students must follow all campus event guidelines when using college facilities for NIL purposes.

### **E. International Student-Athletes**

Due to international student visa employment restrictions, international student-athletes should confer with the International Students Office to discuss work permissions for their respective student visa.

## **VII. Related Administrative Procedures**

Student-athletes at Suffolk County Community College must disclose all NIL opportunities by completing and submitting an NIL Disclosure Form for each agreement entered into with a third party to the SCCC Athletics Compliance Office at least five (5) days prior to engaging in the NIL agreement or activity. This advance notice allows the compliance office to review the proposed activity to ensure it aligns with institutional, conference, and NJCAA regulations, does not otherwise cause a prohibited conflict, and does not jeopardize the student-athlete's eligibility.

## **VIII. Cross-References**

- [Recruitment Policy for Intercollegiate Athletics](#)
- [Student Code of Conduct](#)
- [Student Handbook](#)
- [Facilities Use Policy](#)

## **IX. References**

- Middle States Commission on Higher Education (MSCHE), Standards for Accreditation and Requirements of Affiliation, 14<sup>th</sup> ed., [Standard IV](#)
- [Education Law § 6438-c](#) (Student-Athlete Compensation)
- [National Junior College Athletic Association \(NJCAA\) Handbook](#) (*See* Article V, Student-Athlete Eligibility: Section 4: Amateur Status of NJCAA Student-Athletes)

## **X. History / Revision Dates**

Adopted: December 11, 2025 (Board of Trustees)