



CENTRAL CAROLINA COMMUNITY COLLEGE POLICY & PROCEDURE MANUAL

Student Services Section

Policy 5.4.7 - Intercollegiate Student Athletics

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I. ADMISSIONS & ELIGIBILITY REQUIREMENTS

Students participating in the College intercollegiate athletic programs shall satisfy the same admissions criteria and academic retention policies as outlined for all students. Participating students must satisfy the eligibility requirements of the National Junior Collegiate Athletic Association (“NJCAA”) to participate in the athletic program and must meet the same standards of eligibility for financial aid as other students. Student athletes are expected to abide by all College policies and procedures and athletics rules and regulations. Violations may result in suspension from the College's athletic program, depending on the offense, and further disciplinary action pursuant to College policy.

The College shall maintain membership in good standing with the NJCAA.

II. SCHOLARSHIPS, TUITION WAIVERS, AND ATHLETICS FINANCIAL SUPPORT

Athletic scholarships may be made available where allowed and appropriate to athletes. Tuition waivers shall not be offered by the College or the College’s Foundation for students participating in intercollegiate athletics.

No state funds shall be used to create, support, maintain or operate an intercollegiate athletics program. Financial support for the College’s intercollegiate athletic programs shall be provided from Student Activity Fees and College discretionary funds. Except for temporary room and board associated with specific athletic events, the College shall neither provide, nor offer, room and board as part of an intercollegiate athletic scholarship to any student participating in an intercollegiate athletics sport.

III. NAME, IMAGE, & LIKENESS RIGHTS

Acknowledging the right of student athletes to control their name, image, and likeness (“NIL”) interests, the College recognizes the need for clarity on the NIL rights of students and the College.

A. Athlete NIL Rights

Athletes have the right to control their NIL interests. NIL interests include, but are not limited to:

- The athlete’s name,
- Images and video recordings of the athlete,
- Audio recordings of the athlete,
- Depictions where the identity of the athlete is reasonably ascertainable, and
- Symbols, icons, or other indicia that are so closely associated with the athlete that the athlete’s identity is effectively inseparable from them.

Athletes may monetize their NIL interests without interference from the College.

B. College NIL Rights

The College holds intellectual property rights in its branded assets, including but not limited to its name, logos, and trademarks, as well as in photos, videos, recordings, images, and other like intellectual property materials created by or for the College. The College has the right to control the use and monetization of all its intellectual property, including but not limited to the aforementioned branded assets and materials. As such, while an athlete may use and monetize their NIL interests without interference from the College, athletes may not use the College’s intellectual property without the College’s consent. Examples include wearing a College uniform in a commercial advertisement or making statements or representations using the College’s name to increase or enhance personal NIL monetization efforts.

C. College to Hold Non-Exclusive License to Athlete NIL

During and after the athlete’s attendance at the College and participation in the College’s athletic programs, the athlete gives the College the perpetual, non-exclusive, non-assignable license to use the student’s NIL interests in the College’s marketing and outreach efforts, including but not limited to:

- Marketing to prospective students and athletes,
- Promoting the College’s athletic programs, and
- Creating internal and external marketing materials.

This license does not include the right to monetize the athlete’s NIL interests or to use the athlete’s NIL interests for commercial purposes that directly generate revenue, such as the sale of jerseys with the athlete’s name on them. This license does not include the athlete’s NIL interests independent of the athlete’s participation in the College’s athletic programs, whether prior to, concurrent with, or subsequent to such participation.

Nothing in this Policy shall be construed to bar the College from entering into a lawful contractual or similar business relationship with an athlete or former athlete to monetize the athlete's NIL interests or to use the athlete's NIL interests for commercial purposes in conjunction with the College's intellectual property interests or other resources.

REFERENCES

Statutory References	None
Regulatory References	1B SBCCC 600.99, 1E SBCCC 700.2, 1H SBCCC 200.9
Relevant Guidance	None
Policy Manual Cross-References	None

POLICY HISTORY

February 4, 2026	Adopted.
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