

Student Athlete Revisions

2025 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Sahara Hayes

Senate Sponsor: Michael K. McKell

LONG TITLE

General Description:

This bill mandates policies on abusive coaching and addresses student-athlete compensation for name, image, or likeness.

Highlighted Provisions:

This bill:

- defines terms;
- makes technical and conforming changes;
- allows an institution of higher education to use certain funds to compensate a student athlete directly for the use of the student athlete's name, image, or likeness;
- provides certain protections to institutions and student athletes;
- creates an audit requirement for the Board of Higher Education;
- requires a degree-granting institution to:
 - adopt a policy addressing abusive coaching practices; and
 - report to the Education Interim Committee; and
- requires a degree-granting institution's board of trustees to review and approve a degree-granting institution's policy on abusive coaching practices.

Money Appropriated in this Bill:

None

Other Special Clauses:

None

Utah Code Sections Affected:

AMENDS:

53B-1-301, as last amended by Laws of Utah 2024, Chapter 3

53B-16-601, as enacted by Laws of Utah 2024, Chapter 49

28 **53B-16-602**, as enacted by Laws of Utah 2024, Chapter 49

29 **53E-1-201**, as last amended by Laws of Utah 2024, Chapters 3, 460 and 525

30 ENACTS:

31 **53B-16-701**, Utah Code Annotated 1953

33 *Be it enacted by the Legislature of the state of Utah:*

34 Section 1. Section **53B-1-301** is amended to read:

35 **53B-1-301 . Reports to and actions of the Higher Education Appropriations**
36 **Subcommittee.**

37 (1) In accordance with applicable provisions and Section 68-3-14, the following recurring
38 reports are due to the Higher Education Appropriations Subcommittee:

- 39 (a) the reports described in Sections 53B-1-116, 53B-1-117, and 53B-1-118;
- 40 (b) the reports described in Sections 34A-2-202.5, 53B-30-206, and 59-9-102.5 by the
41 Rocky Mountain Center for Occupational and Environmental Health;
- 42 (c) the report described in Section 53B-7-101 by the board on recommended
43 appropriations for higher education institutions, including the report described in
44 Section 53B-8-104 by the board on the effects of offering nonresident partial tuition
45 scholarships;
- 46 (d) the report described in Section 53B-7-704 by the Department of Workforce Services
47 and the Governor's Office of Economic Opportunity on targeted jobs;
- 48 (e) the reports described in Section 53B-7-705 by the board on performance;
- 49 (f) the report described in Section 53B-8-201 by the board on the Opportunity
50 Scholarship Program;
- 51 (g) the report described in Section 53B-8d-104 by the Division of Child and Family
52 Services on tuition waivers for wards of the state;
- 53 (h) the report described in Section 53B-13a-103 by the board on the Utah Promise
54 Program;
- 55 (i) the report described in Section 53B-16-602 by the board on a state institution
56 compensating a student athlete for the use of the student athlete's name, image, or
57 likeness;
- 58 [(f)] (j) the report described in Section 53B-17-201 by the University of Utah regarding
59 the Miners' Hospital for Disabled Miners;
- 60 [(f)] (k) the report described in Section 53B-26-202 by the Medical Education Council on
61 projected demand for nursing professionals;

62 ~~[(k)]~~ (l) the report described in Section 53B-35-202 regarding the Higher Education and
63 Corrections Council; and

64 ~~[(t)]~~ (m) the report described in Section 53E-10-308 by the State Board of Education and
65 board on student participation in the concurrent enrollment program.

66 (2) In accordance with applicable provisions and Section 68-3-14, the following occasional
67 reports are due to the Higher Education Appropriations Subcommittee:

68 (a) upon request, the information described in Section 53B-8a-111 submitted by the
69 Utah Educational Savings Plan;

70 (b) a proposal described in Section 53B-26-202 by an eligible program to respond to
71 projected demand for nursing professionals; and

72 (c) a report in 2023 from Utah Valley University and the Utah Fire Prevention Board on
73 the fire and rescue training program described in Section 53B-29-202.

74 (3) In accordance with applicable provisions, the Higher Education Appropriations
75 Subcommittee shall complete the following:

76 (a) an appropriation recommendation described in Section 53B-1-118 regarding
77 compliance with Subsections 53B-1-118(5) and (14);

78 (b) as required by Section 53B-7-703, the review of performance funding described in
79 Section 53B-7-703;

80 (c) an appropriation recommendation described in Section 53B-26-202 to fund a
81 proposal responding to projected demand for nursing professionals; and

82 (d) review of the report described in Section 63B-10-301 by the University of Utah on
83 the status of a bond and bond payments specified in Section 63B-10-301.

84 Section 2. Section **53B-16-601** is amended to read:

85 **53B-16-601 . Definitions.**

86 As used in this part:

87 (1) "Athlete agent" means the same as that term is defined in Section 58-87-102.

88 (2) "Athletic entity" means an athletic association, athletic conference, or other group or
89 organization with authority over intercollegiate athletics.

90 (3) "Institution" means:

91 (a) an institution of higher education described in Section 53B-1-102; or

92 (b) a private, nonprofit institution of higher education.

93 (4)(a) "Institutional marketing associate" means a third-party entity that enters into a
94 contract with, or acts on behalf of, an institution or intercollegiate athletics program.

95 (b) "Institutional marketing associate" does not include:

(i) an institution;

(ii) an athletic entity; or

(iii) a staff member, employee, officer, director, manager, or owner of an institution.

[(2)] (5) "Intercollegiate athletics program" means an institution-sponsored athletic program or sporting activity in which a student athlete represents the student athlete's institution in competition against another institution.

[(3)] (6) "Prohibited endorsement provision" means a provision that requires or permits the use of a student athlete's name, image, or likeness to promote:

(a) a tobacco product or e-cigarettes, as those terms are defined in Section 76-10-101, including vaping;

(b) an alcoholic product, as that term is defined in Section 32B-1-102;

(c) a seller or dispenser of a controlled substance, including steroids, antibiotics, and marijuana;

(d) gambling or betting;

(e) a sexually oriented business, as that term is defined in Section 17-50-331; or

(f) a firearm that the student athlete cannot legally purchase.

[(4)] (7)(a) "Student athlete" means an individual who:

(i) is enrolled in an institution; and

(ii) participates as an athlete for the institution in an intercollegiate athletics program.

(b) "Student athlete" includes an agent or other representative of a student athlete.

[(5)] (8) "Student athlete agreement" means a proposed or executed contract:

(a) between a student athlete and [~~a third party that is not an institution~~] another party; and

(b) in which the student athlete and [~~third~~] other party agree that the student athlete's name, image, or likeness may be used to promote a business, person, product, service, or individual in exchange for the student athlete receiving financial compensation or other benefits.

(9) "Third-party entity" means an individual or organization, other than an athletic entity, with authority over intercollegiate athletics.

Section 3. Section **53B-16-602** is amended to read:

53B-16-602 . Use of a student athlete's name, image, or likeness in intercollegiate athletics programs -- Contracts -- Exceptions -- Prohibitions.

(1) An institution may, except as provided in Subsection (2), compensate a student athlete directly for use of the student athlete's name, image, or likeness.

- (2) An institution may not compensate a student athlete or prospective student athlete for use of the student athlete's name, image, or likeness through:
- (a) funds the Legislature appropriates; or
- (b) a fee a student attending an institution pays to the institution.
- (3)(a) A student athlete may not enter into a student athlete agreement that contains a prohibited endorsement provision.
- ~~[(2) Before a student athlete or prospective student athlete enters into a student athlete agreement that exceeds \$600 in value, the student athlete or proposed student athlete shall provide the student athlete agreement to the student athlete's or proposed student athlete's institution.]~~
- ~~[(3) An institution that receives a student athlete agreement under Subsection (2) shall provide the student athlete or prospective student athlete with a written acknowledgment regarding whether the student athlete agreement conflicts with the institution's policies or the provisions in this part.]~~
- ~~[(4)] (b) A student athlete agreement or any communication, or other material related to a student athlete agreement, including those created before May 1, 2024, is not subject to Title 63G, Chapter 2, Government Records Access Management Act.~~
- ~~[(5) An institution may not use funds appropriated by the Legislature for any purpose related to a student athlete's or prospective student athlete's student athlete agreement that the student athlete or prospective student athlete submits to the institution.]~~
- (4) A student athlete attending an institution is not an employee of the institution through:
- (a) the student athlete's participation in an athletic program the institution offers; or
- (b) the institution compensating the student athlete for use of the student athlete's name, image, or likeness.
- (5) The board shall:
- (a) beginning fiscal year 2028 and every five years thereafter, conduct an audit of each state institution that evaluates:
- (i) money an institution expends to directly compensate a student athlete for the use of the student athlete's name, image, or likeness; and
- (ii) the implementation and use of payments by an institution to a student athlete for a student athlete's name, image, or likeness; and
- (b) prepare and submit a written report for the audit described in Subsection (5)(a) to the Education Interim Committee and the Higher Education Appropriations Subcommittee.

(6) An athletic entity may not:

(a) prevent a student athlete of an institution from fully participating in intercollegiate athletics because the student athlete:

(i) earns compensation through the student athlete's name, image, or likeness; or

(ii) obtains professional representation from an athlete agent or attorney;

(b) prevent an institution from becoming a member of an athletic entity or from participating in intercollegiate athletics that an athletic entity sponsors because a student athlete of an institution or college participating in intercollegiate athletics:

(i) earns compensation from the use of the student athlete's name, image, or likeness;

or

(ii) obtains professional representation from an athlete agent or attorney; or

(c) prevent an institution, institutional marketing associate, or third-party entity from creating and supporting opportunities for a student athlete to earn compensation for use of the student athlete's name, image, or likeness.

Section 4. Section **53B-16-701** is enacted to read:

53B-16-701 . Abusive coaching policies.

(1) As used in this section:

(a)(i) "Abusive coaching practice" means conduct by a coach or member of the coaching staff that creates a harmful environment for a student athlete.

(ii) "Abusive coaching practice" includes conduct by a coach or coaching staff with a student athlete that results in:

(A) harmful or offensive physical contact;

(B) sexual misconduct or harassment;

(C) inappropriate sexual language; or

(D) conduct that a reasonable person would find to be psychologically abusive.

(b) "Athletic department" means the division of a degree-granting institution responsible for overseeing intercollegiate athletic programs.

(2) A degree-granting institution shall:

(a) address abusive coaching practices by requiring a degree-granting institution's athletic department to adopt a policy by November 7, 2025, that:

(i) allows an individual to submit a complaint to the athletic department alleging a violation of the policies described in this Subsection (2)(a);

(ii) prohibits coaches and coaching staff from encouraging or advising a student athlete to tolerate an abusive coaching practice;

- 208 (iii) prohibits coaches and coaching staff from discouraging a report for an abusive
209 coaching practice;
- 210 (iv) establishes reporting requirements for a volunteer, coach, or member of the
211 coaching staff who learns of an abusive coaching practice;
- 212 (v) mandates training for athletic department staff on recognizing and preventing an
213 abusive coaching practice;
- 214 (vi) establishes a procedure for the athletic department to follow when responding to
215 a complaint of an abusive coaching practice; and
- 216 (vii) institutes disciplinary action for individuals found in violation of the policies
217 described in this Subsection (2)(a);
- 218 (b) submit the policy described in Subsection (2)(a) to the board and Education Interim
219 Committee before the Education Interim Committee's November 2025 meeting; and
- 220 (c) establish procedures to:
- 221 (i) notify an individual of the receipt of the complaint the individual submits under
222 Subsection (2)(a)(i), within five business days after the submission of the
223 complaint;
- 224 (ii) initiate an investigation of the complaint no later than 30 days after the receipt of
225 a complaint;
- 226 (iii) require an institution to ensure the investigation is as thorough and expeditious as
227 possible; and
- 228 (iv) where appropriate, act immediately to stop a program under an athletic
229 department until the institution is able to restore an environment that is not
230 harmful.
- 231 (3)(a) A degree-granting institution's board of trustees shall:
- 232 (i) review the policies a degree-granting institution creates in accordance with
233 Subsection (2)(a); and
- 234 (ii) approve the policies a degree-granting institution creates if the policies meet the
235 policy requirements listed in Subsection (2)(a).
- 236 (b) Upon approval of the policies by a degree granting institution's board of trustees a
237 degree-granting institution shall send the adopted policies to the board.
- 238 Section 5. Section **53E-1-201** is amended to read:
- 239 **53E-1-201 . Reports to and action required of the Education Interim Committee.**
- 240 (1) In accordance with applicable provisions and Section 68-3-14, the following recurring
- 241 reports are due to the Education Interim Committee:

- (a) the report described in Section 9-22-109 by the STEM Action Center Board, including the information described in Section 9-22-113 on the status of the computer science initiative and Section 9-22-114 on the Computing Partnerships Grants Program;
- (b) the prioritized list of data research described in Section 53B-33-302 and the report on research and activities described in Section 53B-33-304 by the Utah Data Research Center;
- (c) the report described in Section 53B-1-402 by the Utah Board of Higher Education on career and technical education issues and addressing workforce needs;
- (d) the annual report of the Utah Board of Higher Education described in Section 53B-1-402;
- (e) the reports described in Section 53B-28-401 by the Utah Board of Higher Education regarding activities related to campus safety;
- (f) the State Superintendent's Annual Report by the state board described in Section 53E-1-203;
- (g) the annual report described in Section 53E-2-202 by the state board on the strategic plan to improve student outcomes;
- (h) the report described in Section 53E-8-204 by the state board on the Utah Schools for the Deaf and the Blind;
- (i) the report described in Section 53E-10-703 by the Utah Leading through Effective, Actionable, and Dynamic Education director on research and other activities;
- (j) the report described in Section 53F-2-522 regarding mental health screening programs;
- (k) the report described in Section 53F-4-203 by the state board and the independent evaluator on an evaluation of early interactive reading software;
- (l) the report described in Section 63N-20-107 by the Governor's Office of Economic Opportunity on UPSTART;
- (m) the reports described in Sections 53F-5-214 and 53F-5-215 by the state board related to grants for professional learning and grants for an elementary teacher preparation assessment;
- (n) upon request, the report described in Section 53F-5-219 by the state board on the Local Innovations Civics Education Pilot Program;
- (o) the report described in Section 53F-5-405 by the state board regarding an evaluation of a partnership that receives a grant to improve educational outcomes for students

- 266 who are low income;
- 267 (p) the report described in Section 53B-35-202 regarding the Higher Education and
- 268 Corrections Council;
- 269 (q) the report described in Section 53G-7-221 by the state board regarding innovation
- 270 plans;
- 271 (r) the reports described in Section 53F-6-412 regarding the Utah Fits All Scholarship
- 272 Program.
- 273 (2) In accordance with applicable provisions and Section 68-3-14, the following occasional
- 274 reports are due to the Education Interim Committee:
- 275 (a) in 2027, 2030, 2033, and 2035, the reports described in Sections 53B-1-116,
- 276 53B-1-117, and 53B-1-118;
- 277 (b) in 2025, the report described in Section 53B-16-701 by a degree-granting institution
- 278 regarding policies on abusive coaching practices;
- 279 ~~[(b)]~~ (c) if required, the report described in Section 53E-4-309 by the state board
- 280 explaining the reasons for changing the grade level specification for the
- 281 administration of specific assessments;
- 282 ~~[(c)]~~ (d) if required, the report described in Section 53E-5-210 by the state board of an
- 283 adjustment to the minimum level that demonstrates proficiency for each statewide
- 284 assessment;
- 285 ~~[(d)]~~ (e) the report described in Section 53E-10-702 by Utah Leading through Effective,
- 286 Actionable, and Dynamic Education;
- 287 ~~[(e)]~~ (f) if required, the report described in Section 53F-2-513 by the state board
- 288 evaluating the effects of salary bonuses on the recruitment and retention of effective
- 289 teachers in high poverty schools;
- 290 ~~[(f)]~~ (g) upon request, a report described in Section 53G-7-222 by an LEA regarding
- 291 expenditure of a percentage of state restricted funds to support an innovative
- 292 education program;
- 293 ~~[(g)]~~ (h) the reports described in Section 53G-11-304 by the state board regarding
- 294 proposed rules and results related to educator exit surveys; and
- 295 ~~[(h)]~~ (i) the report described in Section 26B-5-113 by the Office of Substance Use and
- 296 Mental Health, the state board, and the Department of Health and Human Services
- 297 regarding recommendations related to Medicaid reimbursement for school-based
- 298 health services.

299 Section 6. **Effective Date.**

300 This bill takes effect on May 7, 2025.