

HB 617

Use of Name, Image, or Likeness by High School Student-Athletes



Bill Patron: Delegate Marcia Price

■ WHAT THE BILL DOES:

Establishes rights, duties, and prohibitions relating to the use of the name, image, or likeness of high school student-athletes that are equivalent to those established in law for college student-athletes. VDOE will publish on its website information about applicable laws to any contract entered into by a student-athlete relating to compensation for their name, image, or likeness.

■ HOW DOES THIS IMPACT SCHOOL DIVISIONS?

Student athletes cannot be prevented from earning compensation for the use of her name, image, or likeness, with limited exceptions named in this bill. Student athletes may also obtain professional representation by an athlete agent or legal representation by an attorney in connection with issues related to name, image, or likeness. Student-athletes shall disclose such agreement to the high school at which she is enrolled in a manner designated by the high school.

■ WHAT RESOURCES ARE AVAILABLE?

- The Virginia High School League has created and published a 30-minute course on its website as a resource related to name, image, and likeness for high school athletes. This course can be found on the [VHSL website](#).

■ WHAT ADDITIONAL ITEMS WILL BE RELEASED?

- VDOE will post resources on its website prior to the start of the 2024-2025 school year.

■ SCHOOL DIVISION NEXT STEPS:

1. Share the current VHSL resources and VDOE resources (when published) with interested student-athletes and their families.
2. School divisions may also consider sharing these resources with student-athletes and families during pre-season meetings for each fall, winter, and spring sport.
3. Determine the feasibility and practicality of requiring student-athletes and their families to complete the digital course created by the Virginia High School League.
4. Consult with the Virginia High School League for clarification on any issues that may impact a student-athlete's eligibility because of their use of the name, image, or likeness.

■ WHO IS THE VDOE CONTACT:

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