



Kern Community College District
Administrative Procedure
Chapter 5 – Student Services

AP 5700 Intercollegiate Athletics

References:

Education Code Sections 66271.6, 66271.8, 67360 et seq., 67456, and 78223;
Title IX, Education Amendments of 1972;
Community College Athletic Association (CCCAA) Constitution and CCCAA Bylaws

Name, Image, Likeness, and Athletic Reputation:

Prospective Student Athlete:

The colleges of Kern CCD will not provide a prospective student athlete with compensation in relation to the athlete's name, image, likeness, or athletic reputation.

Student Athletes:

The colleges of Kern CCD will not prevent a student participating in intercollegiate athletics from either earning compensation as a result of the use of the student athlete's name, image, likeness, or athletic reputation, or from obtaining professional representation by duly licensed athletic agents or attorneys. However, a student athlete may not enter into a contract that provides compensation to the student athlete for their name, image, likeness, or athletic reputation if the contract conflicts with a provision of the student athlete's team contract.

A student who enters into a contract providing compensation for use of the student's name, image, likeness, or athletic reputation must disclose the contract to the Athletic Director. If the District determines that a conflict between the student athlete's contract and the student athlete's team contract, the Athletic Director will disclose the conflict to the student or student's legal representative, if any, and identify the contractual provisions that conflict.

Any team contract entered into, modified or renewed on or after September 1, 2021, will not prevent a student athlete from using their name, image, likeness, or athletic reputation for a commercial purpose when the athlete is not engaged in official team activities.

A student athlete's scholarship eligibility will not be impacted as a result of the student earning compensation for their name, image, likeness, or athletic reputation.

The colleges will not revoke a student-athlete's scholarship that provides the student-athlete with the cost of attendance as a result of the student athlete earning compensation or obtaining legal representation in accordance with state law.