



To: ACHA Membership
From: Craig Barnett, Executive Director
Date: July 2021
Re: NCAA Interim NIL Policy

NCAA NIL POLICY & THE ACHA:

In response to the new NCAA interim NIL (Name, Image and Likeness) policy that went in effect on July 1, 2021, as it relates to student-athletes rights, I recommend the following position statement effective immediately for the ACHA. [LINK: Quick Guide on NIL Interim Policy](#)

ACHA POSITION STATEMENT:

Effective immediately, the ACHA will support and follow the NCAA interim policy as well as individual institution policies on the NIL ruling to provide all individuals an opportunity to exercise their Name, Image and Likeness (NIL) rights. If the NCAA and/or individual institutions change their position on the NIL rule, the ACHA will adjust with those changes. Since this is not a federal law, the ACHA also supports and will follow the NCAA's decision that individual schools and not the NCAA (or ACHA), are the best resource regarding state law questions since each state may be different.

RATIONALE

Due to the complexity of this interim rule and to be consistent with current ACHA processes in which we follow NCAA rules with a few exceptions, this position statement maintains our best practices relating to rules and regulations.