

**Department of Legislative Services**  
 Maryland General Assembly  
 2025 Session

**FISCAL AND POLICY NOTE**  
**First Reader**

House Bill 1528 (Delegate Roberts)  
 Appropriations

**Task Force to Study Student Athlete Name, Image, and Likeness Programs in Maryland - Establishment**

This bill establishes the Task Force to Study Student Athlete Name, Image, and Likeness (NIL) Programs in Maryland with specified membership to study and make recommendations on (1) how the *House v. National Collegiate Athletic Association* (NCAA) case settlement may affect revenue sharing programs at the University of Maryland, College Park Campus (UMCP) and other universities in the State and (2) the future use of NIL programs for student athletes in the State. The Maryland Higher Education Commission (MHEC) must provide staff for the task force. By December 1, 2025, the task force must report its findings and recommendations to specified committees of the General Assembly. **The bill takes effect July 1, 2025, and terminates June 30, 2026.**

**Fiscal Summary**

**State Effect:** MHEC general fund expenditures increase by \$25,000 in FY 2026 to staff the task force. Any expense reimbursements for task force members are assumed to be minimal and absorbable with existing budgeted resources. No effect on revenues.

(in dollars)	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030
Revenues	\$0	\$0	\$0	\$0	\$0
GF Expenditure	25,000	0	0	0	0
Net Effect	(\$25,000)	\$0	\$0	\$0	\$0

*Note: ( ) = decrease; GF = general funds; FF = federal funds; SF = special funds; - = indeterminate increase; (-) = indeterminate decrease*

**Local Effect:** None.

**Small Business Effect:** None.

## Analysis

**Current Law:** The *House v. NCAA Settlement* is a proposed \$2.8 billion settlement of three antitrust cases filed against the NCAA and power conferences (including the Big Ten Conference to which UMCP belongs). Although the settlement is, as of March 2025, awaiting final federal court approval, the proposed settlement would result in major changes to college athlete compensation including changes to regulations governing payments made for the NIL of college athletes.

### *Jordan McNair Safe and Fair Play Act of 2021*

In the State of Maryland, the Jordan McNair Safe and Fair Play Act (Chapter 138 of 2021) includes provisions specifying rules the University System of Maryland (USM) institutions, Morgan State University (MSU), and athletic associations, including the NCAA, must follow regarding student athlete compensation for the use of the student's NIL.

Under the Act, beginning July 1, 2023, specified rules regarding a student athlete's NIL must be followed by the constituent institutions of USM and MSU as well as athletic associations such that a student athlete may receive compensation from use of his or her NIL, but a prospective student cannot receive such compensation from USM or MSU. An athletic association, conference, or any other group or organization with authority over intercollegiate athletics, including NCAA, is prohibited from preventing student athletes from receiving compensation, as specified. Student athlete contracts regarding compensation for the student athlete's NIL must meet specified conditions, including disclosing the contract to USM or MSU, as appropriate. Student athletes are not granted the right to make commercial use of names, trademarks, logos, or other intellectual property owned or controlled by USM or MSU.

**State Expenditures:** MHEC advises that additional resources are needed to implement the bill as it does not have the expertise or capacity to staff the task force. Thus, general fund expenditures increase by \$25,030 in fiscal 2026, which accounts for the expeditious hiring of support following the bill's July 1, 2025 effective date. This estimate reflects the cost of hiring one half-time contractual position to provide administrative support to the task force, conduct research as needed, and prepare a final report of the task force. It includes a salary, fringe benefits, one-time start-up costs, and ongoing operating expenses. The Department of Legislative Services notes that, given the bill's July 1, 2025 effective date, hiring sufficient support staff and completing the report may be difficult before the bill's December 1, 2025 report deadline.

Contractual Position	0.5
Salary and Fringe Benefits	\$18,258
Operating Expenses	<u>6,772</u>
<b>Total FY 2026 MHEC Expenditures</b>	<b>\$25,030</b>

This estimate assumes that the contractual position terminates December 1, 2025, following submission of the task force's report.

This estimate does not include any health insurance costs that could be incurred for specified contractual employees under the State's implementation of the federal Patient Protection and Affordable Care Act.

### **Additional Information**

**Recent Prior Introductions:** Similar legislation has not been introduced within the last three years.

**Designated Cross File:** None.

**Information Source(s):** Maryland Higher Education Commission; University System of Maryland; Department of Legislative Services

**Fiscal Note History:** First Reader - March 13, 2025  
km/clb

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