



**Association of Independent Colleges and Universities of Ohio
Emily Tully, Executive Vice President of Operations and Government Relations
House Workforce and Higher Education Committee
May 6, 2025**

Thank you, Chairman Young and members of the House Workforce and Higher Education, for allowing AICUO to submit written testimony in support of House Bill (HB) 184 on behalf of Ohio's independent, non-profit colleges and universities.

AICUO represents 50 independent, non-profit colleges all over Ohio. Located in every region of the state, our membership includes research universities, traditional liberal arts colleges, comprehensive universities, single-purpose institutions, and religiously affiliated colleges.

As the landscape for Name, Image, and Likeness (NIL) continues to evolve rapidly, providing clear and consistent guidelines is essential in helping institutions of higher education and student-athletes navigate the complexities of these policies.

HB 184 ensures that NIL agreements are strictly tied to the student-athletes' period of athletic eligibility, thereby preventing long-term commitments that could unfairly bind students after their college careers have ended. The legislation protects student-athletes from being locked into agreements that may not align with their future goals or opportunities. It also ensures that NIL contracts remain fair and focused on a student's time as a collegiate athlete, providing the flexibility to make decisions that best support their own personal and professional growth.

As this committee considers NIL legislation, AICUO encourages members to focus on efforts to enhance financial literacy for student-athletes. Many college students are inexperienced in managing significant sums of money or navigating the complexities of reporting gifts and income on their taxes or future financial aid eligibility. Providing students with the necessary resources to understand these responsibilities is crucial. Empowering students with financial knowledge ensures they can make informed decisions and avoid unintended consequences.

AICUO applauds Representatives Stewart and Mathews for their efforts to support student-athletes by implementing safeguards that protect them from potential negative impacts of NIL deals, ensuring their education and well-being remain a priority.