



**EXECUTIVE DEPARTMENT  
OFFICE OF THE GOVERNOR  
EXECUTIVE ORDER NUMBER JML 25-059**

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***FAIRNESS TO LOUISIANA'S STUDENT-ATHLETES IN  
COMPENSATION FOR THEIR NAME, IMAGE, AND LIKENESS***

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**WHEREAS**, the State of Louisiana has numerous postsecondary educational institutions and intercollegiate student athletes excelling at the highest level of intercollegiate athletics and winning championships;

**WHEREAS**, the National Collegiate Athletic Association ("NCAA") and several athletic conferences have entered into a proposed settlement agreement ("Settlement") in *In re College Athlete NIL Litigation*, No. 4:20-cv-03919-CW (N.D. Cal.) ("Litigation"), which, if approved, would permit postsecondary institutions to provide direct compensation to student athletes for, among other things, the use of such student athletes' name, image, and likeness ("NIL");

**WHEREAS**, until the Settlement is approved and effective, legislative and executive actions across the country impose a patchwork of inconsistent rules regulating intercollegiate athletics;

**WHEREAS**, while the Settlement is pending, other states have taken actions that authorize their postsecondary institutions to directly pay their student athletes for NIL; and

**WHEREAS**, student athletes in the State of Louisiana should compete on a level playing field and not forgo compensation that is available to student athletes in other states or conferences while the Settlement is pending final approval;

**NOW THEREFORE, I, JEFF LANDRY**, Governor of the State of Louisiana, by virtue of the authority vested by the Constitution and the laws of the State of Louisiana, do hereby order and direct as follows:

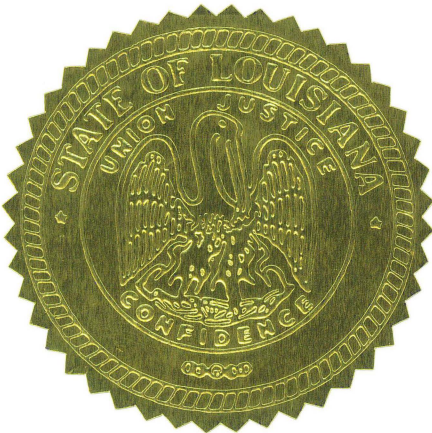
Section 1: That neither the NCAA, an athletic conference, nor any other organization with authority over intercollegiate athletics shall take any adverse action against a postsecondary educational institution in the State of Louisiana for such institution facilitating compensation,

offering compensation, or compensating an intercollegiate student athlete for the use of such student athlete’s NIL; provided, however, that no postsecondary educational institution shall use funds allocated by the State Louisiana.

Section 2: That the provisions of this Order shall become effective upon signature and shall remain in effect until the earlier of:

- A) The effective date of any federal law enacted after the date of this Order regulating the rights of student athletes to receive compensation for the use of their NIL; or
- B) The effective date of any settlement related to the Litigation.

Section 3: This Order is effective upon signature and shall continue in effect until the earlier of one of the events in Section 2, unless terminated sooner.



IN WITNESS WHEREOF, I have set my hand officially and caused to be affixed the Great Seal of Louisiana in the City of Baton Rouge, on this 13<sup>th</sup> day of May, 2025.

  
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Jeff Landry  
GOVERNOR OF LOUISIANA

ATTEST BY THE SECRETARY  
OF STATE

  
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Nancy Landry  
SECRETARY OF STATE