

<b>LFC Requester:</b>	<b>Connor Jorgensen</b>
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**AGENCY BILL ANALYSIS  
2025 REGULAR SESSION**

**WITHIN 24 HOURS OF BILL POSTING, EMAIL ANALYSIS TO:**

[LFC@NMLEGIS.GOV](mailto:LFC@NMLEGIS.GOV)

*and*

[DFA@STATE.NM.US](mailto:DFA@STATE.NM.US)

*{Include the bill no. in the email subject line, e.g., HB2, and only attach one bill analysis and related documentation per email message}*

**SECTION I: GENERAL INFORMATION**

*{Indicate if analysis is on an original bill, amendment, substitute or a correction of a previous bill}*

Check all that apply:  
**Original**        **Amendment**      
**Correction**        **Substitute**   

**Date** February 4, 2025  
**Bill No:** SB0268

**Sponsor:** G. Muñoz, B. Shendo, A, Maestas  
**Short**    UNM & NMSU Athletics  
**Title:** \_\_\_\_\_

**Agency Name and Code**    New Mexico State University/954  
**Number:** \_\_\_\_\_  
**Person Writing**    Clayton Abbey  
**Phone:** 505-239-8821    **Email** nmsufir@nmsu.edu

**SECTION II: FISCAL IMPACT**

**APPROPRIATION (dollars in thousands)**

Appropriation		Recurring or Nonrecurring	Fund Affected
FY26	FY27		
\$2,500	\$0	Non-recurring	

(Parenthesis ( ) Indicate Expenditure Decreases)

**REVENUE (dollars in thousands)**

Estimated Revenue			Recurring or Nonrecurring	Fund Affected
FY24	FY25	FY26		

(Parenthesis ( ) Indicate Expenditure Decreases)

**ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)**

	<b>FY24</b>	<b>FY25</b>	<b>FY26</b>	<b>3 Year Total Cost</b>	<b>Recurring or Nonrecurring</b>	<b>Fund Affected</b>
<b>Total</b>						

(Parenthesis ( ) Indicate Expenditure Decreases)

Duplicates/Conflicts with/Companion to/Relates to: N/A  
Duplicates/Relates to Appropriation in the General Appropriation Act

**SECTION III: NARRATIVE**

**BILL SUMMARY**

Synopsis: This bill makes two appropriations for fiscal year 2026: \$2.5 million to UNM to fund Athletics and \$2.5 million to NMSU Athletics contingent on NMSU “hiring an athletic director with at least five years of name, image and likeness policy experience.”

**FISCAL IMPLICATIONS**

This bill will allow NMSU to stem the annual loss of student-athletes who leave our programs for better offers at other schools. In the age of NIL and the Transfer Portal, it has been difficult to recruit and retain talented athletes. This fund will allow us to improve the competitive landscape for athletics teams representing our state.

Note: major assumptions underlying fiscal impact should be documented.

Note: if additional operating budget impact is estimated, assumptions and calculations should be reported in this section.

**SIGNIFICANT ISSUES**

NMSU has always been able to attract great student-athletes, but in the age of NIL and the Transfer Portal, we increasingly cannot retain student-athletes, particularly following a successful season. A high number of student-athletes, in particular, leave following the departure of their coach. For example, after Football Coach Jerry Kill left NMSU in 2023, 56 student athletes on his team entered the transfer portal and 16 went to Power 4 institutions. This represents more than half of our football student-athletes on scholarships.

**PERFORMANCE IMPLICATIONS**

This bill requires that NMSU hire “an athletic director with at least five years of name, image and likeness policy experience.” Our current Athletic Director meets this description. The first NIL law was adopted in California in 2019; however, Dr. Burdge was tracking on this issue long before then. She developed Louisiana Tech’s first NIL policy in 2021, and she developed the class “Personal Branding,” that specifically addressed NIL issues, including how to develop a personal brand and how to market student-athletes. That course was so effective in achieving its outcomes that it became a requirement at Louisiana Tech for all Marketing majors with sports emphasis.

**ADMINISTRATIVE IMPLICATIONS**

None

**CONFLICT, DUPLICATION, COMPANIONSHIP, RELATIONSHIP**

None

**TECHNICAL ISSUES**

None

**OTHER SUBSTANTIVE ISSUES**

None

**ALTERNATIVES**

None

**WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL**

New Mexico will continue to lose student-athletes, especially those who show great promise and those who have a successful season.

**AMENDMENTS**