

Honolulu, Hawaii  
MAR 20, 2026

RE: S.B. No. 3263  
S.D. 2  
H.D. 1

Honorable Nadine K. Nakamura  
Speaker, House of Representatives  
Thirty-Third State Legislature  
Regular Session of 2026  
State of Hawaii

Madame:

Your Committee on Higher Education, to which was referred  
S.B. No. 3263, S.D. 2, entitled:

"A BILL FOR AN ACT RELATING TO THE UNIVERSITY OF HAWAII,"

begs leave to report as follows:

The purpose of this measure to establish the Name, Image, and  
Likeness Endowment Trust Fund, to be administered by the  
University of Hawaii, to compensate student athletes through a  
Name, Image, and Likeness Program.

Your Committee received testimony in support of this measure  
from the Department of Athletics at the University of Hawai'i at  
Mānoa; Hawaii Ironworkers Stabilization Fund; and four  
individuals. Your Committee received testimony in opposition to  
this measure from the Grassroot Institute of Hawaii.

Your Committee finds that creating a long-term, sustainable  
revenue stream for name, image, and likeness compensation is  
essential to help the University of Hawaii recruit and retain  
elite student athletes; however your Committee notes that concerns  
have been raised that the endowment trust fund established by this  
measure will never be able to generate enough funding to keep the  
University of Hawaii competitive with the athletic departments of  
their common opponents and universities of a similar size.



Your Committee further finds that the changing landscape of collegiate athletics requires a modern, flexible framework to protect student-athletes, ensure compliance with the National Collegiate Athletic Association rules, and promote transparency and accountability.

Your Committee also finds that the H.B. No 2384, H.D.2 (Regular Session of 2026), a measure that also addresses student athlete compensation for the use of their name, image, and likeness was previously passed by the House.

Accordingly, your Committee has amended this measure by:

- (1) Deleting its contents and inserting the contents of H.B. 2384, H.D. 2, a measure that:
  - (A) Affirms student-athletes' rights to engage in name, image, and likeness activities for compensation;
  - (B) Requires the University of Hawaii to adopt policies governing institutional name, image, and likeness agreements and other aspects of such activity;
  - (C) Establishes certain transparency and accountability requirements in the administration of institutional name, image, and likeness activities;
  - (D) Provides protections and educational support for student-athletes who enter into name, image, and likeness agreements;
  - (E) Appropriates funds; and
  - (F) Sunsets on June 30, 2030;
- (2) Removing the appropriation; and
- (3) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Higher Education that is attached to this report, your Committee is in accord with the intent and purpose of S.B.



No. 3263, S.D. 2, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 3263, S.D. 2, H.D. 1, and be referred to your Committee on Consumer Protection & Commerce.

Respectfully submitted on  
behalf of the members of the  
Committee on Higher Education,



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ANDREW TAKUYA GARRETT, Chair



