Athletics Personnel
Department of Athletics and Recreation
Athletics Compliance Office
Monday’s with your Manual
October 10, 2016
SESSION OVERVIEW

- Endorsements.
- Countable Coach Replacement.
- Recruiting Coordination Functions.
- Manager Duties.
PROMOTION OF A PSA’S TEAM, COACH OR FACILITY

NCAA BYLAW 11.3.2.8
PROMOTION OR ENDORSEMENT OF A PSA'S TEAM, COACH OR ATHLETICS FACILITY.

▶ An athletics department staff member shall not promote or endorse a PSA's team or coach, or an athletics facility that is primarily used by PSAs.
It is permissible for a GW athletics department staff member to publicly post generic information on a social networking website including locations visited (e.g., visit to a high school or town, attending a contest), provided there are no comments made about a specific PSA, coach, high school or athletics facility.
PROMOTION OF A PSA’S TEAM, COACH OR FACILITY

PROMOTING A LOCAL SPORTS CLUB

- A GW coaching staff member, who is permissibly employed as a coach at a local sports club, MAY operate the social media profile of the local sports club provided the coach is acting solely as a local sports club employee and not recruiting on behalf of GW.

- The GW coaching staff member may not use his or her personal social media profile to promote the local sports club.

Educational Column
Electronic Correspondence, Social Media and Recruiting
Published July 28, 2015
PROMOTION OF A PSA’S TEAM, COACH OR FACILITY

PROMOTING A LOCAL SPORTS CLUB

Coach Fox coaches at Coyote College and also at Red Tail Soccer Club

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HANDLES AND HASHTAGS

In the same way a GW coaching staff member may not link the high school's handle to a tweet (e.g., @northhighschool), the use of a hashtag (e.g. #GoRedDogs) also constitutes a link or comment regarding a specific high school.

Coach Jack
@crackerjack

Just saw a great high school football game in Arlington Heights, IL! #NeverprouderofaprideofLions
PROMOTION OF A PSA’S TEAM, COACH OR FACILITY

NICKNAMES

- It is NOT permissible to publicly reference the name, any nickname that is associated with the PSA, words that sound like or pronounced like PSA's name or other personally identifiable information (e.g., address, parents name, jersey numbers).

- Coach Footer is recruiting a PSA named Sam Tanker from South Florida High School, who is commonly known as Tank.

![Tweet](image)
PROMOTION OF A PSA’S TEAM, COACH OR FACILITY

PROMOTION OF A HIGH SCHOOL COACH WORKING AN INSTITUTIONAL CAMP OR CLINIC

- It is permissible to promote a camp or clinic and identify the staff, including high school coaches, that will be employed (similar to how SAs may be listed – camp counselor section ONLY).

- It is NOT permissible to design separate promotional pieces highlighting a particular high school coach or coaches.
PROMOTION OF NONINSTITUTIONAL CAMPS

INSTITUTIONAL PROMOTION OF NONINSTITUTIONAL CAMPS AND CLINICS

- A member of GW’s coaching staff who is employed at a noninstitutional camp or clinic may only promote or endorse such a camp or clinic by permitting the camp or clinic to use his or her quotations and/or pictures in its promotional materials (e.g., camp brochure, website, social media).

Official Interpretation
Date Published:
June 25, 2015
PROMOTION OF NONINSTITUTIONAL CAMPS

INSTITUTIONAL PROMOTION OF NONINSTITUTIONAL CAMPS AND CLINICS

- It is NOT permissible for GW or a GW coaching staff member to produce and/or post noninstitutional camp or clinic promotional material (e.g., camp brochure, website, social media).

- It IS permissible for GW or a GW coaching staff member to include information regarding a noninstitutional camp or clinic, in which the coach is employed, in general or electronic correspondence.

Official Interpretation
Date Published:
June 25, 2015
PROMOTION OF A RECRUITING SERVICE

INSTITUTIONAL PRESS RELEASE INCLUDING CONTENT FROM A RECRUITING OR SCOUTING SERVICE

- MAY include a quote by a recruiting or scouting service about a PSA in a media release provided there is no indication that GW endorses the recruiting or scouting service.

- NO hyperlink to either the website of a noninstitutional publication that reports primarily on GW's athletics program or a recruiting or scouting service.

- NOT permissible for GW to post a video on its website if the video includes the name or logo of a recruiting or scouting service.

Staff Interpretation

Date Published:

March 13, 2015
REPLACEMENT DUE TO EXTENUATING CIRCUMSTANCE

BYLAW 11.7.1.1.1

REPLACEMENT DUE TO EXTENUATING CIRCUMSTANCES

- GW may replace temporarily or on a limited basis one of its countable coaches if the coach is unable to perform any or all of his or her duties because of extenuating circumstances (e.g., suspension, prolonged serious illness, pregnancy).

- The replacement coach may perform only those coaching, administrative or recruiting duties, including the telephoning of PSAs, that the replaced coach is unable to perform.
A limited replacement of a countable coach who is unable to perform one or more of his or her duties because of extenuating circumstances (e.g., physical limitations due to injury or illness) may only occur on a temporary basis.

Staff Interpretation
Date Published:
March 16, 2016
REPLACEMENT DUE TO EXTENUATING CIRCUMSTANCE

NONCOUNTABLE COACHES AND NONCOACHING STAFF MEMBERS SERVING AS COUNTABLE COACHES

GW may temporarily employ and compensate a noncountable coach (e.g., volunteer coach) or noncoaching staff member as a countable coach if the regular countable coach has left the program, provided GW does not exceed the total number of countable coaches for the sport.

The noncountable coach or noncoaching staff member may return to his or her original position once a permanent countable coach is employed by GW.

Staff Interpretation
Date Published: April 26, 2013
REPLACEMENT DUE TO EXTENUATING CIRCUMSTANCE

**EXAMPLES**

- Softball coach tears his ACL. Unable to do any on-field drills (throwing, hitting), can a director of softball operations conduct on-field drills for a limited time period?
  - Yes but head coach cannot duplicate the duties. On field is where they need to be careful.
- Basketball coach has had two knee replacements and permanently has limited mobility. Can a director of basketball operations demonstrate skills during practice in place of the coach indefinitely?
  - Waiver. Medical documentation will be needed or HR information.
- Swimming coach’s wife is due with their first child in a month. Can the volunteer coach recruit off campus in his place until and for a limited time after the baby is born?
  - Yes.

**KEY: NO REPLICATION OF DUTIES.**
LEGISLATION – RECRUITING COORDINATION

BYLAW 11.7.2
RECRUITING COORDINATION FUNCTIONS

Activities involving **athletics evaluations** and/or **selection of PSAs**; and **making telephone calls** to PSAs or (PSA’s parents, legal guardians and coaches) must be performed by the head or assistant coaches who count towards the limitations in Bylaw 11.7.6

<table>
<thead>
<tr>
<th>Recruiting Coordination Functions (Bylaw 11.7.2)</th>
<th>What functions may a noncoaching staff member or noncountable coach perform?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Evaluations or Selection of PSAs</strong></td>
<td><strong>Calls &amp; Recruiting Materials</strong></td>
</tr>
<tr>
<td>11.7.2-(a)</td>
<td>(PSAs, parents, legal guardians, coaches) 11.7.2-(b)</td>
</tr>
<tr>
<td>On-Campus Evaluations</td>
<td>General or Electronic Correspondence (prepare, send or receive) ^</td>
</tr>
<tr>
<td>Off-Campus Evaluations</td>
<td>Telephone calls (make)</td>
</tr>
<tr>
<td>Film Evaluations</td>
<td>Telephone calls (receive) ^</td>
</tr>
</tbody>
</table>

^ For coaches - may not include content related to athletic evaluations or selection of PSAs
Which functions can a noncoaching staff member or coach who does not count (e.g., volunteer coach, student assistant coach) perform?

<table>
<thead>
<tr>
<th>Activities</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess a PSA’s athletics abilities through film analysis.</td>
<td>NO</td>
</tr>
<tr>
<td>Prepare and send general or electronic correspondence.</td>
<td>YES</td>
</tr>
<tr>
<td>Receive telephone calls from a PSA.</td>
<td>YES</td>
</tr>
<tr>
<td>Call a PSA’s coach to discuss academic issues.</td>
<td>NO (evaluation based)</td>
</tr>
<tr>
<td>Email a PSA’s coach about academic issues.</td>
<td>YES</td>
</tr>
<tr>
<td>Email a PSA’s coach to assess athletics abilities.</td>
<td>NO</td>
</tr>
<tr>
<td>Call a high school guidance counselor to discuss transcripts.</td>
<td>YES (3/18//11 staff interp, 11.7.2.3)</td>
</tr>
</tbody>
</table>
Manager **MAY:**

- Perform **limited** on-court or on-field activities during practice or competition (e.g., assist with drills, throw batting practice, assist with warm-up activities).

Manager **may not:**

- Provide instruction to SAs.
- Participate in countable athletically related activities (e.g., practice player).
<table>
<thead>
<tr>
<th>Practice and Game Activities</th>
<th>Permissible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Provide technical or tactical instruction to SAs.</td>
<td>No</td>
</tr>
<tr>
<td>2. Make or assist in making tactical decisions <em>during</em> practice or competition.</td>
<td>No</td>
</tr>
<tr>
<td>3. Set up offense, defense, strategy with coaches <em>prior to</em> practice or competition.</td>
<td>Yes</td>
</tr>
<tr>
<td>4. Participate in practice drills (e.g., playing defense, pace setting).</td>
<td>No</td>
</tr>
<tr>
<td>5. Signal in plays at the direction of the coaching staff (e.g., hold play cards).</td>
<td>Yes</td>
</tr>
<tr>
<td>6. Engage in in-person scouting of opponents.</td>
<td>No</td>
</tr>
<tr>
<td>7. Edit or analyze the institution's practice and game film or an opponent's game film.</td>
<td>Yes</td>
</tr>
<tr>
<td>8. Conduct film review with SAs.</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PSAs and Recruiting</th>
<th>Permissible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Conduct private lessons with PSAs.</td>
<td>No</td>
</tr>
<tr>
<td>2. Transport a coach to a recruiting event.</td>
<td>Yes</td>
</tr>
<tr>
<td>3. Attend an off-campus recruiting event with a coach.</td>
<td>No</td>
</tr>
<tr>
<td>4. Attend an on- or off-campus contest involving PSAs provided no recruiting activities occur.</td>
<td>Yes</td>
</tr>
<tr>
<td>5. Analyze or evaluate PSA film.</td>
<td>No</td>
</tr>
<tr>
<td>6. Make telephone calls to PSA (or PSA's parents, legal guardians or coaches).</td>
<td>No</td>
</tr>
<tr>
<td>7. Prepare and send recruiting materials (e.g., general or electronic correspondence).</td>
<td>Yes</td>
</tr>
<tr>
<td>8. Receive telephone calls from PSAs.</td>
<td>Yes</td>
</tr>
</tbody>
</table>
NEW LEGISLATION

- **2015-16 AUTONOMY PROPOSAL -- ATHLETICS PERSONNEL -- STUDENT ASSISTANT COACH.**
  - Effective Date: August 1, 2016.

- **2015-29 ATHLETICS PERSONNEL -- CONTRACTUAL AGREEMENTS -- ATHLETICALLY RELATED INCOME.**
  - Effective Date: August 1, 2016.

- **2015-30 ATHLETICS PERSONNEL AND RECRUITING -- INDIVIDUAL ASSOCIATED WITH A PSA -- MEN'S BASKETBALL – EXCEPTION.**
  - Effective Date: Immediate.

- **2015-31 ATHLETICS PERSONNEL -- LIMITATIONS ON NUMBER OF COACHES AND OFF-CAMPUS RECRUITERS -- WOMEN'S ROWING.**
  - Effective Date: August 1, 2016.
Questions?