



Administrative Rules Education Session

Topics to Discuss...

- ☞ NCAA Bylaw 10.1
- ☞ Representative of Athletic Interests
- ☞ Recruiting
- ☞ Responding to a Request
- ☞ Ticket Reminders
- ☞ Promotional Activities
- ☞ Donation Requests
- ☞ Extra Benefits
- ☞ Gambling
- ☞ Agents



Definition of an Institutional Staff Member

The unethical-conduct provisions set forth in Bylaw 10.1 applicable to institutional staff members include **any individual who performs work for the institution or the athletics department**, even if the individual is a student at the institution (e.g., student manager, student trainer) **and/or does not receive compensation from the institution for performing such services (e.g., volunteer coaches, undergraduate assistant coaches and graduate assistant coaches)**.

10.1 UNETHICAL CONDUCT

Unethical conduct by a prospective or enrolled student-athlete or a current or former institutional staff member (e.g., coach, professor, tutor, teaching assistant, student manager, student trainer) may include, but is not limited to, the following:



- (a) Refusal to furnish information relevant to an investigation of a possible violation of an NCAA regulation when requested to do so by the NCAA or the individual's institution;
- (b) Knowing involvement in arranging for fraudulent academic credit or false transcripts for a prospective or an enrolled student-athlete;

- (c) Knowing involvement in offering or providing a prospective or an enrolled student-athlete an improper inducement or extra benefit or improper financial aid;
- (d) Knowingly furnishing the NCAA or the individual's institution false or misleading information concerning the individual's involvement in or knowledge of matters relevant to a possible violation of an NCAA regulation;

- (e) Receipt of benefits by an institutional staff member for facilitating or arranging a meeting between a student-athlete and an agent, financial advisor or a representative of an agent or advisor (e.g., "runner");
- (f) Knowing involvement in providing a banned substance or impermissible supplement to student-athletes, or knowingly providing medications to student-athletes contrary to medical licensure, commonly accepted standards of care in sports medicine practice, or state and federal law;

- (g) Failure to provide complete and accurate information to the NCAA or institution's admissions office regarding an individual's academic record (e.g., schools attended, completion of coursework, grades and test scores);
- (h) Fraudulence or misconduct in connection with entrance or placement examinations; or
- (i) Engaging in any athletics competition under an assumed name or with intent to otherwise deceive.

Representative of Athletics Interests (Booster)

A "representative of the institution's athletics interests" is an individual, independent agency, corporate entity (e.g., apparel or equipment manufacturer) or other organization who is known (or who should have been known) by a member of the institution's executive or athletics administration to:

- (a) Have participated in or to be a member of an agency or organization promoting the institution's intercollegiate athletics program;
- (b) Have made financial contributions to the athletics department or to an athletics booster organization of that institution;

Representative of Athletics Interests (Booster) (cont.)

- (c) Be assisting or to have been requested (by the athletics department staff) to assist in the recruitment of prospective student-athletes;
- (d) Be assisting or to have assisted in providing benefits to enrolled student-athletes or their families; or
- (e) Have been involved otherwise in promoting the institution's athletics program.

Ex. Former S/As, Season Ticket Holders, Staff Members, Donors, etc...

Terms of the Booster

- Once an individual, independent agency, corporate entity or other organization is identified as such a representative, the person, independent agency, corporate entity or other organization retains that identity ***indefinitely.***



Recruiting Coordination Functions

All recruiting coordination functions (except routine clerical tasks) must be performed by the head coach or one or more of the assistant coaches who count toward the numerical limitations in Bylaw 11.7.4. Such functions include:

- **(a) Activities involving athletics evaluation and/or selection of prospects.**
- **(b) Telephone calls to prospective student-athletes (or prospective student-athletes' parents, legal guardians or coaches).**
- **(c) Preparation of general recruiting correspondence to prospective student-athletes (or prospective student-athletes' parents or legal guardians).**

Definition of a Prospect

A prospective student-athlete is a student who has started classes for the ninth grade. In addition, a student who has not started classes for the ninth grade becomes a prospective student-athlete if the institution provides such an individual (or the individual's relatives or friends) any financial assistance or other benefits that the institution does not provide to prospective students generally. An individual remains a prospective student-athlete until one of the following occurs (whichever is earlier):

- (a) The individual officially registers and enrolls in a minimum full-time program of studies and attends classes in any term of a four-year collegiate institution's regular academic year (excluding summer); or**
- (b) The individual participates in a regular squad practice or competition at a four-year collegiate institution that occurs before the beginning of any term; or**
- (c) The individual officially registers and enrolls and attends classes during the summer prior to initial enrollment and receives institutional athletics aid.**

13.10.2 Comments Before Signing

An institution is not permitted to announce the signing of a prospect until after the signing of the National Letter of Intent (NLI) or the institution's written offer of admission and/or financial aid.

- The institution is permitted to **confirm** the **recruitment** of a prospect. However, we are not permitted to make general comments regarding their ability or their potential contribution as a student-athlete.

Message Boards regarding recruiting, injuries, etc..

Dead Period Reminder



In all sports prospects **may not** take official or unofficial visits to an institutions campus during a DEAD PERIOD. This is monitored closely by the coaches and the Compliance Office.

You will be notified if a particular sport is in a dead period (e.g. reception area)

Responding to a Request

When responding to someone's request for institutional mementos (e.g., posters, schedule magnets, etc.) please ensure that the individual you are sending items to is not a prospect (started classes for the 9th grade), prospect's parent, or prospect's coach. If they are, please check with the Athletic Compliance Office before sending any items.



Hard Tickets Reminder!

Prospects are to never receive hard tickets, they should always be admitted to on-campus events via a pass list!



PJCS & Freedom Hall Reminders

- Prospective student-athletes should be in the general seating area at kick-off or tip-off. (Press Box, Sidelines, Suite Areas, Press Row, Sky suites, Brown & Williamson Club Seating are all restricted areas for PSAs)
- Student-Athletes are not permitted to be in the sky suites unless they or their parents have the appropriate credentials and/or have purchased sky suites tickets.
- Representatives of Athletics Interests, i.e. “Boosters” are never permitted to have contact with prospects.



Promotional Activities

- All promotional activities that include student-athletes must be approved by the compliance office, regardless of how large or small the activity is.

(this is to prevent a student-athlete from jeopardizing his/her eligibility) (see 12.5.1.1 handout)

- Student-athletes may never miss class.

Examples: Radio Blasts, Autograph sessions, Cardinal Caravan, Student-Athlete appearances, Cards Care

Summer Prior to Full-time Enrollment

Prior to initial full-time enrollment at UofL, all incoming freshmen on-campus taking classes and receiving athletics aid may not be involved in media activities (e.g. public speaking lessons, interviews about upcoming season, etc...)

Donation Requests

- We cannot aid high schools, or outside scholarship foundations with donations of money or items because the NCAA considers it a recruiting inducement.
- All donations to outside groups must be approved by the Compliance office.
- **Examples: autographed memorabilia, tickets, equipment, promotional items, etc..**



"Come on Sid, you're carrying a donor card, how about donating something to the pot?"

Fundraising Activity Involving Promotional Item Bearing Name, Picture or Likeness of a Student-Athlete

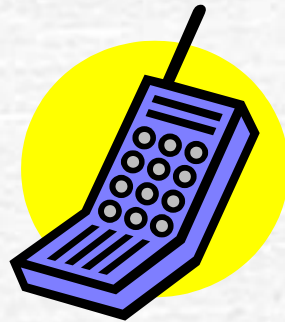
All fundraising activity (e.g., auction, raffle) involving items that include the name, picture, or likeness of a student-athlete, must be treated in the same manner as a sale.

For example:

At a fundraising event, it is not permissible for an institution to raffle a jersey with a name of a student-athlete affixed to it, even if other student-athletes sign the jersey. However, if a jersey does not bear the affixed name of an individual student-athlete and is signed by multiple student-athletes, it is permissible for the jersey to be raffled, subject to the legislative requirements for conducting such promotions.

Extra Benefits

- Student-Athletes are not permitted to accept any type of benefit that is not otherwise available to the general student body.
- Staff members are not permitted to provide a prospective student-athlete with any type of benefit.
- See John Carns if you have any questions.



Examples of Extra Benefits

- ✓ Money, loans, bond, or co-signing of loans
- ✓ Free transportation (use of a car, airline tickets, bus tickets, etc.)
- ✓ Free storage
- ✓ Free merchandise (clothes, video games, etc.)
- ✓ Free Entertainment (sporting events, movies, concerts, etc.)
- ✓ Free meals
- ✓ Discounted merchandise because of status
- ✓ Free use of a credit card, calling card, etc.
- ✓ Free use of the athletic department copy machine, fax, mail, etc.

16.11.1.5 Occasional Meals

- A student-athlete or the entire team in a sport may receive an occasional meal in the locale of the institution on infrequent and special occasions from an *institutional staff member*. An institutional staff member may provide reasonable local transportation to student-athletes to attend such meals.



Gambling

- It is impermissible for a student-athlete, or athletic department staff member to wager money or tangible items on any sport both amateur or professional that the NCAA sponsors.
- This includes fantasy football leagues and NCAA brackets if anything of value is wagered.
- Do not discuss injuries or disciplinary issues with people outside of athletics because gamblers look for an “inside” edge.

Lookout for Agents

- If a student-athlete (or their family) accepts anything from an agent or runner he/she will render themselves ineligible.
- Student-athletes are not permitted to enter an agreement both written or orally with an agent until their eligibility has expired.
- Staff members cannot facilitate meetings or accept gifts from agents for “brokering” a meeting with a student-athlete.
- If you have any questions contact Nick Ojea.

In Closing...

- Compliance is a group effort
- Institutional Obligation
- "Ask First"
- We welcome interpretation requests



Any Questions

