



NCAA Rules and
Regulations for
**Representatives of
Athletics Interests**



ASK BEFORE YOU ACT!

Contents

•From the Athletic Director	3
•Mission Statement	5
•Who is a "Representative of Athletics Interests?"	6
•Consequences for Violations: Student-Athletes' Eligibility and Institutional Control	7
•Recruiting	8
▪ Recruiting – Representatives of Athletics Interests "Don'ts":	9
▪ Recruiting – Social Media Sites & Representatives of Athletics Interests	10
▪ Recruiting – Representatives of Athletics Interests Can:	11
▪ Recruiting Exception for Faculty and Staff Only	12
▪ Recruiting – Final Notes:	13
•Extra Benefits	14
•Employment Issues	16
•Promotional Activities	17
•About this Brochure	18
•Contact Information	19

From the Athletic Director

Rob Mullens

On behalf of University of Oregon student-athletes, coaches, and staff, I want to thank you for your continued interest in the Department of Intercollegiate Athletics. The support of loyal alumni and friends is a cornerstone to our success.

The University of Oregon is committed to continuing to reach the highest levels of success, both academically and athletically. As an institution, we are dedicated to reaching these levels through an operation with the highest integrity. This includes adhering, in letter and spirit, to all of the National Collegiate Athletic Association (NCAA), PAC-12 Conference (PAC-12) and institutional rules and regulations governing intercollegiate athletics.

As a member of the NCAA, the University of Oregon is responsible for the actions of its representatives of athletic interests. The NCAA definition of a representative includes, but is not limited to, boosters, alumni, faculty, staff, and fans. Member institutions are held accountable for your actions as a representative. We value your interest and support, but we must remind you that a single violation of NCAA legislation, resulting from an inappropriate action on your part, whether intentional or not, could jeopardize the eligibility of a student-athlete, a prospective student-athlete, and/or the compliance of the University of Oregon with NCAA and PAC-12 rules and regulations.



From the Athletic Director

Rob Mullens

This publication is intended to aid in the understanding of the basic principles governing the conduct of representatives. As the Department of Intercollegiate Athletics strives for academic and athletic excellence, we must always seek the highest standard of ethical conduct. With your help and cooperation in adhering to NCAA and PAC-12 rules and regulations, we are confident we can accomplish both of these objectives. Please contact us directly at (541) 346-5452 with ANY questions – it is important to ask before you act.

Thank you for your continued interest and support of the University of Oregon.

Sincerely,



Rob Mullens, Director of Athletics



Mission Statement

Department of Intercollegiate Athletics

The Department of Intercollegiate Athletics believes that participation in athletics provides an arena whereby the student-athlete can be developed, tested and encouraged to reach his/her maximum potential.

The opportunities athletics offers to the individual through training, practice and competition contribute in a unique way to the development of that individual as a citizen of the future.



Who is a “Representative of Athletics Interests?”

A “representative of athletics interests” is an individual or business who is known by the University of Oregon to

- ❑ Participate in or be a member of an organization promoting Oregon Athletics
- ❑ Contribute financially to Oregon Athletics, the Duck Athletic Fund, individual athletic programs or any other UO athletics or sport-specific booster organizations
- ❑ Assist in the recruitment of prospects
- ❑ Provide NCAA permissible benefits to enrolled student-athletes or their families
- ❑ Have been involved otherwise in promoting the institution’s athletics program



What this definition means is representatives of athletics interests typically include boosters/donors, alumni, faculty, staff, and fans.

Once identified as a representative of athletics interest, an individual or business retains the status forever. In addition, a person can be a representative of more than one institution.

Consequences for Violations: Student-Athletes' Eligibility and Institutional Control

As a representative of athletics interests, when you fail to follow NCAA and PAC-12 rules you not only impact the University and its relationship with the NCAA and PAC-12 but, more importantly, you hurt the eligibility of current and prospective student athletes. Therefore, it is crucial that you follow the rules and information given in this brochure.



Institutional control of athletics is a fundamental requirement of NCAA legislation. Specifically, the NCAA Constitution provides that each member institution shall be responsible for:

- ❑ Establishing a system of sound policies and procedures that will help ensure compliance with NCAA, PAC-12 and internal institutional rules
- ❑ Ensuring that members of the institution's athletics interest comply with all NCAA rules
- ❑ Sharing responsibility for compliance throughout the institution

Due to the consequences, if you are ever unsure about the rules and/or whether an action is within them, please

**ASK THE COMPLIANCE OFFICE
BEFORE YOU ACT!**

Recruiting

Who is a Prospective Student-Athlete?

- As a general rule, a Prospective Student-Athlete (PSA) is any student who has started classes for the ninth grade. Student-athletes enrolled in preparatory schools and two-year colleges are also considered PSAs. An individual remains a PSA even after they sign a National Letter of Intent or accept an offer of admission or financial aid to attend the University of Oregon.

An individual remains a PSA until one of the following occurs. The individual:

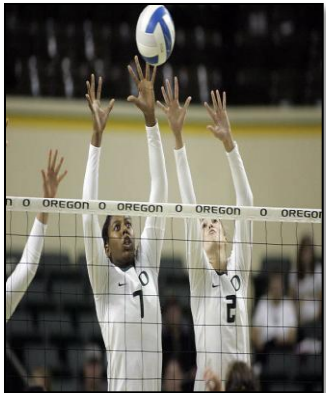
- Participates in practice or competition at a four-year collegiate institution that occurs prior to the start of any term; or
- Officially registers, enrolls and attends classes during the summer prior to initial enrollment; or
- Enrolls in a minimum full-time program of studies and reports to the first day of classes, whichever occurs first.



Recruiting – Representatives of Athletics Interests “Don’ts”:

As a general rule, only University of Oregon coaches and staff members may recruit or be involved in the recruiting process.

- Specifically, representatives of athletics interests may **NOT**:
 - Contact a PSA, or members of the PSA’s family, by letter, telephone call, Facebook, Twitter or in person on or off the University of Oregon’s campus for the purpose of recruiting or encouraging the PSA’s participation in the UO athletic program
 - Have a UO staff member arrange a telephone call with a PSA
 - Attend a PSA’s competition for evaluation purposes at the request of an Oregon coaching staff member
 - Contact a PSA’s coach, principal, or counselor in any manner
 - Pick up film or transcripts pertaining to the PSA’s athletic or academic abilities
 - Provide a PSA or his or her family or friends with any extra benefit (see upcoming page)



Recruiting - Social Media Sites & Representatives of Athletics Interests

Representatives of athletics interests are NOT permitted to use social networking websites such as Facebook, Twitter, and MySpace to contact or otherwise attempt to correspond with PSAs.

□ This includes, but is not limited to:

- posting on a wall
- commenting on photos of a recruit
- using the inbox/e-mail feature
- instant messaging
- “@replies“
- "mentions“
- or direct messaging.



Social networking websites have emerged as a preferred channel of communication among high school and college students in the last five years. Duck representatives of athletics interests are asked to maintain a sense of propriety when using these social networks. Recently, an institution reported an NCAA violation after several boosters contacted potential recruits on their MySpace pages and inappropriately encouraged them to attend the institution. This type of communication is likely well intended and motivated by pride in our institution; however, it is prohibited by the NCAA and is ultimately harmful to the University of Oregon's best interests.

Recruiting – Representatives of Athletics Interests Can:

While representatives of athletics interests may not recruit, they may:

- ▣ Inform UO coaches of potential recruits (e.g., sending coaches newspaper clippings)
- ▣ Attend PSAs' athletic events
- ▣ Talk with a PSA **IF** the call is initiated by the PSA
 - When speaking to a PSA in this situation:
 - Do not speak about UO athletic programs. Instead, ask the PSA to contact the UO's Athletics Department.
 - Limit your conversation to normal civilities
 - Do not try to recruit the PSA to UO. It is not only an NCAA violation but UO coaches would appreciate it if you leave the recruiting to them.



Recruiting Exception for Faculty and Staff Only

University of Oregon faculty and staff members are permitted to have in-person contacts with PSAs within a 30-mile radius of the University's campus.

Further, faculty and staff members may provide PSAs with information that is available to the general public.



Recruiting – Final Notes:

Despite following the recruiting rules, circumstances may arise where contact between a representative of athletics interests and a PSA is unavoidable. Such contact is not a violation of NCAA rules if:

- ❑ The contact is not prearranged by the representative;
- ❑ The contact does not occur at the PSA's school, competition site, or practice involving his or her team;
- ❑ The contact is not made for the purpose of recruitment; **and**
- ❑ The contact is incidental and involves only normal civility

Representatives of athletics interests may also continue to maintain contact with PSAs, student-athletes, and their families with whom the representative has a tangible, verifiable preexisting relationship.

For example, a representative of athletics interests may continue his or her involvement with local youth sports that include PSAs, provided the representative does not solicit any PSAs' participation in UO Athletics.

Extra Benefits

A representative of athletics interests may not provide extra benefits to student-athletes (even after their eligibility is exhausted) unless such benefits are generally available to all UO students and their relatives or friends.

- ❑ Specifically, things that the NCAA considers to be extra benefits include:
 - Discounts or credit on purchases
 - Free or reduced-cost services
 - Free, reduced, or payment of cover charges to businesses or establishments
 - Use of telephone or credit cards without charge or at a reduced cost
 - Use of personal property
 - Money either by gift or loan, including arranging or co-signing a loan
 - Free or reduced rate housing (see upcoming page)
 - Payment for student-athletes' complimentary admissions to UO Athletics events
 - Payment for student-athletes' autographs, including by cash or trade
 - An honorarium to a student-athlete for a speaking engagement
 - Transportation for a PSA or the PSA's relatives or friends to visit UO's campus, including reimbursement
 - More than occasional meals (see upcoming page)
 - Payment for student-athletes' meals at restaurants
 - Other tangible items (e.g., clothes, tickets)



Extra Benefits

While there are many extra benefits representatives of athletics interests may not provide, representatives can do the following:

- ❑ Provide an occasional meal to a student-athlete or team, provided it is at the representative's home and restricted to infrequent or special occasions. In such a situation, only the representative-host may provide transportation to the student-athlete or team.
- ❑ Provide housing to student-athletes at a rate commensurate for similar housing in the locality
- ❑ Employ student-athletes if certain circumstances are present (see upcoming page)
- ❑ Pay a student-athlete for lessons in his or her sport **IF**:
 - Institutional facilities are not used;
 - The lessons are not simply to play against the student-athlete;
 - Documentation is on file in the Compliance Office; **and**
 - Compensation is paid by the lesson recipient or his or her family and no one else.



Employment Issues

Employing PSAs:

- ▣ A representative of athletics interests may contact a PSA about summer employment after he or she signs his or her National Letter of Intent with the University of Oregon.

Employing Enrolled Student-Athletes:

- ▣ A representative of athletics interests may employ current student-athletes if their compensation is based on work actually performed at a rate commensurate with the going rate for services of like character. Further, compensation may not be based on the student-athletes' publicity, reputation, or fame obtained because of athletic ability.



Promotional Activities

With Knowledge: A student-athlete becomes ineligible for participation in intercollegiate athletics if he or she accepts payment for or permits the use of his or her name, picture, or likeness to advertise, recommend, or promote directly the sale or use of a commercial product or service of any kind.

Without Knowledge: A student-athlete's eligibility is also jeopardized when his or her name, picture, or likeness appears on commercial items (e.g., T-shirts, playing cards, posters) or is used to promote a commercial product without his or her knowledge or permission.



As student-athletes' eligibility is harmed with or without their knowledge of the promotional activities, **do not use student-athletes' names, pictures, or likenesses without asking for and receiving prior approval from the Compliance Office!**

About this Brochure

This brochure only includes the most frequently raised questions and issues for representatives of athletics interests. There are many NCAA and PAC-12 rules and regulations not addressed in this publication. Further, changes are frequently made to the rules. Therefore, do not rely exclusively on this brochure; it is meant as a guide only.



Instead, ask the Compliance Office when considering any representative-of-athletics-interests-related activity, if you have any questions about NCAA or PAC-12 rules, or if you would like more information. As always, we appreciate your assistance in the Athletics Department's effort to comply with NCAA and PAC-12 rules!

Contact Information

Please address any questions to:



Gary Gray

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