

Can versus Should

The essence of athletics rules compliance and its relationship to the broader campus

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March 3, 2015

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Starting point

“No amount of success will compensate for the damage done to the reputation and integrity of Conference schools if the SEC continues to experience serious rules compliance difficulties.”

Ground Rules

- I am not able to discuss all I know...
- ...nor do I know all you think I might know.
- I know what I know. You know what you know. I don't know what you want to know. The only way you will learn what you want to know is to ask.
- Just because you ask does not mean you'll receive the desired answer.

This part is free (recommended reading)

- *The Big Scrum: How Teddy Roosevelt Saved College Football* by John J. Miller
- *How the SEC Became Goliath* by Ray Glier
- *The Fifty Year Seduction* by Keith Dunavant
- *Be Quick But Don't Hurry* by Andrew Hill
- *The Life You've Always Wanted* by John Ortberg
- *The Old Testament Book of Ecclesiastes*

Realities

Understand...

- Athletics is highly regulated
 - 400+ page rule book
 - Thousands of interpretations
- The rules appear to be based on a “print society”
- We are living in a “digital era”
- Someone, somewhere did something, which someone, somewhere did not appreciate

Autonomy in governance

- 351 colleges and universities populate Division I
- “Autonomy” over certain decisions has been granted to Five Conferences:
 - ACC
 - Big Ten
 - Big 12
 - Pac-12
 - SEC

Areas for autonomy

- Subject areas for “Autonomy” action include:
 - Health and wellness
 - Meals and nutrition
 - Personnel
 - Insurance and career transition for student-athletes
 - Recruiting rules with an academic impact
 - Financial aid (i.e., grant-in-aid definition, post-eligibility)
 - Benefits provided to student-athletes
 - Time demands

Shared governance in Division I

- Division I Board of Directors
- Division I Council
- “Substructure”
- Areas for shared governance
 - Amateurism
 - Recruiting
 - Eligibility
 - Team scholarship limits
 - Playing and practice seasons

Shared governance with a “shot clock”

- Two-year time period allocated by the Division I Board of Directors
 - Update the NCAA enforcement process
 - Transfer eligibility

What just happened?

- Defining the athletics scholarship consistent with the “Cost of Attendance”
- Establishing Concussion Protocol Committee and procedures
- Permitting student-athletes to use loans to purchase loss-of-value insurance
- Prohibiting removal of athletics scholarship solely for athletics reasons
- Resolution to update the collegiate model

What is next?

- Regulate time demands to ensure an appropriate balance between athletics participation and the academic obligations and opportunities presented to students generally
- Enhance benefits provided to student-athletes in a manner that is reasonable and appropriate for supporting their needs within the collegiate model
- Allow greater flexibility for student-athletes to obtain career-related insurance products
- Redefine rules concerning agents and advisors to assist student-athletes with career planning and decision making

Areas of Risk

Thoughts, not absolutes

- Not keeping up with the pace of change
- Shifting of decision-making from compliance to...
- Litigation
- Finances
- Taking a narrow view of athletics compliance
- People
- Systems that are not tested and do not function
- Head coach control expectations

Specifics to be confronted

- Ignorance of the rules is not a defense
- Neither is ignorance of the head coach control expectation
- Individual decision-making
- They
- Them
- That other place
- Lack of key relationships in the compliance area
- Compliance issues are the opposite of fine wine

Reasons to lay awake at night

- Academic quick fixes
- Drug testing policy
- Prospective student-athletes' campus visits
- Recruiting groups
- Third parties who become active in recruiting
- Head coach suspensions for staff “secondary” violations

Communication strategies

- Sport-specific internal reporting processes
- Defined reporting plans
- Information flow on campus from athletics
- Information flow from campus to athletics
- Academic misconduct

General observations

- Student-athlete conduct
- Alcohol
- Safety issues (e.g., camps and clinics)
- Title IX requirements
- Forget test score and GPA...they are all smart
- Campus agent activity
- Personnel

Over the last five years

- An assistant women's basketball coach
- An entire men's basketball coaching staff
- An assistant track and field coach
- An assistant baseball coach
- A head swimming coach
- An assistant swimming coach
- A director of football operations
- An assistant football coach
- An assistant director of football operations
- A director of football recruiting
- An assistant director of football operations
- A head women's basketball coach
- An assistant women's basketball coach
- A director of women's basketball operations
- An assistant football coach
- An assistant director of football operations
- An assistant strength and conditioning coach
- An assistant football coach
- An assistant men's basketball coach

Final Comments

SEC New Coaches Orientation

“The leadership needed to achieve a new standard of excellence must be provided by the Conference’s Presidents and Chancellors, Faculty Athletics Representatives, Athletics Directors, Athletics Administrators, Coaches, and Student-Athletes.”

“No matter how well intentioned, changing the SEC’s culture of compliance, and raising the standard of excellence will not be achieved simply through development of recommendations by a committee.”

SEC New Coaches Orientation

“It is necessary for the Conference and its member institutions to act in a manner consistent with these recommendations.”

“The same is true for coaches in this Conference.”

Questions