

NCAA Rule of the Month

November 2011

Agents

As part of CU's obligation to protect our student-athletes' best interests, please be aware of the following rules and best practices when it comes to interaction with agents and those people who might work for them.

Agents/Advisors/Runners:

These are people who are looking to market the athletic ability of student-athletes and gain something in return. They may not consider themselves an agent, advisor or runner, but any person who wants to market a student-athlete is considered an agent, per the NCAA. Not all agents are corrupt, but there are definitely some who are not looking out for the best interest of the student-athlete.

Interaction between agents and student-athletes should be limited until they have exhausted their eligibility.

What to do if an Agent contacts you:

First, ask them to contact the Compliance Office. We require any agent to register with the university prior to contacting a SA. Second, if you still wish to talk with the agent, do not enter into any agreement to help facilitate a relationship with a student-athlete. Instead, gather information about the agent that can help your student-athlete make an informed decision about their professional future.

What to do if an Agent contacts your student-athlete:

Educate your student-athlete about interactions with agents. Student-athletes and their families **CAN** talk with agents. They **CANNOT**, however, enter into any agreement to be represented by that agent, even if representation will not begin until after their eligibility is exhausted.

Student-athletes and their families also cannot accept anything of value from an agent or runner, including meals, transportation, legal advice, etc.

If a student-athlete has questions about their pro potential, an on-campus professional sports counseling panel is available to all student-athletes. Most pro associations also have inquiry panels that will evaluate a student-athlete while allowing them to maintain their NCAA eligibility.