

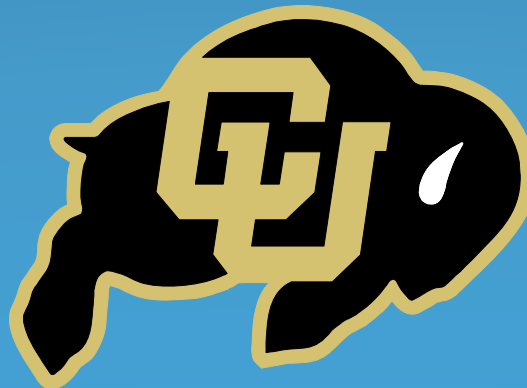
# Colorado Athletics Compliance

Monthly Compliance Meeting

September 2008

*PROTECT*

***YOUR***



***TEAM***

# This Month:

- Announcements from Jo
- Announcements from HAC
- Promotional Activities
- Bylaw 16 – Awards & Benefits
- Compliance Quote of the Month

# Jo's Announcements

- Temporary Certifications – 14/45 Clearinghouse & Financial Aid (Outside Scholarships).
- Try-Out vs Walk-On Process .
- Official Visits- Communication is KEY!
- Change in Student Host money procedures-effective immediately.
- Travel Agency Presentations – Clayton
  - Oct. 6: 9 am - 11 am
  - Oct. 9: 10 am – 12 pm

# Change in the Student Hosting Recruiting Policy

*Received approval for change in Host money procedure:*

- No longer required to return excess monies or itemized receipts.
- More responsibility on the student-athlete and the coach to educate and monitor activities.
- Less paperwork for Business Office and Coaching staffs.
- Modifications to the Student Host Form and OV Summary.
- Chancellor Peterson is requesting an additional host education session:
  - Session 1: Friday 9/12 6pm – DWA
  - Session 2: Monday 9/15 5pm - DWA

# Announcements From the HAC



# Promotional Activities

# Who is Eligible to Utilize CU Student-Athletes?

- CU Athletics
- Recognized entity of CU (e.g., a CU fraternity, sorority or student government organization)
- The Big 12 Conference
- Charitable organization (American Cancer Society, Red Cross, Big Brothers/Big Sisters, Susan G. Koman, March of Dimes, Ducks Unlimited, etc.)
- Educational organization
- Nonprofit agency (charitable organizations, 501 c, etc.)

Promotional Activities REQUIRE paperwork to be filled out with Jo in advance of the event!!!!

# What is Impermissible?

- Co-sponsorship, advertisement, or promotion by a commercial agency
- The name or picture of a SA with remaining eligibility appearing on a CU printed promotional item (e.g., poster, calendar) that includes a reproduction of a product with which a commercial entity is associated if the commercial entity's officially registered regular trademark or logo also appears on the item
- The SA missing class
- The SA's name, picture or appearance is used to promote the commercial ventures of any nonprofit agency
- Selling items that include an individual SA's name, picture or likeness (e.g., name on jersey, name or likeness on a bobble-head doll), other than informational items (e.g., media guide, schedule cards, institutional publications).

# What is Permissible?

- The SA accepting actual and necessary expenses from CU, the Big 12, or the permissible agency related to participation in such activity
- All moneys derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency
- Any commercial items with names, likenesses or pictures of multiple SA (other than highlight films or media guides per Bylaw 12.5.1.8) may be sold only at CU, CU-controlled (owned and operated) outlets or outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of charitable event during the event).

# Promotional Activities

- TV stations can use SA to promote their season, if the SA does not promote the station itself. (ex: Cody Hawkins can say...”come see the Buffs” but, cannot say, “if you can’t come see the Buffs this weekend, watch them on ESPN this Saturday”).
- Raffles where a product is involved (e.g. a car) can involve SA selling tickets, but cannot associate a SA with the product directly.
- Meals can be provided.

# Promotional Activities

Promoting commercial items can be permissible if these conditions are met:

- Promotion was done prior to initial enrollment
- Is involved in such activities independent of athletics ability
- No reference is made to the individual's name or involvement in intercollegiate athletics
- The individual makes no endorsement of the commercial product
- Any compensation received by the individual is consistent with applicable limitations on the maximum amount of a SA's financial aid
- Payment is at a rate commensurate with the individual's skills and experience as a model or performer, not athletic involvement.

Discuss-- SA talented in music, art, designing, selling insurance, selling real estate, etc.---careful to NOT promote or endorse themselves.

February 5, 1986 NCAA Interpretation

# Promotional Activities

## THE PROCESS

- ANYTIME a student-athlete is used in a promotional way, either at a CU event or otherwise, a Promotional Activities Form must be completed and submitted to Jo Marchi.
- We encourage the requesting party to fill out the request, as they usually have the most information on the event and to reduce the workload on our staff/coaches.
- Once a request is submitted, it will either be approved or denied. It will be up to the coach/sport program to assist in obtaining the student-athletes.
- All student-athlete participants must be checked to ensure that they will not miss class to attend the event.
- A follow-up is necessary to track who actually attended, etc.

# Awards & Benefits

# Awards

- Must be uniform for all our SAs
- Must be eligible to compete to receive.
  - Ineligible: Partial qualifiers, transfers serving year in residence, academically ineligible.
- Cannot combine permissible amounts.
- Student-athlete cannot contribute money to the award so they can get something more expensive.

# Awards

## Participation Awards Figure 16-1

|  |       |
|--|-------|
| Annual Participation Award-Underclassmen | \$175 |
| Annual Participation Award-Senior        | \$325 |

# Awards

## Special Event Participation Figure 16-1

Participation in Postseason Big 12 Conference championship  
contest or tournament \$325

Participation in postseason NCAA championship contest or  
tournament Institution- \$325

NCAA-no limit

Participation in all-star game or post season bowl

Institution-\$350

Management of Bowl -\$500

Participation in other established meets, tournaments and  
featured individual competition \$350

# Awards

## Championship awards Figure 16-2

National Championship conducted by NCAA \$415

Big 12 Conference Championship-Regular Season \$325

Big 12 Conference Championship-postseason contest or  
tournament -\$325

**If CU wins both the regular season and the postseason, the combined value of the award(s) CANNOT exceed the \$325.**

# Awards

## Refer to Special Achievement Awards Figure 16-3

Special attainment or contribution to team's season (e.g. scholar-athlete, MVP, most minutes played, most improved) \$175

MVP-special event \$325

MVP-Bowl game or all-star contest \$350

Established regional/national award (Heisman, Wade Trophy) \$325

Trophy recognizing Big 12 Conference SA of the year \$1500

# Awards Refer to Figure 16-3 in NCAA Manual

Special Achievement Awards Figure 16-3

Specialized performance in single contest or during limited time period (e.g. player of the game, player of the week) \$80 (certificate, medal or plaque only)

Hometown award \$80

**Be sure to review the sections that outline these awards, as some of them as additional stipulations (e.g. once per category of awards per year).**

# CU Letter Winner Awards

| <u>Year of Letter</u> | <u>Award</u>     | <u>Value</u> |                    |
|-----------------------|------------------|--------------|--------------------|
| 1 <sup>st</sup> Year  | CU Letter jacket | \$95.00      | (\$175-Underclass) |
| 2 <sup>nd</sup> Year  | CU Fleece Jacket | \$35.00      | (\$175-Underclass) |
| 3 <sup>rd</sup> Year  | CU Blanket       | \$50.00      | (\$175-Underclass) |
| 4 <sup>th</sup> Year  | CU Plaque        | \$85.00      | (\$325-Senior)     |
|                       | Senior Watch     | \$85.00      |                    |

# Comp Admissions & Ticket Benefits

- Tickets are ONLY issued through a pass list. “Hard tickets” can NEVER be issued to a SA or their guests.
- The individual using the complimentary admission **must present identification to the person supervising the use of the pass list at the admission gate.**
- The individual then shall be provided a ticket stub or other identification of a specified reserved seat or seating area or treated as a general-admission ticket holder.
- We can give ONE ticket to ALL CU sports to our student-athletes.
- Student-athletes can get 4 tickets to events in their sport.
  - One ticket per guest

# Competition While Representing CU

NCAA rules allow us to pay travel expenses (i.e. transportation, meals, and lodging) for SA's (**only those “eligible to compete”**) competing in:

- Regularly scheduled intercollegiate athletics events
- NCAA championship events and NGB championship events in an emerging sport
- A licensed postseason football game
- Nonintercollegiate open, amateur competition
- Other institutional competition permissible under NCAA legislation, including postseason events
- Fundraising activities that an institution counts against its maximum contest limitations per Bylaw 17.

# Competition While Representing CU

- We can begin providing those expenses up to 48 hours prior to the start of the competition
- Expenses cannot be provided beyond 36 hours after the conclusion of the contest.
- We can petition the NCAA for relief in these areas for reasons such as:
  - Weather (usually done after returning from the trip)
  - Budgetary (i.e. massive savings on travel)
  - Other circumstances out of our control

# Meals Incidental to Participation – Home Games

- All SA are permitted to receive meals at CU's discretion beginning with the evening before competition and continuing until they are released by CU coaching staff.
- CU **cannot** provide cash to SA in lieu of meals during this time period.
- However, CU may provide a meal or cash, not to exceed \$15 (but not both) to SA at the time of their release by CU coaching staff;
- If it is our discretion to feed the team in the locker room after the game, we still are able to provide the SA's \$15 cash as they leave the facility and are released from competition.

# Meals Incidental to Participation – Away Games

- 2 options:

- Discretionary Meals Model

- Per Diem Model

# Meals Incidental to Participation – Away Games

## Discretionary Meals Model:

- Same as “home game” option.
- Meals can be given to SA at ANY time up until they return to campus.
- NCAA rules do not allow for any cash to be disbursed for meals using this option.
- However, if a SA does not use team travel to return to campus, he/she may receive meals at the institution's discretion ONLY up to the point he /she is released from team-related activities
- CU **CANNOT** provide cash IN LIEU of meals using this option.

# Meals Incidental to Participation – Away Games

## Per Diem Model:

- All SA are permitted to receive a pregame or postgame meal (i.e., a 4<sup>th</sup> meal) as a benefit incidental to participation in addition to regular meals
- CU may provide cash, not to exceed \$15, in lieu of a postgame meal

# Meals Incidental to Participation – Away Games

**Per Diem Model breakdown:**

NCAA rules allow a SA can get four (4) meals on a game day:

- Breakfast
- Lunch
- Dinner
- Pre-game/Post-game

# Meals Incidental to Participation – Away Games

## Per Diem Model breakdown:

- If a SA misses one of those meals due to competition, we could provide them with per diem for the meal they missed.
- Providing per diem for a missed dinner does not constitute providing a meal AND cash for the post game meal.

# Meals – CU Rules

- If you are providing cash for any meal to student-athletes, we need to stay within the daily per diem limits set by the State of Colorado.
- If we are providing all meals to the SA's, then we are using “Official Function” forms.
- If we are using a combination of the two, we need to stay within PSC guidelines.

# Meals – Case Study

True or False? After a HOME competition, SA's can receive either a postgame meal OR \$15?

**TRUE**

# Meals – Case Study

True or False? Student-athletes may receive cash in lieu of a meal on the night before home competition?

**FALSE**

# Meals – Case Study

True or False? Student-athletes may receive \$15 on return to campus under the “discretionary meal model” for away contests.

**FALSE**

# Meals – Case Study

How much cash may be provided for each meal under the “per diem model” for away contests?

Must follow CU per diem rates

# Meals – Case Study

Can CU switch between the “per diem model” and the “discretionary meal model” during away trips?

No; you use one option or the other for the duration of the trip

# Non Permissible

- A SA may **not** accept athletics equipment, supplies or clothing (e.g., tennis racquets, golf clubs, hockey sticks, balls, shirts) directly from a manufacturer or commercial enterprise.
- However, such items may be provided to CU, via J.T. and the Equipment Staff and issued to the SA for their use.
- They will issue it according to their normal procedures.

## Compliance Quote of the Month

*"You can be sure that the American spirit will prevail over this tragedy."*

-Colin Powell, referring to September 11<sup>th</sup> attacks.