Overview of Session

- Overview of Enforcement development group.
  - Structure
  - Purpose
  - Trivia
- Common issues and best practices.
  - Agents and third parties
  - Academic fraud
- Sport specific development activities, issues and best practices.
  - Basketball
  - Football
  - Track and Field
  - Baseball
Purpose of the Development Group

- **Cultivate actionable leads:** In its effort to protect and sustain the NCAA principles of integrity and fair play, the development group works proactively to be in a position to learn about potential violations of NCAA legislation.

- **Subject-matter experts:** The development group strives to be subject-matter experts who understand industry trends and issues in order to (1) assist the enforcement department with the fair, accurate, collaborative and timely investigations of infractions cases; (2) serve as a resource to the NCAA membership and other stakeholders within the specific sports communities; and (3) deter or prevent violations from happening.

Trivia: Development Sport Allegations

What percentage of the total allegations reported to or developed by the enforcement staff involve the development sports (e.g. Division I men's basketball, women's basketball, football, track and field and baseball)?

- a. Less than 20%
- b. 25-45%
- c. 50-60%
- d. Over 75%
Trivia: Development Sport Allegations

MBB 32%
FB 31%
WBB 7%
BA 5%
T&F 4%
Others 21%

Trivia: Staff Developed Allegations

What percentage of the total allegations are developed by the enforcement staff through sources and other proactive monitoring?

- a. Less than 10%
- b. 10-15%
- c. 20-25%
- d. Over 30%

Trivia: Staff Developed Allegations

Developed Allegations 35%
Other Allegations 65%
Trivia: Bylaws Involved in Developed Allegations

What percentage of the total allegations developed by the enforcement staff involve potential Bylaw 12 (Amateurism) and Bylaw 13 (Recruiting) violations?

a. Less than 25%
b. 25-45%
c. 50-70%
d. Over 75%
Agents – Who Are They?

- Bylaw 12.02.1 – Any individual who, directly or indirectly:
  - Represents or attempts to represent an individual for the purpose of marketing his/her athletics abilities or reputation for financial gain or
  - Seeks to obtain any type of financial gain or benefit from securing a prospective student-athlete’s enrollment at an educational institution or from a student-athlete’s potential earnings as a professional athlete.

Third Parties – Who Are They?

- Agents
- Advisors
- Financial advisors
- Runners
- Business/brand managers
- Trainers
- Shoe companies
- Scouting services
- Event operators
- Nonscholastic coaches
- Family members
- Mentors

Issues/Trends with Agents and Third Parties

- Funding of nonscholastic teams, coaches and administrators.
- Relationships with former student-athletes, head coaches and assistant coaches.
- Earlier contact with prospects and student-athletes.
- Provision of impermissible benefits to prospects and student-athletes.
Issues/Trends with Agents and Third Parties

- Requests for scouting service subscriptions in exchange for access to prospects.
- Involvement in recruitment of international prospects.
- Interaction between student-athletes, agents, advisors and professional scouts.
- Direct contact by agents through social media.

Best Practices: Agents and Third Parties

COMMUNICATE
- Coaching staff and administrators
- Student-athletes
- Prospects
- Families
- Agents, advisors and third parties

REVIEW/OBTAIN
- Complimentary admission lists
- Coaches’ discretionary ticket lists
- Student-athlete automobile records
- Staff telephone records
- Unofficial visit records

Best Practices: Agents and Third Parties

MONITOR
- Access to practice and locker rooms.
- Individuals who are consistently present around student-athletes and prospects.
- Individuals who suddenly appear in student-athletes’ or prospects’ “inner circle.”
- Social media (e.g. Facebook, Instagram, Twitter, Vine).
Academic Fraud

2016 DI Eligibility
- 2.3 core GPA plus required SAT/ACT score
- 10 core courses prior to seventh semester in high school
- 7 out of 10 core courses in English, Math or Science

Anticipated Issues
- Falsifying of HS transcripts and/or SAT and ACT scores
- Increase use of online courses
- Impermissible grade changes
- Increase of high school transfers

Men’s and Women’s Basketball

Jeremy McCool - Director
Bryna Bamhart
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Elizabeth Ramsey
Frank Smith
Darin Van Vlerah

Basketball: Development Activities

- Attendance
  - April, July and Fall (WBB) events
  - Camps and clinics
  - NBA/NBPA events
- Outreach
  - NABC and WBCA
  - NCAA, high school and nonscholastic coaches
  - Agents and third parties (e.g. event operators, shoe companies, scouting services)
  - Educational presentations
Basketball: Issues and Trends

- Parent/guardian relocation and/or employment.
- Non-traditional boosters.
- Transfers.
- Unofficial visits.
- Individuals Associated With a Prospect (IAWP).
- Camp employment. (WBB)
- Contacts. (WBB)

Basketball: Best Practices

- Relocation/Employment
  - Communicate regularly with family.
  - Have knowledge of moving and living arrangements (e.g., how traveling; current and previous home value).
  - Have knowledge of job arrangements (e.g., qualifications, rate of pay, employer).
- Nontraditional boosters.
  - Ask prospect, family, and booster questions about:
    - Nature of relationship/role in recruiting.
    - History of relationship.
    - Travel arrangements if present on a visit.
    - Understand booster relationship with coaching staff.
- Transfer student-athletes
  - Communicate regularly with coaching staff during the recruitment and transfer process.
  - Understand why the student-athlete is transferring and why selected your institution.
  - Ask the student-athlete who else was involved in the decision to transfer and in selecting your institution (e.g., parents, nonscholastic coach).
- Unofficial visits
  - Have the prospect and coaching staff complete an unofficial visit form
    - Time/length of visit.
    - Travel arrangements and how costs covered.
    - Lodging arrangements and how costs covered.
    - Who traveled with prospect, relationship to prospect, and how costs covered.
Basketball: Best Practices

- **IAWP (Men’s Basketball)**
  - Ask coaching staff to identify any potential IAWPs and prospects.
  - Ensure individuals in noncoaching staff roles understand IAWP legislation.
  - Have a documented process for men’s basketball staff to review camp hires to identify any potential IAWPs and/or certify no knowledge of IAWPs.
  - Contact other institutions who recruited the prospects to ask whether the potential IAWP was involved in prospect’s recruitment.

- **Camp Employment (Women’s Basketball)**
  - Ensure compensation is not tied to the number of prospects the coach brought to camp or his/her relationship with a prospect.
  - Review whether the person has previously worked camp. If not, communicate with the coaching staff regarding why being hired.

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Football

Chris Howard – Director
Vic DeNardi
James Garland
Renee Gomila
Aaron Hernandez
Charlie Jackson
Bill Nesnidel

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Football: Development Activities

- **Attendance**
  - 7-on-7 and nonscholastic events.
  - High school games and championships.
  - High school and college all-star games.

- **Outreach**
  - NCAA, high school and nonscholastic coaches.
  - NFL/NFLPA.
  - Agents, financial advisors and third parties (e.g. event operators, shoe companies, scouting services).
  - Educational presentations.
Football: Issues and Trends

- Marginalization of high school coaches in recruiting process.
- Involvement of recruiting services with prospects and their recruitment.
- 7-on-7 events as facilitators in the recruiting process.
- Off-season training camps for prospects and student-athletes.

Football: Best Practices

- Unofficial Visits
  - Have coaches and prospects fill out an unofficial visit form.
  - Who is facilitating the visit and who is paying for the costs?
  - Work with coaches to get a feel for prospect’s financial situation and monitor the visit.

- Training Camps
  - Consider an elite athlete monitoring program.
  - Identify “high risk” prospects and student-athletes.
  - Potential criteria: ESPN Top 100, national award recipients, watch lists.
  - Can also assist with other issues.
  - Training camps.
  - Where and how are the student-athletes spending their vacation periods?
  - Work with coaches who are dialed in on the student-athletes’ training (e.g. strength and conditioning coaches).
  - Be aware of training facilities in the area and provide education.

Track and Field

Mark Hicks – Managing Director
Joyce Thompson
Mike Zonder
Track and Field: Development Activities

- **Attendance**
  - NCAA Division I Cross Country and Indoor/Outdoor Track and Field Championships.
  - USATF Indoor and Outdoor Track and Field Championships.
  - Run Pro Camp.

- **Outreach**
  - Track and cross country coaches association (USTFCCCA) convention.
  - Athlete agent presentations for USATF seminars.
  - Educational materials.

Track and Field: Issues and Trends

- Increased number of student-athletes turning professional prior to exhausting eligibility.
- Lack of knowledge about financial challenges inherent in turning professional.
- Early and direct contact by shoe companies.
- Improper benefits provided during overseas summer circuit.
- Violations during the recruitment of international prospects.

Track and Field: Best Practices

- Communicate with coaches regarding legislative and playing rules proposals developed by the coaches association.
- Identify elite student-athletes and provide individualized agent and financial education.
- Have open communication with track agents because they are speaking with your student-athletes.
Baseball: Development Activities

- Attendance
  - ABCA National Convention
  - Division I Men's College World Series
  - Cape Cod Wooden Bat Summer League All-Star Game
  - Summer nonscholastic events
  - Educational/best practice events
  - MLB sponsored summer showcases
- Outreach
  - Collegiate, scholastic and nonscholastic coaches
  - Wooden Bat Summer Leagues
  - Training Facilities
  - MLB – Scouts, player development representatives, agents and advisors

Baseball: Issues and Trends

- Agent/advisor relationships.
- Relationships and contacts between collegiate coaches and prospects.
  - Wooden Bat Summer Baseball
  - Showcase events
  - Impermissible inducements
  - Funneling of prospective student-athletes
- Contact between collegiate coaches with current student-athletes at other institutions.
Baseball: Best Practices

- **Wooden Bat Summer Leagues**
  - Know which student-athletes and coaches are participating.
  - Provide education on permissible contacts.

- **Advisors**
  - Know who is around the baseball program and student-athletes.
  - Educate prospects, student-athletes, their families and advisors on NCAA legislation.
  - If the student-athlete has an advisor, play an active role in the relationship.

- **Transfer student-athletes**
  - Ensure that coaches are obtaining permission to contact student-athletes prior to any discussions.

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**ANY QUESTIONS?**

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Thank You!