

Bison Bulletin



Bucknell University Athletics Compliance Department

'Tis the Season of Sports Wagering

Though bowl games and national championships have come to a close for collegiate football along with the hype of the Super Bowl, men's and women's basketball and the thrill of the impending March Madness approaches. It is a time of year where many sports fans find themselves betting on the outcomes of a contest. Some are just looking for simple "bragging rights" regarding their favorite team's success, while others are hoping for a financial windfall!

Sports wagering, by definition of the NCAA, includes placing, accepting or soliciting a wager of any type with any individual or organization of any intercollegiate, amateur or professional team or contest. These wagers could be placed on an institutional staff member's or student-athlete's own behalf or on the behalf of others. Straight bets, point spreads, auctions, parlays, office pools, internet sports wagering, fantasy leagues and playoff brackets (where there is an entry fee and an opportunity to win a prize) are all examples of sports wagering and are strictly prohibited by the NCAA.

It is the obligation of all staff members of an institution's athletics department, nonathletics department staff members with responsibilities within or over athletics, conference office staff members, and all student-athletes not to knowingly participate in any sports wagering activities. This also includes providing information, such as team disciplinary actions, new plays, team morale, or injuries, to individuals involved in or associated with any type of sports wagering activities that could be used to place a bet.



As for the scope of this restriction, it applies to any institutional practice or any competition (intercollegiate, amateur or professional) in a sport in which the NCAA conducts championship competition, in bowl subdivision football, and in emerging sports for women.

If a student-athlete were to engage in sports wagering activity, they could be faced with severe consequences involving complete and permanent loss of all remaining regular-season and postseason eligibility in all sports, not to mention possible financial hardship, jail time, media scrutiny, and loss of jobs. Coaches or staff members who violate this rule would also be subject to disciplinary or corrective action set forth in NCAA Bylaw 19.9.

The bottom line? It's not worth it.

"As a student-athlete, you are now part of an elite group. You have a tremendous responsibility to your school, sport, community and yourself. Although gambling can seem quite attractive, it will put your reputation, your eligibility and your athletics career on the line. Don't Bet On It. Put your money on a real winner – yourself."

—Clark Kellogg, CBS College Basketball Analyst

Bison Compliance All-Star Winter Lineup!

These three have gone above and beyond to maintain a compliant atmosphere for their programs and the department. Congrats and thank you for your conscientious work!



Amy Mantush
M&W Track & Field

Aaron Roussell
Women's Basketball

Tim Wait
Football

How do you sign the perfect recruiting class? Find players who fit into the program's culture.

by Andy Staples, *Sports Illustrated* (Jan. 30, 2017)

Dennis Hickey spent 20 years helping NFL teams craft their rosters. So in his first season in the NFL as a scout, Hickey decided to examine how college teams build their rosters. What he found could be quite educational as teams prepare to put one recruiting class to bed this season and then dive headlong into the next.

Hickey started in the NFL as a scout. Later, he ran the personnel department for the Buccaneers and served as Dolphins' general manager for the 2014 and '15 seasons. After getting fired by the Dolphins in January '16, Hickey began exploring the player-personnel side of the college game. Several former co-workers—Minnesota head coach P.J. Fleck coached receivers in Tampa, and Ohio State defensive coordinator Greg Schiano was the Bucs' head coach—and several friends work in college, and Hickey was curious as to exactly how different the process was between college and the pros.

Hickey scoured signing classes and rosters looking for patterns. He also picked the brains of his friends in the college game. Ultimately, Hickey identified five key components to the college player selection process: identification, evaluation, recruiting, development and utilization. Four of those are analogous to factors in the NFL selection process. The only one that isn't is recruiting, and for obvious reasons. NFL teams draft players; college coaches must make players choose their programs.

What Hickey found was that many staffs focus on the selling aspect at the expense of evaluation. "What I didn't see is much of the resources and attention given to the other parts," Hickey said. "Are we recruiting the right guy? Is the recruit who we think he is? Then how do we develop him and utilize him in a way that maximizes his talent?"

Hickey acknowledges there are unique challenges in the college game that NFL front offices don't face. The rules governing contact between college programs and high school players are far more strict than the ones governing contact between NFL teams and potential draftees. Also, college teams typically sign between 20 and 25 players a year. NFL teams draft between five and 10. And Hickey also acknowledges that selling is a critical part of the college process, but he believes if staffs took a more analytical approach to evaluation and took more steps to ensure players fit into the program's culture, they could increase their hit rate by 10–20%. That may sound small, but a 20% improvement means four to five more potential starters per class. That could raise a program from middling to a contender for conference titles.

Perhaps the best way to explain is to show how some of the best recruiting programs in the country already use versions of what Hickey is recommending.

One of Hickey's key points is that coaches can make their lives easier by recruiting the players who best fit their program's culture. Who does that better than anyone right now? The reigning national champion Clemson Tigers. Not counting players who turned pro early, only seven Clemson signees from 2013–16 weren't still on the roster in 2016. That's an astounding hit rate in an age when losing five-to-seven scholarship players an off-season is the industry standard. "The retention," Hickey said, "speaks to the culture meshing with the recruiting."



Clemson coach Dabo Swinney understands who he is and who fits into the program. Meanwhile, Swinney's nine assistants during that time understood their boss and what he wanted. Receivers coach and co-offensive coordinator Jeff Scott started his Clemson career as receivers coach Swinney's graduate assistant, and Scott served as the Tigers' recruiting coordinator from the moment Swinney was elevated to head coach in '08 through the '14 season. Defensive line coach Dan Brooks and tight ends coach Danny Pearman were among Swinney's first hires when Clemson pulled the interim tag in December '08. Brad Scott, Clemson's assistant athletic director in charge of football player development, essentially serves as the Tigers' GM. Aside from being Jeff's father and a former college head coach (South Carolina), the elder Scott—who landed Deion Sanders as a Florida State assistant—helped teach a young Swinney how to recruit when Brad was the Tigers' offensive line coach and Swinney coached receivers under Tommy Bowden.

Clemson's dilemma now is continuing that recruiting success after losing assistants. Brooks just retired, and defensive ends coach Marion Hobby just left for the Jacksonville Jaguars. So now Swinney must teach new assistants Todd Bates and Mickey Conn how the Tigers recruit. That shouldn't be too difficult for Conn, a former Georgia high school coach who spent the past year as a defensive analyst for the Tigers.

That move is straight out of the playbook of Alabama coach Nick Saban, who has a deep bench of analysts that allows him to plug in new assistants who start the job already attuned to the wants of the head coach and to the culture of the program. Few programs have potential assistants sitting at the ready, though. Those might consider what Ohio State's Urban Meyer has done. In 2014, Meyer brought in business consultant Tim Kight to teach the culture Meyer desired to the Buckeyes' assistants. Meyer had noticed that when he had staff turnover at Florida, the program hadn't run as smoothly. Kight had convinced Meyer to codify the culture and teach it so that any new staffer could understand exactly what worked within the program. Meyer has faced more staff churn at Ohio State than he did at Florida, but the Buckeyes' record hasn't dipped. Wednesday, Ohio State will haul in what could be one of the best pound-for-pound recruiting classes of the star-ranking era.

Hickey also would like to see colleges take a more analytical approach to their recruiting. This is an area where the money to hire an NFL-style player-personnel operation like Alabama's is extremely helpful, but it isn't completely necessary. Hickey believes that if a head coach can create a series of numerical grading scales and then teach all his assistants to use it consistently, it could help normalize the evaluation process for a program. That way, one assistant's gut feeling wouldn't necessarily override the rest of the staff's eyes.

While Alabama, which is poised to land yet another top-ranked class, does have the largest recruiting infrastructure in college football, its evaluation process is based on an analytical format that even a poorly resourced program could copy. It's Saban's system for evaluating "critical factors" for each position, and while it has evolved into something more complex, it began as an easy way for members of the late Don James' Kent State staff to predict how soon a recruit might be able to contribute on the field. Saban, who played for James, picked up the system as a graduate assistant. A prospect is graded on each factor—this could be a physical characteristic such as height or a playing characteristic such as man-to-man coverage skill—as the coaches try to determine who is the best fit for the schemes the team runs. The coaches also grade prospects on attitude and intelligence. In a 2012 interview, James explained why he created his system. "We were looking for guys who could start right away," James said. "We weren't sure we were going to be around for two or three years."

James responded appropriately to that pressure. Some coaches don't. Some hire the best salesmen they can and try to collect as much talent as possible. But if those players don't fit what the program does best, they don't have the success of Saban or Meyer or Swinney. So perhaps more coaches should do what Hickey did and perform a global examination of their recruiting operations. They may find they could stand to make some changes that could keep them employed quite a bit longer.

Relevant Violations: Countable Athletically Related Activities

The NCAA Division I Committee on Infractions published the findings related to an institution's major violations of NCAA Bylaws, specifically Bylaw 17 (Playing and Practice Seasons). The agreed-upon violations in this case centered on the staff of the women's basketball program requiring student-athletes to participate in countable athletically related activities (CARA) that exceeded practice hour limitations.

Limitations on CARA exist to help protect the well-being of student-athletes. Specifically, excessive participation in CARA detracts from time that can be dedicated to academic work, and can have negative impacts on a student-athlete's physical health in extreme cases. The regulations also exist to prevent unfair competitive advantages from occurring. Upon full investigation, several significant and intricate issues were uncovered in this case that ultimately led to the infractions and subsequent penalties.

The investigation in this case involved information about potential playing and practice season violations received by the institution over a three year period. During that time, it was reported that student-athletes practiced more than four hours per day on numerous occasions, resulting in multiple weeks of more than the allowable maximum of 20 hours. It was also reported that members of the women's basketball team were required to participate in 30-minute individual conditioning workouts with the athletic trainer on Sundays (their day off). Again, this violated the 20-hour rule, and also the NCAA legislation that requires student-athletes to have one day off per week. Another CARA violation occurred when the student-athletes were required by the coaching staff to watch game film following a competition (when no CARA is allowed). The assistant basketball coaches and athletic trainer also corroborated the accounts of the student-athletes.

When the student-athletes were asked to specifically detail examples of how the team's practice hours exceeded the daily and weekly limitations, they described a "15-minute rule." Student-athletes were required by the head coach to arrive 15 minutes early to shoot 100 free throws and to practice 3-point shooting prior to the start of practice. Any student-athlete who did not complete 100 free throws before practice was required to stay after practice to complete them. Although the coaches kept a daily written record of the student-

athletes' shots made, they did not consider these activities as CARA and did not properly calculate them into their daily and weekly hourly totals. Especially concerning also were reports that the former head coach and other staff members made comments to the student-athletes who complained about excessive practices or who asked to leave early to study that they were "soft" and that practice was more important than going to class. Members of the team also recalled instances when assistant coaches had advised the head coach that practice was approaching or exceeding the time limits. However, the head coach acted as though she did not care about time restrictions and the assistants felt that there was nothing they could do because the head coach made all the decisions.

Upon completion of the complex investigation of these violations and several others pertaining to Bylaw 17 (as well as Bylaw 13—Recruiting), the enforcement staff, the institution and the former head coach were all in agreement with the facts of the findings and that major violations of NCAA legislation had occurred. The former head coach failed to promote an atmosphere for compliance within the women's basketball program for three years, resulting in penalties and corrective actions self-imposed by the institution. These included, but were not limited to, public reprimand and censure, termination of all women's basketball staff members, two years probation, limitations on official visits, a significant decrease in the maximum allowable hours of CARA for both in-season and out-of-season time periods, and requirements for women's basketball to submit CARA forms on a weekly basis with signatures from all student-athletes on the team to verify accuracy.



Compliance Conundrum

Q: Lucky Leroy is an athletic department staff member at New England University. Lucky and some of his friends decided to place a small bet for the Super bowl this weekend. Since Lucky's institution does not sponsor football, he thought it was permissible to place the bet. Is it permissible for Lucky to bet on the Super bowl?

A: No.

NCAA Bylaw 10.3.1 states that the prohibition against sports wagering applies to any institutional practice or any competition (intercollegiate, amateur or professional) in a sport in which the Association conducts championship competition, in bowl subdivision football and in emerging sports for women. **NCAA Bylaw 10.3** states that the following individuals shall not knowingly participate in sports wagering activities or provide information to individuals involved in or associated with any type of sports wagering activities concerning intercollegiate, amateur or professional athletics competition: (a) Staff members of an institution's athletics department; (b) Nonathletics department staff members who have responsibilities within or over the athletics department (e.g., chancellor or president, faculty athletics representative, individual to whom athletics reports); (c) Staff members of a conference office; and (d) Student-athletes.

By Jennifer M. Condaras, Associate Commissioner, BIG EAST Conference. January 30, 2017.



**ASK BEFORE YOU ACT!
WE'RE HERE FOR YOU.**

Compliance is the responsibility of everyone; please don't hesitate to contact us with any questions.

Dan Isaf

Associate Athletic Director for NCAA
Compliance and Student Services
dmi003@bucknell.edu
570-577-3070

Annamarie Ginder

NCAA Compliance and Student Services
Coordinator
apa004@bucknell.edu
570-577-1832

Kelly Harris

Student-Athlete Development Assistant
kah036@bucknell.edu
570-577-1650

Bucknell University, by virtue of its membership with the National Collegiate Athletic Association (NCAA), is responsible for ensuring complete compliance of all constituencies with all NCAA Rules and Regulations.

This newsletter serves as a way for the Compliance Department to educate and inform our coaches, sports administrators, and student-athletes about relevant rules and tips, hot topics in college athletics, and upcoming dates to remember.

WWW.BUCKNELLBISON.COM

QUIET & DEAD PERIODS TO REMEMBER:

Football—Quiet Period: Feb 3—April 14; April 16, 23, & 30

Baseball—Quiet Period: Feb 21—Feb 28; **Dead Period:** April 10—April 13

Men's Basketball—Dead Period: April 1—6 (noon) & April 10—13;
Quiet Period: April 20 & 24—27

Women's Basketball—Dead Period: March 31 & April 1—6 & 10—13;
Quiet Period: April 7—9, 14—20 & 26—27.

Cross Country/Track & Field—Dead Period: March 10—11, April 10—13

Men's Lacrosse—Quiet Period: February 1—28; **Dead Period:** April 10—13

**Field Hockey, Men's Golf, Women's Golf, Women's Lacrosse
Rowing, Softball, Men's Swimming & Diving, Women's Swimming & Diving,
Men's Tennis, Women's Tennis, Volleyball, Women's Water Polo, Wrestling—
Dead Period:** April 10—13

