NCAA Compliance: Maximizing Your Impact and Managing Expectations

Andrew Donovan
Associate Athletics Director for Compliance

Tennessee Athletics
NCAA Finds South Carolina Guilty of Recruiting Violations

U.S.C. Sports Receive Harsh Penalties

NCAA punishes former Tennessee hoops coach Bruce Pearl with 3-year show-cause penalty

Ole Miss takes bowl ban, charged with serious violations

NCAA hits Missouri with one-year postseason ban, recruiting restrictions for academic violations

NCAA levies sanctions against Miami

13 Carolina football players to miss games because of NCAA violations
WHAT IS THE NCAA?

- **Association of 1,123 member institutions**
  - 480,000 student-athletes across three Divisions: I, II and III
  - 353 schools in Division I

- **Breakdown of the National Office administrative staff:**
  - Academic and Membership Affairs
  - Championships
  - Eligibility Center
  - Enforcement
**Education**
- Coaches, staff, student-athletes, boosters, etc.

**Monitoring**
- Coaches, staff, student-athletes, boosters, etc.

**Reporting (violations, waivers, academics, etc.)**
- NCAA
- Conference Office
Areas Governed By NCAA Rules and Regulations

- Ethical Conduct
- Conduct and Employment of Athletics Personnel
- Amateurism and Athletics Eligibility
- Recruiting
- Academic Eligibility
- Financial Aid
- Awards, Benefits and Expenses for Student-Athletes
- Playing and Practice Seasons

More than 26,000 published interpretations of NCAA rules and regulations
Levels of Regulation
Compliance is a Shared Responsibility

- **500+ Student-Athletes** (representing 38 states and 23 countries)
- **80** Assistant and Head Coaches
- **300** Athletics Department Staff Members (200 full-time)
- **390+** Athletics Department Student Workers and Interns
Compliance is a Shared Responsibility (cont.)

- **28,894 University Students** (22,815 undergraduate)
- **4,989 University Employees** (1,586 faculty)
  - Admissions | Advancement | Bookstore | Bursar | Faculty
  - General Counsel | Financial Aid | Housing | Parking | Registrar
- **12,000 Tennessee Fund Donors**
- **Hundreds of Thousands** of Tennessee Fans and Supporters
EDUCATION & MONITORING EFFORTS

- In-person
- E-mails / Text Messages
- “Vendor” Letters
- Athletics Publications
- Twitter @Vol_Compliance
- Policies and Procedures
- JumpForward (Software)
- Required Documentation
- Audits / Self-Assessment
COMPLIANCE IS A CULTURE, NOT AN OFFICE

- Build relationships through **presence** and **communication**
- Act as an **advocate**, not an adversary
- **Prioritize** based on thorough risk assessment
- **Anticipate** and **adapt**
- **Customer service** / **Follow-up**
COMMUNICATION
Open and honest communication—no surprises—as we pursue our goals.

TRUST
Trust is earned, not given. Every day... be trustworthy.

WARMTH
You know that I care about you, and I know you care about me. Together, we care about our student-athletes, our university, our state, our fans and our community.

INTENSITY
We attack each day with great intensity to achieve our goals and be the very best at our chosen calling.
Questions?