Countable Athletically Related Activities Surrounding Final Exam Period for Out-of-Season Sports

Finals start Friday, December 11th. As such, out of season sports’ CARA are prohibited starting December 4th. The last day to have CARA is December 3rd. Countable activities may resume on the first day of spring classes (January 19th) or upon return to declared playing season, whichever comes first. SAs can participate in voluntary activities in the meantime.

Weekly Hour Limitations-Outside the Playing Season (NCAA Bylaw 17.1.7.2a)

All countable related activities outside the playing season are prohibited one week prior to the beginning of the final examination period for the applicable academic term through conclusion of each student-athlete’s final exams.

Voluntary Athletically Related Activities (NCAA Bylaw 17.02.18)

In order for any athletically related activity to be considered “voluntary,” all of the following condition must be met:

- SAs cannot report back to a coach or other athletic department staff (e.g., strength coach, trainer, manager) about any information related to activity.
- Athletic department staff cannot observe or report back to coaches about information related to activity.
- The activity must be initiated and requested by the SA.
- Athletic department staff cannot require the SA participation in activity.
- SA attendance and participation cannot be recorded for purposes of reporting to coaches.
- SA cannot be subject to penalty if he or she elects not to participate.

NCAA in the News: LSU Running Back’s Family Tries to Capitalize on his Name

LSU is investigating running back Leonard Fournette’s family for a possible violation of NCAA rules by setting up a website to sell merchandise with Leonard Fournette’s signature catchphrase, “BUGA Nation.”

The Fournette Family made a payment of $10,000 to build the website and produce the orders of the merchandise. But within one day of launching the website, the NCAA caught wind and shut it down.

Possible Violation:
If the family made any sales of the product with Leonard’s knowledge, this would be an NCAA violation.

- It is impermissible for SA’s to permit use of their name or picture or promote sale of product. The SA must immediately take steps to stop such activity once they become aware of it.

Possible Penalty:
- Ineligibility.

Key Points:
- SAs cannot allow their name or picture promote the sale of products.
- SAs cannot endorse products.
- SAs must take steps to stop use of their name or picture to sell items once they become aware of such activity.

Advertisements and Promotions After Becoming a Student-Athlete (12.5.2.1) After becoming student-athlete, an individual shall not be eligible for participation in intercollegiate athletics if the individual:

- Accepts any remuneration for or permits the use of his or her name or picture to advertise, recommend or promote directly the sale or use of a commercial product or service of any kind; or
- Receives remuneration for endorsing a commercial product or service through the individual’s use of such product or service.

Use of a Student-Athlete’s Name or Picture Without Knowledge or Permission (12.5.2.2) If a student-athlete’s name or picture appears on commercial items (e.g., T-shirt, sweatshirt, poster, etc.) or is used to promote a commercial product sold by an individual or agency without the student-athlete’s knowledge or permission, the student-athlete (or the institution acting on behalf of the student-athlete) is required to take steps to stop such activity in order to retain his or her eligibility for intercollegiate athletics. Such steps are not required in cases in which a student-athlete’s photograph is sold by an individual or agency (e.g., private photograph, news agency) for private use.

ASK BEFORE YOU ACT!
Blake Simon
Assistant Athletic Director for Compliance
E: blake.simon@uvm.edu | P: 802.656.3079 | C: 215.300.0001

Remember to ASK BEFORE YOU ACT!!