NOVEMBER 2007 REPORT OF THE NCAA COMMITTEE ON SPORTSMANSHIP AND ETHICAL CONDUCT

INFORMATIONAL ITEMS.

Association-wide

1. **Mission Statement.** The committee reviewed the mission statement and approved a motion to add the phrase *athletics staff* to the list of responsible parties. Additionally, the group requested that staff liaisons rewrite the statement into more than one sentence. The statement will now read: "The mission of the Committee on Sportsmanship and Ethical Conduct is to develop and promote strategies that foster a collegial atmosphere and a greater acceptance of the values of respect, caring, fairness, civility, honesty and integrity. This responsibility lies with student-athletes, athletics staff, coaches, officials, fans and related groups."

2. **Sportsmanship Meetings/Conferences.** Various committee members reported on sportsmanship presentations that they had been involved in since the June 2007 committee meeting.

   a. June 2007 NACDA Sportsmanship Panel. The committee discussed the 2007 NACDA Sportsmanship Panel. Issues that were discussed include the face of sportsmanship from a psychological standpoint (e.g., trends, why people behave in certain ways) and best practices employed by member institutions. Several committee members believed that the presentation was very well-organized and contained useful information.

   b. 2008 Convention. The chair noted the outline of the 2008 NCAA Convention presentation, to occur Saturday, January 12, 2008, from 10:45 a.m. to 12:15 p.m. The session will include divisional updates regarding sportsmanship initiatives, and the purpose of the session is to provide information and an overview of the Association's current state regarding sportsmanship.

   c. October 2007 ECACA Sportsmanship Presentation. The chair provided a brief overview of the presentation and format and applauded the work of the ECACA conference in organizing the session.

3. **Presentation of Sportsmanship Initiative from Branding and Communications.** NCAA staff provided information regarding the Association-wide sportsmanship initiative that will be sponsored by the committee. A timeline for research, strategy development, activation and measurement was provided, and discussion focused on how the branding/communications staff can help the committee achieve its goals and achieve staying power. The goal is to establish some baseline data on both the membership's and public's view of where the NCAA stands on sportsmanship, and then develop and rollout

an initiative over the summer of 2008, with the "big event" happening during the 2008 football season. The initiative is a three- to five-year effort to not just achieve commitment but sustain it. The group discussed numerous issues involving sportsmanship including the educational component of all stakeholders as a key to developing successful strategies. Additionally, the group brainstormed ideas on how to change the public's perception and expectation of the collegial experience, as well as what does the "face" of sportsmanship look like. The committee is open to redefining sportsmanship and possibly even turning the focus from the actual word "sportsmanship" to "respect" or another concept that will resonate and make a lasting impact.

The initiative is set to activate for the beginning of the 2008-09 academic year, and the group suggested that as the plan develops, the Association needs to be strong in its statements regarding sportsmanship and unsportsmanlike conduct. The group also recognized the importance of engaging the leadership of affiliated groups and organizations in survey development, analysis of the results and initiative implementation.

4. **American Football Coaches Association (AFCA) Initiatives.** Grant Teaff, executive director of the AFCA, presented sportsmanship initiatives undertaken by the AFCA and highlighted recent plans for implementation of a five-year plan encompassing all divisions and focusing on the responsibility of coaches. Additionally, the 2008 AFCA National Convention will have "Character" as its theme and will provide programming in conversational analysis for recruiting student-athletes of character. Teaff expressed interest in partnering with the committee in an Association-wide initiative for sportsmanship.

5. **Subcommittee Breakouts.** The overall group recommended to the Oversight Panel that a variation of the NCAA championship public address statement be published in all NCAA rules books.

a. Strategic Planning. The group identified potential groups to be involved in the upcoming survey as well as key stakeholders in the initiative. The subcommittee also discussed putting together a "think tank" session at the 2008 Convention to bring together key players in the initiative. Finally, the group brainstormed ideas involving a Sportsmanship Day to kickoff the initiative next fall.

b. Accountability. The group discussed several possible initiatives that could assist the NCAA membership in this area. Specifically, the committee discussed the idea of a "safety zone" behind visiting benches to increase student-athlete well-being and sportsmanship, and prevent intentional placement of fans. The committee requested that the staff reach out to conference offices to determine if such regulations are already in existence. Additionally, the committee proposed a consistent sportsmanship public address statement to the NCAA Playing Rules

Oversight Panel for possible implementation in all NCAA playing rules books. Finally, the subcommittee reviewed the application materials for the Sportsmanship Award and made several revisions and discussed possible ways to raise awareness of the award.

6. **Citizens Through Sports Alliance.** Mark Hermann, NCAA staff, presented information on the NCAA's Stay In Bounds program's collaboration with the Citizens Through Sports Alliance. The presentation included information on the National Report Card for Youth Sports and the "Through A Child's Eye: A Parent's Guide for Improving Youth Sports" pamphlet as two of many tools used by the group. The committee discussed the merits of such a program and requested a link be established from the committee's Web site to the Stay In Bounds Web site.

7. **Divisional Reports.**

a. Division I. No report.

b. Division II. Dan Mara presented information on the history of the Community Engagement Initiative and on the Division II Game Environment Hearing that occurred in late July. The hearing was comprised of representatives from all facets of the game environment setting and used round table discussions to compile ideas and next steps for the participants, membership and staff.

c. Division III. The group was informed of the Division III Tier 2 grant money that is available to conference offices to provide programming that includes sportsmanship. The committee will share its speakers bureau list with the grant program to help initiate more sportsmanship-based programming on campus.

8. **National Federation of State High School Associations (NFHS) Presentation.** Tim Flannery from NFHS presented information on the federation's development of a course for high school coaches that is online-based. Flannery provided examples of video use, course components and single focus modules designed to address sportsmanship among the coaching community. The committee expressed interest in using some of the ideas of the NFHS as a catapult for part of the NCAA sportsmanship initiative, including the certification of coaches and review of membership plans.

9. **Budget Initiatives for 2008-09 and 2009-10.** The committee will submit a request for significant funding in the next budget cycle to supplement the upcoming sportsmanship initiative. The group discussed possible collaboration with corporate sponsors, uses

Webcasts and film segments as ways to offset costs while still making an impact in the membership with messaging.

10. Sportsmanship Speakers Bureau. The committee reviewed the list of speakers identified at the previous meeting and discussed the possibility of developing a more formal, "packaged" presentation to be given to the membership. Additionally, the group determined that the speakers bureau is simply a list that identifies potential speakers on sportsmanship, as opposed to a group of individuals the committee is endorsing.

11. Sports Wagering Update.

a. Bylaw 10.3. Staff provided an update on NCAA Bylaw 10.3 as it relates to fantasy leagues. The recent changes make the rule consistent among divisions.

b. Gambling Venue Language Update. Staff also provided an update on the Division I Championships and Competition Cabinet and Divisions II and III Championships Committees' approved policy that clarified that no NCAA championship can be conducted in a venue that allows legal sports wagering.

c. Game Officials Update. The committee was informed that the national office recently produced a basketball officials' sports wagering guide brochure that was distributed at all fall official meetings. Additionally, similar brochures are being produced for baseball and men's ice hockey to be distributed early next year.

12. NCAA Sportsmanship Award Update. The committee was informed that the NCAA Honors Committee had denied a request to honor the overall sportsmanship award winners at the 2008 Convention Honors Celebration. The committee will provide a second request to the Honors Committee on the basis of helping showcase the winners at an NCAA-sponsored event and to help promote the sportsmanship initiative among the membership. The committee also assigned members to provide award presentations to the 2007 divisional winners and brainstormed ways to increase the awareness of the award.

13. Sportsmanship Articles. The group noted the recent articles written about sportsmanship and highlighted the recent rule changes in basketball involving bench decorum. The group applauded the efforts of the various committees and affiliates involved with the rule changes.

Committee Chair: Dan Mara, commissioner.
Staff Liaisons: Ty Halpin, championships; Rachel Newman, enforcement; and, Julie Roe, enforcement.