



Components of a High-Profile Student-Athlete Due-Diligence Program

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1. Develop (for adoption by the institution's governing board) a high-profile student-athlete due-diligence policy.
2. Create an objective (non-discriminatory) set of criteria to identify high-profile student-athletes (prospective and enrolled).
3. Implement the following registration and monitoring activities: a) sports agent/sports marketer/financial planner/investment adviser program; b) student-athlete vehicle registration program; c) student-athlete and parental housing registration program; and d) student-athlete employment program.
4. Increase monitoring activities of (and limit access to) the following areas: a) athletics facilities (including locker-rooms and practice areas); b) sidelines or other limited-access areas during athletics contests; and c) team-chartered transportation.
5. Monitor social-network and other Internet sites (including, but not limited to, Facebook, MySpace, Twitter, blogs and sports media websites).
6. Create a daily Google search/alert for compliance-related news on identified high-profile student-athletes.
7. Follow-up reports of high-profile student-athletes attending parties or other social gatherings hosted or organized by professional athletes, corporations, sports agents, runners, sports marketers, financial planners or investment advisers.
8. Require student-athletes to read and sign a statement acknowledging receipt and understanding of legislation and institutional policy concerning sports agents (as well as runners, sports marketers, financial planners and investment advisers), amateurism and extra-benefits.
9. Schedule mandatory rules-education sessions for student-athlete, coaches and staff on issues relating to sports agents (as well as runners, sports marketers, financial planners and investment advisers), amateurism and extra-benefits. [Note: Maintain attendance sheets, agenda and handouts.]
10. Address issues relating to sports agents (as well as runners, sports marketers, financial planners and investment advisers), amateurism and extra-benefits during at least one student-athlete advisory committee (SAAC) meeting each academic year.
11. Include questions relating to sports agents, runners, sports marketers, financial planners and investment advisers in student-athlete exit interviews (for seniors, transferring student-athletes or student-athletes without eligibility) and annual student-athlete surveys (for returning student-athletes).

12. Develop a database (or obtain access to already-established databases) of sports agents, runners, sports marketers, financial planners and investment advisers.
13. Provide student-athletes' parents and guardians with a summary of NCAA legislation and institutional policy concerning sports agents (as well as runners, sports marketers, financial planners and investment advisers), amateurism and extra-benefits.
14. Create an anonymous hotline to receive allegations, tips, questions or other information concerning illicit activity by sports agents, runners, sports marketers, financial planners and investment advisers (or other alleged rules-violations).
15. Address sports agents, runners, sports marketers, financial planners and investment advisers in regular rules-compliance audits.

You can contact Buckner (954-941-1844; info@bucknersportslaw.com) if you have any questions on this topic or any NCAA enforcement issue.

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