



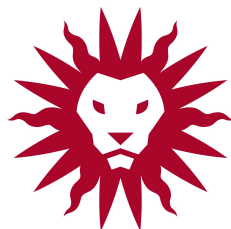
National Collegiate Athletic Association
P.O. Box 6222
Indianapolis, IN 46206-6222
(317) 917-6222

Thank you for caring about LMU Athletics and taking time to read this guide. Your help in preventing violations is vital and is appreciated as much as any other part you play in supporting LMU's Athletics program.

If you become aware of any violation or potential violation of NCAA rules, or if you have any questions about what you may and may not do, please contact us.

LMU COMPLIANCE OFFICE
GERSTEN PAVILION
I LMU DRIVE MS 8505
LOS ANGELES, CA 90045
(310) 338-7789

Additional information is available at:
www.lmulions.com
www.wccsports.com
www.ncaa.org



PLAYING BY THE RULES

**A Guide to NCAA Rules for Every
Alumnus and Friend of LMU Athletics**



Dear LMU Family and Friends:

Loyola Marymount University has an excellent tradition of success in both academics and athletics. As you may know, LMU's responsibility for the conduct of its athletics programs includes the regulations for the actions of all individuals and organizations engaged in activities promoting the athletics interest of the institution. As an institution committed to a competitive athletics program designed to be a vital part of the educational system, we recognize the perils brought about by boosters.

Our success is due in large part to the support of our alumni and friends. Compliance with NCAA rules is of the utmost importance to this University. As a member of the NCAA and West Coast Conference, Loyola Marymount University is responsible for the actions of its coaches, student-athletes and staff, as well as its alumni, boosters and friends.

The information provided in this guide will assist you in understanding the fundamental principles under which intercollegiate athletics operates. Please take a few moments to familiarize yourself with this information. As we strive for continued excellence in academics and athletics, we must always seek the highest standard of ethical conduct. With your assistance and cooperation, we believe we can accomplish these goals.

Sincerely,

Craig Pintens
 Director of Athletics

ARE YOU A REPRESENTATIVE OF LMU'S ATHLETICS INTEREST?

You are a representative of LMU's athletics interest (commonly known as a "booster") if you have:

- *Participated in or have been a member of a LMU sport support group/ booster club.*
- *Provided or helped arrange employment for student-athletes.*
- *Provided benefits to enrolled student-athletes.*
- *Been involved in promoting LMU's athletics program.*
- *Participated as a varsity athlete at LMU.*
- *Made a donation to the Lions Athletic Fund.*

Once an individual is identified as a Athletics Representative or booster, the person retains that identity forever.

WHO IS A PROSPECT?

A prospective student-athlete is defined by the NCAA as any person who has begun classes for the ninth grade (seventh grade for men's basketball, women's volleyball, and softball), including students in prep schools, junior colleges and individuals who have officially withdrawn from four-year schools. In addition, a student who has not yet started ninth grade may become a prospect if LMU or a booster provides the student, the student's relatives or friends, with financial assistance or benefits not generally provided to other students. The prospect remains a prospect until they report for the first day of classes for a regular term (fall or spring), even if the individual signed a National Letter of Intent with LMU.

WHAT IS RECRUITING?

Recruiting is any solicitation of a prospect or the prospect’s parent/legal guardian by a LMU staff member for the purpose of securing the prospect’s enrollment at LMU and/or participation in the LMU intercollegiate athletics program. Recruiting activities include correspondence, email, faxes, telephone conversations, text messages, in-person contacts (both on and off campus) and posting to prospect’s social networking profiles. The NCAA defines “contact” as any face-to face encounter between a prospect or the prospect’s parent/legal guardians during which time any dialogue in excess of an exchange of a greeting occurs.

WHO IS ALLOWED TO RECRUIT?

Only coaches and athletic department staff members may be involved in the recruiting process. In general, all representatives of the institution’s athletics interest who are not employed by LMU are prohibited from contacting a prospect or prospect’s family to encourage the prospect to participate in intercollegiate athletics at LMU. You are prohibited from any contact (i.e., in-person encounter, telephone call, email or any other written correspondence) with a prospect or the prospect’s family. If a prospect approaches you regarding LMU, explain that NCAA rules prevent you from discussing LMU with prospects or their family members. This also applies to prospects making official and unofficial visits to LMU.

It is not permissible to contact a prospect’s coach, principle or counselor for the purpose of evaluating a prospect’s athletic ability or academic record. This also includes talking to a student-athlete from another institution for the purpose or encouraging him or her to transfer to LMU.

WHAT IS A BOOSTER ALLOWED TO DO?

You may continue to have contact with an established family friend or neighbor who is a prospect. However, such contact may not be for recruiting purposes and may not be initiat-ed by a LMU coach. You may notify our coaches about prospects in your area that may be strong additions to our teams. You may attend high school or junior college athletic contests or other events where prospect may compete; however, you may not be involved in the actual evaluation of talent and you may not contact the prospect or the prospect’s relatives.

Commonly Asked Questions

Q: May a booster be involved in any way with a prospect’s official or unofficial visit?

A: No. Boosters are precluded from all recruiting activities.

Q: May a booster reimburse the coach of a prospect for expenses incurred in transporting a prospect to visit the campus?

A: No.

Q: May a booster pay (in whole or in part) registration fees associated with sport camps?

A: No.

Q: Is the contact rule applicable to established family, friends, and neighbors?

A: No. However, it must be understood that such contacts may not be made for recruiting purposes and are not initiated by a member of the institutions coaching staff.

Q: Is LMU responsible for the acts of boosters and booster support groups?

A: Yes. Boosters are governed by the same NCAA and institutional rules and regulations as those placed upon all LMU athletics staff members.

WHAT IS AN EXTRA BENEFIT?

An extra benefit is any special arrangement by an institutional employee or a representative of athletics interest to provide a current student-athlete or prospect (or their relatives or friends) a benefit not generally available to the public or other LMU students or in not express-ly authorized by NCAA legislation.

Institutions are required by the NCAA to notify boosters of consequences regarding rules violations. Boosters found in violation of NCAA rules are subject to losing benefits and privileges, including season tickets. The NCAA Committee on Infractions has processed cases in which penalties have included both the dis-association of boosters with the institution and the loss of season ticket privileges.

Any inappropriate, even inadvertent, activity on the part of the student-athlete (or his or her family or friends) could result in:

- Declaring a prospect or current stu- dent-athlete ineligible to participate for LMU.
- Sanctions placed on LMU and its athletics programs.
- Restrictions placed upon your involvement with LMU’s athletics program.

Examples of Extra Benefits:

- Providing cash or loans in any amount, or signing or co-signing for a loan.
- Providing gifts of any kind, including birth- day cards and holiday gifts.
- Providing free or special discounts for goods and services (e.g., rent, car repairs, legal services, meals).
- Purchasing complimentary admissions from a student-athlete.
- Providing an honorarium to a student-ath- lete for a speaking engagement.

WHAT MAY BOOSTERS DO FOR CUR- RENT STUDENT-ATHLETES?

- Invite a student-athlete or a team into your home for an occasional meal (1-2 times per month), but please coordinate such activity with the Compliance Office and the respective Head Coach beforehand.
- Employ enrolled student-athletes, pro- vided he or she is paid only for work per- formed and at the going rate in the locale for similar services. Appropriate paper- work must be submitted to the Compliance Office prior to the student-athlete beginning work.

RULES GOVERNING PROMOTIONAL AC- TIVITIES FOR STUDENT-ATHLETES

Student-Athletes are not permitted to be involved in the advertisement, recommendation, or promotion of sales or use of a commercial product or service of any kind. All charitable, educational and nonprofit promotional activities involving student-athletes must have prior approval from the LMU Compliance Office. If you have questions, please call (310) 338-3706.

Most Commonly Asked Questions

Q: May a student-athlete’s name, image, or likeness be used to advertise or promote the sale or use of a commercial product or service?

A: Yes. Name, image, and likeness (NIL) activity must be conducted according to NCAA rules and California state law. Find more information here.

Q: May a booster provide a student- athlete professional services free of charge for personal reasons?

A: No. Professional services provided at a fee less than the normal rate or at no expense to a student-athlete are extra benefits.