

## WINNING WITH INTEGRITY: DONOR AND FAN GUIDE



We invite you, as Lobo donors and fans, to join our team and help us carry out our commitment to  
**win with integrity.**



## PROSPECTIVE STUDENT-ATHLETES

A prospective student-athlete (also referred to as prospect, PSA or recruit) is any student who has started classes for the ninth grade, regardless of athletic participation. Also, a student who has not started high school classes still could be considered a prospect if they have received a benefit from UNM that is not otherwise provided to prospects. Students who have made a verbal commitment to UNM or signed a Grant-In-Aid still are considered prospects, and recruiting rules continue to apply until they begin their collegiate careers.

### RECRUITING

Recruiting draws the interest of many fans, but is only conducted by a small group of coaches working on behalf of The University of New Mexico Athletics. Recruiting also may involve members of the UNM Athletics staff or campus faculty members, but may not be carried out by members of the general public, including donors and fans. Our coaches must receive annual rules education before recruiting the top prospects in their sports. [See "Permissible Ways to Get Involved."]

### OFFERS AND INDUCEMENTS

UNM staff members, donors or fans may not directly or indirectly provide or arrange for any financial aid, benefits or gifts for a prospect or their family members unless permitted by an exception to NCAA rules. These rules apply regardless of whether similar financial aid or benefits are available to member of the general public or to other prospects who are not involved in athletics. Specifically prohibited items include, but are not limited to the following:

- Funding a prospect's visit to UNM;
- Arranging for employment for a prospect's relative;
- A gift of clothing, equipment or any tangible item;
- Co-signing a loan;
- Free or reduced-cost services, housing, loans, rentals or purchases of any type; or
- Sponsorship of, or arrangement for, an awards banquet for high school, prep school or two-year college student-athletes by The University of New Mexico, the Lobo Club, or any other booster group.

## OTHER RECRUITING RULES FOR DONORS AND FANS

Do you know of a prospect who might be a great fit for one of our UNM teams? Fans are able to communicate these names and information relating to the prospect to our coaches, but may not be involved in their recruiting process. Donors and fans may have general conversations with prospect-aged individuals as long as the content of their discussion does not involve recruiting that athlete to attend UNM and they are not directed to do so by UNM staff. This extends to interaction



with prospects via social media for purposes of recruiting them to UNM (e.g., wall posts, "@" mentions involving recruiting-related messages). Similarly, donors and fans are welcome to

attend sporting events where prospects are competing as long as attendance is not directed by a member of UNM Athletics staff and no contact is made with a prospect to discuss any aspect of their athletic recruitment. This prohibition extends to contacts with the prospect's coach, high school principal or teachers in attempts to discuss his or her collegiate choice, or to evaluate the prospect athletically or academically.





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## FORMER & CURRENT STUDENT-ATHLETES

### EXTRA BENEFITS AND PREFERENTIAL TREATMENT FOR FORMER AND CURRENT STUDENT-ATHLETES

The NCAA permits former and current student-athletes to receive various benefits from The University of New Mexico Athletics in addition to their scholarships, including academic counseling and tutors, apparel and equipment, transportation for practice and competition, medical services and specific meals related to their participation. However, benefits provided by members of the public or fans of our programs may be considered "extra benefits" which are impermissible under NCAA rules. Extra benefits are defined as any benefit, gift or service that is provided to a student-athlete, but not otherwise generally available to other UNM students or members of the public. Some specific benefits generally prohibited, regardless of whether similar arrangements are available for regular UNM students or members of the Albuquerque community, include:

- Cash or loans of any amount;
- Co-signing or arranging for a loan;
- Gifts or free services (ex: airline tickets, restaurant meals, gift cards, summer storage space, concert tickets, etc.);
- Rent-free or reduced cost housing;
- Employment of a student-athlete at a rate higher than the normal average for that position and type of work;
- Transportation (other than transportation provided locally for an occasional meal—see "Permissible Ways to Get Involved");
- Promise of employment or payment after college graduation; or
- Invitations to your home or property for purposes other than an occasional meal (e.g., boating, hunting)

**Note:** Some exceptions are made for established relationships, but they must be reviewed on a case-by-case basis.

### PERMISSIBLE WAYS TO GET INVOLVED

Donors are permitted to host an occasional meal in your home for a team or group of student-athletes. All meals must be pre-approved by The University of New Mexico Compliance Office, and there are monthly and annual limits to the number of meals that can be provided. Transportation also may be provided for student-athletes eating such a meal at a donor's home.

Donors also may provide employment opportunities for student-athletes as long as positions are filled using your regular hiring procedures and student-athletes are paid a similar rate to others in that position for work they actually perform. All student-athlete employment must be pre-approved by the UNM Compliance Office Staff.

Please contact our office before providing a meal or arranging employment for our student-athletes!

### NAME, IMAGE, AND LIKENESS ACTIVITIES

Current UNM student-athletes may receive compensation for use of their name, image, and likeness (NIL), and donors may arrange NIL deals with student-athletes. Such compensation must be for work actually performed (quid pro quo). Name, image, and likeness activities may not be used as an inducement for a recruit to enroll or remain enrolled at a specific institution. They may not be used to compensate a student-athlete for athletics participation or achievement, but they may be used to compensate them based on their athletics skill or reputation.

### POSSIBLE PENALTIES FOR VIOLATIONS OF NCAA RULES

Violating any NCAA rule, including all those mentioned in this document, can pose serious issues for UNM Athletics and the individuals involved. Penalties are levied by the NCAA Office of Committee on Infractions in an effort to eliminate any competitive advantage or benefit received by our institution, teams, athletics staff or student-athletes. These penalties should reflect the severity of the violation, and may include actions such as:

- Complete disassociation from specific donors over a specified period of time;
- Discontinuing recruitment of a prospective student-athlete;
- Reduction in recruiting activities for the sport program (e.g., prohibition on communication with specific prospects during specific time frames, reduced number of official visits available, etc.);
- Loss of eligibility for an enrolled student-athlete (withholding from games to complete ineligibility for remaining career);
- Student-athlete required to repay the value of an extra benefit before regaining eligibility;
- Post-season competition ban;
- Coaching suspensions; or
- Institutional probation.

### QUESTIONS?

NCAA, Mountain West Conference, and The University of New Mexico rules are extensive and complex, and as such, they cannot all be covered here. We encourage fans to contact us directly should you have questions or concerns about any issue which might involve future Lobos—prospective student-athletes, our current student-athletes, coaches or staff. It is our job to protect the interests of The University of New Mexico and The University of New Mexico Athletics, which we cannot fully do without your help as a part of our team.

**The University of New Mexico Compliance Office**  
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