



Compliance, Audit, Risk Management and Legal Affairs (CARL) Committee
October 10, 2023
10:15 a.m.

Information Item

CARL-7 Athletics Compliance Update

Background Information

Brian Mackin, Director of Athletics, and Jody Smith, Executive Associate Athletics Director and Senior Woman Administrator, have provided the attached memorandum to update the Committee on certain Athletics compliance matters.

Attachment

7.1 Memorandum regarding Athletics Compliance Update (see below)



Department of Intercollegiate Athletics
Office of Compliance

Memorandum

To: Chair and Members of the Compliance, Audit, Risk Management and Legal Affairs (CARL) Committee

From: Brian Mackin, Director of Athletics
Jody Smith, Executive Associate AD/SWA

Date: September 25, 2023

Re: Athletics Compliance Update

I. Purpose

The purpose of this memorandum is to provide you with a few updates within Athletics Compliance.

II. Athletics Compliance Staffing

In Spring 2023, our Assistant Athletics Director and Compliance Coordinator departed the University for employment opportunities in Compliance at other institutions, in April and March respectively. Our Executive Associate AD/SWA took over all responsibilities until the head position could be filled. Athletics brought three strong and diverse candidates on campus in July and hired the Interim Athletics Director/Compliance Director at Barton College, Britney Woodhull-Smith. Woodhull-Smith started on August 21st and is in the process of recruiting candidates for the Assistant Director for Compliance position.

III. NCAA Probation

UNC Greensboro's final report for the probation related to two NCAA compliance matters was approved on July 25, 2023 and UNC Greensboro is no longer on probation. Athletics self-reported two separate NCAA violations which were handled through the negotiated resolution process. With both cases, the NCAA recognized the University's established history of self-

reporting, prompt acknowledgment of the violation and investigation, acceptance of responsibility, and imposition of meaningful corrective measures. The NCAA placed Athletics on probation from July 25, 2019 to July 24, 2023, which during this time an annual report was submitted each year.

Sports Wagering Case:

On July 25, 2019, UNCG received the decision regarding the NCAA violation related to sports wagering activity of a former women's basketball assistant coach and one additional staff member. The agreed-upon penalties include a three-year probation period (July 25, 2019 to July 24, 2022) and a one-time \$15,000 fine.

Men's Soccer Impermissible Recruiting Case:

On April 7, 2020, UNCG received the decision regarding the NCAA violation related to impermissible recruiting contacts by the University's former head men's soccer coach. The agreed-upon penalties were: probation to run consecutive to the probation associated with an unrelated self-reported violation, through July 24, 2023, and a fine of \$5,000. Additionally, prior to the 2019 season, the men's soccer coaching staff received a three-week ban on off-campus recruiting as well as all recruiting communication contacts with any prospective student-athletes.

IV. Name, Image and Likeness

Effective July 1, 2021, student-athletes were permitted to engage in activities where they can benefit financially or non-financially (e.g., receive cash, product or other benefit) by using their name, image and/or likeness (NIL) for promotional purposes.

During the last two academic years, UNCG has had no more than ten student-athletes take part in NIL activities with most related to product promotions through social media.

For reference, [UNCG NIL Interim Guidelines](#)

On September 5, 2023, Spartans Unite NIL Collective announced its creation to support UNCG student-athletes by providing NIL opportunities. This Collective is an outside entity and does not fall under UNCG Athletics. See announcement here: [Spartans Unite](#)