

COACHING CODE OF ETHICS

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ADOPTED FROM AFCA

RESPONSIBILITIES TO PLAYERS

1. In his relationships with players under his care, the coach should always be aware of the tremendous influence he wields, for good or bad. Parents entrust their dearest possession to the coach's charge; and, the coach, through his own example, must always be sure that the young men who have played under him are finer and more decent men for having done so. The coach should never place the value of a win above that of instilling the highest desirable ideals and character traits in his players. The safety and welfare of his players should always be uppermost in his mind, and they must never be sacrificed for any personal prestige or selfish glory.
2. In teaching the game of football, the coach must realize that there are certain rules designed to protect the player and provide common standards for determining a winner and loser. Any attempts to circumvent these rules, to take unfair advantage of an opponent, or to teach deliberate unsportsmanlike conduct, have no place in the game of football, nor has any coach guilty of such teaching any right to call himself a coach. The coach should set the example for winning without boasting and losing without bitterness. A coach who conducts himself according to these principles need have no fear of failure, for in the final analysis, the success of a coach can be measured in terms of the respect he has earned from his own players and from his opponents.
3. Prompt and professional medical attention is a responsibility of the coach. The diagnosis and treatment of injuries is a medical problem; a coach should not involve himself with the diagnosis of any injury. It is important that a solid, independent, and competent medical program of diagnosis and treatment be established and that a coach support such a program in the best interest and well-being of his players.
4. Under no circumstances should a coach authorize or tolerate the use of illegal or performance enhancing drugs. All medicines used by student-athletes should be under the direction of a physician or other appropriate medical personnel.
5. A coach should know and understand rules of eligibility and not violate any rules that would jeopardize his institution or players under his direction.
6. Academics and athletics are a joint effort, each providing benefits to the participants. A coach should encourage the proper time-management skills to his men that will allow them to achieve success both on the playing field and in the classroom. A coach should support the academic endeavors of his players.

RESPONSIBILITY TO THE INSTITUTION

1. The function of the coach is to educate students through participation in the game of football. This primary and basic function must always be upheld.
2. A coach shall conduct himself so as to maintain the principles, integrity, and dignity of his institution.
3. A coach should not exert pressure on faculty members to give players consideration they do not deserve.
4. A coach should maintain a professional and positive relationship with the admissions office. A coach should not exert pressure on the admissions office to admit players who are not qualified.
5. A coach should discuss his problems with his athletic director and/or faculty chairman in a professional manner and then accept and support the decisions that have been reached.
6. Official student records and transcripts used for the admissions process should never pass through the coach's office.
7. The coach should constantly be alert to see his program is being conducted and promoted properly. The coach should lend his experience and training to the governing body of the school's athletic program in the solution of football problems. Where differences of opinion arise, and the council overrides the coach's judgement, discretion should be exercised in airing such differences outside the council meeting.
8. It is highly important that a coach privately and publicly support the administration in all policies, rules, and regulations regarding football.
9. In the event a coach is contacted about a position with another institution, he should notify his immediate superior as soon as possible.

RULES OF THE GAME

1. The Football Code which appears in the Official Football Rule Book shall be considered an integral part of this Code of Ethics and should be carefully read and observed.
2. Each coach should be acquainted thoroughly with the rules of the game. He is responsible for having the rules taught to, interpreted for, and executed by his players.
3. Both the letter and the spirit of the rules must be adhered to by the coaches and their players.
4. Coaches who seek to gain any advantage by circumvention, disregard, or unwillingness to learn the rules of the game, are unfit for this association. A coach is responsible for the adherence of the rules by all parties directly involved with the team. The integrity of the game rests mainly on the shoulders of the coach; there can be no compromise.
5. A coach must remember always that it is not the purpose of football to hurt or injure an opponent by legal or illegal methods. Good Sportsmanship: Habit formation is developed on the practice field. Where coaches permit, encourage or condone performance, which is dangerous to an opponent, they are derelict in their responsibility to teach fair play and good sportsmanship. This aspect of coaching must be attacked just as vigorously as the teaching of offense and defense, and to the players it is far more important than all the technical aspects of the game combined. Any coach who fails to stress this point, or who permits, encourages or defends the use of unsportsmanlike tactics shall be considered guilty of the most serious breach of football coaching ethics.

OFFICIALS

1. No competitive contest can be played satisfactorily without impartial, competent officials. Officials must have the respect and support of coaches and players. On and off-the-record criticism of officials to players or to the public shall be considered unethical.
2. Officials Associations. There should be a cooperative relationship between coaches and officials' associations, with frequent interchange of ideas and suggestions. Coaches should, whenever possible, accept invitations to attend officials' rules meetings. Similarly, coaches should extend officials invitations to discuss rules interpretations with their squads, and on occasion to officiate at scrimmages, for mutual benefits.
3. Treatment of Officials. On the day of a game, officials should be treated in a courteous manner. They should be provided with a private room in which to meet and dress for the game. Conferences between coaches and officials shall always be conducted according to procedures established by the governing Conference or Officials Association. In every respect the official Rule Book shall be followed in coach-official relationships, on the field and during and following a game. Any criticisms which the coach may have to make concerning officiating should be made in writing to the office which assigned the official to the game. For a coach to address, or permit anyone on his bench to address, uncomplimentary remarks to any official during the progress of a game, or to indulge in conduct which might incite players or spectators against the officials, is a violation of the rules of the game and must likewise be considered conduct unworthy of a member of the coaching profession.
4. Use of Movies & Video in Checking Officials. It should be recognized that slow motion study of controversial decisions by officials is far different from on-the-spot decisions which must be made during the course of a game. To show critical plays to sportswriters, sportscasters, alumni and the public; and to purport incompetence by an official as it relates to those controversial plays must be considered unethical conduct.

PUBLIC RELATIONS

1. Members of the news media should be treated with courtesy, honesty, and respect. Derogatory and misleading statements should be avoided. Direct questions should be answered honestly, or not at all. If good judgement indicates an honest answer would be prejudicial to the best interests of the game, ethical procedure demands that it not be answered. In such instances, "I would rather not discuss at this time" is justifiable.
2. Coaches should assume the responsibility of teaching their players how to conduct themselves in interviews in the best interests of football and their respective institution.
3. The Association recommends that the media be admitted to dressing rooms as soon as practicable after games.
4. A coach should endeavor to keep the personal matters related to the team as private as possible while acknowledging the need to respond to questions from the media. Whenever possible, the coach should refrain from putting undue emphasis on injuries, disciplinary measures, academic difficulties, eligibility matters, and other like issues which might take away from the team or the game.
5. Coaches should avoid talking in public about unethical recruiting and illegal game tactics.

6. Any statements that tend to portray football in any light other than being part of the educational process is detrimental to the future of the profession.
7. Falsifying any physical attributes of a player or team is a bad educational process. These can include, but are not limited to height, weight, speed.
8. Coaches should not predict game winners.
9. It shall be unethical for coaches to use alumni, booster, and quarterback club organizations in an attempt to defeat or obstruct institutional athletic controls, or to encourage violation of established rules. It shall be unethical for coaches to make demands, financial or otherwise, upon such groups which are not in keeping with the letter and spirit of existing controls or in any other manner misuse such strength and power in violation of accepted rules and regulations.
10. Athletic-related endorsements must comply with institutional and national regulations wherever applicable; a coach should refrain from the endorsement of any product which may bring discredit to the traditions of the coaching profession. Endorsement, directly or indirectly, by active members of the association, of alcoholic beverages and/or tobacco products is unethical.
11. A coach should never use the exposure of the media in any form to address professional problems; rather they should be solved within the profession and/or the association.
12. Coaches should not be associated in any way with professional gamblers. Because of its association with gambling, coaches should never engage in comments regarding point spreads.

SCOUTING

1. It is unethical under any circumstances to scout any team, by any means whatsoever, except in regularly scheduled games. The head coach shall be held responsible for all scouting. This includes the use of motion pictures and/or video tape.
2. It is unethical conduct to violate conference rules on the exchange of film/video.
3. Direct exchange of film/video is urged by the association.
4. It is unethical to make available to any individual or institution any video or film in which your own team does not appear.

RECRUITING

1. All institutional, conference, and national regulatory body rules pertaining to recruiting shall be observed strictly. A head coach must accept total responsibility for the activities of all his assistants even if an assistant is not a member of the association.
2. It is a breach of ethics to recruit a player enrolled at another school unless properly authorized according to legislation. For those participating institutions, strict observance of the National Letter of Intent provisions are to be followed by all coaches.
3. A student-athlete should not be recruited during his participation in another sport so that he misses, or is late for, practices and games without the expressed understanding and permission of the student-athlete's coaches and/or family.
4. Negative recruiting is a serious breach of ethics by any coach. In discussing the advantages of his institution, the coach must confine his statements to an honest and forthright presentation of the facts. Derogatory and/or slanderous statements about other

institutions, its coaches, administrators, or players cannot be accepted. The image of our association can be further enhanced only by coaches who understand and commit their actions to observing this concept.

5. It is unethical for any coach to make statements to any prospective student which knowingly cannot be fulfilled.
6. Coaches should not allow outside agencies such as recruiting and/or scouting services to become influential in the recruiting process.

GAME DAY AND OTHER RESPONSIBILITIES

1. It is vitally important a coach's actions and behavior at all times bring credit to himself, his institution, and the game of football.
2. Before and after game, rival coaches should meet and exchange friendly greetings.
3. During the game, coaches should act in a controlled and professional demeanor so as to not make themselves conspicuous; the center of attention should be the game and the players. Coaches should interact with their players in a respectful, non-degrading manner while encouraging them to perform at their highest level. The attitude of the coaches toward officials should be on a respectful, professional, and controlled level of communication.
4. A coach must accept the responsibility for the sideline and game behavior of all his players regarding actions towards officials and players and coaches of the opposing team.
5. After a game, visitors should not be permitted into team dressing rooms until coaches have completed their post-game responsibilities, including a careful check of player injuries.
6. Coaches should use their influence to upgrade levels of sportsmanship by rooting sections by working closely with cheerleaders and leaders of card sections.
7. A Coach should make his team aware of all regulations regarding game tickets and specifically any unauthorized selling or scalping.
8. A coach shall not receive compensation from professional teams for talent scouting of any players. A coach may engage in conversations with professional teams regarding his players under guidelines of legislation, but he is not to negotiate for them, nor receive any compensation.