WILLIAM AND MARY ATHLETIC DEPARTMENT
PERSONAL CONDUCT AND LEADERSHIP
POINTS OF EMPHASIS

PURPOSE

All coaches and staff members must be cognizant of the trust and confidence placed in them by student-athletes, peers, the college administration and the general public. It is important to constantly review these standards of personal conduct and leadership and to remember you are a leader, teacher and role model. The goal of the Athletic Department is to provide a positive and challenging experience for the student-athletes and to represent William and Mary in a professional manner. The academic success and educational experience of our student-athletes are the top priorities.

CONDUCT

At all times, you represent our Team, our Athletic Department and College - our behavior reflects on all of us.

Set a leadership example that practices good sportsmanship.

Good communication between coaches and team members is essential.
  o Be positive and honest in your dealings with both students and peers.
  o Discipline consistently and fairly, applying rules in a like manner to all team members.
  o Respect confidentiality where appropriate.
  o Work through your elected or appointed team leadership.
  o Refrain from the use of demeaning or demoralizing language – including profanity and/or unreasonably condescending language targeted at specific persons – and from the act of public and arbitrary criticism of a student-athlete or another member of the coaching staff.

Good leadership begins with your own personal example.

Avoid confrontation with fans, the press or the public when in a game or pressure situation.

Strict adherence to College, Conference and NCAA rules and regulations is required. If you are unsure of a procedure or rule seek guidance. Violations of rules and regulations will not be tolerated.

A consensual amorous relationship between a faculty member and student is prohibited. Such a relationship between a coach and a member of his/her team is not acceptable and may result in dismissal. (Refer to Faculty Handbook or Policy on Consensual Amorous Relationships at https://www.wm.edu/about/administration/provost/documents/consensual_relations.pdf.

STANDARDS TO BE SET BY THE COACH

The Honor System is an important part of William and Mary -- discuss it with your team and remind them of their responsibilities as William and Mary students.
Hazing is a serious problem on college campuses. Educate and counsel students on this issue on an annual basis. As a leader you cannot condone or ignore this behavior.

Prepare, distribute and review team rules at the beginning of each academic year.

The Coach must provide student-athletes with a schedule, including estimated departure and return times, for team travel. Students must plan ahead and discuss conflicts with their professors in advance.

Class attendance, when not on a trip, is mandatory.

When teams travel, everyone in the travel party is a representative of the Team, Athletic Department and College. The Coach must set clear standards for dress and behavior.

Consumption of alcoholic beverages or illegal use of drugs by any student associated with the team at any athletic department function, team function or during an official trip or practice is strictly prohibited.