

UNIVERSITY OF LOUISVILLE
Department of Athletics
Code of Ethical Conduct and Sportsmanship

The basic principles of athletic competition at the University of Louisville stand for the highest ideals in sportsmanship. One of the primary objectives of competition is to develop and foster respect for fellow participants, coaches, officials and spectators. The University of Louisville has a proud tradition of sportsmanlike conduct among its student-athletes. Student-athletes, coaches and staff are representatives of their team, the University of Louisville Athletic Department and the University. All parties are expected to uphold the same standards of conduct that have been adopted by the University, as well as standards set forth by the Athletic Department. As visible representatives of the Athletic Department, student-athletes, coaches and staff are to conduct themselves in an appropriate manner with pride, honesty, integrity, sportsmanship, and demonstrate excellence on and off the field. Frequent media exposure requires exemplary and ethical behavior toward teammates, opponents, coaches, referees and fans.

Sportsmanlike Conduct: Student-Athletes, Coaching Staff, Administrative, Support Staff and Support Groups

Unacceptable behavior will not be tolerated and will be appropriately penalized based on Atlantic Coast Conference (ACC), NCAA and University policies. The Athletic Department recognizes that the student support groups (e.g. Pep Band, Cheerleaders, Lady Birds, and mascots) provide a valuable service to the department and institution. As representatives of the University of Louisville, it is necessary to establish a Code of Conduct for these support groups and their advisors. To emphasize the importance of good sportsmanship, providing and identifying examples of inappropriate behavior are as follows, but are not limited to:

- Inappropriate celebrations during competition
- Use of obscene language, gestures, vulgarity, taunts, and/or ridicules at an athletic event directed towards officials, coaches, fans or other athletes
- Disrespectful, discriminatory comments or gestures toward any participant, official, coach, administrator, or spectator including, but not limited to, any discriminatory act based on race, gender, religion, ethnicity, sexual orientation, gender identity, age, socio-economic status, disability and/or national origin
- Use of physical abuse or throwing objects towards officials, coaches, fans or other athletes
- Lack of civility or defiling of an opponent's name, symbols, and/or traditions
- Entering the competition area for an unsportsmanlike purpose, including leaving the participant area to participate in a fight
- Violence or exploitation of others

- Negative public statements toward opponents in violation with the ULAA Media Policy
- Suggestive behavior that insinuates unsportsmanlike conduct

Student-athletes, staff, support group members or advisors and coaches who demonstrate unsportsmanlike conduct shall be subject to reprimand imposed by the Director of Athletics. The Athletic Department will continue to evaluate and address any concerns in this area and may levy sanctions (e.g. dismissal from a team, contest or future contests) on an individual, coach or staff member for unethical behavior that violates the Code of Ethical Conduct and Sportsmanship given by the University, NCAA Honesty and Sportsmanship Bylaw and ACC Sportsmanship Policy.

Sportsmanlike Conduct: Students and Fans

The Athletic Department understands that the student body and fan population are the lifeblood in continuing the growth of athletic programs at any collegiate institution. The Athletic Department is still held accountable for the behavior of these fans during athletic contests. It is necessary to establish behaviors that are inappropriate and are considered unacceptable should they occur.

Acts of unsportsmanlike conduct are as follow, but are not limited to:

- Entering the competition area for an unsportsmanlike purpose, including leaving the stands to participate in a fight or celebration
- Use of physical abuse or throwing objects towards officials, coaches, fans or participants
- Participating in any action, not previously addressed, which violates the generally recognized ethical standards of intercollegiate athletics, the University or the community

Any student or fan committing such an act will be reviewed and the Vice President of Athletics will determine the appropriate penalties.