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The Delicate Relationship Between Sports Wagering and College Sports

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The Delicate Relationship Between Sports Wagering and College Sports

Introduction

Sports are a big part of American culture; the most watched television program in America are NFL and College football games.¹ Over the course of watching any sporting event today, but especially football games, there are countless ads for sports wagering apps such as DraftKings, BetMGM, FanDuel, and Caesars. Sports wagering has always happened in the background, as it was frowned upon, illegal and the source of scandal in sport. Sports wagering was thought of as something illegal associated with organized crime.

With Supreme Court of the United States striking down of The Professional and Amateur Sports Protection Act of 1992 (“PASPA”)², Americans have been exposed more than ever to the idea of legal sports wagering with sports wagering being legal in thirty-seven states plus D.C.³ Sports wagering is no longer happening behind closed doors, by the suspicious neighbor down the street. Phrases like the spread⁴, the money line⁵, and the over/under⁶ have become common while discussing the game amongst friends. A fan can even hear betting being talked about during the broadcasts themselves. There is a change happening in sports that can profoundly affect how people perceive, interact, and enjoy sports.

Betting on sports is not going away, with more states adopting legislation that legalizes sports wagering. How governance organizations anticipate the possible impacts of sports

¹ Anthony Crupi, 2022 TV Recap: It’s the NFL’s World; The Rest of Us Just Live in it, Sportico (January 6, 2023), <https://www.sportico.com/business/media/2023/nfl-games-account-for-82-of-100-top-tv-broadcasts-1234700381/>

² The case Murphy v. NCAA being the main case in determining the whether PASPA violated the Constitutions anti-commandeering principle

³ Interactive U.S. Map: Sports Betting, American Gaming, <https://www.americangaming.org/research/state-gaming-map/>
⁴ The spread is a bet on the margin of victory. The perceived stronger team (the favorite) must win by a certain amount of points to cash the bet. The worse team (the underdog) can lose by fewer than that amount of points or just win the game. Steve Petrella Points Spread Definition, Examples, Action Network (August 17, 2022) <https://www.actionnetwork.com/education/point-spread>

⁵ Will Team A or Team B win the game

⁶ A bet on the total points scored in the game to be over the amount set by the bookmakers before the game. The under is a bet on the total points scored in the game to be less than what the bookmakers set.

Dan Santaromita, What is the over/under in sports betting? The Athletic (January 25, 2022) <https://theathletic.com/2523188/2022/01/25/what-is-the-over-under-in-sports-betting/>

wagering will shape the future, and no organization faces a significant impact more than the National College Athletic Association (“NCAA”).⁷ The NCAA oversees all the college athletic programs run by colleges and universities, from the small local colleges with division three golf teams to the big division one football programs. The NCAA governs sports wagering as it is deemed an issue that affects all of college sports.⁸ The NCAA has a committee that consists of representatives from all three divisions who oversee the rule making process. The committee is a unified effort which creates policies that the NCAA Board of Governors implements throughout all of college sports.⁹ The NCAA has to ensure that they protect not just the integrity of sports but also their student-athletes. Since the ruling in Murphy v. NCAA the NCAA has a strict no wagering on any sporting event that the NCAA has a championship.¹⁰ The only sporting event anyone associated with the NCAA can wager on is auto racing and horse racing.¹¹ How the NCAA decides to deal with sports wagering will have ramifications for decades to come.

Betting can have an impact on the athletes themselves. Fellow students can harass the athletes to help the student "win" their bets; there could be the feeling that they are missing out on something by being unable to bet like their non-student athlete friends. There is also a lack of education for not just the athletes but also the coaches and faculty in charge of the student-

⁷ The NCAA defines itself as a member-led organization dedicated to the well-being and lifelong success of college athletes. NCAA states that they prioritize academics well-being and fairness so college athletes can succeed on the field, in the classroom and for life. Member representatives are the ones that make the rules, and they serve on committees that propose rules and policies surrounding college sports. Members are the ones who ultimately decide which rules to adopt and implement on campus. What is the NCAA?, NCAA <https://www.ncaa.org/sports/2021/2/10/about-resources-media-center-ncaa-101-what-ncaa.aspx>

⁸ How the NCAA Works, NCAA <https://www.ncaa.org/sports/2015/10/28/how-the-ncaa-works.aspx>

⁹ How the NCAA Works, NCAA <https://www.ncaa.org/sports/2015/10/28/how-the-ncaa-works.aspx>

¹⁰ College Sports Betting – NCAA Official Statement, sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹¹ College Sports Betting – NCAA Official Statement, sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

athletes. Before sports wagering became legal, sports wagering scandals were prevalent one of the most notable was the Boston College point-shaving¹² scandal in 1978-1979.¹³

Students harass the athletes on campus sometimes threatening the athletes lives or family members lives. This harassment happens not just on campus, but also on athlete's social media accounts. The harassment can stem from hitting a last second buzzer beater that changes the outcome of which team covered the spread to not rushing for a certain number of yards. The harassment can affect the student athlete's mental health affecting performance in the classroom and on the field. The athletes see their fellow students every day in their classes these student might be pestering them to score a certain amount of points or win by a certain amount. The Boston College point-shaving issue came from organized crime. What happens when a student is pressuring a student-athlete to point shave? These are situations that the NCAA will have to be prepared for. There needs to be a unified education program for the student-athletes and the regular students.

The NCAA's current policy is that "...adopted specific rules prohibiting student-athletes, athletics department staff and conference office staff from engaging in sports wagering. NCAA rules also prohibit non-athletics department staff members with responsibilities within or over the athletic department... NCAA national office employees are also prohibited from engaging in sports wagering"¹⁴ In other words, the NCAA bans all people associated with college sports from betting on games. "The rules against sports wagering applies to any institutional practice or

¹² Point shaving is when a team ensures they do not win by their expected margin aka not covering the spread.

¹³ Mike Singer, [Ranking the 10 Most Shocking Scandals in College Basketball History](https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history), Bleacher Report (May 2, 2013).
<https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history>

¹⁴ [College Sports Betting – NCAA Official Statement](https://stroseftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf), sidearmsports,

<https://stroseftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?ga=2.171893732.532872770.1572277853-1945310048.1553629821>

competition (intercollegiate, amateur or professional) in an NCAA-sanctioned sport.”¹⁵ In other words, the NCAA does not allow anyone associated with the NCAA to bet on any event they have a championship in, meaning that they can only bet on horse racing and auto racing. “A student-athlete involved in sports wagering on the student-athletes institution permanently loses all remaining regular-season and postseason eligibility in all sports.”¹⁶ In other words, if student-athletes bet on their own institution's games, they will be banned from all college sports for life. "A student-athlete who is involved in any sports wagering activity that involves college sports or professional athletics, through internet sports wagering, bookmaker, a parlay card or any other method employed by organized sports wagering, will be ineligible for all regular-season and postseason competition for at least one year.”¹⁷ That is the extent of the NCAA’s policy on sports wagering.

In comparison to the big four sports leagues rules on sports wagering. The NFL policy states that “All NFL Personnel other than Players are further prohibited from placing, soliciting, or facilitating bets on any other professional (e.g., NBA, MLB, NHL, PGA, USTA, MLS), college, international (World Cup), or Olympic sports competition or event.”¹⁸ NFL players and personnel are not allowed to wager in NFL facilities, disclose any NFL information, enter a sportsbook during the NFL season, or maintain any social, business or personal relationships

¹⁵ College Sports Betting – NCAA Official Statement, sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹⁶ College Sports Betting – NCAA Official Statement, sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹⁷ College Sports Betting – NCAA Official Statement, sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹⁸ Kyle Hightower, A look at sports gambling rules among Big 4 pro leagues, Washington Post (April 26, 2023) https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html

with sports gamblers.¹⁹ The NBA on the other hand does not expressly forbid players from wagering on other sports.²⁰ MLB allows personnel to wager on sports that are not baseball and softball provided that it is legal to do so in that area.²¹ The NHL only prohibits players from betting on league games.²² The four major sports have very different policies for sports wagering compared to the NCAA, only sport that is close to as restrictive is the NFL. The NCAA is by far the most restrictive on what people can wager on, only sport for example that prohibits wagering on March Madness is the NFL. The NCAA covers multiple sports compared to the one sport that each league governs, the NCAA feels that prohibiting everything is easier than making individual rules for each sport.

How does the NCAA and its member organizations plan on limiting sports wagering? The NCAA has information material, locker room visits, and information sessions for their athletes at compliance seminars and other resources. They have also created a high school curriculum to teach high school students about sports wagering. The NCAA also works with Vegas to understand wagering activities and trends within the NCAA contests that are on the sports books. The NCAA does not allow people associated with their sports to participate in bracket contests if there is a required entry fee and an opportunity to win a prize. "The NCAA

¹⁹ Kyle Hightower, [A look at sports gambling rules among Big 4 pro leagues](https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html), Washington Post (April 26, 2023) https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html

²⁰ Kyle Hightower, [A look at sports gambling rules among Big 4 pro leagues](https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html), Washington Post (April 26, 2023) https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html

²¹ Kyle Hightower, [A look at sports gambling rules among Big 4 pro leagues](https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html), Washington Post (April 26, 2023) https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html

²² Kyle Hightower, [A look at sports gambling rules among Big 4 pro leagues](https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html), Washington Post (April 26, 2023) https://www.washingtonpost.com/sports/nfl/2023/04/26/nfl-gambling-suspensions-nba-mlb-nhl/9aaca96a-e41a-11ed-9696-8e874fd710b8_story.html

wants to send a clear message that money does not have to be involved in order for the NCAA basketball tournament or other sporting contests to be fun." ²³

How should the NCAA and its member organizations deal with sports wagering in college sports? Right now, there is an outright ban on anyone associated with college athletics from sports wagering in any sport in which the NCAA has a championship. How should the NCAA and its member organizations police this issue to ensure they do not have a sports wagering scandal like the Boston College point-shaving scandal? Should the NCAA, its member organizations and student-athletes take money from sports wagering companies as sponsors? Sports wagering and College sports can survive harmoniously as long as certain precautions are in place and the proper education of everyone involved with collegiate athletics.

Is what the NCAA has instituted with its rules and education system enough? Or is there something else that the NCAA can do to help bolster their education system to be better prepared for more widespread adoption of sports wagering across the country? The NCAA is at a crossroads with sports wagering, to quote Chris Vannini of The Athletic, “[c]an college sports protect and keep control over the credibility of its product in the age of legalized sports betting? It has never been easier to track, but it has never been easier to bet.”²⁵

History

Before going into the effects of sports wagering on college athletics and how the NCAA should work on educating people involved with collegiate athletics, it is essential to look at the history of sports wagering and college athletics. Currently, in the United States, thirty-seven

²³ College Sports Betting – NCAA Official Statement, sidearmsports, https://stroseftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

²⁵ Chris Vannini, Alabama baseball betting scandal shows college sports' uneasy role in new gambling era, The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

states plus Washington D.C. allow sports wagering, including twenty-seven states plus Washington D.C. that allow online sports wagering.²⁶ Sports wagering, except for in Nevada, was outlawed until the repeal of the Professional and Amateur Sports Protection Act of 1992 ("PASPA"). The state that led the charge in changing the law was New Jersey; two cases went after PASPA and failed to overturn PASPA, NCAA v. Governor of NJ and NCAA v. Christie.

Understanding what PASPA is and what it controlled before going into the cases that tried overturning the decision is important to understand how New Jersey Supreme court eventually overturned the law. PASPA was enacted in October 1991. PASPA made it unlawful for "(1) a government entity to sponsor, operate, advertise, promote, license, or authorize by law or compact, or (2) a person to sponsor, operate, advertise, or promote, pursuant to the law or compact of a government entity, a lottery, sweepstakes, or other betting, sports wagering, or wagering scheme bases, directly or indirectly....on one or more competitive games in which amateur or professional athletes participate, or are intended to participate, or on performances of such athletes in such games."²⁷ PASPA did not allow states to enact a sports wagering law unless they already had a law that allowed sports wagering, as Las Vegas did. If a state did enact a law that allowed sports wagering, they were subject to injunctions by either the Attorney General of the United States or by a professional sports organization or amateur sports organization whose event was alleged to be a part of the violation.

The first case to argue that PASPA was unconstitutional was NCAA v. Governor of NJ. In NCAA v. Governor of NJ, the state argued that PASPA violated the commerce clause.²⁸ The commerce clause allows Congress to control trade between the states so that there are no trade

²⁶ Interactive U.S. Map: Sports Betting, American Gaming, <https://www.americangaming.org/research/state-gaming-map/>

²⁷ 28 USCS, Pt. VI, Ch. 178

²⁸ NCAA v. Governor of NJ, 730 F.3d 208, 240-241 (3d Cir. 2013)

wars between the states. Court ruled that there was no violation of Congress' enumerated powers and did not violate any principles in the Tenth Amendment or anywhere else in the Constitutional structure.²⁹ The Court stated that if the states want to change an unpopular law, they can use Congress's authority.³⁰ It is not the State Court's position to usurp Congress' role because the law is unpopular.³¹

The landmark case that overturned PASPA's prohibition against states enacting statutes permitting sports wagering is Murphy v. NCAA. It is a case that was heard at New Jersey Supreme Court, and Justice Alito delivered the opinion. The case is once again challenging the constitutionality of the Professional and Amateur Sports Protection Act. The aspect of PASPA that was the most at issue in this case was the provision that makes it "unlawful" for any State or any of its subdivisions "to sponsor, operate, advertise, promote, license, or authorize by law or compact...a lottery, sweepstakes, or another betting, sports wagering, or wagering scheme based...on competitive sporting events."³² PASPA did not make sports wagering a federal crime. However, it allows the Attorney General and professional and amateur sports organizations to bring civil actions to enjoin violations.³³

New Jersey heavily relied on two cases to argue against PASPA, and the two cases overturned laws based on the "anticommandeering" principle.³⁴ New Jersey used these cases to argue that PASPA was similarly flawed because it regulates a state's exercise of its lawmaking powers by prohibiting it from modifying or repealing its law prohibiting sports wagering.³⁵

²⁹ Id.

³⁰ Id.

³¹ Id.

³² Murphy v. NCAA, 138 S. Ct. 1461, 1470 (2018)

³³ Id. at 1470-1471.

³⁴ Id. at 1471

³⁵ Id.

The New Jersey Supreme Court ruled that PASPA did, in fact, violate the anticommandeering rule.³⁶ The provisions certainly dictate what the legislature may or may not do.³⁷ The Court held that "Congress can regulate sports wagering directly, but if it does not, each State is free to act on its own."³⁸

Sports Wagering Scandals

It is essential to look at the history of the sports wagering scandals that PASPA was trying to prevent from happening. These sports wagering scandals are what the opponents of legalized sports wagering were trying to prevent. The first collegiate sports wagering scandal was the 1950s-point shaving scandal which involved seven schools and thirty-two players. Gamblers bribed players not to throw the game but to shave points.³⁹ Two Kentucky players were banned for two years and lost any chance at an NBA career. Kentucky basketball was suspended for a season. The next big scandal involved twenty-two colleges, and thirty-seven players were arrested.⁴⁰ The colleges include St. John's, Columbia, New York University, North Carolina State and Connecticut.⁴¹ The leader was Jack Molinas, who was suspended from the NBA for sports wagering on his team to win, but it was also well-known that he gambled against his team.⁴² The scandal involved 476 players and forty-three games.⁴³ The next big scandal was the Boston College Point-Shaving Scheme which occurred during the 1978-79 season and involved three Boston College players.⁴⁴ The players had to ensure that Boston College did not

³⁶ *Id.* at 1478.

³⁷ *Id.*

³⁸ *Id.* at 1484-1485.

³⁹ Points shaving is when a team wins by less than their expected margin of victory

⁴⁰ Joe Goldstein, *Explosion II: The Molinas period*, ESPN Classic (November 19, 2003).

http://www.espn.com/classic/s/basketball_scandals_molinas.html

⁴¹ Joe Goldstein, *Explosion II: The Molinas period*, ESPN Classic (November 19, 2003).

http://www.espn.com/classic/s/basketball_scandals_molinas.html

⁴² Joe Goldstein, *Explosion II: The Molinas period*, ESPN Classic (November 19, 2003).

http://www.espn.com/classic/s/basketball_scandals_molinas.html

⁴³ Joe Goldstein, *Explosion II: The Molinas period*, ESPN Classic (November 19, 2003).

http://www.espn.com/classic/s/basketball_scandals_molinas.html

⁴⁴ Mike Singer, *Ranking the 10 Most Shocking Scandals in College Basketball History*, Bleacher Report (May 2, 2013).

<https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history>

cover the spread for the game that day.⁴⁵ The mobster who was in charge of the Scandal is Robert DeNiro's character⁴⁶ in the mob movie *Goodfellas*.⁴⁷ The Boston College players were to be paid \$2,500⁴⁸ for each game the team did not cover the spread.⁴⁹

Then in 1985, there was the Tulane Point-Shaving Scam, but they only attempted to point-shave on two games.⁵⁰ The Tulane Point-Shaving scandal became public in 1990, a year before PASPA was enacted in October of 1991.⁵¹ Following the Tulane scandal, Northwestern had a sports wagering scandal in 1994-1995; two Northwestern basketball players were charged with fixing three games.⁵² Northwestern had another scandal that year involving their football team after four students came under scrutiny after players were charged with perjury regarding betting on their games during the 1994 season.⁵³

In 2003 when Rick Neuheisel was investigated by the NCAA and eventually fired for participating in a March Madness pool.⁵⁴ Neuheisel was the head coach of the University of Washington's football team, he participated in a March Madness bracket pool in 2002 and 2003.⁵⁵ Neuheisel did not realize he had broken any NCAA rules involving gambling as he did not consider what he was doing to be gambling just a friendly pool.⁵⁶ The pool was an auction style pool where the participants spent thousands of dollars to "own" a team and follow it

⁴⁵ Mike Singer, [Ranking the 10 Most Shocking Scandals in College Basketball History](https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history), Bleacher Report (May 2, 2013). <https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history>

⁴⁶ Henry Hill

⁴⁷ Chris Chase, [11 biggest scandals in sports gambling history](https://ftw.usatoday.com/2018/05/11-biggest-scandals-in-sports-sports-wagering-history), USA Today (May 16, 2018). <https://ftw.usatoday.com/2018/05/11-biggest-scandals-in-sports-sports-wagering-history>

⁴⁸ The equivalent of 12,074.44 in 2023. [CPI Inflation Calculator](https://www.bls.gov/data/inflation_calculator.htm), U.S. Bureau of Labor Statistics. https://www.bls.gov/data/inflation_calculator.htm

⁴⁹ Mike Singer, [Ranking the 10 Most Shocking Scandals in College Basketball History](https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history), Bleacher Report (May 2, 2013). <https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history>

⁵⁰ Mike Singer, [Ranking the 10 Most Shocking Scandals in College Basketball History](https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history), Bleacher Report (May 2, 2013). <https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history>

⁵¹ Mike Singer, [Ranking the 10 Most Shocking Scandals in College Basketball History](https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history), Bleacher Report (May 2, 2013). <https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history>

⁵² Mike Singer, [Ranking the 10 Most Shocking Scandals in College Basketball History](https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history), Bleacher Report (May 2, 2013). <https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history>

⁵³ Mike Singer, [Ranking the 10 Most Shocking Scandals in College Basketball History](https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history), Bleacher Report (May 2, 2013). <https://bleacherreport.com/articles/1625497-ranking-the-10-most-shocking-scandals-in-college-basketball-history>

⁵⁴ [Neuheisel did not think he was making a bet](https://www.espn.com/college-football/news/story?id=1992888), ESPN (February 16, 2006). <https://www.espn.com/college-football/news/story?id=1992888>

⁵⁵ [Neuheisel did not think he was making a bet](https://www.espn.com/college-football/news/story?id=1992888), ESPN (February 16, 2006). <https://www.espn.com/college-football/news/story?id=1992888>

⁵⁶ [Neuheisel did not think he was making a bet](https://www.espn.com/college-football/news/story?id=1992888), ESPN (February 16, 2006). <https://www.espn.com/college-football/news/story?id=1992888>

through the championship.⁵⁷ It is essential to recognize that all these sports wagering scandals occurred before the widespread legalization of sports wagering. Only Nevada allowed legalized sports wagering, and most of the scandals involved the mafia in an attempt to fix games.

In 2022 Virginia Tech had a linebacker suspended for six games after he self-reported himself to the NCAA after he bet on the NBA Finals not realizing it was a violation of NCAA policy.⁵⁸ In May of 2023 Alabama fired their baseball head coach after it was reported that he was involved on a bet placed on an LSU-Alabama baseball game.⁵⁹ The bet was flagged and reported by U.S. Integrity within minutes and within a week the head coach was fired.⁶⁰

Benefit of Legalized Sports Wagering

With most scandals involving the mafia or some organized crime, examining whether legalized sports wagering might limit the scandals is essential. There is evidence in Europe, where England made sports wagering legal in 1961 that legalized sports wagering does help limit scandals.⁶¹ The legalization of betting helped cut down on the scandals that were occurring in the English Premier League.⁶² England because of their long history of sports wagering was able to create safe guards.⁶³ One of the safeguards that England created was the 2005 Gambling Act which forces bookmakers to share information of corrupt activity with sports authorities.⁶⁴

⁵⁷ Neuheisel did not think he was making a bet, ESPN (February 16, 2006). <https://www.espn.com/college-football/news/story?id=1992888>

⁵⁸ Chris Vannini, Alabama baseball betting scandal shows college sports' uneasy role in new gambling era, The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

⁵⁹ Chris Vannini, Alabama baseball betting scandal shows college sports' uneasy role in new gambling era, The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

⁶⁰ Chris Vannini, Alabama baseball betting scandal shows college sports' uneasy role in new gambling era, The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

⁶¹ Joe Goldstein, Explosion II: The Molinas period, ESPN Classic (November 19, 2003).

http://www.espn.com/classic/s/basketball_scandals_molinas.html

⁶² Joe Goldstein, Explosion II: The Molinas period, ESPN Classic (November 19, 2003).

http://www.espn.com/classic/s/basketball_scandals_molinas.html

⁶³ Which countries allow gambling on sports? Assessing the impact of betting around the world, ESPN (May 16, 2018).

https://www.espn.co.uk/espn/story/_/id/23518003/which-countries-allow-gambling-sports-assessing-impact-betting-world

⁶⁴ Which countries allow gambling on sports? Assessing the impact of betting around the world, ESPN (May 16, 2018).

https://www.espn.co.uk/espn/story/_/id/23518003/which-countries-allow-gambling-sports-assessing-impact-betting-world

The sportsbooks want to ensure that the games are honest, which brings in private businesses to help fight the possible issues with match-fixing.⁶⁵

Having sports wagering out in the public eye and no longer behind closed doors brings in the ability to police the game better. The sportsbooks can look at data such as who placed the bet, how much was bet, and how many people also made the same bet. This influx of data helps create a better picture of what is happening in the sports wagering world and also allow for better surveillance.⁶⁶ There is also the benefit that the three hundred billion wagered illegally on sports the year before the legalization of sports wagering can finally be taxed.⁶⁷ Organized criminals would not report their earnings properly to the IRS. We are only expected to surpass one hundred fifty billion wagered on sports this year, so we still have a long way to go before we equal the three hundred billion the year before sports wagering became legal.⁶⁸

Sports wagering also creates jobs, and it creates jobs in the computer industry, social media, and a bunch of other areas.

There is also more transparency with legalized sports wagering with the way it can now be monitored, bad actors can be caught, and we can prevent of scandals before they even happen.⁷⁰

Different States' Sports Wagering Statutes

When the New Jersey Supreme Court struck down PASPA is allowed the states to regulate sports wagering as they see fit. Which has created different statutes across the states that have legalized sports wagering. Some states allow sports wagering on in state college games

⁶⁵ Joe Goldstein, *Explosion II: The Molinas period*, ESPN Classic (November 19, 2003).

http://www.espn.com/classic/s/basketball_scandals_molinas.html

⁶⁶ One of the most prominent people in sports wagering monitoring is Matthew Holt who runs U.S. Integrity a sports wagering integrity company that monitors wagering activity for leagues, colleges, college conferences, and gambling companies.

⁶⁷ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁶⁸ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁷⁰ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

some do not. Others do not allow betting on college athletes prop bets and others do. Other states have some combination of allowing betting on in state college events and not betting on college athletes prop bets.

Under "prohibited sports events," the New Jersey statute defines prohibited sports events as "any collegiate sports or athletic event that takes place in New Jersey or any sport or athletic event in which any New Jersey college team participates regardless of where the event takes place."⁷¹ This definition essentially bars people in New Jersey from betting on Rutgers, Princeton, Seton Hall, Saint Peter's, or any other College in New Jersey competing in a collegiate sporting event. The event does not need to happen in New Jersey, for it to be prohibited from being wagered on. For example, if Seton Hall is playing basketball against Providence College in Providence, Rhode Island that game cannot be wagered on in New Jersey. The definition also prohibits betting on any college sporting event in New Jersey, regardless of whether both teams are out-of-state colleges. For example, if the NCAA decided to have the Sweet Sixteen and the Elite Eight at the Prudential Center, no one in New Jersey could gamble on those games.

New York has similar prohibitions to New Jersey regarding what games can and cannot be gambled on. However, the New York Statute allows people in the state to bet on Tournaments that occur in the state, such as the Sweet Sixteen or Elite Eight, as long as no New York colleges are participating in the game.⁷²

Other states, such as Pennsylvania, have different provisions regarding sports wagering. The only thing is that Pennsylvania bans people from sports wagering on are high school

⁷¹ NJ Stat. § 5:12A-10.

⁷² N.Y. Rac. Pari-Mut. Wag. & Breed. Law § 1367

sporting events.⁷³ People in Pennsylvania can bet on any college event that occurs in the state and gamble on any college regardless of whether the school is a Pennsylvania college or not.

The Pennsylvania law also impacts New Jersey gamblers due to its proximity to New Jersey. Nothing is stopping a New Jersey resident from driving across the border and betting on any college game the gambler is inclined to bet on. In the end Pennsylvania and New York being so close to New Jersey does not prevent people from getting around the New Jersey prohibition on betting on in state college games.

These different policies amongst states are an area that can cause issues among college administrators who have to ensure that there are no sports wagering problems among their students. It also challenges the NCAA, which must balance different state policies and ensure those schools understand their laws.

The Growth of Legalized Sports Wagering in the United States

Sports wagering is only growing in popularity as more states legalize it, which means the money being wagered on sports is also growing. The American Gaming Association is predicting that \$15.5 billion will be wagered on March Madness in 2023 by 68 million Americans.⁷⁴ To put into context exactly how many people are sports wagering on March Madness that is roughly a quarter of the United States population will be sports wagering on March Madness this year.⁷⁵ Compare those numbers to the American Gaming Association estimate from March 2022, where 45 million people were sports wagering on March Madness, an increase of over 20 million people wagering on March Madness.⁷⁶ The dollar estimates for 2023 is a big difference from the

⁷³ Chapter 1401a. General Sports Wagering Provisions, Pennsylvania Code.

<https://www.pacodeandbulletin.gov/Display/pacode?file=/secure/pacode/data/058/chapter1401a/chap1401atoc.html&d=reduce>

⁷⁴ Cristopher Browne, 68 Million Americans to Wager on March Madness, American Gaming Association (March 12, 2023). <https://www.americangaming.org/new/68-million-americans-to-wager-on-march-madness/>

⁷⁵ Cristopher Browne, 68 Million Americans to Wager on March Madness, American Gaming Association (March 12, 2023). <https://www.americangaming.org/new/68-million-americans-to-wager-on-march-madness/>

⁷⁶ 2022 March Madness Wagering Estimates, American Sports wagering Association (March 12, 2023). <https://www.americangaming.org/resources/march-madness-2022/>

estimate in 2022, the American Gaming Association estimated that \$3.1 billion would be wagered on March Madness in 2022.⁷⁷ In 2023 seventy-five percent of online bettors said it would be their first time sports wagering on March Madness online.⁷⁸ There are no signs that wagering on sports will be slowing down anytime soon.

One company that helps monitor sports wagering is US Integrity, they are set up as the sports wagering equivalent of the SEC. US Integrity's clients include the MLB, NBA, UFC, the PGA Tour, DraftKings, SEC, University of Colorado, and Virginia Tech.⁷⁹ US Integrity monitors sports wagering activities on all sports and looking for fraud. There are other sports wagering integrity companies as well such as Sportsradar, Kambi, and Genius Sports.

According to US Integrity they report fifteen to eighteen instances of fraud in sports wagering a month.⁸⁰ They report these instances of fraud to the FBI, and about half of these reports lead to arrests.⁸¹ US Integrity works closely with sports books looking at all the bets that come in from a given event, how many bets are happening in a specific market, and also look at social media.⁸² If they feel there is possible fraud, they alert the sportsbooks, who will either remove the event or limit the bets people can place on it.⁸³ The people who are manipulating games are also changing with organized crime no longer being the people manipulating the game it is now ninety-five percent regular people and only five percent organized crime.⁸⁴ US Integrity is the front-line defense against people trying to manipulate sports. US Integrity's system clearly works as evident by the fact they were able to catch the scandal involving the Alabama head

⁷⁷ 2022 March Madness Wagering Estimates, American Sports wagering Association (March 12, 2023).

<https://www.americangaming.org/resources/march-madness-2022/>

⁷⁸ Cristopher Browne, 68 Million Americans to Wager on March Madness, American Gaming Association (March 12, 2023).

<https://www.americangaming.org/new/68-million-americans-to-wager-on-march-madness/>

⁷⁹ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁸⁰ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁸¹ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁸² Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁸³ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁸⁴ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

baseball within minutes of the suspicious bet being placed.⁸⁵ If all colleges and universities had a similar integrity department like US Integrity they could limit scandals and prevent them before they even happen.

Impact on Student Athletes

To quote Matthew Holt of US Integrity, "No one is more vulnerable than a collegiate athlete."⁸⁶ As stated by Matthew Holt "Two of our country's three most wagered-on sporting events are college events. March Madness at one, the Super Bowl at two, and the College Football Playoffs at three."⁸⁸ College basketball, in general, gets the least amount of attention when it comes to policing sports wagering, which is why there have been so many scandals that stem from college basketball.⁸⁹ The reason for the lack of attention being paid to college basketball is the number of games that occur during the week. With so many schools that participate in college basketball and games for each school two to three times a week, it is a lot to monitor. There are also a lot of athletes who play college basketball who are not getting paid, so they become more willing to manipulate the games.

There is a multitude of reasons that make a college athlete so vulnerable to being taken advantage of. The maturity level of a college athlete is low, they have less to lose than a professional athlete who is making millions, most scandals are for small amounts typically for a couple hundred or low thousands.⁹⁰ The reason for the small dollar amounts involving college athlete is because when a college athletes get in trouble, they might not see a way out and they will take a small amount of money to get themselves out of a situation in which they see no

⁸⁵ Chris Vannini, Alabama baseball betting scandal shows college sports' uneasy role in new gambling era, The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

⁸⁶ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁸⁸ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁸⁹ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁹⁰ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

other option. College athletes due to their lack of guidance and immaturity resort to drastic measures, such as trying to manipulate games for a small profit, to get out of these situation.⁹² According to US Integrity forty percent of the people that manipulate games are college athletes seeking others to place a bet for them .⁹⁴ Players manipulate games now by having someone bet on their prop bets for the game.⁹⁵ For example a player will have someone bet the under on their points for the game and right as the player gets close to their total points for the game they will fake an injury and come out.⁹⁶ The player believes doing this will not cause any red flags because no one will question an injury. The college athlete will be able to get the payout they believe they need to fix the minor issue they are currently dealing with.⁹⁷ It comes down to immaturity and a lack of understanding that doing something like this can ruin a lot of opportunities that might come in the future.

Money Involved Within College Sports

What exactly does all this money being wagered mean for student-athletes? With the increase in money being wagered, there is more on the line than in previous instances. With more states increasing their sports wagering and an increase in people sports wagering, more people could have a possible influence over the athletes. Student-athletes are also not paid anything like their professional counterparts; yes, college athletes can get paid for their Name, Image, and Likeness ("NIL"). There is not one database for recording NIL deals, however, one data base states the average value of a NIL deal is \$1,815, and the average value of a NIL deal for a Power 5 school is \$2,144.⁹⁸ All of this pales in comparison to what professional athletes get paid at the professional level. The average salary in 2019 in the NFL was 3.26 million; in the NBA, it was

⁹² Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁹⁴ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁹⁵ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁹⁶ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁹⁷ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

⁹⁸ Kristi Dosh, All the Stats for year 1 of NIL, Business of College Sports (July 15, 2022) <https://businessofcollegesports.com/name-image-likeness/all-the-stats-for-year-1-of-nil/>

8.32 million; in the MLB, 4.03 million; in the NHL, it was 3.26 million; and in the MLS was 410,000.⁹⁹

Student athletes will sometimes get a scholarship to go to school. During 2019-2020 the average male division I player received an 18,013-dollar athletic scholarship and the average female received an 18,722-dollar scholarship.¹⁰⁰ In that same period, division II male athletes received 6,688 dollars and females 8,054 dollars in athletic scholarships.¹⁰¹ Division III athletes cannot receive athletic scholarships.¹⁰² The players receive these scholarships to help pay for school, but they do not get to pocket any of that money unlike professional athletes who pocket millions of dollars.

It is not like there is no money in college sports either. As coaches' salaries keep increasing, money spent on athletic faculties continues to increase, and new television deals also keep increasing. However, college athletes see none of this. The average division I football head coach's salary in 2022 was 1.75 million dollars.¹⁰³ A lot of these salaries and facilities are funded by donors of the schools. The Big Ten just received a 7-billion-dollar new tv deal with 80 million dollars to 100 million dollars being distributed on average to its sixteen member schools.¹⁰⁴

How does this all money fit into college athletes and sports wagering? All this money being spent around college athletes means they can easily be targeted as they do not have a chance to get a slice of the money-making machine they are responsible for. Students or outside

⁹⁹ Average annual player salary in the sports industry in 2019/20, by league, Statista. <https://www.statista.com/statistics/675120/average-sports-salaries-by-league/>

¹⁰⁰ Average per Athlete 2020, Scholarshipstats.com, <https://scholarshipstats.com/average-per-athlete>

¹⁰¹ Average per Athlete 2020, Scholarshipstats.com, <https://scholarshipstats.com/average-per-athlete>

¹⁰² Average per Athlete 2020, Scholarshipstats.com, <https://scholarshipstats.com/average-per-athlete>

¹⁰³ Julia Elaba, Looking at the top college football head coach salaries in 2022, NBC Sports Chicago (Sep 8, 2022). <https://www.nbcsports.com/chicago/college-football-head-coach-salaries-kirby-smart-2022-new-contract>

¹⁰⁴ Adam Rittenberg, Big Ten completes 7-year, \$7 billion media rights agreement with Fox, CBS, NBC, ESPN (August 18, 2022). https://www.espn.com/college-football/story/_/id/34417911/big-ten-completes-7-year-7-billion-media-rights-agreement-fox-cbs-nbc

people can target college athletes to fix games to get some form of payment. The athletes themselves can try and manipulate the game to get a small financial piece from the organization that profits off them.

Paying college athletes will not immediately fix this problem either, as there have been sports wagering scandals at the professional level as well with Pete Rose, Tom Donaghy, an NBA ref who bet on games he was officiating, and most recently with Calvin Ridley being suspended for betting on games. Students not being paid compared to how much money the NCAA and some of the schools bring in shows how vulnerable student-athletes can be to outside influences who promise to give them money for rigging games.

NCAA Data on the Impact of Sports Wagering on College Athletes

The NCAA has compiled data on the impact of male and female athletes and sports wagering. The NCAA conducted the study on four different occasions in 2004, 2008, 2012, and 2016 interviewing 84,000 students from all three divisions of collegiate sports.¹⁰⁵ The NCAA has not released any research since sports wagering has become more prevalent nationwide.

According to the NCAA's research, twenty-four percent of male and five percent of female student-athletes reported wagering on sports in the last year.¹⁰⁶ Nine percent of male and one percent of female athletes report they gamble on sports once a month or more.¹⁰⁷ Meanwhile, one in fifty male student-athletes meets the formal diagnosis for a sports wagering problem.¹⁰⁸ The NCAA has reported that there was a decrease in student-athletes posting or supplying insider information that people could use for sports wagering.¹⁰⁹ In 2016 only seventy-six percent of

¹⁰⁵ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

¹⁰⁶ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

¹⁰⁷ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

¹⁰⁸ Sports Wagering, NCAA <https://www.ncaa.org/sports/2016/4/29/sports-wagering.aspx>

¹⁰⁹ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

males and eighty-two percent of females were aware of the NCAA wagering bylaws.¹¹⁰ The NCAA's research shows that students are aware of the bylaws, but that does not mean students are not sports wagering on sports, even on the sport they play, with five percent of players betting within their college sport.¹¹¹ There is still room for the NCAA to improve its procedures and the information given to students and how it can affect the game and themselves.

Effect Mental Health has on Athletes

Student-athletes are four times more likely to suffer from sports wagering-related harms than the general public.¹¹² Athletes' mental health is an issue that will become more of a problem as more states legalize sports wagering, especially big states like California and Texas, which currently do not allow sports wagering. Previously if someone was sports wagering, it was done illegally and not talked about in public as much; now, student-athletes can have their classmates yelling at them, "You cost me \$200." Classmates harassing student-athletes can affect the athlete's mental health and ability to focus not just on the game but also on their work in the classroom. The work in the classroom according to the NCAA is more important than the athletes play on the field.

Students have to deal with something they had not previously had to deal with threats and messages on social media because gamblers are blaming them for a lost bet. ESPN interviewed Damion Baugh who plays basketball for Texas Christian University, after their three-point loss to Gonzaga during the 2023 March Madness tournament.¹¹³ Baugh had made a last-second three-point shot at the buzzer, which got TCU's deficit from six to three, which meant that TCU

¹¹⁰ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

¹¹¹ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

¹¹² Massillon Myers, [NCAA and EPIC provide sports gambling harm prevention education to over 10,000 student-athletes](https://www.ncaa.org/news/2023/2/22/media-center-ncaa-and-epic-provide-sports-sports-wagering-harm-prevention-education-to-over-10-000-student-athletes.aspx), NCAA. <https://www.ncaa.org/news/2023/2/22/media-center-ncaa-and-epic-provide-sports-sports-wagering-harm-prevention-education-to-over-10-000-student-athletes.aspx>

¹¹³ David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

covered the four-point spread.¹¹⁴ Baugh had Instagram messages from both happy bettors and angry bettors.¹¹⁵ Baugh is not alone in dealing with receiving threats from gamblers, and social media only increases the ability for players to receive messages from angry gamblers. One college had over two hundred instances of fans attacking players on social media.¹¹⁶ The threats range from attacks on their family, threats to their lives, telling players they should never play the sport again, and telling players that their moms should have never had them.¹¹⁷ According to the FBI, social media abuse becomes a crime when it's tied to an "imminent threat to life" or including threats against the "well-being of an athlete or their family members."¹¹⁸ When players receive threats, not just criticism, that is when the actions by the person sending the messages online becomes illegal. ESPN also interviewed Connor McCaffery, who plays for Iowa and has had to seek counseling to help deal with the abuse he receives from social media.¹²⁰ One notable thing that sports integrity companies have noticed is that in Europe, where sports wagering has been legal for a long time, the attacks on players by bettors is less of an issue.¹²¹ The NCAA requires schools to have mental health resources on campus and alert their coaches if they receive any abuse.¹²² The mental health resources might not be enough to ensure that players do not continue to suffer abuse. There should be education system for the students on campus who might abuse the athletes because of wagers lost. Players already feel bad when they do not play

¹¹⁴ David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

¹¹⁵ David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

¹¹⁶ David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

¹¹⁷ David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

¹¹⁸ David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

¹²⁰ David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

¹²¹ David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

¹²² David Purdum, [How College Athletes Face Social Media Abuse from Gambler](https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes), ESPN (March 30, 2023). https://www.espn.com/mens-college-basketball/story/_/id/35983485/social-media-abuse-gamblers-concern-college-athletes

well in a game, they do not need some random person reminding them online or a student reminding them in the classroom. Social media abuse for not winning a person's wager is the kind of abuse that players receive after games now.

There is also an issue that if athletes do have a gambling problem, they do not go to the NCAA to report the issue.¹²³ The reason players do not go to the NCAA is players are scared because the only remedy the NCAA offers is a loss of eligibility.¹²⁴ The NCAA needs to create a way for student athletes with a problem to report the issue so that the athletes can get help. The NCAA purports to wanting to ensure the success of student off the field, but punishing them when they have a problem instead of helping them with the problem will not benefit the athlete off the field. The NCAA can create an anonymous reporting system which would allow athletes to report to the NCAA when they believe they have a problem, to the athlete can get the help that they need. Without an anonymous reporting system, the NCAA will not be able to find athletes with gambling problems until a scandal happens.¹²⁵

Education of Student Athletes

The NCAA's bylaws list their regulation against sports wagering: "NCAA rules prohibit participation in sports wagering activities and from providing information to individuals involved in or associated with any type of sports wagering activities concerning intercollegiate, amateur or professional athletics competition. Sports wagering can undermine the integrity of sports contests and jeopardize student-athletes well-being and the intercollegiate athletics community. It also demeans the competition and competitors by spreading a message contrary to

¹²³ Chris Vannini, [Alabama baseball betting scandal shows college sports' uneasy role in new gambling era](https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/), The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

¹²⁴ Chris Vannini, [Alabama baseball betting scandal shows college sports' uneasy role in new gambling era](https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/), The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

¹²⁵ Chris Vannini, [Alabama baseball betting scandal shows college sports' uneasy role in new gambling era](https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/), The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

the purpose and meaning of "sport." Sports competition should be appreciated for the inherent benefits related to the participation of student-athletes, coaches, and institutions in fair contests, not the amount of money wagered on the outcome of the competition."¹²⁶ The NCAA prohibits "non-athletics department staff members who have responsibilities within or over the athletic department....from engaging in sports wagering. NCAA national office employees are also prohibited from engaging in sports wagering."¹²⁷ The NCAA prohibits sports wagering on any sport, professional or amateur, where the NCAA hosts a sanctioned event.¹²⁸ Suppose a student has been found to have gambled on their school events. In that case, they will lose all remaining regular season and postseason eligibility permanently.¹²⁹ If a student-athlete gambled on a sporting event at their school, they lose all regular season and postseason competitions for at least a year.¹³⁰

The NCAA has also issued an education system to help inform student-athletes about the dangers of sports wagering.¹³¹ Their education consists of "producing information materials for them; conducting locker room visits; holding information sessions at annual compliance seminars; creating an interactive educational web site on sports wagering for its student-athletes;

¹²⁶ [College Sports Betting – NCAA Official Statement](https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821), sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹²⁷ [College Sports Betting – NCAA Official Statement](https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821), sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹²⁸ [College Sports Betting – NCAA Official Statement](https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821), sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹²⁹ [College Sports Betting – NCAA Official Statement](https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821), sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹³⁰ [College Sports Betting – NCAA Official Statement](https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821), sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

¹³¹ [College Sports Betting – NCAA Official Statement](https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821), sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821

and providing on-campus compliance officers with sports wagering educational resources.”¹³² NCAA has also developed a curriculum on sports wagering for high schools to help younger athletes understand sports wagering and its effects.¹³³ The NCAA education system clearly is not enough as evident by the Virginia Tech linebacker who did not know that wagering on the NBA Finals is against NCAA policy and was subsequently suspended for six games.¹³⁴

The NCAA has partnered with EPIC Risk Management to help create an education program for student-athletes to understand the sports wagering risk. EPIC Risk Management, when educating students, have people who suffer from sports wagering addictions come and talk to the student-athletes to give them real-life examples of what can happen when they take something that seems harmless when done for entertainment but can snowball into a more significant issue.¹³⁷ The Ohio State University realizes that there could be problems on campus. It has ensured its wellness center is equipped to deal with sports wagering addiction and educate students on sports wagering risk.¹³⁸ This policy might not even be enough with a large young student body who are immature and might believe that they can make extra money at school by betting on games. Schools need to set up an education system similar to how they educate students about alcohol. Sports wagering might not have the same consequences as alcohol, but it can be just as addicting and can ruin a student financially. A good education for all students will help schools get ahead of possible harassment that students might pose to the athletes.

¹³² College Sports Betting – NCAA Official Statement, [sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821](https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821)

¹³³ College Sports Betting – NCAA Official Statement, [sidearmsports, https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821](https://strose_ftp.sidearmsports.com/custompages/Compliance/Coaches/Don%27t%20Bet%20On%20It%20College%20Sports%20Wagering.pdf?_ga=2.171893732.532872770.1572277853-1945310048.1553629821)

¹³⁴ Chris Vannini, [Alabama baseball betting scandal shows college sports’ uneasy role in new gambling era](https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/), The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

¹³⁷ Massillon Myers, [NCAA and EPIC provide sports gambling harm prevention education to over 10,000 student-athletes](https://www.ncaa.org/news/2023/2/22/media-center-ncaa-and-epic-provide-sports-sports-wagering-harm-prevention-education-to-over-10-000-student-athletes.aspx), NCAA. <https://www.ncaa.org/news/2023/2/22/media-center-ncaa-and-epic-provide-sports-sports-wagering-harm-prevention-education-to-over-10-000-student-athletes.aspx>

¹³⁸ Cole Claybourn, [Sports betting on College Campuses: What to Know](https://www.usnews.com/education/best-colleges/articles/sports-betting-on-college-campuses-what-to-know), USNews (January 9, 2023). <https://www.usnews.com/education/best-colleges/articles/sports-betting-on-college-campuses-what-to-know>

There is a difference between athletes who gamble on sports between division one, division two, and division three athletes.¹³⁹ The discrepancy, the NCAA believes, comes down to a lack of education in the lower divisions of college sports.¹⁴⁰ When implementing their education guidelines, the NCAA must also ensure that the other divisions do not get left out. The integrity of sports and the assurance of student safety are just as important for schools like Alabama as they are for Tufts. Division three games might not be watched by a large number of fans, but that could also be a place where students become more susceptible to possible game-fixing by students. As there is less oversight on the games regarding bets placed and players or outside people might see it as an easy target for game manipulation.

Education is an important tool to help the NCAA ensure that sports wagering does not become a widespread problem. However, the NCAA might not be doing enough as students are still wagering on games, and not all students know about the sports wagering bylaws the NCAA has. Fewer students in division three know about the NCAA's bylaws than in division one. In division three, only sixty-eight percent of males and sixty-four percent of females know the NCAA's bylaws for sports wagering.¹⁴¹ There is a clear sign that the NCAA needs to work on educating their athletes to ensure that students are more aware of the problems that players can run into if they engage in sports wagering.

The student-athlete lacks education; typically, the NCAA has a thirty-five to forty-five-minute presentation on mobile devices and sports wagering.¹⁴² That is typically it, and that is just so that the schools, the NCAA, and the conferences have something to fall back on if a player is

¹³⁹ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

¹⁴⁰ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

¹⁴¹ Trends in NCAA Student-Athlete Sports wagering Behaviors and Attitudes, NCAA <https://www.ncaa.org/sports/2017/11/29/trends-in-ncaa-student-athlete-sports-wagering-behaviors-and-attitudes.aspx>

¹⁴² Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

accused of cheating.¹⁴³ Essentially just for them to say, “see, we did something, and the athlete knew about the consequences.”¹⁴⁴ Creating a sports wagering integrity department comes down to costs; the schools except the affluent schools like LSU, Colorado, and Michigan State, cannot afford the programs.¹⁴⁵ With Title IX and NIL, the schools are already spread thin regarding what they can spend.¹⁴⁶ There is also no way for the schools to monetize the programs unless they can get sponsorship deals from sportsbooks.¹⁴⁷ LSU has a sponsorship deal with a sports book.¹⁴⁸ Schools can use that money to fund the education programs these students so desperately need. The lack of funding is evident because division one sports programs are diminishing for the first time in seventy years.¹⁴⁹ The schools want to implement programs like what US Integrity offers, but the expense makes it difficult to justify.¹⁵⁰ Schools understand the importance, but costs prohibit them from implementing anything, and conferences leave the schools to create these programs at their will.

Moral and Legal Implications of Colleges or Players Accepting Money from Sports Wagering Companies?

Should the NCAA allow schools to accept money from sports wagering companies, as it could create a conflict of interest? If the NCAA takes money from sports wagering companies, is that no different than the four major sports partnering with sports wagering companies? The NCAA taking sponsorship money from sports wagering companies is no different from the NFL and the NBA partnering with companies to sponsor arenas or have ads during games. The NFL,

¹⁴³ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁴⁴ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁴⁵ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁴⁶ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁴⁷ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁴⁸ Wayne Perry, [New sports wagering code bans college betting partnerships](https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ac3c4081ab0a742275be6489ffca92b), AP News (March 28, 2023). <https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ac3c4081ab0a742275be6489ffca92b>

¹⁴⁹ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁵⁰ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

NBA, and other major sports have to deal with the integrity aspect of sports wagering just as much as the NCAA does. The NFL has to ensure that people do not stop watching football because they think the game is rigged. The NCAA has to deal with the fact that many of its audience are students on campus who are under the age of twenty-one. There are countless alcohol-related courses that students have to go through when entering college. Colleges have to ensure that those same students do not get caught up in sports wagering issues. Colleges ensure that students are informed on alcohol-related problems they also need to ensure that students are informed on sports wagering-related problems; both can be addictive and can have long-term ramifications for students.

The NCAA does not institute any guidelines for how states should implement laws regarding college sports. Therefore, most states have created guidelines for what people in their state can bet on regarding college sports. Some states do not allow sports wagering on any college game; states do not allow sports wagering on colleges within the state; states prohibit sports wagering on state colleges unless they are playing in a tournament; states allow betting on colleges within the state but prohibit player props and no restrictions.¹⁵¹ There is no consensus on what states should implement, and states have done what they feel is best for their state.¹⁵² There is also nothing stopping someone from driving to a nearby state to place a wager that might be prohibited in the state that they live in.

The limitation of not allowing player props is an excellent middle ground. It allows the most passionate fans, the people who live near the school to bet on their team, but also helps protect the students from being criticized for not scoring a certain number of points. The criticism that players can receive if they did not meet the requirement of the prop bet could be

¹⁵¹ Jack Andrews, College Betting Rules by State, Unabated (March 3, 2023). <https://unabated.com/articles/college-betting-rules-by-state>

¹⁵² Jack Andrews, College Betting Rules by State, Unabated (March 3, 2023). <https://unabated.com/articles/college-betting-rules-by-state>

detrimental to their mental health, especially if there is a student throwing criticism on them for not scoring a certain number of points, rushing for a certain amount of yards. These types of harassments could have ramifications on their mental health.

Schools Partnerships with Sports Wagering Operators

The NCAA has not prevented college's from selling player data to sports wagering operators.¹⁵³ The Mid-American Conference ("MAC") is one with a statistical data partnership.¹⁵⁴ The MAC gives Genius Sports the right to distribute data on players, such as to-the-minute statistics, shot tendencies, and health metrics of players.¹⁵⁵ The Commissioner of the MAC Conference Dr. Jon A. Steinbrecher stated, "this partnership will permit us to exert greater control of our statistics, provide increased oversight over events through the utilization of integrity services and provide support and financial benefits for the Conference and its membership. We have the responsibility to manage our assets and leverage those assets for the benefit of the student-athletes and our member institutions. The partnership with Genius Sports will assist us in those efforts."¹⁵⁶ Genius Sports has similar contracts with other sports, such as the PGA and the NFL.¹⁵⁸ This agreement allows Genius Sports to sell the data to sportsbooks to allow them to set real-time betting lines.¹⁵⁹ Selling player data to sportsbooks is another way schools can benefit from million-dollar contracts, but their athletes do not benefit from.¹⁶⁰

¹⁵³ Amanda Christovich, NCAA Reportedly Allowing Sale of Player Data to Sportsbooks, Front Office Sports (May 2, 2022), <https://frontofficesports.com/ncaa-reportedly-allowing-sale-of-player-data-to-sportsbooks%EF%BF%BC/>

¹⁵⁴ Veronica Sparks, NCAA Conferences to Sell Player Data as a New Revenue Stream, PlayCA (April 13, 2022), <https://www.playca.com/306369/ncaa-conferences-and-the-sale-of-player-data/>

¹⁵⁵ Veronica Sparks, NCAA Conferences to Sell Player Data as a New Revenue Stream, PlayCA (April 13, 2022), <https://www.playca.com/306369/ncaa-conferences-and-the-sale-of-player-data/>

¹⁵⁶ Genius Sports and Mid-American Conference Agree to Inaugural fan Engagement, Official data and Integrity Partnership, Genius Sports (March, 9, 2022), <https://investors.geniussports.com/news/news-details/2022/Genius-Sports-and-Mid-American-Conference-Agree-to-Inaugural-Fan-Engagement-Official-Data-and-Integrity-Partnership/default.aspx>

¹⁵⁸ Veronica Sparks, NCAA Conferences to Sell Player Data as a New Revenue Stream, PlayCA (April 13, 2022), <https://www.playca.com/306369/ncaa-conferences-and-the-sale-of-player-data/>

¹⁵⁹ Veronica Sparks, NCAA Conferences to Sell Player Data as a New Revenue Stream, PlayCA (April 13, 2022), <https://www.playca.com/306369/ncaa-conferences-and-the-sale-of-player-data/>

¹⁶⁰ Veronica Sparks, NCAA Conferences to Sell Player Data as a New Revenue Stream, PlayCA (April 13, 2022), <https://www.playca.com/306369/ncaa-conferences-and-the-sale-of-player-data/>

Players might argue that the conferences might not have the right to sell players' data as players' data is not the conferences to sell as players have control over their health.¹⁶¹

American Gaming Association Guidelines on Sports Book Advertisement

The American Gaming Association announced a new marketing code that will ban sports books from partnering with colleges to promote sports wagering, and bar payments to college and amateur athletes for using their name, image, or likeness.¹⁶² The code was adopted in March of 2023 and went into effect immediately.¹⁶³ Any organizations with existing partnership are allowed to continue their partnership until July 1st of, 2023.¹⁶⁴ Some schools that have had partnerships with sports books include Michigan State, which had a sponsorship with Caesars.¹⁶⁵ Louisiana State University which has a partnership with Caesars. Both Michigan State and LSU allowed Caesars to send students promotional emails to the student's email.¹⁶⁶ Statement from Michigan State Athletic Director Allan Haller on why the school partnered with Caesars, “We are excited to be on the cutting edge of this innovative opportunity, while recognizing the importance of Caesars’ commitment to responsible sports gaming education both for student-athletes and the University community as a whole.”¹⁶⁷

Since the AGA has released these guidelines Colorado, Maryland and Michigan State sponsorship deals with gambling companies have ended.¹⁶⁸ Colorado states that the partnership

¹⁶¹ Veronica Sparks, NCAA Conferences to Sell Player Data as a New Revenue Stream, PlayCA (April 13, 2022).

<https://www.playca.com/306369/ncaa-conferences-and-the-sale-of-player-data/>

¹⁶² Wayne Perry, New sports wagering code bans college betting partnerships, AP News (March 28, 2023). <https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b>

¹⁶³ Wayne Perry, New sports wagering code bans college betting partnerships, AP News (March 28, 2023). <https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b>

¹⁶⁴ Wayne Perry, New sports wagering code bans college betting partnerships, AP News (March 28, 2023). <https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b>

¹⁶⁵ Wayne Perry, New sports wagering code bans college betting partnerships, AP News (March 28, 2023). <https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b>

¹⁶⁶ Wayne Perry, New sports wagering code bans college betting partnerships, AP News (March 28, 2023). <https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b>

¹⁶⁷ Chris Solarì, Michigan State athletics signs landmark partnership with Caesars Sportsbook, Detroit Free Press (January 13, 2022) <https://www.freep.com/story/sports/college/michigan-state/spartans/2022/01/13/michigan-state-spartans-caesars-sportsbook-partnership-igaming/9198104002/>

¹⁶⁸ Chris Vannini, Alabama baseball betting scandal shows college sports’ uneasy role in new gambling era, The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

with PointsBet ending has nothing to do with the new AGA rules.¹⁶⁹ Some states were beginning to create legislation that would have done what the American Gaming Association has done with their new code.¹⁷⁰ Maryland's PointsBet deal has ended as a bill prohibiting colleges and universities partnering with sports wagering companies sits on the governor's desk.¹⁷¹ New Jersey has a pending bill prohibiting local public colleges and universities from partnering with sports books.¹⁷² As New Jersey is the state that led the way in making sports wagering legal across the country, this could have a cascading effect with other states adopting similar legislation.

It is essential to realize that this code is just a guideline and is not binding. These new codes will help guide what colleges and sports books can do regarding sports wagering sponsorships with student-athletes and colleges. The guidance will help control not just the students on campus from being exposed to something harmful without adequately understanding the consequences. The guidance from the AGA might seem like a good thing as it looks like there are people who are trying to make the integrity of the game is safe and that students are not being taken advantage of or that fans will not think that a student-athlete is not blowing the game because of a sponsorship deal. Money talks and schools always seek ways to maximize their sports programs' profit. Same with athletes who could be offered high-dollar NIL deals that could be hard to turn down.

¹⁶⁹ Chris Vannini, [Alabama baseball betting scandal shows college sports' uneasy role in new gambling era](https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/), The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

¹⁷⁰ Wayne Perry, [New sports wagering code bans college betting partnerships](https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b), AP News (March 28, 2023). <https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b>

¹⁷¹ Chris Vannini, [Alabama baseball betting scandal shows college sports' uneasy role in new gambling era](https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/), The Athletic (May 7, 2023) <https://theathletic.com/4495880/2023/05/07/alabama-baseball-betting-ncaa-gambling-rules/>

¹⁷² Wayne Perry, [New sports wagering code bans college betting partnerships](https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b), AP News (March 28, 2023). <https://apnews.com/article/sports-betting-advertising-college-sports-wagering-underage-7ae3c4081ab0a742275be6489ffca92b>

The NCAA's Stance on Sports Book Partnerships

The NCAA cannot create rules that regulate NIL deals with athletes that involve specific categories from participating.¹⁷⁴ One sports wagering company, MaximBet, is offering college female athletes NIL deals as long as the athlete is older than twenty-one. Maximbet has set up the sponsor deal not to incentivize athletes to get sign-ups.¹⁷⁵ They want the athletes to promote the brand's lifestyle side and the events it hosts.¹⁷⁶ States have a chance to ensure that the students and colleges do not take sponsorship deals with companies that might be adverse to the goal of college.

The NCAA has not announced any plan to limit sponsorship within schools with sports wagering companies. However, they do not allow bowl games to be sponsored by sports wagering companies, similar to how they do not allow alcohol companies to sponsor them.¹⁷⁸ The reason behind these bans is to make sure that commercial and sponsorship activities are “consistent with the values associated with collegiate sports.”¹⁷⁹ In reality, though, this ban does not occur in practice, and alcohol companies sponsor many bowl games.¹⁸⁰ The reason these bowl games are still being sponsored by companies not consistent with NCAA's values is money.¹⁸¹ The sports wagering companies and alcohol companies bring in a lot of money for the teams that participate in the games. The NCAA also does not operate bowl games, but they can rule over the sponsors and advertisers in bowl games.¹⁸² The NCAA tends only to enforce the

¹⁷⁴ Amanda Christovich, Alcohol, Betting NIL Deals Fair Game for Some Athletes, Front Office Sports (October 11, 2021).

<https://frontofficesports.com/alcohol-betting-nil-deals-fair-game-for-some-athletes/>

¹⁷⁵ Amanda Christovich, Alcohol, Betting NIL Deals Fair Game for Some Athletes, Front Office Sports (October 11, 2021).

<https://frontofficesports.com/alcohol-betting-nil-deals-fair-game-for-some-athletes/>

¹⁷⁶ Amanda Christovich, Alcohol, Betting NIL Deals Fair Game for Some Athletes, Front Office Sports (October 11, 2021).

<https://frontofficesports.com/alcohol-betting-nil-deals-fair-game-for-some-athletes/>

¹⁷⁸ Brent Schrottenboer, NCAA asserts collegiate values for bowls, but leaves room for liquor, casino sponsors, USA Today (December 20, 2019). <https://www.usatoday.com/story/sports/ncaaf/2019/12/20/bowl-games-inside-ncaas-moral-code-college-football-sponsors/2695742001/>

¹⁷⁹ Brent Schrottenboer, NCAA asserts collegiate values for bowls, but leaves room for liquor, casino sponsors, USA Today (December 20, 2019). <https://www.usatoday.com/story/sports/ncaaf/2019/12/20/bowl-games-inside-ncaas-moral-code-college-football-sponsors/2695742001/>

¹⁸⁰ Brent Schrottenboer, NCAA asserts collegiate values for bowls, but leaves room for liquor, casino sponsors, USA Today (December 20, 2019). <https://www.usatoday.com/story/sports/ncaaf/2019/12/20/bowl-games-inside-ncaas-moral-code-college-football-sponsors/2695742001/>

¹⁸¹ Brent Schrottenboer, NCAA asserts collegiate values for bowls, but leaves room for liquor, casino sponsors, USA Today (December 20, 2019). <https://www.usatoday.com/story/sports/ncaaf/2019/12/20/bowl-games-inside-ncaas-moral-code-college-football-sponsors/2695742001/>

¹⁸² Brent Schrottenboer, NCAA asserts collegiate values for bowls, but leaves room for liquor, casino sponsors, USA Today (December 20, 2019). <https://www.usatoday.com/story/sports/ncaaf/2019/12/20/bowl-games-inside-ncaas-moral-code-college-football-sponsors/2695742001/>

standards of what is viewable to fans on TV and NCAA athletes at bowl-related events.¹⁸³ As long as those two groups of people cannot see the advertisement, the NCAA lets companies that go against their handbook rules sponsor events.¹⁸⁴

Last year, Barstool Sports sponsored the Arizona Bowl, a bowl game between two MAC teams broadcasted exclusively on Barstool's website. Penn National Gaming, a sports wagering company, owns Barstool. Barstool has a sportsbook, which they promote on its website and subsequent content. Do companies like Barstool use bowl games as content when promoting sports wagering, which ruins the integrity of the game during the game? Barstool promoting and televising the game is no different than if, hypothetically, ESPN Plus has the exclusive rights to a game with sponsorship with DraftKings. Barstool used the game as a promotional tool to promote their website about sports like ESPN. During ESPN's College game day, they talk about the spread of games and have been long before sports wagering was legal. The payout from the Barstool Arizona Bowl was 350,000 dollars, which is significant for a comparatively small MAC school. That is just an example of what happens when money talks.

How should the NCAA Move Forward in the ever-changing landscape of sports wagering?

How the NCAA embraces and deals with sports wagering can have ramifications across the board, not just for the players they are supposed to protect but also for the game itself. If fans feel like the game is no longer genuine, the NCAA will lose the fans that continue to drive the business of college sports. The NCAA also has to ensure that the players that participate in the

¹⁸³ Brent Schrottenboer, [NCAA asserts collegiate values for bowls, but leaves room for liquor, casino sponsors](https://www.usatoday.com/story/sports/ncaaf/2019/12/20/bowl-games-inside-ncaas-moral-code-college-football-sponsors/2695742001/), USA Today (December 20, 2019).

¹⁸⁴ Brent Schrottenboer, [NCAA asserts collegiate values for bowls, but leaves room for liquor, casino sponsors](https://www.usatoday.com/story/sports/ncaaf/2019/12/20/bowl-games-inside-ncaas-moral-code-college-football-sponsors/2695742001/), USA Today (December 20, 2019).

sports the NCAA supports are also not forgotten about, especially regarding their mental health when it comes to possibly being targeted to fix games.

Partnering with Sports Wagering Integrity Companies

The NCAA can also partner with companies like US Integrity, which work with schools and sports wagering companies to prevent fraud and detect what should be investigated. What US integrity does it "pull in data from all these different sources of information, whether its rules and regulations from regulators state approvals, then all the betting data and odds from sports books as well as statistical resulting in real-time data from officiating data, from the leads and bring it all into different types of reports, products, and services on a customizable dashboard for different stakeholders, making it really easy."¹⁸⁵ US Integrity is set up to be a private version of what the SEC is for the financial sector. US Integrity allows the leagues to access betting data that schools and conferences cannot. US Integrity also knows what to look for when searching for fraud.¹⁸⁶ The problem is that this all comes at a cost, and a cost that a lot of schools and conferences cannot afford.¹⁸⁷ Even conferences like the Big East cannot afford the services provided by US Integrity.¹⁸⁸ With NIL and Title IX, it is hard for the schools to allocate the little money they make from their athletic programs and allocate it to other activities.¹⁸⁹ The guidance that American Gaming Association released about schools not being allowed to partner with sports books for sponsorships actually hurts the schools.¹⁹⁰ It hurts the schools because, without that sponsorship money, they cannot fund the appropriate safeguards to ensure that no fraud is occurring.¹⁹¹ The schools cannot afford to allocate money to something that does not bring

¹⁸⁵ Ryan Butler, Q&A: US Integrity's Matthew Holt on protecting sports betting, iGaming Next (September 6, 2022), <https://igamingnext.com/news/us-integrity-matthew-holt-interview/>

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¹⁸⁷ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁸⁸ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁸⁹ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁹⁰ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁹¹ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

anything to the school, such as the sports wagering fraud prevention division. Some conferences, when they receive the money they did not expect to see, such as the Mountain West with San Diego State advancing to the finals of March Madness in 2023, will then consider investing money into the integrity department for sports wagering.¹⁹² The big conferences can invest in the integrity departments needed to fight against fraud in the NCAA, conferences such as the SEC and the Pac-12.¹⁹³ Looking at the data the NCAA has put together, those big conferences with the most prominent names in division one sports are not where fraud occurs. It is in division two and division three where the most fraud can occur, the smaller less focused on sporting events.

Improving the NCAA's Education of Athletes

The NCAA does not want to get involved in dealing with sports wagering, especially as they begin to lose power over the schools.¹⁹⁴ Consequently, the NCAA's education system is not robust enough to deal with the education needed to police the athletes. The NCAA's education is just a way for them to fall back on if a student-athlete gets in trouble for them to say that they at least did something.¹⁹⁵ The NCAA has to create a more robust way of educating students, especially those who are most likely to suffer from possible fraud and integrity violations. It starts at the top with the NCAA to help these athletes and to show that they care about athletes' health and wellness like they claim that they do. The NCAA needs to partner with sports wagering companies to bring in the money needed to create the proper integrity departments that the big professional sports have. There needs to be a robust education system that gives athletes the knowledge and understanding that sports wagering can be harmful. However, it also needs to ensure that they are mentally okay and not suffering too much from social media criticism that players can receive from an angry gambler.

¹⁹² Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁹³ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁹⁴ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

¹⁹⁵ Holt, Matthew. Interview. Conducted by Zachary Williams. 4 April 2023

The NCAA and the American Gaming Association should create guidelines for how states should create the best possible law to ensure no loss of integrity in the sports that people love to watch. The best law is one that limits prop bets on athletes, as that is where the most fraud comes from regarding game manipulation. Just outright banning it within the state seems like a good idea. However, in the end, nothing stops a bettor from going to a nearby state without that restriction to bet on the game. Especially if someone is trying to manipulate the game, they will go out of their way to ensure that their bet is placed so that they know they will win money. Limiting live parlays for college players in the state is an excellent way to ensure less chance of manipulation while still allowing the fans who are not trying to manipulate the game to still place bets on the game.

Establishing a Sports Wagering Integrity Department

There should also be an integrity office established by all states that allow sports wagering to protect not just college sports from manipulation but also professional sports from manipulation. An integrity department is the first line of defense for protecting the sport from fraud. Similar to what the SEC does for fraud protection in finance. With an established integrity department, it will not put the responsibility on the colleges and conferences to create these expensive departments. Especially with how little extra money most schools spend on things that do not bring money into the school. If states take over the integrity department, the cost can be spread out amongst all the schools, which limits the overall cost that schools would have to deal with when it comes to creating an integrity office.

The best overall course of action for the NCAA is to be proactive. Without being proactive, the NCAA risks the sport becoming like the WWE, where everyone knows the game is fake and ruins the competitive nature of collegiate sports.

Conclusion

Sports wagering is not going anywhere, especially as more states allow legal sports wagering. The issue is the lack of proper integrity departments to help states ensure that no fraud occurs. When sports wagering was legalized, it was like the wild west. Everything was legal all at once. There was no proper infrastructure to deal with the heavy increase in sports wagering in sports. Without proper policing, it allowed terrible actors to take advantage and manipulate the games for their monetary gain while also taking advantage of the most vulnerable group of athletes, college athletes. These athletes' vulnerability also stems from a lack of education, immaturity, and lack of financial reward the athletes get compared to what they bring into the school. The players, as soon as they get into any trouble, such as getting their girlfriend pregnant or getting caught with marijuana, look for a way out, and it typically ends up being something that harms them more. They seek people to help them make a couple of extra dollars by manipulating the game to get some financial benefit. The players do not have the education to know that they do not need to resort to these drastic measures when something comparatively small happens to them. They need a proper education system and not just the players but also the athletic staff to understand what sports wagering is and the signs of something going wrong.

There is a long history of fraud in college sports, specifically basketball, which occurred before the legalization of sports wagering. The NCAA has to ensure that we do not have these same issues with increased sports wagering. That is not to say that legalized sports wagering is terrible; it is excellent. It allows the three hundred billion dollars previously gambled illegally to become taxed and proper policing of sports wagering to occur. The proper policing will only occur if schools are incentivized to police the sports wagering. There is also a level of transparency that occurs when sports wagering becomes legal. Legalized sports wagering allows

monitoring, it catches people who are manipulating the game, and can prevent scandals before there occur.

Sports wagering can be fun for fans and beneficial for states and the sports themselves, but it has to be done responsibly. The NCAA and the conferences within the NCAA need to ensure that the vulnerability of their athletes is not being taken advantage to the detriment of the sport.