For many individuals in the United States, participating in sports is an integral part of their youth. While the number of participants diminishes in colleges and universities, the impact of sports on the lives of those who continue to play increases. This note explores case law and scholarly arguments surrounding when and if college and university coaches should be viewed as fiduciaries. The concept of fiduciary duty, though viewed by many as a creation of business associations and applicable only in the corporate context, can be applied to relationships touching all aspects of life. Classifying the relationship between college and university coaches and student-athletes as fiduciary would impress additional duties upon coaches at the college and university level as well as upon their employer, the college or university.