

Booster Recruiting: Dos and Don'ts

Recruiting do's

NCAA rules do permit boosters to:

- Speak to a prospect via the telephone only if the prospect initiates the telephone conversation and the call is not for recruiting purposes. All questions regarding NIU athletics must be directed to the athletics department staff.
- Attend athletics events involving prospects, provided no recruitment or contact with the prospect, prospect's parents or coach occurs;
- Continue existing friendships, provided solicitation of a prospect's enrollment at NIU does not occur;
- Contact a prospect regarding summer employment, provided the prospect has signed a National Letter of Intent. Employment may not begin until the prospect graduates from high school. Any compensation paid to the prospect must be for work actually performed and at a rate commensurate with the going rate in that locality for similar services. Any employment benefits provided to the prospect (e.g., health insurance, bonuses) must be provided to all other employees performing similar services for the employer; and
- Provide funding to benefit a high school athletics program located in the Community, in which the boosters reside, provided:
 - The booster acts independently of the institution;
 - The funds are distributed through channels established by the high school or the organization conducting the fundraising activity; and
 - The funds are not earmarked directly for a specific prospect.

Recruiting Don'ts

NCAA legislation prohibits representatives of NIU's athletics interests (boosters) from making in-person, on-or off-campus recruiting contacts, or written or telephonic communications with a prospect or the prospect's relatives or legal guardians. Specifically, boosters may not:

- Call, write or e-mail a prospect or the prospect's parents, legal guardians, friends or relatives for purposes of athletics recruitment even if the prospect has signed a National Letter of Intent with NIU. Be aware that the use of the internet is considered to be a form of communication by means of e-mail, instant messenger and chat rooms. These media should not be used to contact (directly or indirectly) a prospect, the prospect's parents or legal guardian(s) or coach;
- Mail anything, including newspapers, clippings, posters, programs, etc. to prospects;

- Have on- or off-campus contact with a prospect, the prospect's parents, legal guardians or relatives for purposes of athletics recruitment. An unavoidable incidental contact made with a prospect by a booster is permissible, provided:
 - The contact is not prearranged by the booster or an athletics department staff member;
 - It does not take place on the grounds of the prospect's educational institution or at the sites of organized competition and practice involving the prospect or the prospect's team;
 - It is not made for the purpose of recruitment of the prospect; and
 - It involves only normal civility;

- Contact a prospect's coach, principal or counselor in an attempt to evaluate the prospect;

- Visit a prospect's educational institution to pick up film/videotape or transcripts pertaining to the evaluation of the prospect's academic eligibility or athletics eligibility;

- Attend a prospect's competition for evaluation purposes at the request of a NIU coaching staff member;

- Contact student-athletes enrolled in other four-year institutions regarding the possibility of transferring to NIU;

- Provide a prospect with free transportation to and from a summer job unless it is the employer's established policy to transport all employees to and from the job site;

- Provide any type of benefit (e.g., meals, cash) to the coach of any prospect, including AAU and club team coaches; and

- Pay in whole or in part a prospect's registration fee associated with NIU sports camps.