



Topics Covered:

- ✓ Recruiting calendar highlights
- ✓ Publicity & **Twitter**
- ✓ NLI News & Dead Period Reminders
- ✓ Volunteer coaches, Do's and Don'ts
- ✓ Extra Benefits

RECRUITING CALENDARS:

Men's Basketball

Oct. 6 – Nov. 8 ~ Evaluation Period
 *No evaluations at sites other than the prospect's educational institution
Nov. 9 – Nov. 12 ~ DEAD PERIOD

Women's Basketball

Oct. 7 – Nov. 8 ~ Evaluation Period
 *No evaluations at sites other than the prospect's educational institution
Nov. 9 – Nov. 12 ~ DEAD PERIOD

Baseball

Oct. 1 – Nov. 8 ~ Contact Period
Nov. 9 – Nov. 12 ~ DEAD PERIOD

Cross Country/ Track & Field

Oct. 1 – Nov. 22 ~ Contact Period

Football

Oct. 1 – Nov. 28 ~ Quiet Period
 (42 possible evaluation days during the months of Sept, Oct & Nov)

Women's Lacrosse

Oct. 1 – Nov. 8 ~ Contact Period
Nov. 9 – Nov. 12 ~ DEAD PERIOD
 Evaluations in lax activities permitted
 Nov. 7-8, 14-15, 21-22

All Other Sports

Oct. 1 – Nov. 8 ~ Contact Period
Nov. 9 – Nov. 12 ~ DEAD PERIOD
 Dead period does not apply to Soccer and Field Hockey

CAN I TWEET THAT?

"Tweeting about Skilling Instruction, Visits and Informal Basketball Scrimmages"

Tweeting about workouts:

In sports other than football, the intent behind bylaws 17.1.6.2.2 and 17.1.6.2.3 was to specify that skill-related instruction not be publicized and not be conducted in view of a general public audience.

Enter the realm of Twitter ... examples of the correct application of the legislation when "tweeting" are represented by the first four comments below (1-4), however the fifth statement is an example of a comment that would not be permissible to post:

1. Looking forward to individual workouts today.
2. Headed to the gym for workouts.
3. Looking forward to coaching our guys/ladies in skill instruction this afternoon.
4. Looking forward to coaching our guys/ladies in skill instruction at 2pm today.
5. **Headed to the gym to work out athlete X, come out and see this workout and support us during this critical time of the year!**

Tweeting about visits:

Technically per NCAA rules (13.10.5) it would not be a violation to tweet "we have prospects coming on campus this weekend" or "we have a VIP on campus this weekend," but there is **significant** risk in doing so ...

If a program posts those types of comments and the media shows up, then that results in a clear violation of bylaws 13.10.1 or 13.10.5. It would be difficult to argue such violations are inadvertent, as the information was extended, which essentially invited the violations.

So, while it would be permissible for a coach to post such tweets, and some institutions may permit coaches to do so, at Richmond we ask that coaches/staff not tweet about prospects visits to campus.

Tweeting about informal basketball scrimmages:

Institutions (coaches/staff) should not do anything affirmative to make the public or media aware of the scrimmage, which means that the coach/staff should not tweet anything about the scrimmage. Tweets such as "our scrimmage went well today, or I'm really happy with the team's effort" after playing in an informal practice scrimmage would not be permissible.

That said, the Q & A from the May 1, 2008 Education Column, pasted below, provides that it is permissible for a coach to participate in an interview under the stated conditions. Essentially, there is a difference between answering interview questions with general information and just tweeting general information to the public. (This distinction also exists in Bylaw 13.10.2, where an institution can confirm its recruitment of a PSA, but may not just unilaterally communicate the recruitment of a PSA).

Question: May a coach or the student-athletes of either team participate in an interview with the media?

Answer: The coach or student-athletes of either team may participate in an interview with the media, provided the comments are limited to the practice scrimmage in general and the interview was not established by either school to promote the scrimmage. The coach or student-athletes may not comment specifically on the score or team and/or individual student-athlete statistics.

NATIONAL LETTER OF INTENT NEWS & DEAD PERIOD REMINDERS

News:

During the past National Letter of Intent (NLI) signing year, media reports circulated describing release agreements associated with NLIs signed by high-profile prospective student-athletes. The primary focus of the media articles has been regarding advance agreements signed in addition to an NLI, which provide some assurance that a release would be granted should circumstances change (e.g., coaching staff) at the institution.

The NLI program has adopted a policy, with an immediate effective date, regarding advance release agreements. **NLI member institutions should be aware that they are prohibited from establishing any additional conditions associated with the NLI agreement in advance of a prospective student-athlete signing the NLI. Should an institution and/or its staff members offer additional conditions, the prospective student-athlete's NLI is subject to being declared null and void along with possible institutional penalties as determined by the NLI Policy and Review Committee.**

Additionally, the NLI policy has always prohibited institutions from making additions, deletions or other modifications to the NLI signing document. If a prospective student-athlete wants to be released from the NLI agreement, he or she needs to submit the release request form. The formal NLI release process has been established to ensure consistency among all NLI member institutions and to maintain accurate NLI records.

Signing Dates for Prospects enrolling during the 2010-11 academic year:

Sport	Initial Signing Date	Final Signing Date
Basketball and All Other Sports Not Listed (Early Period) Corresponding dead period November 9 through 12, 2009	November 11, 2009	November 18, 2009
Football (Midyear JC Transfer)	December 16, 2009	January 15, 2010
Football (Regular Period)	February 3, 2010	April 1, 2010
Field Hockey, Soccer, Track and Field, Cross Country, Men's Water Polo	February 3, 2010	August 1, 2010
Basketball (Regular Period)	April 14, 2010	May 19, 2010
All Other Sports Not Listed (Regular Period)	April 14, 2010	August 1, 2010

Dead Period Reminders:

Permissible Activities:

- ✓ General correspondences (emails, letters)
 - *Reminder: no electronic correspondence may be sent to prospects who are on-call & at their competition site.*
- ✓ Telephone calls
 - Coaches may make unlimited phone calls to a prospect on the initial date for the signing of the NLI and during the two days immediately following the initial signing date (November 11-13)

Impermissible Activities:

- ⊗ Face-to-face contact, on or off campus
- ⊗ Official and Unofficial visits
- ⊗ Complimentary admissions may not be given to prospects during this time - unless they are visiting the campus and receive admission from a program unrelated to athletics
- ⊗ Speaking at, or attending a meeting/banquet at a prospect's educational institution

VOLUNTEER COACHES

In sports other than football and basketball, a volunteer coach is any coach who does not receive compensation or remuneration from the institution's athletics department or any organization funded in whole or in part by the athletics department or that is involved primarily in the promotion of the institution's athletics program (e.g., booster club, athletics foundation association). The following provisions shall apply:

- a) The individual is prohibited from contacting and evaluating prospective student-athletes off campus or from scouting opponents off campus and may not perform recruiting coordination functions
- b) The individual may receive a maximum of two complimentary tickets to home athletics contests in the coach's sport.
- c) The individual may receive complimentary meals incidental to organized team activities (e.g., pre- or postgame meals, occasional meals, but not training table meals) or meals provided during a prospective student-athlete's official visit, provided the individual dines with the prospective student-athlete.

Volunteer coaches must count against a sport's coaching limitations and must be included in the designation forms filed at the beginning of each academic year. Compensation and benefits of any individual classified as a volunteer coach must be monitored to ensure compliance with NCAA rules. Keep in mind that there is a distinction between a volunteer coach, and an individual that serves as a volunteer in a non-coaching role. The latter may receive benefits that would not be available to an individual serving in a coaching capacity.

The chart below applies to volunteer coaches only:

Activity:	Permissible	Not Permissible
Payment or compensation received for working in the athletic department		X
Paid by the athletic department to work a camp	X	
Provided with complimentary tickets to attend home athletic events	<i>Can receive 2 tickets to a home contest in the coach's sport only</i>	X
Receipt of a meal incidental to organized team activities (pre-game, occasional meal), or meals in conjunction with an official visit	X	
Free meals in the dining hall, or having a meal at a restaurant covered by other coaches, or athletics staff members		X
Provided with use of a car, or a free or discounted place to live (apartment, room, etc.)		X
Providing items like shoes, shirts, jackets and shorts that are incidental to coaching duties	X	
Benefits available to institutional employees (i.e. tuition waivers, insurance, membership discounts)		X

EXTRA BENEFITS!!!

The NCAA defines an extra benefit as any special arrangement by an institution employee or a representative of the institution's athletic interest ("Booster") to provide a student-athlete, or a student-athlete's parent(s) or legal guardian(s), a benefit that is not generally available to other University of Richmond students and their relatives, or is not expressly authorized by the NCAA legislation. The chart below may be helpful in understanding:

Type of Benefit (with example)	Available To	Permissible or Not Permissible?
Benefit A (a coupon for free ice cream that is being handed out on campus)	Available to the entire student body	Permissible (because it is available to everyone)
Benefit B (athletics apparel for student-athletes)	Student-athletes only	Permissible (because NCAA rules specifically allow UR to provide student-athletes with apparel for practice and competition)
Benefit C (free oil changes for student-athletes)	Student-athletes only	Not Permissible (because it is not available to the entire student body and it is not specifically allowed by NCAA rules)
Benefit D (UR Police Vehicle Safety Day-check fluid levels, free pizza and soda)	Available to the entire student body, staff and faculty	Permissible (because it is available to everyone)