#1: It is permissible to use a prospect’s photo in a recruiting presentation.

- FALSE
- Per Bylaw 13.4.1.5.3, an institution may produce a computer-generated recruiting presentation (e.g., using presentation software) to show to, play for or provide to a prospect, subject to the following provisions:
Bylaw 13.4.1.5.3 cont’d…

a) The presentation may be posted to the institution's website;

b) The presentation may include general informational video/audio material that relates to an institution or its athletics programs and is not created for recruiting purposes;

c) The presentation may **not be personalized to include a prospect's name, picture or likeness**; and

d) The presentation may not be created by an entity outside the institution.
Case Study: University of Auburn

- During a prospect’s unofficial visit, the Head Coach of an unspecified sport showed a PowerPoint presentation not approved by Compliance that featured a photo of the recruit. The prospect took a photo of the presentation, and posted it on his Twitter account.

- A “letter of admonishment” was sent to the unnamed persons and they could not provide recruiting materials to any prospects for 60 days.
FOR-EV-ER

That is how long an individual retains "booster" status.

Once an individual, independent agency, corporate entity (e.g., apparel or equipment manufacturer) or other organization is identified as such a "representative of the institution's athletics interests" (i.e., a booster), the person, independent agency, corporate entity or other organization retains that identity indefinitely (i.e., "FOR-EV-ER"). [NCAA Bylaw 13.02.14.1]
#2: It is permissible to provide multiple student-athlete hosts for a single prospect with a complimentary meal at a restaurant.

- FALSE

- Per Bylaw 13.6.7.5.1, if several student-athletes host a prospect, the $40-per-day entertainment money may be used to cover the actual and necessary expenses incurred by the prospect and all hosts. Only one student-athlete host per prospect may be provided a free meal if restaurant facilities are used.
Case Study: University of Auburn

• During a prospect’s recruiting trip, a miscommunication between two athletes hosting a prospect led to them both receiving a $6 recruiting meal when only one should have received the free meal.

• The second player in the unknown sport made a $10 donation to the American Red Cross as a means of restitution and was reinstated.
CAN'T WAIT TO TWEET OUT THE NAME OF OUR LATEST VERBAL COMMIT!

NO PUBLICIZING THE RECRUITMENT OF PSA'S BEFORE THEY SIGN AN NLI!
#3: It is impermissible for a student-athlete to sell team apparel.

- TRUE

- Pursuant to a recent NCAA Official Interpretation, a student-athlete may not sell or exchange for another item of value, any item received for athletics participation. [1/10/14]
Case Study: University of Oregon

- Two basketball student-athletes were suspended for selling team-issued apparel.
- Both student-athletes had to donate the value of the apparel to charity and were suspended for 9-12 games based on the value of the items sold.
MAJOR AWARDS

Student-athletes may not **sell** or **exchange** institutional awards or gifts for anything of actual or perceived value (includes awards & postseason gifts).
#4: If a coach observes a captain’s practice, the practice is still considered a voluntary athletically related activity.

• FALSE

• Per Bylaw 17.02.1, CARA includes any required activity with an athletics purpose involving student-athletes and at the direction of, or SUPERVISED by, one or more of an institution's coaching staff (including strength and conditioning coaches) and must be counted within NCAA weekly and daily limitations.
Bylaw 17.02.1 exception…

- In sports in which the safety exception applies (Gymnastics, Swimming & Water Polo at SJSU), a coach may be present during voluntary, individual workouts in the regular practice facility without the workouts being considered CARA when the student-athlete uses equipment in that sport. The coach may provide safety or skill instruction but may not conduct the individual’s workouts.
Case Study: University of Maine

- Field Hockey coach resigned because of violations involving CARA.
- The coach had assigned excess practice in addition to attending and supervising captain practices.
ATHLETICALLY RELATED ACTIVITIES A WEEK BEFORE FINAL EXAMS?

NOT IN MY HOUSE
#5: It is permissible for a student-athlete to pose with a commercial entity’s sign for a local radio station’s Twitter account.

- **FALSE**
- Per Bylaw 12.5.2.1, after becoming a student-athlete, an individual is not eligible for participation in intercollegiate athletics if the individual:
  
  a) Accepts any remuneration for or permits the use of his/her name or picture to advertise, recommend or promote directly the sale or use of a commercial product or service of any kind; or
  
  b) Receives remuneration for endorsing a commercial product or service through the individual's use of such product or service.
Case Study: Syracuse University

- Two student-athletes were involved in a tweet that was sent out by a local radio station.
- The tweet included the two student-athletes holding up a sign for a commercial entity.
- The tweet was later retweeted by the commercial entity.
- No information was given on the penalties imposed on the student-athletes; however, the typical penalty for this type of violation is a cease and desist letter to the commercial entity and rules education for those involved.
Exception to Bylaw 12.5.2.1

- **Official Interp. 10/6/1994:** A student-athlete with remaining eligibility may write a column that involves the student-athlete issuing opinions regarding a commercial establishment, provided the commercial establishment is not involved in any manner in the arrangement of such activity and the student-athlete does not receive any benefits from any source in conjunction with his/her review of the commercial establishment.
NCAA BANNED DRUG LIST

Student-athletes: Please remember that the NCAA conducts drug testing year round (academic year and summer). So please make sure that Sports Medicine has your summer contact information.

Also, please contact Sports Medicine regarding any medications or supplements you are taking or for an updated NCAA Banned Drug List.

You are responsible for what is in your body!
#6: It is permissible for non-coaching staff members to mail general correspondence to high school sophomores on August 30th.

- FALSE

- Per Bylaw 13.4.1, in sports other than MBK, an institution may not provide recruiting materials, including general correspondence related to athletics, to an individual (or his/her parents or legal guardians) until September 1 at the beginning of his/her junior year in high school. In MBK, an institution may not provide such materials until June 15 at the conclusion of the sophomore year in high school (exception for nontraditional academic calendar is the day after conclusion of individual's sophomore year in high school).
Case Study: Georgia

- Non-coaching staff members mailed general correspondence two days before the date when prospects are permitted to receive mailings.
- Georgia issued a letter of admonishment to non-coaching staff members involved, is requiring members of the recruiting office to attend an NCAA regional rules seminar next summer, and will not provide recruiting materials to those 12 recruits for 60 days.
UNCLE RICO... NOT COACH

Noncoaching staff members (e.g., director of operations, director of player development, etc) are not coaches & may not engage in any coaching activities (e.g., on-court/field instruction for practice or competition).
#7: A prospect may participate in practices on an occasional basis after they have committed.

• FALSE

• Per Bylaw 14.1.7.1.1.1, a prospect may NOT engage in any practice activities (e.g., review of playbook, chalk talk, film review) with a coaching staff member prior to his/her enrollment.

• OFF-Court/Field Activities: A prospect who has signed an NLI/GIA or has submitted a financial deposit in response to an offer of admission may NOT observe the institution’s off-field or off-court practice session (e.g., meeting, film review) that is CLOSED to the general public.
• **ON-Court/Field Activities**: A prospect MAY observe an institution’s on-field or on-court practice session (including a session that is closed to the general public), regardless of whether he/she has signed an NLI/GLI or has submitted a financial deposit in response to an offer of admission.
Case Study: St. Mary's

- An NCAA investigation found Saint Mary's MBK program guilty of attempting to lure recruits with extra benefits, allowing players to partake in unsanctioned practice sessions and failing to respond to red flags raised by others about potential violations.
- The team was placed on probation for four years.
- The Head Coach will be suspended for five games next season and will not be allowed to conduct off campus recruiting.
- The program will lose two of 13 scholarships for two seasons.
PRIVATE WORKOUTS & PERSONAL TRAINERS

*NCAA issues involving student-athletes and training sessions/workouts at non-institutional facilities*

- Personal trainers/training facilities must charge student-athletes & prospects the same rate they charge any non-athlete for services.

- **Student-athletes (or their parents/legal guardians)** must pay for all of the **student-athlete’s expenses** related to a training session at a non-institutional facility (e.g., workouts with personal trainers, workouts with a private position coach, etc).

- Student-athletes **may not endorse** (expressly or implicitly) a personal trainers or workout facility.

- Student-athletes are responsible for **knowing who is arranging and paying** for your training expenses.

- Student-athletes should **keep all documentation** related to any training sessions (e.g., receipts, contracts/agreements, etc).

- Student-athletes should **keep your Head Coach and the Athletics Compliance Office** informed of all activities during this process so as to advise and protect the student-athlete’s eligibility.
#8: It is permissible for a coach to text a prospect with whom they have a relationship from a previous club team.

- FALSE

- Per Bylaw 13.4.1.2, electronically transmitted correspondence that may be sent to a prospect (or his/her parents or legal guardians) is limited to email and faxes. All other forms of electronically transmitted correspondence are prohibited. Color attachments may be included with email, provided the attachment only includes information that is not created for recruiting purposes.

- EXCEPTIONS: M/WBK may send electronic transmissions beginning June 15 at conclusion of sophomore year; ALL OTHER SPORTS may send electronic transmissions only after commitment; sports other than MBK may send email and fax related to camps/clinics at any time, M/WBK may send electronic transmissions related to camps/clinics at any time.
Case Study: University of Tennessee

- The associate swimming coach impermissibly text a prospect he had coached at his previous job at a private club in California.
- The coach believed he could continue to communicate with prospects and their families because he had developed close relationships with them during his time as a club coach.
- Since his relationship with the prospect was based strictly on swimming and his position as the prospect’s swim coach, it is not an exception to the NCAA preexisting relationship interpretation.
- The department was notified and the associate swim coach received rules education.
VOLUNTEERING AS A COACH?

VOLUNTEER COACHES MAY RECEIVE COMP. MEALS INCIDENTAL TO OTA'S OR OFFICIAL VISITS
#9: It is permissible to respond to a prospect’s question through a media outlet.

- **FALSE**
- Per Bylaw 13.10.1, a member institution may not permit a media entity to be present during any recruiting contact made by an institution's coaching staff member.
Case Study: University of Tennessee

• The associate swimming coach was asked to write a weekly article for Swimming World magazine. His responsibility was to write for the “Ask a Coach” column, in which anyone could submit swimming-related questions to the magazine to be answered by a swim coach.

• The coach began submitting articles to the magazine without notifying the compliance department and responded to a question in which the submitter revealed he was a junior in high school.
Case Study: University of Tennessee cont’d…

- The Compliance Office deemed the coach’s communication with the prospect was publicized in violation of Bylaw 13.10.1.
- The coach was prohibited from writing articles for the magazine, given rules education and letter of admonishment.
YOU CAN BRING RECRUITS ON OFFICIAL VISITS TO ANYWHERE THE LIGHT TOUCHES

But what's that shadowy place over there?

THAT'S MORE THAN 30 MILES AWAY. YOU MUST NEVER GO THERE
#10: It is impermissible for a coach to arrange off campus housing for incoming international student-athletes.
- TRUE

#11: It is permissible for an institution to pay for a prospect’s tutoring services.
- FALSE

#12: It is permissible for a prospect’s family to receive free airfare and lodging in association with the prospect’s non-scholastic competition from an agent.
- FALSE
Bylaws 13.2.1 & 13.2.1.1

• Per Bylaw 13.2.1, an institution's staff member or booster shall not be involved, directly or indirectly, in making arrangements for or giving or offering to give any financial aid or other benefits to a prospect or his/her relatives or friends, other than those expressly permitted by NCAA regulations.

• Receipt of a benefit by a prospect or his/her relatives or friends is not a violation of NCAA legislation if it is determined that the same benefit is generally available to the institution's prospective students or their relatives or friends or to a particular segment of the student body unrelated to athletics ability.
Bylaws 13.2.1 & 13.2.1.1 cont’d…

- Bylaw 13.2.1.1 sets forth specifically prohibited financial aid, benefits and arrangements to include, but are not limited to, the following:
  a) An employment arrangement for a prospect's relatives;
  b) Gift of clothing or equipment;
  c) Co-signing of loans;
  d) Providing loans to a prospect's relatives or friends;
  e) Cash or like items;
  f) Any tangible items, including merchandise;
  g) Free or reduced-cost services, rentals or purchases of any type;
Bylaws 13.2.1 & 13.2.1.1 cont’d…

h. Free or reduced-cost housing;

i. Use of an institution's athletics equipment (e.g., for a high school all-star game);

j) Sponsorship of or arrangement for an awards banquet for prospects by an institution or its alumni groups or booster clubs; and

k) Expenses for academic services (e.g., tutoring, test preparation) to assist in the completion of initial-eligibility or transfer-eligibility requirements or improvement of the prospect's academic profile in conjunction with a waiver request.
Case Study: College of Staten Island

• The Men’s swimming coach helped international student-athletes arrange off-campus housing, including signing leases on behalf of two student-athletes; allowing one student-athlete to stay in the coach’s home; and providing a statement of financial support for students to obtain visas.

• The coach also arranged for three student-athletes to obtain lifeguard recertification courses at reduced costs.

• The coach received public reprimand and censure and four years of probation.
Case Study: College of Staten Island cont’d…

• The Men’s swimming program received a two-year postseason ban; a revocation of all conference Coach of the Year honors for the head coach from 2007-2011; a revocation of all individual records and performances of the six student-athlete’s from the time they became ineligible for competition through the time their eligibility was reinstated;

• The school is not permitted to recruit international PSAs during the 2012-2013 and 2013-2014 academic years.
Case Study: USC and University of Washington

- The University of Southern California and University of Washington investigated a possible rules violation in which an assistant coach may have helped a potential high school recruit pay for private tutoring.
- The investigation arose from the recruitment of a defensive linemen who signed an NLI but was not academically eligible for enrollment.
- Other sources stated that the coach gave the prospect $3,000 to cover private tutoring and an additional $1,500 to reimburse the prospect’s father for online classes which the prospect took to improve his GPA.
- Upon further investigation, the allegations were false.
Case Study: University of Florida

- An investigation of a BK student-athlete found that while he was a prospect, he had accepted free cell phones and service, airfare, lodging, meals and apparel from an agent.
- Additionally, individuals close to the student-athlete received free airfare and lodging for nine different trips, including eight associated with the student-athlete’s non-scholastic basketball team competitions.
- The student-athlete was declared ineligible and suspended from playing.
- After a 12 game suspension, the student-athlete was reinstated and was required to donate the $270 received from the agents to a charity of his choice and serve 80 hours of community service for the remaining benefits received.
IDENTIFICATION REQUIRED

Guests of student-athletes receiving a complementary admission must present identification at the player pass list gate.

Even McLovin gets carded.
#13: It is impermissible for student-athletes to place bets on Fantasy Football Leagues.

• TRUE

• Per Bylaws 10.02.1, sports wagering includes placing, accepting or soliciting a wager (on a staff member's or student-athlete's own behalf or on the behalf of others) of any type with any individual or organization on any intercollegiate, amateur or professional team or contest. **Examples of sports wagering include**, but are not limited to, the use of a bookmaker or parlay card; Internet sports wagering; auctions in which bids are placed on teams, individuals or contests; **and pools or fantasy leagues in which an entry fee is required and there is an opportunity to win a prize**...
Bylaw 10.3

• The following individuals shall not knowingly participate in sports wagering activities or provide information to individuals involved in or associated with any type of sports wagering activities concerning intercollegiate, amateur or professional athletics competition:

a) Staff members of an institution's athletics department;
b) Nonathletics department staff members who have responsibilities within or over the athletics department (e.g., chancellor or president, faculty athletics representative, individual to whom athletics reports);
c) Staff members of a conference office; and
d) Student-athletes.
Case Study: UTEP

- 3 basketball student-athletes from UTEP were dismissed from the team for gambling on athletic events.
- An FBI investigation found no point-shaving but showed that they all participated in gambling on one or more sporting events.
EVEN MICHAEL SCOTT KNOWS...

NOT TO BET ON SPORTS
#14: It is impermissible to punish a student-athlete for being late to a voluntary practice.

- TRUE
- Per Bylaw 17.02.13(d) in order for any athletically related activity to be considered “voluntary,” a student-athlete may not be subjected to penalty if he/she elects not to participate in the activity. In addition, neither the institution nor any athletics department staff member may provide recognition or incentives (e.g., awards) to a student-athlete based on his or her attendance or performance in the activity.
Case Study: Georgia Tech

• In a promotional video produced by the school, a strength coach threatened consequences for student-athletes who were late during voluntary workout.

• No penalty can be given for being late, or for not showing up for voluntary workouts.

• The school self-reported the violation and penalized itself by shortening one of the practices by 12 minutes.
NO FLYING V TODAY.

NO MORE THAN 4 SA’S MAY RECEIVE SKILL INSTRUCTION AT A TIME BEFORE SEPT. 15TH
#15: It is permissible for a media member to question a prospect on an unofficial visit.

• FALSE

• Per Bylaw 13.10.1, a member institution shall not permit a media entity to be present during any recruiting contact made by an institution's coaching staff member.
Reminder: Booster Contact

Per Bylaw 13.1.2.1, all in-person, on- and off-campus recruiting contacts with a prospect or the prospect's relatives or legal guardians shall be made only by authorized institutional staff members. Such contact, as well as correspondence and telephone calls, by boosters is prohibited.
Case Study: Boise State

• A media member questioned a prospect on his official visit right after the end of a game.
• When a football noncoaching staff member saw the conversation he intervened immediately.
• An educational email was sent to local media outlets, and a new procedure was developed to assure a barrier was created between prospects and media.
Not permissible for an institution to publicize (or arrange for the publicity of) a prospect’s visit on campus.
#16: A website for a prospect-aged camp needs to include the phrase “open to any and all entrants”.

- TRUE

- Per Bylaw 13.12.1.3, a member institution's sports camp or clinic shall be open to any and all entrants (limited only by number, age, grade level and/or gender).
Case Study: Unknown

- An advertisement for a Baseball clinic failed to include “open to any and all individuals" language.
- Upon discovery, aforementioned language was added to all camp and clinic advertisements.
- A letter of admonishment was issued to the Head Coach and applicable rules education was provided to the entire athletic department.
#17: It is impermissible for a prospect to receive an airline coupon for voluntarily giving up a seat on their flight to an official visit.

- TRUE
- Per Bylaw 13.5.2.3.1, an institution may not arrange payment of the airline ticket to allow a prospect (or the prospect's relatives, friends or legal guardians) to take advantage of ticket bonuses, rebates, refunds, upgrades or other benefits connected with the purchase of the ticket.
Case Study: Unknown

• Upon arrival at her home airport, prospect discovered that her official visit flight was oversold and volunteered to give up her seat in exchange for a flight voucher.

• Later flights were available but the prospect did not make any arrangements to reschedule her flight.

• When the head coach realized the prospect received a voucher as a result of volunteering to give up her seat, he contacted the airline and tried to get the voucher canceled. The airline declined this request.
Case Study: Unknown cont’d...

- On several occasions, the coaching staff communicated to the prospect and her mother the importance of not using the voucher and returning it to the institution.
- The prospect refused to return the voucher, she never rescheduled her trip and signed an NLI with another institution.
- The prospect was declared ineligible at the institution. It was ruled that the coaching staff did everything they could to get the voucher back from the prospect and the prospect’s acceptance of the airline voucher was out of the coaches’ control.
#18: It is permissible for a commercial establishment to promote a student-athlete’s appearance if the student-athlete was asked on a voluntary basis.

- FALSE
- Per Bylaw 12.5.1.1.2, a member institution or a charitable, educational or nonprofit organization may use the appearance, name or picture of a student-athlete to promote its fundraising activities at the location of a commercial establishment, provided:
Bylaw 12.5.1.1.2 cont’d…

- The commercial establishment is not a co-sponsor of the event. A commercial establishment becomes a co-sponsor if the commercial establishment either advertises the presence of the student-athlete at the commercial location or is involved directly or indirectly in promoting the activity AND

- The student-athlete does not promote the sale of a commercial product in conjunction with the fundraising activity.
Case Study: Unknown

- Institution permitted five WBK student-athletes to participate in an athletics department promotion at a local restaurant whereby the student-athletes were asked to be present for pictures and autographs.
- For the student-athlete’s participation, 20% of the day’s purchases would be donated to the WBK team.
- Prior to the promotion, the student-athletes’ appearance was publicized in a flyer distributed by the restaurant.
Case Study: Unknown cont’d…

- Upon discovery of the promotion, the Compliance Office contacted coaching staff and asked them to stop the event.
- The student-athletes spent approximately one hour at the restaurant promoting the fundraiser prior to its cancellation.
- WBK DOBO received a letter of reprimand. Entire WBK coaching staff received rules education regarding promotions/fundraisers and a review of the applicable departmental policies and procedures.
#19: It is permissible for an Athletic Trainer to conduct a physical on an official visit to help decide if admissions will be offered to the prospect.

- FALSE
- Per Bylaw 13.11.2.6.1, during a prospect's official or unofficial visit to campus, an institution may conduct a medical examination to determine a prospect's medical qualifications to participate in intercollegiate athletics, provided:
Bylaw 13.11.2.6.1 cont’d…

1. A regular team or other designated physician conducts the exam;
2. No athletics department staff member other than the athletics trainer is present;
3. The examination does not include any test or procedure designed to measure the athletics agility or skill of the prospect; AND
4. The results of the exam are not used to deny admission of a prospect who is otherwise qualified for admission.
Case Study: Unknown

• An athletic trainer evaluated a local prospect's shoulder injury and provided recommendations to the prospect during the prospect’s unofficial visit. A physician was not present to conduct the examination.

• The trainer mistakenly thought that because he was not treating the prospect, his actions were within the rule permitting medical exams of prospects during official and unofficial visits.

• A letter of admonishment was issued to the trainer.
#20: It is permissible for a prospect that lives outside the 50 mile radius to fill in for a club team during a tournament that is coached by an SJSU staff member.

- FALSE

- Per Bylaw 13.11.2.4, in sports other than BK, an institution's coach may be involved in any capacity (e.g., as a participant, administrator or in instructional or coaching activities) in the same sport for a local sports club or organization located in the institution's home community, provided all prospects participating are legal residents of the area (within a 50-mile radius of the institution).
Bylaw 13.11.2.4 cont’d…

In ALL sports, an institution's coach may be involved in any capacity (e.g., as a participant, administrator or in instructional or coaching activities) in a sport other than the coach’s sport for a local sports club or organization located in the institution's home community, provided all prospects participating are legal residents of the area (within a 50-mile radius of the institution).
Bylaw 13.11.2.4 cont’d…

- In clubs or organizations involving multiple teams/sports, the 50-mile radius is applicable only to the team with which the institution's coach is involved.
- A coach may be involved in activities with individuals who are not of prospect age, regardless of where such individuals reside.
- EXCEPTION: The 50-mile radius restriction does not apply to a prospect who resides outside a 50-mile radius of the institution, provided the club is the closest opportunity for the prospect to participate in the sport.
Case Study: Unknown

- A prospect who resided beyond a 50 mile radius of campus participated on a club team coached by an institution’s assistant coach.
- Assistant coach mistakenly believed that the club team was the closest travel team on which the prospect could participate.
- Further investigation found there were club teams in the sport closer to the prospect’s home on which she could participate.
- A letter of admonishment and rules education was issued to assistant coach.