INTRODUCTION TO RECRUITING

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Agenda

- Social Media.
  - Analysis.
  - Common Issues.

- Contacts.
  - Multiple Commitments.
  - Contact at Educational Institution.
  - Contact at the Site of Practice/Competition.
  - Football All-Star Contests.

Objectives

- Identify applicable recruiting legislation to analyze permissible use of social media platforms.

- Apply RWG Proposal No. 13-1 and permissible contact with prospective student-athletes (PSAs) after commitment.

- Review recent interpretations regarding application of RWG Proposal No. 13-1.
SOCIAL MEDIA

Analysis of the Use of Social Media

Five Questions to Ask:

1. Sport?
2. PSA’s grade?
3. Is the communication public or private?
4. Who is sending and receiving?
5. What is the content?

Step Nos. 1 & 2 - Sport and Age of PSA

Electronic Mail and Facsimiles.

- All sports other than basketball or hockey:
  - September 1 at beginning of the junior year.

NCAA Bylaw 13.4.1
Step Nos. 1 & 2 - Sport and Grade

Additional Forms of Electronically Transmitted Correspondence.

- Examples:
  - Text messages.
  - Instant messenger.
  - All sports other than basketball and men's ice hockey:
    - After PSA signs NLI or a written offer of admission and/or financial aid.

Bylaw 13.4.1.4

Step Nos. 1 & 2 - Sport and Grade

Basketball and Men's Ice Hockey:

- Men's Ice Hockey: January 1 of sophomore year.
- Basketball: June 15 after sophomore year.
- Permissible forms of electronically transmitted correspondence include:
  - Email.
  - Facsimiles.
  - Text messages.
  - Instant messenger.

Bylaws 13.4.1.1, 13.4.1.2, 13.4.1.4.1 and Proposal No. 2013-25-A

Step No. 3 - Public vs. Private

- Can the public see the interaction? (e.g., friending, following, chatting, posting to a wall, liking).
- Is the interaction private?
  - Sent between only the sender and recipient.

Bylaw 13.10
**Step No. 3 - Public vs. Private**

- Permissible to friend or follow a PSA on a social networking site prior to the first permissible date to send electronic correspondence.

- Automatic notification cannot be altered.

December 5, 2013, Staff Interpretation

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**Permissible Publicity.**

- Posting generic information, including locations visited (e.g., visit to a high school or town, attending a contest); and

- Permissible email communication extends to services that allow a private message to be sent between the sender and recipient (e.g., Twitter direct message, Google+ messenger, Facebook email).

February 10, 2014, Educational Column

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**Step No. 4 - Who Sends, Who Receives**

- Electronic transmissions legislation is applicable when message is sent to a PSA, parents or legal guardians.

- Institutional staff members may send during the permissible time periods.

- Boosters may not contact PSA or their parents or legal guardians on social media.

Bylaws 13.1.2.4 and 13.4.1
Step No. 5 - Content

Use of Attachments.  (Current Rule)

- Basketball and Men's Ice Hockey: May include color attachments provided it is informational and is not created for recruiting purposes.

- All other sports: May include color attachments with electronic mail provided it is informational and is not created for recruiting purposes.

Bylaws 13.4.1.1, 13.4.1.2 and 13.4.1.2.1

Step No. 5 - Content

Photographs.  (Current Rule)

- Institutions may send a photograph to a PSA as an attachment to general correspondence or electronic transmission provided the photograph was not altered or staged for a recruiting purpose.

- Regardless of mode of communication (e.g., email, text message, Twitter direct message or Facebook private message), a photograph is considered an attachment.

08/20/2012 Staff Interpretation

Step No. 5 - Content

Photographs.  (Effective 8/1/14)

- Institutions may send a photograph to a PSA as an attachment to general correspondence or electronic transmission with no restriction on content.

NCAA Division I Proposal No. 2013-27
Step No. 5 - Content
Audio and Video Content.

- Institutions may send audio or video to a PSA as an attachment to general correspondence or electronic transmission provided the audio or video was not altered or staged for a recruiting purpose.

08/20/2012 Staff Interpretation and Proposal No. 2013-27

Common Social Media Issues

- Posting or mentioning a name, nickname or other personally identifiable information about a particular PSA;
- Communicating with a PSA in the public view (e.g., wall posts on Facebook, replies or mentions on Twitter, commenting on an Instagram photo);
- Posting a photograph of the PSA during an official visit or an institutional camp prior to the PSA's signing of a NLI or institution's written offer of admission and/or financial aid; and
- Sharing or re-tweeting a PSA's post.

Case Study No. 1

Men's Ice Hockey Head Coach Nick Miller sends a mass email, with text only, to multiple prospective student-athletes using Facebook email messaging to seniors, juniors and sophomores.

1. Sport.
   - Men's Ice Hockey: January 1 of sophomore year.
2. Grade?
   - Potential issues with the sophomores depending on date.
3. Public or Private?
   - Are the recipients Bcc’d?
4. Who Sends and Receives?
   - Coach and PSA.
5. Content?
   - Text is fine.
Case Study No. 2

Men’s Football Head Coach Winston Bishop followed freshman PSA Sam Sweeney, the top ranked quarterback recruit in the 2017 class, on Pinterest.

1. Sport.
   - Football: September 1 of junior year.
2. Grade?
   - Considered confirmation of recruitment.
3. Public or Private?
   - Public.
4. Who Sends and Receives?
   - Coach and PSA.
5. Content?
   - Cannot alter automatically generated message.

Case Study No. 3

Men’s Basketball Head Coach Schmidt sends a Snapchat message to junior PSA Russell.

1. Sport.
   - Basketball: June 15 after sophomore year.
2. Grade?
   - Junior. Permissible.
3. Public or Private?
   - Private. Permissible.
4. Who Sends and Receives?
   - Coach and PSA.
5. Content?
   - Current - Cannot be altered for a recruiting purpose.
   - 8/1/14 - Permissible.

Case Study No. 4

Women’s Soccer Head Coach Jessica Day posts "Great game! State champs!!" on PSA Cece’s Instagram photo. Cece signed a National Letter of Intent on the first day of the signing period with Coach Days' institution.

1. Sport.
   - Women’s Soccer: September 1 of junior year.
2. Ages of PSAs?
   - Senior. Permissible.
3. Public or Private?
   - Public, but permissible since Cece has signed a NLI.
4. Who Sends and Receives?
   - Coach and PSA.
5. Content?
   - Permissible.
**Questioens?**

**Permissible Contact**

**Prospective Student-Athlete**

- Prospective Student-Athlete (PSA):
  - Student who has started classes for grade nine; or
  - Student who has received financial assistance or other benefits not generally provided to other prospective students.

Bylaw 13.02.12
Prospective Student-Athlete

- An individual remains a PSA until he or she:
  - Enrolls and attends classes as a full-time student during any academic term at a four-year institution;
  - Participates in summer squad practice at a four-year institution;
  - Enrolls and attends classes during the institution's summer term;
  - Reports to an institutional orientation 14 calendars day prior to the first day of class in the regular academic term.
  - Orientation must be open to all students.

Bylaw 13.02.12

Contactable Individuals

- Sports other than basketball and men’s ice hockey:
  - July 1 following the completion of PSA's junior year in high school or the first day of classes in his or her senior year, whichever is earlier.
- Men’s Basketball:
  - Not before the first day of classes of PSA’s junior year.
- Women’s Basketball:
  - September 1 of PSA’s junior year.
- Men’s Ice Hockey
  - June 15 following PSA’s sophomore year.

Bylaw 13.1.1.1

RWG Proposal No. 13 – 1
(Effective August 1, 2013)

A PSA shall no longer be subject to the provisions of Bylaw 13.1 after he or she:

- Has signed a National Letter of Intent (NLI) or institution’s written offer of admission and/or financial aid; or
- Submitted his or her financial deposit in response to the institution’s written offer of admission.

The individual remains a PSA for the remaining provisions of Bylaw 13.

Bylaw 13.02.12.1
RWG Proposal No. 13 – 1

• Effects of RWG Proposal No. 13-1:
  • Telephone Calls.
    • Bylaw 13.1.3.
  • Visit to PSA’s Educational Institution.
    • Bylaw 13.1.4.
  • Contact at Practice/Competition Site.
    • Bylaw 13.1.6.2.
  • Limitation on Number of Evaluations.
    • Bylaw 13.1.7.1.
  • Dead Period.
    • Bylaw 13.02.5.5.2.

Multiple Commitments

• Moe Quick is a men’s track and field PSA.

• During recruitment, Quick signed the following institutional aid agreements:
  • Set the Pace State – February 16, 2014.
  • Out the Blocks University – March 8, 2014.

• Moe will graduate high school in May 2014 and plans to enroll at an institution in the 2014 fall term.

Is Out the Blocks University permitted to have unlimited contact with the committed PSA under Bylaw 13.02.12.1?

Multiple Commitments

Is Out the Blocks University permitted to have unlimited contact with the committed PSA under Bylaw 13.02.12.1?

Yes, both Out the Blocks University and Set the Pace State would no longer be subject to the provisions of Bylaw 13.1.
Multiple Commitments

- Moe Quick is a men's track and field PSA.
- During recruitment, Quick signed the following institutional aid agreements:
  - Set the Pace State – October 15, 2014.
  - Out the Blocks University – November 7, 2014.
- Moe will graduate high school in December 2014 and plans to enroll at an institution in the 2015 spring term.

1. Is Out the Blocks University permitted to have unlimited contact with the committed PSA under Bylaw 13.02.12.1?
2. May Moe sign an institutional aid agreement prior to the permissible signing period?

Multiple Commitments

1. Yes.
   - Both Out the Blocks University and Set the Pace State would no longer be subject to the provisions of Bylaw 13.1.
2. Moe is permitted to sign an institutional aid agreement (after August 1 of his senior) with both institutions provided the institutions can establish that Quick is enrolled in all coursework necessary to graduate from high school in December 2014.
   - If Moe does not enroll at either institution at midyear, the institution in which Moe does not enroll would be subject to a violation of letter of intent restriction legislation.

April 16, 2014, Official Interpretation

Letter of Intent Restriction

- A member institution may not issue an institutional or conference financial aid agreement prior to the initial regular signing date for the NLI program in the same sport.

Bylaw 13.9.2
Contact at Educational Institution

- Visit (without contact) to PSA's Educational Institution.
  - If an institutional coach visits PSAs' educational institution and does not contact any PSAs, the visit will count as an evaluation for all PSAs at the educational institution.

Bylaw 13.1.7.1

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Contact at Educational Institution

- Leslie Dribble is a women's basketball PSA.
  - May 2, 2014:
    - Leslie signed a NLI to attend Baseline College.

1. When are the institutional coaching staff members at Baseline College permitted to contact Leslie at her educational institution?

2. How is the contact counted?

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Contact at Educational Institution

1. Coaching staff members may not have contact with a committed PSA at his or her educational institution during the legislated quiet or dead periods.

2. If a coaching staff member only contacts committed prospects at their educational institution, the visitation counts as an evaluation for all PSAs in that sport at that educational institution.

March 6, 2014, Staff Interpretation
Contact at Practice/Competition Site

- Contact shall not be made with a PSA:
  - At any site prior to any athletics contest on the day or days of competition;
  - From the time the PSA reports on call and becomes involved in competition-related activity to the end of the competition;
  - After the competition until PSA is released by the appropriate institutional authority.
  - Multiple days events and extended road trips.

Bylaw 13.1.6.2

Contact at Practice/Competition Site

- Joan Driver is a women's golf PSA.
- Joan has not committed to any NCAA member institution.
- April 24-27, 2014.
  - Joan will participate in golf tournament with an outside team.
- April 23, 2014.
  - Joan will arrive in the locale of the tournament, check-in with the event staff and participate in an individual practice round.

Is an institutional coaching staff member permitted to contact Joan April 23, prior to the beginning of the tournament?

Contact at Practice/Competition Site

No.

Contact shall not be made with a PSA who is participating in a competition from the time he or she has reported on call at the direction of a coach or has officially checked in for the event with the event operations staff, regardless of whether the event has officially commenced (e.g., before or after a practice round).

October 10, 2013, Staff Interpretation
Football All-star Contest

- Billy Lineman is a football PSA.
- December 5, 2013.
  - Lineman signed an institutional written offer of athletics aid to attend Pylon College in the 2014 spring term.
  - Lineman is participating in an high school all-star contest.

Are institutional staff members at Pylon College permitted to attend the all-star contest?

No.
- In football, it is not permissible for an institution to make an in-person, on- or off-campus contact with a PSA participating in an all-star contest, even after the PSA has committed to the institution.

December 12, 2013, Staff Interpretation

December 12, 2013, Staff Interpretation

Football Bowl Subdivision (FBS) Institutions.
- It is not permissible for an institution to make an in-person, on- or off-campus recruiting contact with a PSA during the December or January dead period, even after the PSA has committed to the institution.
- Institutions may contact a committed PSA who has arrived in the locale of the institution's campus prior to initial full-time enrollment.

Byleaw 13.17.4.1
QUESTIONS?

Other Recruiting Sessions

- New Legislation and Fundraising.
  - Thursday 3:30 - 4:30 p.m.

- Tryouts, Camps and Clinics.
  - Thursday 4:45 - 5:45 p.m.