

# NCAA Rule of the Month

September 2008

## Computer Recruiting Presentations (PowerPoint)

CU may produce a computer recruiting presentation (e.g., a PowerPoint) to show recruits during **any permissible on- or off-campus contact**. In addition, this computer recruiting presentation MAY be posted on CUBuffs.com. A computer recruiting presentation may not be created by an entity outside CU (e.g. a public relations firm), and may not be personalized to include a prospective student-athlete's name, picture, or likeness. Also, the only video components that can be included are permissible highlight film (see NCAA Bylaw 13.4.2) and any features (e.g., sound effects, animation) that are included with the presentation software program can be used in the presentation. Lastly, a computer recruiting presentation may include still photographs of activities not directly related to a contest in the recruiting presentation.

**Q:** Who may produce the computer recruiting presentation at CU?

**A:** Any CU employee may produce the computer recruiting presentation, including noncoaching athletics department staff members (e.g., academic coordinator, director of operations, video coordinator). Developing a computer recruiting presentation is not intended to place additional costs on the CU Athletics Dept. As such, CU may not arrange for an **outside entity to prepare the presentation as a gift-in-kind to CU as this would be contrary to the legislation.**

**Q:** May a computer recruiting presentation be sent to a prospective student-athlete?

**A:** Although the presentation may be posted on [www.cubuffs.com](http://www.cubuffs.com), **it may NOT be sent to a prospective student-athlete because it would be considered an impermissible attachment to general correspondence.** Permissible attachments to general correspondence may include only information that is NOT created for recruiting purposes.

**Q:** If there is a nonathletics video (e.g., virtual tour of the Boulder campus) on our web site, is it permissible to include a hyperlink to the nonathletics video in the computer recruiting presentation so that it may be shown during the presentation? In addition, could CU insert the nonathletics video directly into the computer recruiting presentation?

**A:** It is permissible to include a hyperlink to a nonathletics video that is posted on our web site provided it meets one of the legislated exceptions to Bylaw 13.4.2 (for example, official academic admissions and student services information produced by the University of Colorado and available to all students). In addition, it is permissible to include in the computer recruiting presentation a hyperlink to general informational video content related to CU's athletics programs, provided such content is generally accessible to the general public and is not created for recruiting purposes. Finally, it is permissible to insert a nonathletics video that is available to all students in the computer recruiting presentation.

**Q:** Is it permissible to use features (e.g., sound effects {bell chimes}, animation) that are included with the presentation software program in the computer recruiting presentations?

**A:** It is permissible to use only those features that are included with the presentation software program. It is not permissible to insert any additional items that alter the features of the program to personalize it for CU or prospective student-athlete. For example, it is permissible to include animated clip art or noise effects that are part of the software program. However, it is not permissible to insert an animated version of Ralphia or a sound clip of CU's fight song into the computer recruiting presentation.

**Q:** Is it permissible for a prospective student-athlete to view the computer recruiting presentation on a television or monitor?

**A:** It is permissible to connect the computer to a television or monitor for viewing. CU may also show the computer presentation in a classroom setting with a projector/projection screen or on the wall. When considering how to show the presentation using different devices (e.g., television, projections screen), it is important to note a computer must be used as the source of the presentation when shown.