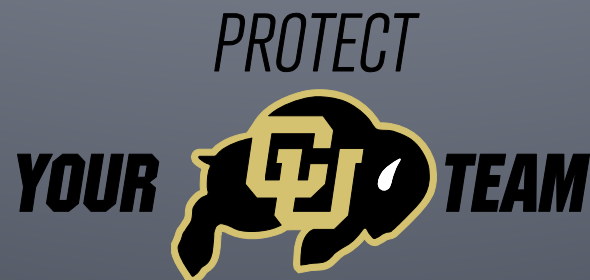


*Advanced Recruiting
CU Summer Sports Camps
Football Specific*

*University of Colorado
Monthly Compliance Meeting
March 19, 2009*



Overview of Today's Session

- Announcements from HAC
- Announcements from Jo
- Review of Advanced Recruiting Issues
- Review of Things You Should Know About Our Summer Sports Camps
- Movies the Night Before a Home Contest
- Compliance Quote of the Month



Announcements from the HAC

- Study Hall/HAC – Spring Break
- Priority Registration-March 30



Jo's Announcements

- Financial Aid Renewals are out to Coaches- Due by April 10th, goal is to have all contracts signed before finals are over.
- Awards Forms and Participation Reports for Winter Sports Due 3/30
- Summer School Committee will meet over Spring Break- any specific requests, please notify before Monday



Advanced Recruiting

WHAT TRIGGERS RECRUITMENT?

- Provide PSA with an official visit;
- Arrange, in-person, off-campus encounter with PSA or relative;
- Initiate or arrange a telephone contact with the PSA or PSA's relatives on more than one occasion; or
- Issue a NLI or written offer of athletically related financial aid.

PRINTED RECRUITING MATERIALS



Bylaw 13.4.1.1

PRINTED RECRUITING MATERIALS

- General Correspondence
- Business Cards
- Camp Brochures
- Questionnaires
- Nonathletics Institutional Publications
- Educational Materials Published by the NCAA
- Athletics Publications
- Game Programs
- Pre-enrollment Information
- Institutional Note cards –Institutional Post Cards (8/1/09)

PRINTED RECRUITING MATERIALS

General Correspondence:

- Includes letters (remember, the letters/notes must have an opening, body of information & closing or else it is considered an impermissible flyer or poster) and blank postcards issued by the U.S. Postal Service (effective 8/1/09-CU Postcards permissible) and may only be mailed.
- Attachments may only include materials printed on plain white paper with black ink that are not created for recruiting purposes.

PRINTED RECRUITING MATERIALS

Athletics Publication:

- May provide a recruiting brochure or media guide, but not both.
- May only have color printing inside the cover, may not exceed 8 ½" X 11" inches in size, and 208 pages in length.
- May not produce a separate media guide as a supplement.

PRINTED RECRUITING MATERIALS

Institutional Note Cards:

- May not exceed 8 ½" X 11" inches when opened in full.
- May not include any preprinted information on the inside (no software or copy machine usage-handwritten only).
- May include only institution's name and logo on the outside.

CU (Institutional) Postcard Proposal 2008-22

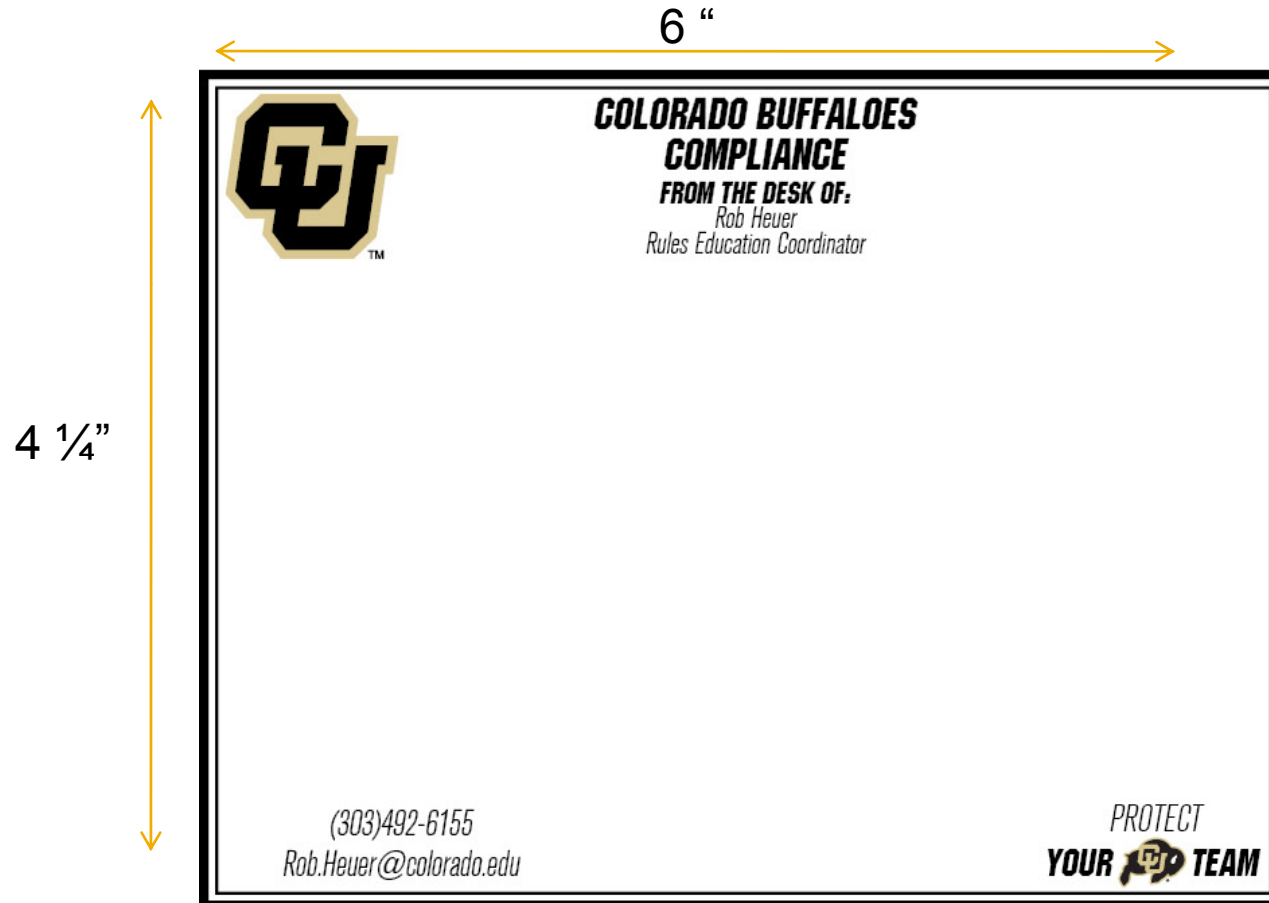
- Recruiting Materials- Institutional Postcards
 - To specify that a CU postcard may be provided to a PSA, his/her parents or legal guardians, his or her coach or any other individual responsible for teaching or directing an activity in which a PSA is involved, provided
 - its dimensions do not exceed 4 1/4 by 6 inches,
 - it contains only the institution's name and logo or an athletics logo on one side when produced and
 - it includes only handwritten information, (e.g., words, illustrations) on the opposite side when provided to a PSA.
 - Effective Date: August 1, 2009

Further help...

1/16/2009 Educational Column

- **Question:** Is it permissible to include **multiple** logos on one side of the postcard?
- **Answer:** **No.** Each postcard may include the institution's name and either a single institutional logo or a single athletics logo on one side and handwritten information on the opposite side.
- **Question:** How does the proposal apply to postcards that are not rectangular in shape?
- **Answer:** Regardless of the shape of the postcard, it must fit within the area of a rectangle that measures 4 1/4 x 6 inches.
- **Question:** If an institution wishes to mail a postcard in an envelope, what restrictions would apply?
- **Answer:** A card mailed to a prospective student-athlete in an envelope would be considered to be an **institutional note card** and would be subject to the restrictions on such cards and the envelopes in which they are mailed.
- **Question:** May the postcard include a preprinted return address? May address labels be used for the return address and addressee?
- **Answer:** Yes. The postcard may include a preprinted return address and address labels may be used.

IMPERMISSIBLE



PERMISSIBLE

6"



UNIVERSITY OF COLORADO

Congratulations on your win last week. Keep up the good work!

4 1/4"

*Go Buffs!
- Coach*

WHEN MAY PRINTED RECRUITING MATERIALS BE SENT?

Beginning September 1 of the prospect's junior year.

EXCEPTION: Camp brochures, questionnaires and NCAA educational materials. May be sent to a prospect at any time (i.e., not bound by time limitation).

Use of express mail delivery-CU may use express mail to provide necessary pre-enrollment information to a PSA, provided that PSA has signed a NLI or a financial aid agreement, or has been officially accepted for enrollment. [Proposal 2007-45]

COMPUTER RECRUITING PRESENTATION

- CU may produce a computer recruiting presentation (e.g., PowerPoint) to show a prospect during any on or off campus visit.
- May not be personalized to include prospect's name, picture or likeness.
- Presentation may be posted on our Web site.
- Presentation may not be given (left w/) to prospect.

TELEPHONE CALLS



GENERAL RULE:

One call per week.

[Bylaw 13.1.3]

13.1.3.4.1.1 Exceptions -- Prior to NLI Signing or Other Written Commitment

Prior to a PSA signing a NLI or the institution's written offer of admission and/or financial aid, the following institutional staff members may **make telephone calls to or receive telephone calls from a PSA** (or the PSA's parents or legal guardians) as specified:

- **President or Chancellor/Faculty Athletics Representative/Director of Athletics/Senior Woman Administrator.** It is permissible for an institution's chancellor or president, FAR, AD & SWA to **return** (as opposed to initiate) telephone calls from a PSA (or the PSA's parents or legal guardians). Under such circumstances, there are no restrictions on the content of the conversation that may occur during the call; however, any return call is **subject to any applicable limitations** on the number of telephone calls that an institution may place to PSA.
- **Academic Advisors.** It is permissible for academic advisors (including academic advisors within the athletics department) to **make calls to or receive calls** from a PSA (or the PSA's parents or legal guardians) related to admissions or academic issues, **subject to any applicable limitation** on the number of telephone calls an institution may place to PSA.
- **Compliance Coordinators.** It is permissible for a compliance coordinator to **return** telephone calls from a PSA with no limit on the timing or number of such telephone calls, provided the calls relate only to compliance issues.

TELEPHONE CALLS

FOOTBALL

One telephone call to a prospect [or the prospect's relative or legal guardian(s)] from April 15 through May 31 of the prospect's junior year of high school.

After May, no calls until September 1 of the beginning of the prospect's senior year.

Once per week.

However, during a contact period, telephone contact may be made at the institution's discretion (not bound by the one call per week rule).

[Bylaw 13.1.3.1.1]

UNLIMITED CALLS

Initial NLI signing date;

Two days after the initial NLI signing date;

Starting day after prospect signs the NLI;

Prospect who is not eligible to sign an NLI (e.g., 4-4 transfer) if the prospect has signed an institution's written offer of admission and/or financial aid.

UNLIMITED CALLS

Day of an off-campus contact; and

Five days immediately before the prospect's official visit.

If official visit is cancelled due to circumstances beyond the prospect's or institution's control – no violation has occurred, nor will it affect the prospect's eligibility.

However, we must submit report to the Big 12 Conference office noting the cancellation and reason.

CONTACTS AND EVALUATIONS

Visits to the prospect's educational institution.

Must receive permission to visit prospect's school if classes are in session.

[Bylaw 13.1.5.2]

Football: May not visit on more than one occasion per week.

[Bylaw 13.1.5.1]

CONTACTS AND EVALUATIONS FOOTBALL

Limit of six contacts per prospect with not more than one per week.

Beginning July 1 of prospect's junior year.

Evaluations or visits to prospect's school during contact period count as contacts for all PSAs at school.
[Bylaw 13.1.8.15]

CONTACTS AND EVALUATIONS FOOTBALL

Limited to three evaluations during the academic year:

One in the fall.

Two in the spring.

One academic.

One athletics.

OFFICIAL VISIT

May visit beginning with the opening day of classes of the senior year.

No visits during a dead period.

Maximum of five visits per prospect to NCAA Divisions I and II institutions.

[Bylaw 13.6]

OFFICIAL VISIT

Not more than one official visit per institution.

Visit may not exceed 48 hours in duration.

Question

If a PSA is married and asks to bring their spouse on their official visit, what are the NCAA rules regarding this situation?

Answer: Spouses of PSA may be provided entertainment, meals and lodging during the official visit in the same manner that a prospect's parents or legal guardians may receive.

[Bylaws 13.6.2.1 and 13.6.3]

OFFICIAL VISIT 48-HOUR PERIOD

The 48-hour period begins at the time the prospect arrives on the CU campus.

Does not include transportation (without delay or entertainment) from the nearest bus or train station or major airport.

[Bylaw 13.6.3.1]

Meals at Off-Campus Site While In Transit to Official Visit

Date Issued: April 13, 1994

Type: Staff Interpretation

- Meals at Off-Campus Site While In Transit to Official Visit: The legislative services staff determined that a PSA (not other family members) may receive a meal at the **prospect's** off-campus place of lodging when he/she arrives too late in the community to begin the official visit that day, inasmuch as the **prospect** is considered to be in transit to the institution's campus. **In other words....Once we feed the parents—the 48-hours triggers—no matter what!!**

Lodging expenses for prospect while enroute for official visit

Date Issued: December 20, 1988

Type: Official Interpretation

- Official visits

Lodging expenses for prospect while en route for official visit. Reviewed the provisions of Bylaw 1-9 and confirmed that CU may reimburse a PSA for necessary lodging expenses while traveling to campus with his/her parents for an official visit, provided the reimbursement is for the necessary lodging costs of the **prospect** (single-room rate) only, and no expenses for additional occupants of the room (e.g., parents, brothers, sisters) are provided;

also confirmed that during the official visit, lodging expenses (within a 30-mile radius) for both the PSA and the parents may be provided (at the regular room rates), but CU may not pay the extra expense for additional occupants of the hotel rooms (e.g., brothers, sisters or friends);

noted that those additional occupants could stay in the same room as the parents or the PSA, provided the parents pay for any additional costs resulting from the extra person(s).

OFFICIAL VISIT

Coach accompanying prospect on official visit.

48-hour period begins if your coach transports the prospect (by automobile) to campus.

Transporting prospect from other than the nearest major airport, bus/train station?

48-hour period begins with the initiation of the ground transportation by the coach on the prospect's arrival at that airport or station.

[Bylaws 13.6.3.1.1 and 13.5.2]

OFFICIAL VISIT

Transportation.

Round-trip from any location (return to origin).

If PSA does not return to origin, cost cannot exceed round-trip cost.

May pay automobile mileage reimbursement (for PSA only, not for HS or junior college coaches).

May provide transportation between campus and nearest bus or train station or airport.

[Bylaw 13.5.2]

OFFICIAL VISIT

Meals.

Three meals per day for prospect and the parents (or legal guardians), spouse or children.

Additional snack permissible (e.g., pizza, hamburger).

[Bylaw 13.6.6.7]

OFFICIAL VISIT

Lodging.

Within a 30-mile radius of CU's campus.

Scale comparable to that of normal student life with no special accessories or add-ons.

Only for prospect and the parents (or legal guardians) or spouse.

Additional persons would need to stay in same room and could not incur additional costs.

[Bylaws 13.6.5 and 13.6.6.1]

OFFICIAL VISIT

Student host.

CU may arrange for a “student host” during the official visit.

CU may provide the host \$30 per day to entertain the prospect. (Prospect and host(s))

Student host may receive a complimentary meal and admission to a campus athletics event, as long as the host is accompanying the prospect.

[Bylaw 13.6.6.5]

OFFICIAL VISIT

Requirements for official visit.

Register with the Eligibility Center.

Place prospect on your institution's IRL w/ Dee.

High school or prep students must present official test score (PSAT, SAT, ACT, PLAN or state ACT).

UNOFFICIAL VISIT

May visit institutions prior to senior year.

No visit may occur during a dead period.

Unlimited visits.

Transportation to view practice and competition sites in that prospect's sport and other institutional facilities and to attend a home athletics contest at any local facility.

[Bylaws 13.7 and 13.5.3]

ACTIVITIES DURING VISIT

Not permissible during official or unofficial visit.

Personalized recruiting aids (e.g., jerseys {number ok/name not ok}, scoreboard).

Game-day simulations-Running w/ Ralphie.

Decorative items and special accoutrements (whether or not include prospect's name).

Balloons/welcome signs in hotel room/lobby.

Name plate on locker.

Personalized "Welcome" sign

[Bylaws 13.6.6.9 and 13.7.3]

Web site Video Content

coachhawkins.com

Personal Web sites

What is a personal Web site?

- Coaches Web sites. (e.g., www.coachhawkins.com)
- Social networking Web sites.
- Video share Web sites.

Are there restrictions?

- Yes.
 - Personal Web sites of athletics staff (e.g., coaches) must adhere to the same restrictions that govern institutional Web sites.

Web site Video Content

General informational video content related to the athletics program may appear, provided:

- The content is generally accessible to the general public; (e.g., not included in a separate recruiting section) and
- It is not created for recruiting purposes.

What is a Recruiting Purpose?

- Narrative directed towards prospects:
 - When you come to CU.....
 - All recruits have an opportunity to...
 - If you choose to play for Coach.....
- Video in “recruits” or “prospects” section.
- Anything else not available to the general public.
- NCAA Bylaw 13.4.2 regulates recruiting videos.

What Is General Informational Content?

- Not a solicitation for CU;
- Narration should not address prospects;
- Generally available to public; and
 - Not in “recruiting” section.
 - Not in “prospects” section.
- No link to recruiting or scouting service.

Examples of General Informational Content

- Facility tours (e.g., locker room, weight room).
- Staff and student-athlete interviews.
- “Day in the Life of...”
- Pregame activity (e.g., on the bus).
- Fan traditions.
- School fight song.
- Video playbook.
- Skill instruction.

Telephone Calls Review

General Rule

- Once the limit on calls is reached, institution may not initiate an additional call, even if no direct conversation occurs (e.g., voicemail message).

Bylaw 13.1.3.1.6

Case study No. 1

- Coach Bandison, assistant FB coach receives a telephone call from Anderson, a sophomore PSA.
- During the call, Coach Bandison informs Anderson that he will be in attendance at Anderson's high school on Saturday to watch the varsity team's game.

Case study No. 1

- Coach Bandison provides Anderson his mobile phone number and suggests Anderson call him back on Saturday while Coach Wolf is at the game.
- Anderson calls Coach Bandison back on Saturday and engages in another telephone conversation with him.

Case Study No. 1

Question

Has a violation occurred?

➤ Yes.

- If a coach makes arrangements for a PSA to make a telephone call to the coach while the coach is on the PSA's campus, the call is considered to be initiated by the coach.

Official interpretation: [Reference: 06/22/95 Item No. 3]

Note: Off-Campus Contact Exception (Bylaw 13.1.3.3.4)

Case Study No. 2

- Coach Kiesau calls the coach at King High School for the purpose of discussing several PSAs on the King HS team.

Case Study No. 2

- During the call, Coach Kiesau invites the King HS coach and two of her senior PSAs to CU's upcoming home game, for which complimentary tickets will be provided.
- Coach Kiesau also encourages the King HS coach to invite Campbell, a top **junior** PSA at King HS, to come to the game with the group.

Case Study No. 2

Question

Has a violation occurred?

➤ Yes.

- It is **not** permissible for Coach Kiesau to call Campbell, it also not permissible to have the high-school coach relay information to her for purposes of recruiting.

Official Interpretation: [Reference: 11/29/94, Item No. 4]

Case Study No. 3

- Coach Brown calls Jeffrey, a senior PSA, while driving in his car.
- During the call, Coach Brown drives through a mountain pass and the call is dropped.
- Coach Brown waits approximately 10 minutes until his mobile phone service is restored and calls Jeffrey back to continue their telephone conversation.

Case Study No. 3

Question

Has a violation occurred?

- No.
 - Provided Coach Brown was resuming a telephone call that had been prematurely disconnected due to the dropped call.
- Coach Brown should document his recruiting phone log to reflect the circumstances of the dropped call.
 - Without documentation of dropped call, may have to be reported as secondary violation.
- Compliance Office does review circumstances of dropped calls on case-by-case basis.

NCAA Bylaw 13.4.1.2

Permissible

- Email.
- Faxes.

Not permissible

- Everything else.

Everything Else

- Text messages.
- Instant messages.
- Chat rooms.
- Message boards.
- Social networking Web sites.
 - Electronic mail via sites?
- Mobile devices.
 - Electronic mail via devices?

**RECRUITING COORDINATION FUNCTIONS -- EXCEPTION—
NONCOACHING STAFF MEMBER -- AFTER NLI SIGNING OR OTHER
WRITTEN COMMITMENT**

Permits a noncoaching staff member (Tuck, Sykes, Kris, Sabrina, Ryan, Pit, Miguel, Clyde, etc.) to call a PSA or receive calls from a PSA and prepare recruiting correspondence after the PSA has signed an NLI or for a PSA not eligible to sign the NLI (e.g., four-year college transfer) CU's written offer of admission and/or financial aid.

Effective Date: August 1, 2008

**RECRUITING -- CONTACTS AND EVALUATIONS -- CONTACTS AFTER
NLI SIGNING OR OTHER WRITTEN COMMITMENT – **Football** --
CONTACTS DURING SPRING EVALUATION PERIOD**

- During the spring evaluation period, permits two contacts with a PSA who has signed an NLI.
- Contacts may only occur at the PSA's school.
- Counts toward the two permissible days at the school during the evaluation period.

Effective Date: August 1, 2008



Questions About Recruiting Legislation?

2009 CU Summer Sports Camp

What you Should Know About Summer Sports Camps



The Base to Draw From



- Camps/Clinics are an exception to the tryout legislation— however, recruiting SHALL NOT take place during the period of the camp.
- The camp legislation applies only to campers who are of PSA aged (9th- 12th graders) PSA aged campers.

The Base to Draw From



- A 20% discount can be provided to institutional and athletics dept. employees—this means that you cannot give a CU coach’s son/daughter a 50% discount!
- If you provide transportation from DIA-you must charge any and all campers the “going rate” and you must provide to any camper that requests it.

Attendance Issues--

- **Question:** May a CU Coach reserve spots at a camp or clinic for specific PSA?
- **Answer:** No, CU is not permitted to reserve spots at a camp or clinic for specific PSAs. For example, if a camp is limited to the first 100 entrants, CU may not reserve 25 of the 100 places for the coach's top recruits. The coach would be permitted to invite those 25 recruits; however, if any of those recruits are not within the first 100 to register, they would not be permitted to attend the camp or clinic.
- **Question:** Can CU conduct an "invitation only" camp?
- **Answer:** No, an "invitation only" camp is not permissible because attendance it is not open to any and all entrants, limited only by number, age, grade level and/or gender

Attendance Issues--

- **Question:** Is it permissible for a coach to invite certain PSAs to a camp that is open to any and all entrants?
- **Answer:** Yes, CU's coach may invite certain PSAs to a camp provided the camp is open to any and all entrants. However, CU may not provide any type of priority registration for specific PSAs. Additionally, CU must abide by all applicable recruiting legislation when inviting certain PSAs to a camp. For example, a coach cannot call or write a PSA in 9th grade in order to extend a camp invitation

Camp Brochures

- Camp brochures may be sent to PSA anytime, including prior to permissible recruiting materials date for a particular sport.



Camp Brochures

- Not restricted in content or design.
- Brochures are restricted to a single, two-sided sheet, not to exceed 17” x 22” when opened in full.
- CU SA’s name, picture and CU sport team affiliation may appear only in the “**Camp Counselor**” section to identify the SA as a camp counselor. (Bylaw 12.5.1.7)
 - Rule applies to both institutional and noninstitutional brochures/web sites.

Camp Attendance Restrictions and Material Benefits Provided at CU Camps/Clinics (I)

- Educational Column Educational Column --December 12, 2008
- Institutions should note an institution's sports **camp/clinic** must be open to any and all entrants. An institution may limit the attendance at its sports camps and clinics only by number, age, grade level and/or gender.
- Further, PSA may receive material benefits (e.g., awards, prizes, apparel) from an institution's sports **camp/clinic** only if the cost of the material benefits is included in the admissions fees charged for the **camp** or clinic. See Q & A on next slide.....

Provisions of Apparel

- **Question:** Can you provide CU Nike apparel and/or other merchandise (e.g., equipment, posters, gifts) to camp/clinic participants?
- **Answer:** Yes, you may provide apparel and/or merchandise to camp/clinic participants provided the total cost of the items is included in each camp/clinic participant's admissions fee. If the cost of the items is not included in each participant's admissions fee, then CU would be providing the participants an impermissible benefit.
 - For example, if you provide each camp participant a football & Nike shirt valued at \$45 but the camp admissions fee for each participant is only \$40, you have provided an impermissible benefit to each participant who received those items.
- **Question:** Can you provide apparel and/or other merchandise (e.g., equipment, posters, gifts) that it receives free of charge or at a reduced rate to camp participants without including the normal retail cost of the item(s) in the participants admissions fee?
- **Answer:** No, you must assign **normal-retail value** to the item(s) it provides to camp participants regardless of whether you received the item(s) free of charge or at a reduced rate. The normal-retail value of the item(s) must be included in the participants' admissions fee.

Provisions of Awards

- **Question:** Per NCAA Bylaw 13.12.1.5.4, the cost of awards received by PSA at a CU camp/clinic must be included in the admissions fees charged to participants at the camp. Does the full cost of each award have to be included in the admissions fee for each camp participant even though not all camp participants will receive an award?
 - For example, if all awards provided at the camp cost \$100, does the \$100 have to be included in each camp participant's admissions fee?
- **Answer:** No, the full cost of each award does not need to be included in each participant's admissions fees. However, the full cost of the awards must be included collectively in the admissions fee for all camp participants.
 - For example, if the total cost of all awards to be given out at a CU camp or clinic is \$100 and the camp attendance is capped at 100 participants, each individual admissions fee would have to include an additional \$1 used to cover the awards provided at the camp or clinic.



**Any Questions
Regarding CU Summer
Sports Camps?**

Just A Reminder....

NCAA Bylaw 16.7.2 Movies in Conjunction w/ a Home Contest

The institution may rent a film or movie, provide pay-per-view movies in the student-athletes' hotel rooms or take its intercollegiate team to the movies **the night before** a home contest without the film or movie being considered an extra benefit. *(Adopted: 1/10/92 Revised: 5/9/06)*

Be sure to have the hotel shut down movie availability at midnight—cannot pay for movies in the room on the day of the contest (except when you are engaged in 2 or 3-day events.

Interpretations Request Assignments:

- Julie will field interp requests for:
 - Volleyball
 - Cross Country -Track & Field
 - Ski
 - Men's/Women's Golf
- Rob will field interp requests for:
 - Football
 - Men's/Women's Basketball
 - Soccer
 - Tennis

Compliance Quote of the Month

***“Any one can hold the helm
when the sea is calm”.***

Publilius Syrus