

RALPHIE'S HOT TOPIC



September 2010

Recruiting Materials &
Recruiting
Subscriptions

PROTECT
YOUR  TEAM

Sending Recruiting Materials

- On August 1st, new legislation went into effect, governing general correspondence –letters- sent to recruits.
- These materials can only be sent by mail.
- The rules are specific about the size of paper that can be sent, the size of envelope that can be sent, who can prepare the materials, and even the color of ink.

What Can The Envelope Contain?

- › There must be at least one 8½ x 11-inch sheet that contains a CU letterhead (stationary).
- › Only one side of that paper is unrestricted in terms of content, color, graphics, fonts, etc.
- › The other side can only be white with text, either handwritten or typed in black ink
- › Any other letterhead (stationery) in the envelope must be white with only black text, and may not exceed 8½ x 11 inches

More on Recruiting Materials

- Any CU (institutional) staff member may write or prepare general correspondence. This includes athletic staff, faculty members, or campus administrators. Be sure to confirm that it is a permissible time to correspond with the recruit-(e.g. most often, Sept. 1st of junior year).
- The envelope can be no bigger than 9 x 12 inches AND only the return address and one CU logo can be on the outside. If the envelope is clear, you must place a blank piece of paper in the envelope-
- Other permissible items that can be sent in the envelope include: camp brochures, questionnaires, and general admissions materials.

Recruiting Service Subscriptions

- CU can subscribe to a recruiting service, provided it satisfies the following conditions:
 - › Is charged the full advertised price.
 - › It is published at least 4 times per year.
 - › It provides samples of its analysis, which must go beyond basic information and rankings.
 - › It identifies the area of the country it covers.
 - › It offers only video of regular-season high school, prep school, or two-year college contests.

Subscribing To The Service

- New NCAA legislation requires each institution to have only **ONE ANNUAL SUBSCRIPTION** to each recruiting service (not just one subscription per sport or department).
- The Compliance Office is in the process of interpreting how this legislation will affect our current subscriptions.
- In order to comply with this bylaw, any person who wishes to subscribe to a recruiting publication or service must first complete the required form with the Compliance Office. (see attached).

References for Letterhead:

- ◎ **13.4.1.1 Printed Recruiting Materials.**
 - › See 13.4.1.1 (a)(1)-(6)

References For Recruiting Subscriptions:

- **13.14.3 Recruiting or Scouting Services.**

CU may subscribe to a recruiting or scouting service involving PSAs, provided CU does not purchase more than one annual subscription to a particular service.

- **Educational Column - Use of Recruiting Funds**

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- **Question:** If a service provides information on PSAs for multiple sports, can an institution maintain more than one subscription to that service?
- **Answer:** No, an institution may not maintain more than one subscription to the same service unless there is a separate registration fee for access to PSAs and reports in different sports.