



November 11, 2010

Monthly Compliance Meeting

Today's Agenda

- Jo's Announcements
- Kris' Announcements
- Media surrounding NLI signing
- Employment
- Recruiting Materials
- Do's and don'ts of Scoutware

Jo's Announcements

- NLIs- remember to have the PSAs send back the originals. We have 21 days to get them to the Big 12 Conference to be officially validated and recorded.
- As fall seasons end, please remember to complete Awards Limitations Forms and Participation Reports.
- Complimentary Admissions Form – please remember to submit this form by NOON of game days and NOON on Friday for weekend games.
- Roster Meetings- hope to start scheduling meetings for December- week of the 6th is our goal.
- Make sure your Scoutware is updated, as we now have access and will be cross-checking for your reimbursement approvals.

HAC Announcements

Travel/Competition/Missed classes for spring semester

The image features a dark blue background with a decorative header at the top. The header consists of several overlapping, wavy lines in shades of teal, red, and yellow. The word "Media" is written in a bold, red, sans-serif font on the right side of the page.

Media

Media

Publicity Prior to Signing a National Letter of Intent or Financial Aid Agreement

- CU may comment publicly only to the extent of confirming its recruitment of the prospect.
- CU may not comment generally about the prospect's ability or the contribution that the prospect might make to the team.
- CU may not comment as to the likelihood of the prospect's signing with CU.
- It is not permissible to evaluate or rate a prospect for news media, scouting services or recruiting services prior to the prospect's signed acceptance of CU's written offer of admission as a student and/or written financial aid agreement to be provided upon the prospect's enrollment.

Media

Publicity After Signing a National Letter of Intent or Financial Aid Agreement

Publicity released by CU concerning a prospect's commitment to attend CU shall occur only after the prospect has signed a NLI or subsequent to the prospect's signed acceptance of a written offer of admission and/or financial aid agreement. Such communications may be released to media outlets at CU's discretion. There are no limits on the number of occasions that the information may be released or to the content of the release. CU is prohibited from purchasing or receiving commercial advertising (e.g., print, media or billboard) to be used to identify a prospect by name or picture.

Bylaw 13.10.9

Media

Publicity After Signing a National Letter of Intent or Financial Aid Agreement

CU may use a prospect's photograph in printed institutional items (i.e., season ticket brochure) that promote a sport's season in which the prospect will participate as a student-athlete, provided the prospect has signed a National Letter of Intent or a written offer of admissions and/or financial aid agreement. The prospect's name or photograph may not be used in any promotional items that involve the purchase or receipt of commercial advertising (e.g., season ticket advertisement in newspapers or on a billboard).

Bylaw 13.10.8

Media

Video Clips

CU may show video clips of a prospect through its normal media outlets (e.g., television, website) during its announcement of the prospect's signing, provided such publicity occurs only after the prospect has signed an NLI or subsequent to the prospect's signed acceptance of CU's written offer of admission and/or financial aid agreement. Other prospects may appear in the video clips, provided the focus of the clips is related to the prospect who has committed to CU.

Bylaw 13.10.9.1

Media

Press Conferences

CU may conduct one formal press conference on campus for the purpose of presenting the names of all prospects in a sport who have signed an NLI or accepted written offers of admission and/or financial aid agreement from CU, with the understanding that no prospects (or their friends or relatives) may be in attendance at such an announcement.

Bylaw 13.10.9.2

Media

Press Conferences

Coaching staff members may attend functions designed to celebrate the institution's signees in the applicable sport and may discuss prospects who have signed commitments to attend the institution, including discussions with working media, provided the institution previously has released communications of the prospect's commitments to attend the institution to media outlets.

CU may provide a single highlight film (one per sport), which includes video clips of all prospects who have signed a NLI or accepted a written offer of admission and/or financial aid agreement from CU, to show in conjunction with celebratory functions. Other prospects may appear in the video clips comprising the highlight film, provided the focus of the clips is related to the prospects who have committed to CU.

Bylaws 13.10.9.4 and 13.10.9.4.1

Media

Signing Period Restrictions

Press conferences to announce a signing may be arranged independently by the prospect (or the prospect's family), provided there is no arrangement or involvement whatsoever by CU or its athletics representatives.

CU is responsible for signings on its campus (whether involving an individual or a group of prospects). Any contact by the media with prospects on campus during the time the prospect signs a NLI or tender of financial aid agreement shall be considered to be prima facie evidence of institutional involvement in arranging media involvement and shall be prohibited.

Bylaws 13.10.9.3 and 13.10.9.5



Employment

Employment

- Student-athletes are permitted to work during the academic year, institutional vacation periods and the summer.
- There is no limit to how much they can earn, but it must be:
 - The 'going rate'
 - Paid for work actually performed
 - May not be compensated based on athletics ability or accomplishment.
- They can be paid for giving lessons (not in the sport of golf) but may not use CU facilities and may not have just a 'playing lesson'. The recipient of the lesson (or their parent/legal guardian) may only pay for the lesson. They cannot give lessons through a business or club and be paid for their services by the club.

Employment

- Student-athletes **MUST** complete an employment form with compliance **BEFORE** they begin working. We have discovered possible violations because of the form being correctly completed!
 - This is available online at the compliance corner on cubuffs.com or hard copies are available in Gate 1.
- SAs are able to work camps (during the summer or otherwise), but they still must complete a form. We have to ensure they are actual 'camps' in nature. Also, if there is a camp during the academic year, you must be mindful of how it effects your CARA.
- If athletics staff members assisted in placing a SA in a job position (besides internal camps), we have a responsibility to closely monitor that job and their hours, pay, duties, etc.



Recruiting Materials



Recruiting Materials

- Permissible recruiting materials include:
 - General Correspondence
 - Business Cards
 - Camp Brochures
 - Questionnaires
 - Nonathletics Institutional Publications
 - NCAA Educational Material
 - Institutional Note Cards
 - Postcards
 - Game Programs
 - Pre-enrollment Information



Recruiting Materials

- When can you send recruiting materials?
- For general correspondence, notes cards, postcards and emails—September 1st of their Junior year in high school (MBB-June 15th following Sophomore year)
- Game programs may only be provided during an official or unofficial visit—no mailing game programs!
- Pre-enrollment information can only be sent once the prospect has signed a NLI.
- There is no restriction as to when you can send camp brochures, questionnaires, nonathletics institutional publications and NCAA educational material.



Recruiting Materials

- General correspondence
 - Free reign on 1st page (including photos, color, etc.) which cannot be larger than 8 ½ by 11 inches.
 - Any attachments must be black and white and cannot be created for recruiting purposes.
 - The envelope for general correspondence can only include CU's name and logo OR an athletics logo.
 - Be creative!!

FIRST PAGE OF GENERAL CORRESPONDENCE



FIRST PAGE OF GENERAL CORRESPONDENCE

 **COLORADO BUFFALOES**
WOMEN'S BASKETBALL • 378 UCB • BOULDER, CO 80309 • 303-492-6086 • WWW.CUBUFFS.COM

ACADEMICS

- Students from all 50 states and over 100 countries
- 3,400 courses in 150 different fields of study from Arts to Education to Zoology
- Wireless internet access throughout campus
- Individualized academic support for student-athletes
- 91% of full-time professors teach undergraduate classes, including two Nobel laureates
- The only University to have designed and built NASA space instruments
- Digital production studio in stunning ATLAS center enabling broadcast journalism students to learn with the latest technology
- 19 graduates are Rhodes Scholars
- Over 2,000 graduates have served in the Peace Corps

U.S. News & World Report

- Top 20 engineering & applied science program
- Top 20 business program in the country
- Top 20 psychology program
- Top 40 education program

*There are lots of places where you can "go to college" but there's only one where you'll get the feeling you belong - and where you'll have an experience like no other.
The University of Colorado.*

FIRST PAGE OF GENERAL CORRESPONDENCE

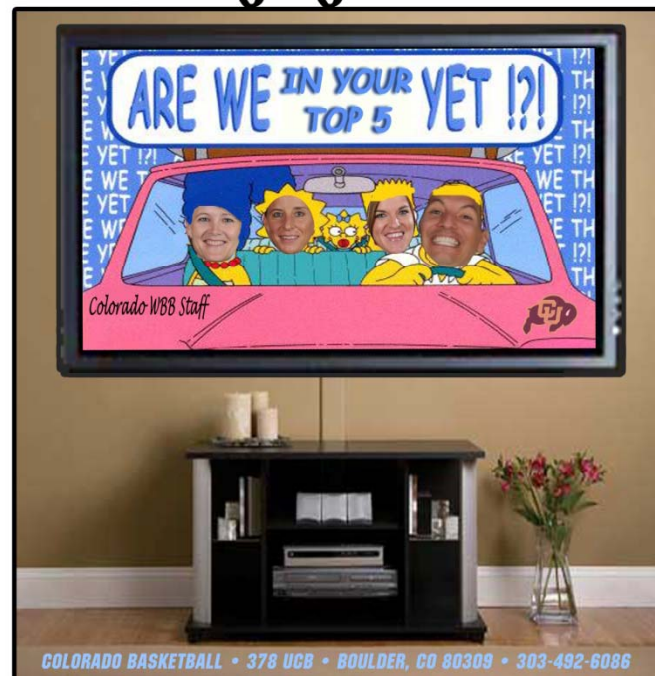


FIRST PAGE OF GENERAL CORRESPONDENCE



FIRST PAGE OF GENERAL CORRESPONDENCE

***Do you feel like all you're
hearing right now is...***



Well... are WE?!?! (Just kidding... not really!!)



FIRST PAGE OF GENERAL CORRESPONDENCE

- If you are ‘catching up’ with a new recruit, you can only include one page of these creative pieces in each mailing.
- Each colored page must be mailed individually.



Recruiting Materials

- Postcards
 - Cannot exceed 4 ¼ by 6 inches.
 - Handwritten information only. No typing the note.
 - You may include CU's name and logo OR an athletics logo.
 - Address information may be preprinted or on a label.



Recruiting Materials

- Institutional Note Cards
 - Cannot exceed 8 ½ by 11 inches.
 - Handwritten information only. No typing the note.
 - You may include CU's name and logo OR an athletics logo on one side only.
 - You may use any color or stock of paper you would like.
 - You can use any shape of a note card, but when opened in full it cannot exceed the size limitations.



Recruiting Materials

- NO MORE PRINTED MEDIA GUIDES TO PROSPECTS!!
 - You may include a hyperlink to the online ‘informational guide’ in an email.



Recruiting Materials

- Impermissible recruiting materials
 - Posters
 - Schedule Cards
 - Magnets
 - Printed Media Guides
 - Prospect Newsletters
 - Anything ‘Created for Recruiting Purposes’



Recruiting Materials

- What is “created for recruiting purposes”?
 - An item is considered to be "created for recruiting purposes" if it is specifically directed toward prospects.
 - For example, if a video of CU's facilities includes narration that is directed to prospects ("If you attend CU, these are the locker room facilities you will use") it is considered to be created for recruiting purposes.
 - However, if the video is intended to simply provide a virtual tour of the facilities, which is available for the general public to view, without narration or with only generic narration, the video will not be considered to be created for recruiting purposes.
 - While an item may have an indirect recruiting effect (e.g., video of facilities allows prospective student-athletes to compare facilities of different institutions), it is not considered to be created for recruiting purposes for that reason alone.



Scoutware

HANDOUT



Questions??