

Clerical Staff

RECRUITING

Publicity of Prospect's Visit (13.11.4)

A member institution shall not publicize (or arrange for publicity of) a prospect's visit to the institution's campus.

Time Period for Telephone Calls-General Rule (13.1.3.1)

Telephone calls to a prospect [or the prospect's relatives or legal guardian(s)] may not be made prior to July 1 following the completion of the prospect's junior year in high school; thereafter, **staff members shall not make such telephone calls more than once per week**. If more than one call per week occurs due to a scheduled official paid visit that subsequently is canceled by the prospect, the violation shall be considered an institutional violation per 2.8.1; however, it shall not affect the prospect's eligibility.

Football Exception (13.1.3.1.2) - One call may be placed during the month of May of the prospect's junior year in high school. Additional calls may not be made prior to September 1 of the beginning of the prospect's senior year in high school.

Basketball Exception (13.1.3.1.3) - One call may be placed on or after June 21 of the prospect's junior year in high school. In addition, only three telephone calls to a prospect may be made during the month of July following the prospect's junior year in high school. (*changes to one call during March in men's basketball for 2002-2003.*)

Telephone Calls Initiated by Prospect at Prospect's Expense (13.1.3.2.2)

Institutional staff members may receive telephone calls placed by a prospect at the prospect's own expense at any time, including prior to July 1 (September 1 in football) following the prospect's junior year in high school. When taking messages, get the callers full name and year in school. If it is not after July 1 (September 1 in football) following the completion of the prospect's junior year, notify the caller that NCAA rules prohibit a coach from returning the call.

Toll Free Calls (13.1.3.6.1)

Institutional staff members may accept collect telephone calls placed by prospects, provided the calls are placed not earlier than July 1 following completion of the prospect's junior year in high school. The institution may utilize a toll-free (1-800) number to receive telephone calls by prospective student-athletes, prospects' parents or legal guardian(s). A prospect who calls on the toll free line should not be transferred outside the department. Even though a coach is returning a prospect's call, the call must count as the one call per week per Bylaw 13.1.3.1. Beginning with 4/1/02, a men's basketball prospect may place collect and toll free calls to an institution at the conclusion of his sophomore year in high school.

One Call Per Week Exceptions:

Official-Visit Exception (13.1.3.3.1)

Institutional staff members may make unlimited telephone calls to a prospect during the five days immediately preceding the prospect's official visit (per 13.7) to that institution.

Letter-of-Intent Signing-Date Exception (13.1.3.3.2)

Institutional staff members may make unlimited telephone calls to a prospect on the initial date for the signing of the National Letter of Intent and during the two days immediately following the initial signing date.

Football Exception-Division I (13.1.3.3.2.1)

Institutional staff members may make unlimited telephone calls to prospects during the period 48 hours prior to and 48 hours after 7 a.m. on the initial signing date for the National Letter of Intent.

Telephone Calls Subsequent to National Letter of Intent Signing or Other Written Commitment (13.1.3.3.3)

Subsequent to the calendar day on which a prospect signs a National Letter of Intent, there shall be no limit on the number of telephone calls by the institution with which the prospect has signed. For an institution not utilizing the National Letter of Intent in a particular sport, there shall be no limit on the number of telephone calls to a prospect, the prospect's relatives or legal guardian(s) by that institution subsequent to the calendar day in

which the prospect signs acceptance of the institution's written offer of admission and/or financial aid.

Off-Campus Contact Exception (13.1.3.3.4)

Institutional staff members may make unlimited telephone calls to a prospect on the day a permissible, in-person, off-campus contact occurs.

REQUIRED LETTERS

Distribution of Admissions and Graduation Data (13.3.1.2)

Admissions and graduation rate data information shall be provided at the earliest opportunity after the institution's first arranged in-person encounter with the prospect or upon request; however, in no event shall an institution provide the information later than the day prior to a prospect's signed acceptance of the National Letter of Intent or signed acceptance of the institution's written offer of admission and/or financial aid.

Five Visit Notification Required (13.7.1.2.1)

Each member institution shall be required to notify the prospect in writing, at the time of its invitation but prior to the visit, of the five-visit limitation

RECRUITING MATERIALS

Computer Recruiting Presentations

It is not permissible for members of an institution's coaching staff (or other athletic staff member) to show prospects computer recruiting presentations (e.g., using presentation software) during the recruiting process. (4/21/98 Official)

Responding to Prospect's Request (13.4.1.1)

Institutional staff members (including athletics staff members) may respond to a prospect's letter requesting information from an institution's athletics department prior to September 1 at the beginning of the prospect's junior year in high school, provided the written response does not include information that would initiate the recruitment of the prospect or information related to the institution's athletics program (e.g., the reply contains an explanation of current NCAA legislation or a referral to the admissions department).

Divisions I and II-Printed Recruiting Materials (13.4.1)

A Division I or Division II institution **may not provide recruiting materials to a prospect** (including general correspondence related to athletics) **until September 1 at the beginning of the prospect's junior year** in high school. Member institutions are permitted to provide only the printed materials listed below to prospects, coaches of prospects or any other individual responsible for teaching or directing an activity in which a prospect is involved. A member institution is not permitted to provide prospects with any recruiting materials not listed below (e.g., films, videotapes, original newspaper clippings in Division I).

- (a) **Correspondence.** General correspondence, including letters and postcards issued by the U.S. postal service (i.e., blank cards) and institutional note cards may be sent to a prospect only by mail. In Division I, attachments to general correspondence may include materials printed on plain white paper with black ink. In Divisions I-A and I-AA football, the content of all general recruiting correspondence to prospects (or prospects' parents or legal guardians) must be prepared by the head coach or one of the full-time assistant coaches.
- (b) **Business Cards.** Business cards may be provided to a prospect.
- (c) **Electronic Transmissions.** Facsimiles and electronic mail may be sent to a prospect. Color attachments may be included with electronic mail correspondence sent to a prospect. Prearranged electronically transmitted correspondence between an authorized institutional staff member and one or more prospects and any electronic correspondence sent by "instant messenger" or similar means shall be considered a telephone call.
- (d) **Programs.** Game programs (which may not include posters) may be provided to prospects only during official and unofficial recruiting visits and may not be mailed.
- (e) **Publications (Athletics).** An institution may produce either a recruiting brochure or media guide (but not both) in each sport it sponsors and provide it to a prospect. The publication may have only one color of printing inside the covers.
- (f) **Publications (Non-athletics) Available to All Students.** Official academic, admissions and student-services publications published by the institution and available to all students may be provided to prospects.

- (g) **Schedule Cards.** One wallet-size playing schedule card per sport.

Student-Athlete Handbook. One student-athlete handbook, describing the institution's athletics department policies governing the conduct of student-athletes, may be provided

- (a) to a prospect during official and unofficial recruiting visits or may be mailed once the prospect has signed a National Letter of Intent or has been accepted for enrollment by the member institution.
- (b) Pre-enrollment Information. Any necessary pre-enrollment information regarding orientation, conditioning, academics and practice activities may be sent to a prospect, provided the prospect has signed a National Letter of Intent or has been officially accepted for enrollment by the
- (c) member institution.

The following materials are the only items which may be provided to a prospect **prior to September 1** at the beginning of the prospect's junior year in high school:

- (a) **Camp Brochures.** Camp brochures may be provided to a prospect. Information contained in camp brochures must relate specifically to camp events and activities (as opposed to information that may not be provided to prospects).
- (b) **Questionnaires.** Questionnaires may be provided to a prospect.
- (c) **NCAA Educational Information.** An institution may provide educational information published by the NCAA (e.g., NCAA Guide for the College-Bound Student-Athlete).

Distribution of Recruiting Materials to a Prospect at the Prospect's Practice or Competition Site

An institutional staff member may provide items other than general correspondence (e.g., media guides, recruiting brochures, questionnaires) to a third party with the intent that such items be delivered by the third party to the prospect at the prospect's practice or competition site. However, it is not permissible for the staff member to include a note with such item or to write a note on the item. (9/26/96 Official)

Four-Year College Prospects (13.1.1.3)

An athletics staff member or other representative of the institution's athletics interests shall not make contact with the student-athlete of another four-year collegiate institution, directly or indirectly, without first obtaining the written permission of the first institution's athletics director (or an athletics administrator designated by the athletics director) to do so, regardless of who makes the initial contact. If permission is not granted, the second institution shall not encourage the transfer and in Divisions I and II, shall not provide financial assistance to the student-athlete until the student-athlete has attended the second institution for one academic year. If permission is granted to contact the student-athlete, all applicable NCAA recruiting rules apply.

Providing Printed Recruiting Materials to Four-Year College Prospects

The legislative services staff determined that institutions may not provide printed recruiting materials to a student-athlete enrolled in a four-year college who has not received written permission to be contacted pursuant to NCAA Bylaw 13.1.1.3. Once written permission is received only those items listed in Bylaw 13.4.1 may be provided to the prospect. (1/5/96 Staff)

High-School Fundraisers (13.16.1.2)

An institution may not provide funding, directly or through paid advertisements, to benefit a high-school athletics program.

Fundraising Activities for an Orphanage

It is permissible for an institution to donate items (e.g., autographed balls) to assist an orphanage in its fundraising activities (even if the orphanage includes some prospective student-athletes), provided:

- (a) The institution is not recruiting any prospect enrolled at the orphanage at that time;
- (b) The assistance is not earmarked for a particular prospect; and
- (c) Such donations or contributions are offered in conjunction with the orphanage's regular fundraising activities. (11/13/98 Staff)

Use of Institutional Memorabilia to Raise Funds to Assist Prospective Students

A member institution may not donate institutional memorabilia (e.g., jerseys, hats, T-shirts) to any organization for purposes of being auctioned to raise funds to provide financial assistance to high-school students to attend the collegiate institutions of their choice. (6/6/91 Official)