



**Proposal Number:** RWG-13-5-A

**Title:** RECRUITING -- ELIMINATION OF PRINTED RECRUITING MATERIALS AND VIDEO/AUDIO LEGISLATION

**Intent:** To eliminate the legislation governing printed recruiting materials and video/audio materials that may be provided to prospective student-athletes.

**Bylaws:** Amend 13.4, as follows:

13.4 Recruiting Materials.

13.4.1 Recruiting Materials **and Electronic Transmissions.** In sports other than men's basketball and men's ice hockey, an institution shall not provide recruiting materials, including general correspondence related to athletics, **or send electronic transmissions** to an individual (or his or her parents or legal guardians) until September 1 at the beginning of his or her junior year in high school. In men's basketball and men's ice hockey, an institution shall not provide recruiting materials, including general correspondence related to athletics, **or send electronic transmissions** to an individual (or his or her parents or legal guardians) until June 15 at the conclusion of his or her sophomore year in high school. In men's basketball, if an individual attends an educational institution that uses a nontraditional academic calendar (e.g., Southern Hemisphere) an institution shall not provide recruiting materials, including general correspondence related to athletics, **or send electronic transmissions** to such an individual (or his or her parents or legal guardians) until the day after the conclusion of the individual's sophomore year in high school. [D]

**13.4.1.1 Exceptions. The following materials may be provided to a prospective student-athlete at any time:**

**(a) Educational Material Published by the NCAA;**

**(b) Nonathletics Institutional Publications;**

**(c) Questionnaires; and**

**(d) Camp or Clinic Brochures.**

~~13.4.1.1 Printed Recruiting Materials. As specified below, an institution may provide the following printed materials [hard copy or electronically (see Bylaw 13.4.1.2)] to prospective student-athletes, their parents or legal guardians, their coaches or any other individual responsible for teaching or directing an activity in which a prospective student-athlete is involved:[D]~~

~~(a) General Correspondence. General correspondence may be sent only by mail, subject to the following provisions:~~

~~(1) The correspondence shall include a single sheet of institutional letterhead, which shall not exceed 8 1/2 by 11 inches in size;~~

~~(2) There are no restrictions on the design or content of one side of the single sheet of institutional letterhead. The opposite side shall be blank, except for text (typed or handwritten) used to communicate a message to the recipient and any other handwritten information;~~

~~(3) Additional pages of the correspondence shall be limited to plain white paper (not to exceed 8 1/2 by 11 inches in size) and black ink. The additional pages shall be blank, except for text (typed or handwritten) used to communicate a message to the recipient and any other handwritten information;~~

~~(4) Attachments to general correspondence may only include materials printed on plain white paper (not to exceed 8 1/2 by 11 inches in size) with black ink that are not created for recruiting purposes, except for other~~



~~permissible printed materials (e.g., camp brochures, questionnaires);~~

~~(5) An envelope used to send the correspondence may only include the institution's name and logo or an athletics logo (in addition to the postage, return address and addressee information) on the outside, must be blank on the inside when produced and may not exceed 9 by 12 inches; and~~

~~(6) All institutional staff members (e.g., faculty members, athletics department staff members and administrators) may prepare general correspondence.~~

~~(b) Business Cards.~~

~~(c) Camp or Clinic Brochures. Brochures are not restricted by content or design, except that they must indicate that the camp or clinic is open to any and all entrants (limited only by number, age, grade level and/or gender). Brochures are restricted to a single two-sided sheet, not to exceed 17 by 22 inches in size when opened in full. Camp or clinic brochures may be provided to a prospective student athlete at any time. (See Bylaw 12.5.1.6.)~~

~~(d) Questionnaires. An institution may provide questionnaires to a prospective student athlete at any time.~~

~~(e) Nonathletics Institutional Publications. An institution may provide nonathletics institutional publications available to all students at any time (e.g., official academic, admissions and student services publications published by the institution and available to all students).~~

~~(f) NCAA Educational Material Published by the NCAA (e.g., NCAA Guide for the College-Bound Student Athlete). Such material may be provided to a prospective student athlete at any time.~~

~~(g) Game Programs. Game programs (which may not include posters) may be provided to prospective student athletes only during official and unofficial recruiting visits and may not be mailed.~~

~~(h) Pre-enrollment Information. Necessary pre-enrollment information regarding orientation, conditioning, academics and practice activities, may be provided to a prospective student athlete, provided he or she has signed a National Letter of Intent or institutional financial aid agreement or has been officially accepted for enrollment. (See Bylaw 13.4.1.5.4.)~~

~~(i) Institutional Note Cards. Institutional note cards may not exceed 8 1/2 by 11 inches when opened in full. In addition, such cards may only contain the institution's name and logo or an athletics logo on the outside, must be blank on the inside (one side of the card when opened in full) when produced and may include only handwritten information (e.g., words, illustrations) on the inside when provided to the recipients.~~

~~(j) Postcards. An institution may send an institutional postcard, provided its dimensions do not exceed 4 1/4 by 6 inches, it includes 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 the recipients. Blank postcards issued by the U.S. postal service also may be sent.~~

~~13.4.1.1.1 Express Mail Services. An institution is not permitted to use express mail delivery services and may only use first class mail or a lesser rate of service (e.g., parcel post) with no extra services (e.g., certified mail, delivery confirmation) to provide permissible printed recruiting materials to prospective student athletes, their parents or legal guardians, their coaches or any other individual responsible for teaching or directing an activity in which a prospective student athlete is involved, who reside within the 50 United States, other than the National Letter of Intent or other written admissions and/or financial aid commitment to attend the institution and necessary pre-enrollment information per Bylaw 13.4.1.1 (h).~~

~~13.4.1.1.2 Athletics Publication. An institution may produce a printed media guide; however, an institution shall not provide a printed media guide or any other printed athletics publication not listed in Bylaw 13.4.1.1 to a~~



~~prospective student athlete, his or her parents or legal guardians, the prospective student athlete's educational institution or any individual involved in the coaching of a prospective student athlete. It is not permissible to make a printed media guide or any other printed athletics publication not listed in Bylaw 13.4.1.1 available free of charge to a prospective student athlete, his or her parents or legal guardians, the prospective student athlete's educational institution or any individual involved in the coaching of a prospective student athlete, even if such publications are available to other members of the general public free of charge. An institution may not create a printed portfolio of information (e.g., pictures) to be used in the recruiting process. An institution may only provide a media guide to a prospective student athlete via an electronic mail attachment or hyperlink.~~

~~13.4.1.1.2.1 Media Guide Restrictions. A printed media guide may have only one color of print inside the cover and may not exceed 8 1/2 by 11 inches in size and 208 pages in length. An institution may not produce a separate printed supplemental media guide. Any supplemental information (e.g., historical information, records) may be posted on the institution's website and may be printed in black and white, and provided to the media.~~

13.4.1.2 Electronic Transmissions. Electronically transmitted correspondence that may be sent to a prospective student-athlete (or the prospective student-athlete's parents or legal guardians) is limited to electronic mail and facsimiles. (See Bylaw 13.1.6.2.) All other forms of electronically transmitted correspondence (e.g., Instant Messenger, text messaging) are prohibited. ~~Color attachments may be included with electronic mail correspondence, provided the attachment only includes information that is not created for recruiting purposes, except for items that are specifically permitted as printed recruiting materials (e.g., questionnaires), a media guide and video and audio materials, as permitted in Bylaw 13.4.1.5. Attachments other than a media guide and permissible video and audio materials shall not include any animation, audio or video clips and there shall be no cost (e.g., subscription fee) associated with sending the item attached to the electronic mail correspondence.~~ [D]

13.4.1.2.1 Exception -- Men's Basketball. Electronic correspondence (e.g., electronic mail, Instant Messenger, facsimiles, text messages) may be sent to a prospective student-athlete (or the prospective student-athlete's parents or legal guardians), provided the correspondence is sent directly to the prospective student-athlete (or his or her parents or legal guardians) and is private between only the sender and recipient (e.g., no use of chat rooms, message boards or posts to "walls"). (See Bylaws 13.1.6.2 and 13.10.2.) ~~Color attachments may be included with electronic correspondence, provided the attachment only includes information that is not created for recruiting purposes, except for items that are specifically permitted as printed recruiting materials (e.g., questionnaires), a media guide and video and audio materials, as permitted in Bylaw 13.4.1.5. Attachments other than a media guide and permissible video and audio materials shall not include any animation, audio or video clips and there shall be no cost (e.g., subscription fee) associated with sending the item attached to the electronic correspondence.~~ [D]

[13.4.1.2.2 through 13.4.1.2.4 unchanged.]

~~13.4.1.3 Other Recruiting Materials. An institution may post recruiting materials not listed in Bylaw 13.4.1.1 on its website. General information (e.g., information not created for recruiting purposes) posted to an institution's website (e.g., press release, competition schedule) may be sent to a prospective student athlete via electronic mail as an attachment or a hyperlink or such information may be printed on plain white paper with black ink and provided to a prospective student athlete as an attachment to general correspondence, via facsimile or during any permissible on- or off-campus contact.~~ [D]

[13.4.1.4 renumbered as 13.4.1.3, unchanged.]

~~13.4.1.5 Video/Audio Materials. An institution may not produce video or audio materials to show to, play for or provide to a prospective student athlete except as specified in this section. Permissible video or audio material may only be provided to a prospective student athlete via an electronic mail attachment or hyperlink, except as provided~~



*in Bylaw 13.4.1.5.4. [D]*

~~13.4.1.5.1 Media Available to All Students. Official academic admissions and student services media produced by the institution and available to all students may be provided to prospective student athletes.~~

~~13.4.1.5.2 Material Not Created for Recruiting Purposes. An institution may produce video or audio material to show to, play for or provide to a prospective student athlete, provided such material includes only general information related to an institution or its athletics programs and is not created for recruiting purposes. [D]~~

~~13.4.1.5.3 Computer Generated Recruiting Presentations. An institution may produce a computer generated recruiting presentation (e.g., using presentation software) to show to, play for or provide to a prospective student athlete, subject to the following provisions: [D]~~

~~(a) The presentation may be posted to the institution's website;~~

~~(b) The presentation may include general informational video/audio material that relates to an institution or its athletics programs and is not created for recruiting purposes;~~

~~(c) The presentation may not be personalized to include a prospective student athlete's name, picture or likeness; and~~

~~(d) The presentation may not be created by an entity outside the institution.~~

~~13.4.1.5.4 Pre-enrollment Information. An institution may provide any necessary pre-enrollment information (that is not otherwise considered to be general information related to an institution or its athletics programs) regarding orientation, conditioning, academics and practice activities in a video format (e.g., video playbook, games clips) to a prospective student athlete, provided he or she has signed a National Letter of Intent or institutional financial aid agreement, or has been officially accepted for enrollment. Such information may be provided via a digital media storage device (e.g., DVD, flash drive). [See Bylaw 13.4.1.1 (h).] [D]~~

[Remainder of 13.4 unchanged.]

**Source:** NCAA Division I Board of Directors (Working Group on Collegiate Model -- Rules)

**Effective Date:** July 1, 2013

**Category:** Amendment

**Topical Area:** Recruiting

**Rationale:** As a result of the Presidential Retreat in August 2011, the Collegiate Model -- Rules Working Group was formed and charged with reviewing Division I rules with a view toward reducing the volume of unenforceable and inconsequential rules that fail to support the NCAA's enduring values, and emphasizing the most strategically important matters. This proposal is part of a package recommended by the Rules Working Group designed to accomplish those objectives. The current legislation governing recruiting materials presents enforcement challenges. Arguably, a prospective student-athlete's decision to attend a particular institution is not significantly influenced by the volume of recruiting material received. In addition, the current legislation does not further the working group's proposed principle of fair competition. It would remain permissible for an institution to post materials on its website to be accessed by prospective student-athletes.

**Budget Impact:** None.

**Impact on Student-Athlete's Time (Academic and/or Athletics):** None.



**Position Statement(s)**

none

**History**

*Dec 18, 2012:* Submit; Submitted for consideration.

*Jan 19, 2013:* Board of Directors, Sponsored

*Jan 19, 2013:* Board Review, Adopted

*Jan 20, 2013:* Adopted, Override Period; Start of Override Period

*Mar 20, 2013:* Adopted, Override Period; End of Override Period