

Bison Bulletin



Bucknell University Athletics Compliance Department

Recruiting 101—The Basics of Bylaw 13

It is important to understand basic definitions when recruiting student-athletes to Bucknell, as recruitment of a prospect in violation of the NCAA legislation will render that student-athlete ineligible to represent Bucknell in intercollegiate athletics unless reinstated by the NCAA (13.01.1). There are many ways to communicate with and recruit a prospective student-athlete, all of which have certain NCAA guidelines that manage and govern the recruitment process for each sport. Contacts, evaluations, telephone calls and emails are the primary ways that institutions use to attract and select prospects.

When any face-to-face encounter occurs between a prospective student-athlete (PSA) or his or her parents and a permissible recruiter of the institution (coach, staff member, or booster) where a conversation beyond a simple “hello” takes place, this is deemed a **contact**. This type of communication can occur on or off campus, but if it takes place off-campus it must be on or after July 1 following the prospect’s junior year in high school. Unique to men’s basketball, this off-campus contact is not allowed before the opening day of the PSA’s junior year, and in women’s basketball, not before September 1 at the beginning of the PSA’s junior year. If the PSA is participating in any athletics competition, the recruiter must wait until the competition is complete and the PSA has been released by his or her coach before the contact can occur.

Beyond having face-to-face contact with a PSA to determine his or her qualifications for recruitment to an institution, coaches also utilize evaluations. An **evaluation** is any off-campus activity designed to assess the academic credentials or athletics ability of a PSA, including making a visit to the PSA’s school (during which no contact occurs) or observing a PSA participating in any practice or competition. It’s also important to note that visiting a PSA’s school triggers an evaluation for all PSA’s involved in that sport at that school.

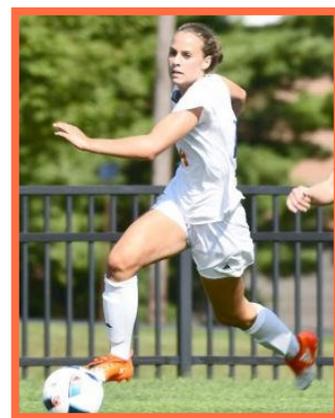


While it would seem advantageous to try to have as many contacts and conduct as many evaluations as possible, an institution is actually limited to **seven (7) recruiting opportunities** (contacts and evaluations combined) per prospect. During the PSA’s senior year of high school, no more than three (3) can be off-campus contacts at any location. This also includes contact with the PSA’s parents, family members or legal guardians. Football has a distinct exception in that the limit is reduced to six in-person, off-campus recruiting contacts per PSA at any site and includes contacts made with family members or relatives. Football may use three evaluations during the academic year during which the PSA competes or practices on any team, however, not more than one of those evaluations may be used during the fall evaluation period and not more than two may be used during the April 15-May 31 period. In men’s and women’s basketball, recruiters may only evaluate regularly scheduled high school, prep-school, and two-year college contests/tournaments and practices during the academic year recruiting periods. This also includes regular scholastic activities involving PSA’s enrolled only at that school where regular scholastic activities occur. In women’s basketball, these evaluations also cannot be during any weekend where standardized tests (PSAT, SAT, PLAN or ACT) are administered.

In addition to contacts and evaluations, much of a recruiter’s time will likely also be spent on the phone. A **telephone call** is any electronically transmitted human voice exchange, including videophones and videoconferencing such as the use of Skype and FaceTime. Generally, telephone calls can be made on and after September 1 of the PSA’s junior year in high school, and the number of calls per week is unlimited. However, in swimming and diving, telephone calls to an individual or family members are not allowed before July 1 following the completion of the PSA’s junior year in high school or the opening day of classes of her senior year in high school, whichever is earlier. Thereafter, an institution can make telephone calls to the PSA at its discretion. Permissible callers include the head coach or one or more of the assistant coaches who count toward the numerical limitations for that sport. Often a PSA will call a coach directly, and this is completely permissible as long as it is at the PSA’s expense. However, institutional staff members may not return missed telephone calls unless it is otherwise permissible to call the prospect.

What About Electronic Correspondence?

All e-mails, text messages, instant messages and faxes are considered electronic correspondence and are permissible to send to a prospective student-athlete **for the purpose of recruitment** on or after September 1 of the prospect’s junior year in high school. In men’s basketball, June 15 at the completion of a PSA’s sophomore year in high school is the earliest date a recruiter can communicate in this manner. Camp or clinic information, non-athletics institutional publications, and educational material published by the NCAA can be sent to a prospect at any time. Before a PSA has formally committed to an institution, all electronic correspondence must be sent directly to the PSA or his or her parents or legal guardians and must be private between only the sender and recipient. Press releases or competition schedules or other general information that is posted to an institution’s website may be sent to a prospective student-athlete as well. However, an institution cannot create videos or audio materials for the purpose of recruitment or personalize them for a specific PSA. If a PSA emails a coach prior to the permissible first date of communication, the coach is allowed to respond to the prospect as long as the reply is a permissible form of electronic correspondence and does not include information that would then begin recruitment of that prospect.



If you build it, they will come: Better facilities paying dividends for college hoops programs

October 20th, 2016

The facilities arms race in college athletics continues to escalate every year. Recently Georgetown unveiled their new John Thompson Center, which is one of the nicest practice facilities in the country, and Indiana finished off a \$40 million renovation of Assembly Hall.

Georgetown and Indiana are far from the only schools opening new and shiny facilities for their players. Recently a video of dorms at the University of Kansas showed the incredible digs that the Jayhawks players enjoy, and it opened up eyes to those outside the realm of college athletics to what is being done for athletes across the country.

Of course the biggest reason for the arms race is recruiting. Having the newest, nicest, and best facilities is one of the most effective sells a coach can have on the recruiting trail, and several coaches are taking full advantage of new or renovated arenas, locker rooms, and practice facilities.

While we don't know the exact impact that could come Georgetown's way on the recruiting trail, we do know that the Hoyas landed their top recruit in years this week when No. 36 overall prospect Tremont Waters selected the school over Kentucky, Indiana, and Connecticut.

Also we have plenty of evidence from other schools who have opened new facilities that it can lead to a major bump in recruiting.

In the middle of last season Ole Miss moved from Tad Smith Coliseum to The Pavilion, a \$96.4 million arena. For Ole Miss head coach Andy Kennedy, it wasn't just immediate boom for the fans and the players, but it has also helped greatly on the recruiting trail.

"When we were in Tad Smith Coliseum and as the new facility was being built, there was a lot of talk about what a new facility would do immediately and in the big picture," said Kennedy about the anticipation of having new facilities. "You can speculate, but the reality is you don't have any idea of how impactful it will be."

He continued, "It has transformed our program. We moved in to The Pavilion after the SEC season and had two home games in 48 hours. Both games sold out and we won both of them. There was just a new energy that came along with Ole Miss basketball."

"Now we are in the midst of our first recruiting cycle with the new arena," said Kennedy. "It can be a game changer because recruits and their families love new and shiny things. Going from something as old as what we had to what we are playing in now has been a game changer."

Recently Ole Miss was able to beat out Oklahoma State for Top-100 prospect Devontae Shuler from Oak Hill Academy. While there is no way to know for sure what Shuler would have decided had Ole Miss not had their new facility, there is no question The Pavilion put the Rebels in a better position than ever to compete with schools such as Oklahoma State with tremendous basketball facilities.

"We've been able to win our share of battles in the past, but it puts you on more equal footing when recruiting marquee guys," said Kennedy. "Kids have always seen Ole Miss and liked it, but now they see a great facility and a place full of energy, and it brings a new level of excitement to Ole Miss basketball."

While a school such as Ole Miss built a brand new arena, Butler was never going to do something like that. Hinkle Fieldhouse is a cathedral of college basketball, but when Butler made the jump from the Horizon League to the Atlantic 10 to the Big East, it became clear the Bulldogs were way behind in the facilities race and needed to make upgrades.

Not only was Georgetown building The Thompson Center, but local rival Xavier was renovating its practice facility and weight room and DePaul already had plans for a brand new arena.

The Bulldogs still don't have a practice facility, but they did do a 36 million dollar renovation to Hinkle Fieldhouse, and the Bulldogs have seen the benefits on the recruiting trail, especially in this recruiting cycle when they were able to beat out Ohio State for Ohio native and Top-100 prospect Kyle Young.

"There is no question the Hinkle renovations have helped us in recruiting," said Butler Head Coach Chris Holtmann. "While I don't think that is ever the reason someone chooses Butler, to suggest it isn't a factor in the success we have had recruiting is unrealistic."

Holtmann continued, "We love that we can practice and play in our Hinkle home year round, and we continue to have discussions about facility improvements that will continue to take Butler basketball to another level."

While schools like Ole Miss and Butler are in power conferences, a school such as Dayton can sometimes fight a perception problem being in the Atlantic 10. Clearly the Flyers have one of the best young coaches in the sport and one of the biggest and most passionate fan bases around, but recruits might not know how committed Dayton is.

That is, until recruits are able to get on campus, and they see the re-done locker rooms, meeting rooms, and offices.

"When we first got here we had a high set of standards and expectations," said Dayton head coach Archie Miller. "With that it was hard to sell the best of the best without the best facilities. I think all of that stuff matters a lot in recruiting. Now we compare favorably to any school in the country with what we can show recruits, it is a strength for us now with kids and their families."

Miller continued, "Great facilities are probably the most important thing you have. You have to act in a way that isn't different than anybody else. In a very short order here we've done some amazing upgrades, and our upgrades don't come from football money."

"Because of that we can show that type of investment we have in our program from donors and the administration," said Miller. "It is impressive. Being able to put together the presentation we have allows us to recruit a kid who can go anywhere."

Already in a key 2017 recruiting class the Flyers have three commitments including a pair of highly touted backcourt prospects in McKinley Wright and Jordan Davis who had offers from Big Ten, Big East, ACC, and SEC schools between them.

With the competition to get recruits getting more and more intense, there are no signs of the facilities arms race slowing down. Given the results new arenas, locker rooms, and weight rooms can bring on the recruiting trail, coaches and athletic departments are going to continue to re-invest hoping to have the best to show potential recruits.

By: Brian Snow, Sports Illustrated

Recent Violations: Impermissible Recruitment

In September of 2016, the NCAA Division I Committee on Infractions published the findings related to an institution's major violations of NCAA Bylaws, specifically Bylaw 10 (Ethical Conduct) and Bylaw 13 (Recruiting). The agreed-upon violations in this case centered on providing impermissible services to prospective student-athletes, as well as official visit and recruiting contact violations.

The violations in this case initially came to light when a former girlfriend of the institution's associate head football coach sent an email to the NCAA Eligibility Center alleging that the associate head coach had knowledge of and/or involvement in potential NCAA recruiting violations. Four days after she sent the email, she retracted her information indicating that it was "not accurate" and "misunderstood." The NCAA enforcement staff did not immediately investigate the matter due to the lack of other information supporting the allegations, and the institution was not notified about these communications. However, three months later, the institution and another member institution received an anonymous email containing similar information and allegations as claimed by the former girlfriend, and an investigation was begun. It was noted that the hearing panel was troubled that the enforcement staff did not share the information contained in the emails from the former girlfriend with the institution sooner so that they may have been able to address the potential violations and take corrective actions sooner.

The investigation confirmed the first of multiple violations: the associate head football coach knowingly arranged and provided prospective football student-athletes with housing and training services for approximately three weeks at a private training facility owned by a former National Football League player with whom the coach was acquainted. The coach admitted to making this payment on behalf of the prospects, but thought it was permissible because

the prospects had already signed NLI's. Because the coach knew or should have known that this conduct violated NCAA legislation, his conduct was deemed unethical per Bylaw 10.

In addition, the associate head coach engaged in impermissible recruiting contacts on two occasions. In the first instance, the coach had off-campus contact during an evaluation period with two prospects who were juniors in high school. Per Bylaw 13, this type of contact is generally prohibited prior to July 1 following the completion of a prospect's junior year of high school. In the second instance, the coach also had off-campus contact with another prospect at a restaurant. This incident took place during an evaluation period when no in-person, off-campus recruiting contacts are permissible. Lastly, it was found that the institution's football program had provided a second official visit to a prospective student-athlete, which included approximately \$500 in housing, local transportation and meal expenses.

Further worsening these claims was the fact that the violations in this case were discovered and investigated following an anonymous email, instead of being self-detected and self-disclosed by the associate head coach himself.

After considering all of the aggravating and mitigating factors, the institution was required to pay a \$5,000 fine and subjected to public reprimand and censure. Penalties imposed by the institution itself included a reduction in the number of full-time coaches by one for the spring recruiting period, a reduction in the number of its spring evaluation days, as well as two fewer official visits from their four-year average for one academic year. Additional penalties also specified a reduction in the number of full-time coaches by one for the entire spring practice period, and for the first two games of the following subsequent season. The institution also took corrective actions against the associate head coach including, but not limited to, suspension and fines upwards of \$50,000.

Compliance Conundrum

Q: Ocean State University women's basketball coaches would like to create animated files to send to recruits. Are there restrictions to follow with these types of items?

A: Yes.

NCAA Staff Interpretation- 9/14/16- Animation is Video/Audio Material (I)-states that animation (e.g., animated GIF, interactive PDF) is video/audio material. Therefore, institutions must meet the parameters in pertaining to audio/video materials when creating such files. **NCAA Bylaw 13.4.1.8** states that 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 permissible electronic correspondence, except as provided in Bylaw 13.4.1.8.4. [D] (Adopted: 1/11/94 effective 8/1/94, Revised: 1/9/96 effective 8/1/96, 12/12/06, 1/8/07, 1/16/10, 3/29/10, 4/28/11 effective 8/1/11, 6/13/11, 1/18/14 effective 8/1/14).

By Jennifer M. Condaras, Associate Commissioner, BIG EAST Conference. September 15, 2016.



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Bucknell University, by virtue of its membership with the National Collegiate Athletic Association (NCAA), is responsible for ensuring complete compliance of all constituencies with all NCAA Rules and Regulations.

This newsletter serves as a way for the Compliance Department to educate and inform our coaches, sports administrators, and student-athletes about relevant rules and tips, hot topics in college athletics, and upcoming dates to remember.

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Upcoming Dead Periods:

No in-person contacts or evaluations on or off-campus and no official or unofficial visits;

November 2016

Baseball, Men's Basketball, Women's Basketball, Men's Golf, Women's Golf, Rowing, Softball, Men's Swimming & Diving, Women's Swimming & Diving, Men's Tennis, Women's Tennis, Volleyball, Women's Water Polo, Wrestling:
Mon, Nov 7—Thurs, Nov 10

Cross Country/Track & Field: Mon, Nov 7—Thurs, Nov 10; Sat, Nov 19

Field Hockey: Mon, Nov 7—Thurs, Nov 10; Wed, Nov 16—Mon, Nov 21 (noon)

Men's Lacrosse: Mon, Nov 7—Thurs, Nov 10; Mon, Nov 21—Sun, Nov 27

Women's Lacrosse: Mon, Nov 7—Thurs, Nov 10; Wed, Nov 23—Fri, Nov 25

December 2016

Men's & Women's Basketball: Sat, Dec 24—Mon, Dec 26

Cross Country/Track and Field: Wed, Dec 14—Sat, Dec 17

Football: Mon, Dec 12—Thurs, Dec 15; Mon, Dec 19—Tues, Jan 3

Men's Lacrosse: Sat, Dec 24—Sun, Jan 1

Women's Lacrosse: Sat, Dec 24—Mon, Dec 26; Sat, Dec 31—Mon, Jan 2

Softball: Wed, Dec 7—Sat, Dec 10

Volleyball: Wed, Dec 14—Sat, Dec 31

