

Bison Bulletin



Bucknell University Athletics Compliance Department

Social Media and Recruiting

In the current recruiting landscape, communication is now, more than ever, geared towards electronic communication done virtually rather than face-to-face. This electronic correspondence includes email, direct messaging, and text messaging. For most sports, electronic communication can begin with a prospective student-athlete on September 1 of the prospect's junior year in high school. On that date and after, it is permissible for a coach to send text messages, private messages through social media, and emails to a prospect.



This general rule excludes cross country, track and field, football, and swimming and diving. For those sports, electronic communication is limited to electronic mail and facsimiles until the prospect has formally committed either through an NLI or written offer of financial aid or by sending in a deposit after being accepted to the institution.

For all forms of electronic communication who can see the message is an important consideration. To be permissible, an electronic message must be sent privately between sender and receiver (Bylaws 13.4.1.4, 13.4.1.4.1). The rule states that a coach or institutional member cannot post, comment publicly, or "like" a photo on a prospect's social media profile nor may they republish anything posted by the prospect or tag or mention a prospective student-athlete in a public post.

Any direct messages sent to a prospect may not be sent in a group message or in any way public. For example, if a prospective student-athlete posts photos about their visit to the institution, a coach cannot "like" or comment on the post or photo. Similarly, as an institutional employee or coach, it is impermissible to publically post about campus visits that prospective student-athletes take unless they have formally committed as previously outlined. (Bylaw 13.10.2.4)

Institutional staff and coaches may have social media accounts and may include information related to the athletics' program. However, information directed towards a specific prospective student-athlete on the profile or posting matter directed towards prospective student-athletes in general is impermissible (Bylaws 13.10.2.1, 13.4.1)

"Friending" and "Following" Prospective Student-Athletes

Coaches and institutional staff members are permitted to initiate a "follow" or "friend request" with a prospective student-athlete (PSA) through social media. Likewise, if a PSA requests to "follow" or "friend" a coach or staff member, it is also permissible. These actions are allowed even prior to first permissible contact date as long as there is no further electronic communication included before the date of permissible contact. Similarly, it is permissible to "friend request", "follow" or "like" a profile that is tied to a prospective student-athlete's team, coach, or organization but institutional staff members cannot publically post or comment on the profile. "Liking" the profile is different than liking a specific post. Once again, privacy is a key factor in determining what is permissible on social media. If someone other than the PSA can see what an institutional staff member has "liked" on a profile belonging to the PSA, it is considered public and thus a violation of NCAA recruiting bylaws.



Survey: Former NCAA Athletes Fare Well, but Some Males in Pain

February 17, 2016

Former college athletes — particularly women — are more likely to fare well after graduation on various measures than those who did not play sports, a Gallup-Purdue Index study released Wednesday concludes.

But men who played basketball and football in college were less likely to report good physical health than were athletes who played other sports..

Those are the latest findings from the Gallup-Purdue Index, an annual survey started in conjunction with Purdue University in 2014 to help assess the value of a bachelor's degree.

Previous releases have indicated graduates with great jobs and great lives were more likely to have had a personal engagement with a faculty member, have participated in an internship, been involved in extracurricular activities and graduated with minimal student debt.

The latest findings look for the first time at the experience of former NCAA athletes, using responses from 1,670 graduates across the country with Internet access. Conducted in conjunction with the NCAA, the athletes responses were compared with those of 22,813 non-student-athletes who graduated from the same institutions.

"On whole, the measures look pretty darn good for former student athletes," said Gallup's Brandon Busteed, a former track and cross country competitor.

He cautioned the survey can't tease out how much the qualities that contributed to a student being an athlete would also contribute to their post-graduate success, and how much of the success came from the college athletic experience itself. But Busteed said the survey showed "powerful correlations."

Forty-seven percent of former student athletes reported thriving in three or more of five well-being measures, compared with 40% of graduates who did not participate in NCAA sports. The measures are sense of purpose, social relationships, financial security, relationship to community and physical health.

Former athletes did better on all measures, except for financial security, where their performance was about the same as non-athletes. They were most likely to thrive on the measure of having a sense of purpose.

"Once again, the Gallup-Purdue index has shown empirically that the activities students are involved in outside the classroom have a great impact on their future well-being," said Purdue University President Mitch Daniels. "The findings support what we've known about Purdue student-athletes for years: They're real students, taking real courses, earning honest grades, preparing for a successful life after graduation."

The survey showed women athletes outdistanced both male athletes and non-athletes in being employed, engaged in their work and thriving at the well-being measures of social relationships and physical health.

Sandy Barbour, the athletic director at Penn State, said the survey shows how important it is to feed the college athlete pipeline to produce "very well-adjusted, confident women who then go out into the world and then do great things."

Though it's great to see female athletes outperforming others, NCAA President Mark Emmert said the lower physical health reported by former male basketball and football players is disturbing. Only 28% reported thriving physical well-being compared with 47% of all former college athletes and 33% of non-athletes.

"That doesn't mean we should ring alarm bells," Emmert said. "But we ought to be saying, 'Huh, there's something going on there that we need to look more at.'"

By: Maureen Groppe, USA Today

<http://www.usatoday.com/story/sports/college/2016/02/17/former-ncaa-student-athlete-survey-results/80504926/>

Recent Violations: Impermissible Recruitment

A women's assistant basketball coach violated several NCAA recruiting bylaws as well as offer and inducement bylaws throughout his time spent in communication and contact with two prospective student-athletes (PSAs) who were sisters.

On several occasions, the assistant coach had contact with the PSAs at either impermissible times or impermissible locations. In one instance, the PSAs and their parents were told at which restaurant the coaches would be eating after a game and, after seating themselves near the coaches, had a thirty minute interaction. Later in the year, the assistant coach met with the PSAs and their family in a hotel and had another thirty minute conversation. At another time, on the day of competition, the assistant coach met with the PSAs and their family in a parking lot at a certified non-scholastic summer basketball camp.

In addition, the coach contacted the PSAs through direct messages on Twitter during the women's basketball July evaluation period when direct messaging is not allowed. Impermissible inducements and benefits were provided when the assistant coach provided the PSAs and their family with institutional t-shirts, water bottles, and socks at no cost and even drove one of the PSAs 120 miles round-trip to an outlet mall, purchased her dinner, and then provided her with additional institutional items.

The violations were discovered by the institution's compliance office which then brought the case to the attention of the NCAA enforcement staff. The NCAA reviewed the case and found it to be a level two violation of NCAA legislation. The NCAA and the institution agreed that the assistant coach violated recruiting legislation when he initiated impermissible off-campus, in-person contacts, and electronic communication with the PSAs and their family and when he provided impermissible recruiting inducements to the PSAs and their family. Penalties included a year-long probation period for the program and monitoring by the NCAA and a \$5,000 fine. The women's basketball staff also received a 21 day deduction of the allowed recruiting person days and additional limits on how many official visits could be provided during the 2015-2016 academic year.

The answer is **B. NCAA Educational Column- 1/8/16- Prospective Student-Athletes Participating in an Institutional Camp or Clinic in Conjunction with an Official (Paid) Visit (I)**- states that in general, it is permissible for a prospective student-athlete to participate in an institution's camp or clinic in conjunction with an official visit. When analyzing a prospective student-athlete's participation in the camp or clinic in conjunction with an official visit, the institution should evaluate the following:

Compliance Conundrum

The men's soccer coaches at Ocean State University (OSU) are hosting a winter clinic this week. One of the camp attendees will be taking an official visit to OSU immediately following the camp. Which of the following is true?

- A. OSU may pay the expenses to travel to campus.
- B. OSU may pay the expenses to travel home.
- C. OSU may pay the costs to attend the camp
- D. None of the above.

The answer is **B. NCAA Educational Column- 1/8/16- Prospective Student-Athletes Participating in an Institutional Camp or Clinic in Conjunction with an Official (Paid) Visit (I)**- states that in general, it is permissible for a prospective student-athlete to participate in an institution's camp or clinic in conjunction with an official visit. When analyzing a prospective student-athlete's participation in the camp or clinic in conjunction with an official visit, the institution should evaluate the following:

1. **Expenses (transportation and camp or clinic)** - whether or not transportation expenses are paid depends on at what point the clinic occurs (e.g. transportation may not be paid for the PSA to leave campus if the clinic is after the official visit ends). Camp and clinic costs must be paid by the PSA and may not be included as part of the official visit.;
2. **Length of the official visit** - the official visit is still limited to 48 hours but total time spend on campus by the PSA may vary depending on when the clinic occurs; and
3. **Recruiting activities during camp or clinic** - The institution's coaches may only engage in permissible recruiting conversations during the camp or clinic. All other recruiting activities are prohibited from the time the prospective student-athlete reports to the camp or clinic until the conclusion of camp or clinic activities.

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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.

WWW.BUCKNELLBISON.COM

Upcoming Dead Periods

March 2016

Men's Basketball - Thursday, March 31 - Thursday, April 7 (noon)

Cross Country/Track and Field - Friday, March 11 - Saturday, March 12

April 2016

Baseball, Cross Country/Track and Field, Field Hockey, Men's Golf, Women's Golf, Men's Lacrosse, Women's Lacrosse, Rowing, Softball, Men's Swimming, Women's Swimming, Men's Tennis, Women's Tennis, Volleyball, Women's Water Polo, Wrestling- Monday, April 11 - Thursday, April 14

Men's Basketball - Thursday, March 31 - Thursday, April 7 (noon); Monday, April 11 - Thursday, April 14

Women's Basketball - Friday, April 1 - Thursday, April 7; Monday, April 11 - Thursday, April 14

May 2016

Men's Basketball - Thursday, May 19- Friday, May 27

Men's Lacrosse - Friday, May 27 - Tuesday, May 31 (noon)

Women's Lacrosse - Friday, May 27 - Sunday, May 29

Softball - Tuesday, May 31 - Thursday, June 9 (noon)

