REPORT OF THE
NCAA DIVISION I RECRUITING AND ATHLETICS
PERSONNEL ISSUES CABINET
JUNE 8-9, 2009, MEETING

KEY ITEMS.

1. **Proposals Sponsored for the 2009-10 Cycle**. The NCAA Division I Recruiting and Athletics Personnel Issues Cabinet sponsored 10 legislative proposals for the membership's consideration for the 2009-10 legislative cycle. One proposal is being forwarded to the NCAA Division I Legislative Council for consideration as emergency or noncontroversial.

2. **Coaching Limits and Athletics Personnel Issues.** The cabinet examined the feedback received from the membership and other constituent groups to the April 2009 coaching limits and athletics personnel discussion document and, as detailed in other sections of this report: affirmed current legislation regarding countable coaches and volunteer coaches; sponsored legislation regarding student assistant coaches, noncoaching staff with sport-specific responsibilities and managers; and agreed to further study the positions of graduate assistant coaches and noncoaching staff with sport-specific responsibilities.

3. **Recruiting Materials.** The cabinet examined current legislation regarding institutional letterhead, printed media guides and audio/video materials. It sponsored legislation to set forth restrictions on institutional letterhead to curb the increasingly elaborate design of materials being called letterhead. It supported a concept to eliminate the provision of printed media guides for recruiting purposes, but declined to sponsor legislation at this time noting some conferences have already indicated the intent to sponsor legislation in this regard. Finally, the cabinet sponsored legislation to deregulate the current restrictions on audio/video materials.

4. **Bylaw and Practices Review.** At the direction of the NCAA Division I Board of Directors, the cabinet engaged in an examination of NCAA Division I Bylaws 11 and 13 and created an initial list of possible bylaws and policy changes that could potentially be modified to provide financial and operational relief to the membership. The cabinet noted, however, further examination and discussion would be needed prior to moving any towards legislative proposals. Further, the cabinet noted the principle of the Board's charge was also considered in some of the proposals sponsored by the cabinet for the upcoming cycle.

LEGISLATIVE ITEMS.

1. **Emergency or Noncontroversial Item.**

- **Administrative Regulations - Recruiting Calendars - Women's Volleyball - Evaluation Period in Conjunction With the Championship.**

  (1) Recommendation. The cabinet agreed to sponsor and request the Legislative Council adopt as emergency or noncontroversial legislation to permit evaluations in women's volleyball to occur at one single-day event conducted Thursday, Friday, Saturday or Sunday of the NCAA Division I Women's Volleyball Championship, provided the event occurs within a 30-mile radius of the championship site.

  (2) Effective Date. Immediate.

  (3) Rationale. This proposal does not substantially modify existing legislation that was adopted last year with NCAA Division I Proposal No. 2007-5, rather it simply expands the window of time during which events may be held from one day to four days. After experiencing the first year of the legislation, it was clear that limiting the opening to one day reduced the flexibility necessary to accommodate the events in conjunction with other activities surrounding the championship. The cabinet noted that the estimated impact to recruiting and recruiting budgets continues to be minimal as the American Volleyball Coaches Association convention is held in conjunction with the championship, so many coaches are already in the locale of the championship, even if their teams are not participants. The cabinet also noted this exception is similar to the exception that exists in women's basketball and is limited to a single day event and that all coaches from the same institution would be required to attend the same event. Finally, the cabinet notes this proposal was initiated and supported by the American Volleyball Coaches Association.

  (4) Estimated Budget Impact. Minimal.

  (5) Student-Athlete Impact. None.

2. Other Legislative Items.

a. Athletics Personnel - Definitions and Applications - Student Assistant Coaches.

(1) Recommendation. The cabinet sponsored a proposal to permit any student-athlete to serve as a student assistant coach at the institution at

which the student-athlete most recently participated in intercollegiate athletics, provided the student-athlete is currently enrolled at the institution as a full-time undergraduate student and forfeits any remaining athletics eligibility. Further, to specify that the number of student assistant coaches be limited in each sport consistent with the limit of countable coaches permitted in each sport.

(2) Effective Date. August 1, 2010.

(3) Rationale. Based on the cabinet's examination of the current coaching limits and athletics personnel legislative model and the feedback received from the membership and other constituent groups to the April 2009 coaching limits and athletics personnel discussion document, the cabinet agreed to modify certain criteria required to be designated as a student assistant coach. This proposal will expand opportunities for student-athletes to gain coaching experience while enrolled as a full-time undergraduate student by eliminating the requirement that the student-athlete must have exhausted his or her eligibility or be injured to the point that he or she cannot practice or compete ever again. Any concern that institutions would gain a competitive advantage by this expansion is addressed with the condition that student assistant coaches would forfeit any remaining eligibility. Further, permitting former student-athletes to serve as student assistant coaches outside of their five-year eligibility period at the institution where they most recently participated may encourage student-athletes who departed their institution prior to graduating to return and finish their baccalaureate degrees and allow institutions to earn additional NCAA Division I Academic Progress Rate points. Finally, the cabinet believes limits on the number of student assistant coaches is appropriate to provide additional coaching opportunities while being mindful of any competitive equity concerns that may arise if no limit was set with the expansion of individuals who are now eligible for these positions.

(4) Estimated Budget Impact. Minimal, dependent on number of student assistant coaches used by an institution.

(5) Student-Athlete Impact. Expanded opportunities to be designated a student assistant coach prior to graduation.

b. Athletics Personnel - Noncoaching Staff With Sport-Specific Responsibilities.

(1) Recommendation. The cabinet sponsored a proposal to permit noncoaching staff with sport-specific responsibilities to participate in organized activities involving only the coaching staff or administrative duties (e.g., attend meetings involving coaching activities, analyze video of the institution's or an opponent's team, track statistics during practice or games) at any time. Further, to specify that these individuals are prohibited from participating in instructional activities with student-athletes and engaging off-campus recruiting activities.

(2) Effective Date. Immediate.

(3) Rationale. Based on the cabinet's examination of the current coaching limits and athletics personnel legislative model and the feedback received from the membership and other constituent groups to the April 2009 coaching limits and athletics personnel discussion document, the cabinet noted the confusion and inconsistent application of current legislation governing noncoaching activities such as attendance at coaches meetings and analyzing video of the institution's team or opponents. The cabinet agreed participation in these activities does not result in a significant advantage to warrant all of the current restrictions on noncoaching activities. The cabinet believes this proposal establishes a reasonable and practical standard by which to define the duties of noncoaching staff with sport-specific responsibilities while retaining the restrictions that these individuals may not participate in instructional activities with student-athletes, engage in off-campus recruiting activities, be identified as coaches or participate with or observe student-athletes in nonorganized voluntary athletically related activities. Furthermore, the involvement of these individuals in practice or game activities (e.g., throw bounce passes, retrieve balls, throw batting practice, signal plays), even if at the direction of a coaching staff member, would be considered instructional activities and would not be permitted. It would be permissible for these individuals to attend practice and competition, to be in the team bench or sideline area and perform administrative duties (e.g., track statistics, run clock, take notes for coaching staff), provided they are not involved in instructional activities with student-athletes. Finally, the creation of a separate definition for this position will be helpful in outlining and distinguishing their duties from other positions in the legislation.

(4) Estimated Budget Impact. Minimal.

(5) Student-Athlete Impact. None.

c. Athletics Personnel - Managers.

(1) Recommendation. The cabinet sponsored a proposal to establish a definition for managers to specify that a manager: (1) must be enrolled as a full-time, degree-seeking undergraduate or graduate student at the institution; (2) shall not be involved in any off-campus recruiting or perform any recruiting coordination functions; (3) must perform traditional managerial duties; (4) may perform limited duties during practice or competition involving student-athletes on a regular basis, but may not provide instruction to student-athletes or participate in countable athletically related activities; and (5) in baseball, forfeits any remaining athletics eligibility in that sport.

(2) Effective Date. August 1, 2010.

(3) Rationale. Based on the cabinet's examination of the current coaching limits and athletics personnel legislative model and the feedback received from the membership and other constituent groups to the April 2009 coaching limits and athletics personnel discussion document, the cabinet noted there is no specific definition of managers in current legislation and that many of the regulations are found in interpretations. Further, the cabinet agreed with a majority of the feedback received that managers should be limited to individuals who are enrolled as full-time undergraduate or graduate students since these positions are intended to support the coaching staff and team in a limited manner rather than provide a development opportunity for others with prior professional experience (e.g., college coach, high school coach). The cabinet believes these individuals are more appropriately considered and subject to the restrictions on noncoaching staff with sport-specific responsibilities. Under this proposal, there is no time limit on when a student could serve as a manager provided they are enrolled full time at the time they serve as a manager and there is no limit on the number of managers a team could designate. Further, managers could participate in limited duties (e.g., throw bounce passes, retrieve balls, throw batting practice) during practice or competition involving student-athletes on a regular basis to clarify that the nature of the duties are limited rather than the frequency in which they are performed. Additionally, managers in baseball would forfeit any remaining eligibility in baseball as soon as they serve as a manager. This condition is designed to address the potential abuse for tryouts given the roster limit in baseball and the concern of stockpiling student-athletes. Finally, the creation of a separate definition for this position will be

helpful in outlining and distinguishing their duties from other positions in the legislation.

(4) Estimated Budget Impact. Minimal.

(5) Student-Athlete Impact. None.

d. Athletics Personnel - Limitations on the Number of Coaches and Off-Campus Recruiters - Sand Volleyball.

(1) Recommendation. The cabinet sponsored a proposal that specifies the coaching limitations in the sport of sand volleyball as follows: (1) two head or assistant coaches for institutions that sponsor only sand volleyball; and (2) four head or assistant coaches for institutions that sponsor women's volleyball and sand volleyball. Further, to specify that there shall be a limit of two on the number of off-campus recruiters for institutions that sponsor only sand volleyball and for institutions that sponsor both women's volleyball and sand volleyball.

(2) Effective Date. August 1, 2010.

(3) Rationale. This proposal reflects an increase of one to the current women's volleyball countable coach maximum limitations if an institution sponsors both women's volleyball and sand volleyball. Due to an overlap in the women's volleyball and sand volleyball championship and nonchampionship segments, the cabinet believes this increase is necessary to allow coaches to have an appropriate work/life balance and to provide an opportunity for sand volleyball student-athletes who do not participate in women's volleyball to train with their coach(es) during the fall nonchampionship segment. Further, the cabinet believes a maximum limit of two coaches for institutions sponsoring only sand volleyball is appropriate to coach and manage the anticipated squad size of 10 to 14 student-athletes. Finally, the cabinet notes the input and examination of this issue by the American Volleyball Coaches Association in developing and recommending this proposal.

(4) Estimated Budget Impact. Costs associated with hiring additional countable coaches.

(5) Student-Athlete Impact. None

e. Recruiting - Limitations on Number of Evaluations - Evaluation Days - Women's Volleyball and Sand Volleyball.

(1) Recommendation. The cabinet sponsored a proposal that specifies a limit of 100 evaluation days for recruiting purposes (measured August 1 through July 31) for institutions that sponsor both women's volleyball and sand volleyball and for institutions that sponsor only sand volleyball.

(2) Effective Date. August 1, 2010.

(3) Rationale. This proposal will permit institutions that sponsor women's volleyball and sand volleyball an additional 20 evaluation days. It is expected that in the initial years of sponsorship, a predominant number of sand volleyball participants will also be women's volleyball participants. Due to the limited opportunities to evaluate prospective student-athletes competing in sand volleyball events currently, it is reasonable to expect that the evaluations for sand volleyball student-athletes will be conducted during women's volleyball competition. The cabinet recognized these same challenges will be faced by institutions that sponsor only sand volleyball and believes a limit of 100 evaluation days is also appropriate for these institutions, rather than an unlimited number as suggested by the American Volleyball Coaches Association. Further, the cabinet noted that the number of permissible evaluation days should remain at 80 for institutions that sponsor only women's volleyball.

(4) Estimated Budget Impact. Additional costs associated with increase in number of permissible evaluation days for institutions that sponsor sand volleyball.

(5) Student-Athlete Impact. None.

f. Athletics Personnel - Limitations on the Number of Countable Coaches and Off-Campus Recruiters - Women's Volleyball. Recruiting - Evaluation Days - Women's Volleyball.

(1) Recommendation. The cabinet sponsored a proposal for women's volleyball to specify that a countable coach (head or assistant) who is involved (e.g., coaching, consulting, representing) with a local sports club on a paid or unpaid basis at any time must be counted as one of the two permissible off-campus recruiters at any one time. Further, to specify that an institution must count each day towards the institution's limit of 80

evaluation days when the coach is involved in coaching (directly or indirectly) the local sports club in competition.

(2) Effective Date. August 1, 2010.

(3) Rationale. This proposal would place further restrictions on women's volleyball coaches' involvement with local sports clubs. Many volleyball coaches feel compelled to be involved with local sports clubs for the benefit of developing relationships with prospective student-athletes that may assist the institution during the recruiting process. The cabinet noted the interest in teaching the game to younger players has become a secondary priority compared to the possible recruiting advantages gained by coaches' involvement with a local sports club. While permitting women's volleyball coaches to remain involved with local sports clubs, the proposal will help to ensure coaches' involvement with club volleyball programs is not an attempt to evade current recruiting regulations. Participation with club teams during practice would continue to not count towards an institution's limit of 80 evaluation days, unless during a quiet period, and it remains impermissible for coaches to be involved with club teams in competition during a quiet period. Additionally, the cabinet noted this proposal would not impact coaches' involvement with local sports clubs comprised of nonprospect-aged participants. Finally, the cabinet notes this proposal was initiated and supported by a majority of Division I coaches of the American Volleyball Coaches Association.

(4) Estimated Budget Impact. None.

(5) Student-Athlete Impact. None.

g. Recruiting - Camps and Clinics - Women's Volleyball.

(1) Recommendation. The cabinet sponsored a proposal to prohibit women's volleyball coaches from being employed (paid or unpaid) with off-campus institutional camps or clinics and noninstitutional camps or clinics held at any location during a quiet period.

(2) Effective Date. August 1, 2010.

(3) Rationale. This proposal would restrict women's volleyball coaches involvement in these types of camps or clinics which have been used as an effective means of gaining exposure to a prospective student-athlete or group of prospective student-athletes at a time when off-campus

recruitment is otherwise not permitted. Institutions could continue to host institutional camps or clinics on its own campus during this time. The cabinet also noted that similar legislation restricting coaches' involvement in institutional and noninstitutional camps or clinics exists in men's basketball and football. Finally, the cabinet notes this proposal was initiated and supported by the American Volleyball Coaches Association.

(4) Estimated Budget Impact. None.

(5) Student-Athlete Impact. None.

h. Recruiting Materials - Audio/Video Materials.

(1) Recommendation. The cabinet sponsored a proposal to permit an institution to show or provide audio/video materials to prospective student-athletes, provided the audio/video materials are not created for a recruiting purpose. Further, to specify that computer recruiting presentations may include audio/video materials not created for a recruiting purpose.

(2) Effective Date. Immediate.

(3) Rationale. This is an effort to deregulate legislation related to audio/video materials based on the advancements of technology. Prior to the technological capabilities that exist today, the current restrictions on audio/video were necessary to maintain equity and minimize cost. However, nearly all institutional Web sites now contain some form of video content (e.g., interviews, press conferences, competition highlights, live or archived contests, facility tours) due to the ease of use and minimal costs associated with recording, producing, posting, sharing and accessing video. Further, much of today's online video content posted on institutional Web sites is not being created solely for a recruiting purpose and is considered general information in content and access, thereby not subjecting it to recruiting legislation. There should not be a substantial increase in the amount of audio/video being produced since most institutions are already producing audio/video that satisfies this proposal. As a result, deregulation in this area is appropriate while still prohibiting institutions from creating audio/video for a recruiting purpose which is the same standard used to regulate attachments to general correspondence. Finally, institutions could still create computer recruiting presentations under this proposal, but would now be permitted to include permissible

audio/video content in their presentations, provided the audio/video was not created for a recruiting purpose.

(4) Estimated Budget Impact. Minimal.

(5) Student-Athlete Impact. None.

i. Recruiting Materials - General Correspondence - Institutional Letterhead.

(1) Recommendation. The cabinet sponsored a proposal to specify that general correspondence may only be sent to prospective student-athletes, their parents or legal guardians, their coaches or any other individual responsible for teaching or directing any activity in which a prospective student-athlete is involved on institutional letterhead that satisfies all of the following conditions: (1) cannot exceed eight and one-half by 11 inches; (2) only one piece of letterhead may be sent per mailing; (3) no restrictions on design or content on one side; (4) must be blank on the other side except for text (typed or handwritten) used to communicate a message to the recipient and any other handwritten information; and (5) additional pages to the one piece of letterhead must be on white paper with black ink.

(2) Effective Date. August 1, 2010.

(3) Rationale. Given the recent regulations adopted governing institutional note cards and postcards, there has been increased concern regarding institutional letterhead which was deregulated in 1993 with no restrictions on design, content or size. Specifically, institutional letterhead appearing to resemble advertisements, mini posters and press releases that change on a weekly basis rather than traditional letters or letterhead has raised similar concerns that led to the adoption of Proposal No. 2006-39 which placed limitations on institutional note cards. Similarly, prior to adoption of Proposal No. 2006-39, there were no restrictions on size, design or content of note cards and the lack of limitations led to the creation of items that no longer resembled traditional note cards as intended. The rationale statement expressed the membership's concern and frustration with the "no limits" evolution of note cards by noting the shift to more elaborate items and the creation of a consistent standard to ensure equity and minimize any associated cost. It is under these same circumstances that the cabinet has attempted to address institutional letterhead in a slightly different manner by still affording institutions creative flexibility in its design, but limiting that flexibility to one side of the letterhead. However,

institutions must still adhere to any institutional policies on letterhead that may exist (e.g., must include mailing address, Web site address). Further, the regulations on attachments to general correspondence remain. The cabinet believes this flexibility, coupled with the other restrictions on size and the remaining content, strikes an appropriate balance in this area.

(4) Estimated Budget Impact. Potential reduction for those institutions currently printing two-sided letterhead.

(5) Student-Athlete Impact. None.

INFORMATIONAL ITEMS.

1. **Bylaw and Practices Review**. At the request of the Board of Directors, the cabinet engaged in a review of Bylaws 11 and 13 and created an initial list of possible bylaws and policy changes that could potentially be modified to provide financial and operational relief to the membership. It is important to note each of these items will require further examination to develop specific recommendations prior to adoption. Further, they are not listed in priority order.

a. **Bylaw 11:**

- Eliminate live, in-person scouting for all sports.
- Reduce the number of coaches who can recruit off campus at any one time.

b. **Bylaw 13:**

- Deregulate communication with prospective student-athletes (e.g., telephone calls, text messages, electronic mail, “do not call list”).
- Eliminate the mailing of all printed recruiting materials.
- Eliminate the use of express mail for delivery of the National Letter of Intent (e.g., send via electronic mail or regular mail).
- Limit the number of official visits for all sports.
- Reduce the number of official visits per prospective student-athlete.

- Limit the expenses associated with official visits (e.g., lodging, meals, entertainment).
- Prohibit official visits for prospective student-athletes who have already signed an NLI.
- Limit the number of subscriptions to recruiting or scouting services.
- Create recruiting calendars for all sports.
- Shorten the July evaluation period for basketball.

Further, the cabinet noted the following actions or positions taken during its meeting that also fall under the Board's charge: (1) sponsored a proposal to restrict institutional letterhead; (2) supported efforts to eliminate printed media guides for recruiting purposes; (3) sponsored a proposal to establish a limit of 100 evaluation days for institutions sponsoring sand volleyball; (4) sponsored a proposal to limit the number of student assistant coaches; (5) sponsored a proposal to specify that managers must be full-time students; (6) continued examination of graduate assistant coaches and noncoaching staff with sport-specific responsibilities; and (7) identified the examination of communication methods in the recruiting process as a priority item during the upcoming year. Finally, the cabinet also noted two other areas outside of its jurisdiction that should be considered, including the elimination of foreign tours and the examination of current five-year clock and season-of-competition legislation.

2. **Priority Item - Coaching Limits and Athletics Personnel.** Based on the cabinet's examination of the current coaching limits and athletics personnel legislative model and the feedback received from the membership and other constituent groups to the April 2009 coaching limits and athletics personnel discussion document, the cabinet engaged in discussion of the following:

a. **Countable Coaches**. The cabinet agreed to maintain the current number of countable coaches in all sports. The cabinet noted the current number of countable coaches is appropriate for several reasons. The current limit maintains competitive equity among all Division I institutions and, specifically, there is the same opportunity for success among all institutions resulting in better competition across the division. Also, the cabinet believes the current limits help preserve the quality of skill and competition expected by administrators, coaches, student-athletes and fans at the Division I level. Finally, the cabinet noted the current limits provide student-athletes with an appropriate level of instruction and

supervision necessary to achieve a high level of competition at all Division I institutions.

b. **Volunteer Coaches**. The cabinet agreed to maintain the current legislation regarding volunteer coaches. The cabinet noted a volunteer coach is often used to enhance the student-athletes' experience. Additionally, the cabinet noted the current legislation enables institutions to provide opportunities for community members to be involved with the intercollegiate athletics program along with an avenue for former student-athletes to reconnect with their sport. Finally, the cabinet noted that individuals who often serve as volunteer coaches provide unique expertise that can help enrich the student-athlete experience that is distinctly different than what a head or assistant coach may be able to provide.

c. **Graduate Assistant Coaches**. The cabinet agreed to continue its discussion relative to graduate assistant coaches at its next meeting in an effort to better assess the implications of the current and suggested legislative changes.

d. **Noncoaching Staff with Sport-Specific Responsibilities**. The cabinet engaged in a broad discussion of several issues related to noncoaching staff with sport-specific responsibilities. In addition to the legislative proposal the cabinet sponsored regarding the duties of these individuals, the cabinet agreed to further explore issues related to the number, role and specific duties of these individuals at the campus level and will seek specific feedback from coaches associations to inform the cabinet's next discussion. The intent of this request is to better understand the appropriate number of personnel (coaches and noncoaching staff) needed to effectively manage and lead a Division I intercollegiate athletics sports program to determine what, if any, limits are warranted.

3. **Printed Media Guides**. The cabinet discussed printed media guides and the recent trend of institutions and conferences announcing their intent to eliminate or reduce the number of printed media guides. A representative of the College Sports Information Directors of America group was present to discuss the organization's "pro/con" document that outlined several points to consider relative to printed media guides and the reduction or elimination of printed versions of these publications. The cabinet noted a shift in expenses from printed media guides to Web site development is an issue that institutions should carefully monitor as the cost savings may be less than anticipated. However, the cabinet noted the increased use of technology by interested parties, including the media, fans and prospective student-athletes, to receive information may result in a more efficient and effective mechanism of delivery to a broader audience than printed materials

can provide, particularly when institutions are already investing resources in Web site development. Further, it was noted that some conferences have indicated the intent to sponsor legislation to eliminate the provision of printed media guides to prospective student-athletes or possibly eliminate the printing of all media guides. Accordingly, the cabinet expressed its support of the concept to eliminate the provision of printed media guides for recruiting purposes, but declined to sponsor legislation at this time.

4. **Recreational Activities Legislation**. The cabinet continued their review and discussion regarding the recreational activities legislation as requested by the Legislative Council and considered potential legislative changes, including whether regulations should be added for all or specific sports. After much discussion, the cabinet agreed that no change to the legislation is necessary at this time. While the cabinet noted some recent examples of prospective student-athletes participating in recreational activities that have been observed by the general public and potential publicity issues associated with these activities, they agreed that these few examples did not represent widespread abuse to warrant additional regulations in this area. Further, the cabinet agreed to monitor the issue of recreational activities and revisit this issue, if necessary, in the future.

5. **Communication Strategies**. The cabinet continued its review of communication strategies among conference members and at the institutional level. It appears an increasing number of cabinet members are working with their conference office staff to help disseminate and receive information prior and subsequent to cabinet meetings. Further, it appears most conferences used the discussion document on coaching limits and athletics personnel as an opportunity to engage during spring conference meetings. At the campus level, cabinet members shared how they communicate relevant information with their staff, coaches and student-athletes. Each cabinet member was encouraged to emphasize communication with student-athletes in the coming year, particularly at the campus and conference level. The NCAA Division I Student-Athlete Advisory Committee is also engaged in providing information and soliciting feedback from the student-athlete population through its various forms of communication, including new media such as Facebook and Twitter.

6. **Future Agenda Items**. The cabinet identified communication methods in the recruiting process as a future priority item for the upcoming year along with a broad examination of early recruitment. Further, the cabinet will continue to monitor the use of technology in the recruiting process.

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