







Questions To Ask...

- Who is involved (e.g., coach, student-athlete, prospective student-athlete)?
- Does the communication relate to recruitment?
- Has the prospective student-athlete committed to your institution?
 - See Bylaw 13.02.12.1
- Is anything personalized?

PUBLICITY

Case Study No. 1

- KBU's ice hockey team is bowling with kids from the Boys and Girls Club as a community service event.
- May Kris, a prospective student-athlete, who is on an official visit accompany student-athletes to this event?

Case Study No. 1 cont.

- Yes, Kris may attend the community engagement event as entertainment, provided it's within 30-miles.

Bylaw 13.6.7.1

Case Study No. 1 cont.

- May Kris appear in any photos taken by the institution or the organization?
 - No, Kris may not appear in any photos as it would be publicizing the visit.

Bylaw 13.10.2.4

- What if Kris committed?
 - Yes.

Bylaw 13.10.3

Case Study No. 2

- During Eric's official visit, KBU's coach took a photo of him wearing the KBU football jersey.
- The photo did not exceed 8 1/2 x 11.

Case Study No. 2 cont.

- May KBU's coach send the photo to Eric as an attachment to general correspondence?
 - No, unless Eric committed.

Bylaw 13.10.2.7
Bylaw 13.10.3

Case Study No. 3

- During her official visit, Charnele purchased a t-shirt with the polar bear logo on it.
- Charnele then posted on her social media page a picture of her wearing the t-shirt with the caption:
"Had a great time this weekend at KBU!
Can't wait to be a polar bear!"

Case Study No. 3 cont.

- Binh, Charnele's student host for the official visit, commented on the post:
"It was great to meet you!"
- Coach Cardamone, KBU's swimming coach, liked both Charnele's post and Binh's comment.

Case Study No. 3 cont.

- ◉ Was Charnele's post permissible?
 - Yes.
- ◉ Was Binh's comment permissible?
 - No.

Bylaw 13.10.2.1

Case Study No. 3 cont.

- ◉ Was Coach Cardamone's liking permissible?
 - No.

Bylaw 13.10.2.1

Case Study No. 4

- ◉ Quintin and Steve were high school teammates.
- ◉ Quintin is the starting forward at KBU. Steve is the star point guard for his high school team.
- ◉ There was an article in the local newspaper about Steve verbally committing to KBU.

Case Study No. 4 cont.



Case Study No. 4 cont.



Case Study No. 4 cont.



Case Study No. 4 cont.

- Is Steve and Quintin's communication on social media permissible?
 - No, because it goes beyond confirming recruitment.
 - Steve only verbally committed.

Bylaw 13.10.2.1

Case Study No. 5

- Shauna, a prospective student-athlete, made an official visit to KBU.
- She posted on her social media a picture of her meal at a famous restaurant in the locale of KBU. The caption read:
 - "Best meal ever! Who knew hamburgers and fries could be so good."

Case Study No. 5 cont.

- Danielle, a women's tennis student-athlete at KBU who met Shauna during the official visit, responded to Shauna's social media post:
 - "That place has the #bestdessert. You'll have to try the red velvet. Yum!"
- Is Danielle's post permissible?

Case Study No. 5 cont.

- Yes, communication does not relate to recruitment.
- Student-athlete and prospective student-athlete may publicly communicate, provided it does not relate to recruitment and not at the direction of the institution.

Bylaw 13.10.2.1
August 6, 1991, Official Interpretation
February 10, 2014, Educational Column

Case Study No. 6

- KBU's cross country coach created a video of Brandy, a prospective student-athlete.
- The video included several of Brandy's high school cross country meets as well as footage from her senior banquet.

Case Study No. 6 cont.

- May KBU's cross country coach play the video for Brandy in the coach's office?
 - No, unless Brandy committed to KBU.

Bylaw 13.4.1.7
February 27, 2015, Staff Interpretation

Case Study No. 6 cont.

- May the video be played for Brandy on KBU's football stadium scoreboard?
 - No, unless Brandy committed to KBU.
- May Brandy keep the video?
 - No, regardless of commitment.

Bylaw 13.4.1.7
February 27, 2015, Staff Interpretation

Case Study No. 7

- Maureen, a prospective student-athlete, participated in KBU's softball camp.
- KBU's softball assistant coach took several pictures of Maureen and other prospects who participated in the camp.

Case Study No. 7 cont.

- May KBU use the photos in its camp brochures?
 - Depends. If photos are of normal camp activities (e.g., instruction, competition), then permissible to use in camp brochure.
 - If photos are taken in circumstances other than the normal course of camp activities (e.g., staged or arranged), then not permissible to use in camp information.

April 24, 2015, Staff Interpretation

Case Study No. 7 cont.

- May KBU use staged photos of Maureen after she commits?
 - After a prospect commits to the institution, a staged or arranged photo may be used in camp brochures only in the same manner it is permissible to use photos of student-athletes.

April 24, 2015, Staff Interpretation

OFFICIAL VISITS

Case Study No. 8

- KBU's admission's office welcomes every prospective student with a personalized welcome sign displayed in the office of admissions.
- KBU's athletics department would also like to welcome the prospective student-athletes with a personalized welcome sign.

Case Study No. 8 cont.

- Can admissions have a personalized welcome sign for the prospective student-athletes?
 - Yes.

Bylaw 13.6.7.9
Bylaw 13.10.2.4

Case Study No. 8 cont.

- Can the athletics department have a personalized welcome sign for the prospective student-athletes?
 - No, as the banner publicizes prospective student-athletes' visit to campus, regardless of whether admissions has a personalized welcome sign for all prospective students.

Bylaw 13.6.7.9
Bylaw 13.10.2.4

Case Study No. 9

- KBU has several prospective student-athletes making an official visit the same weekend.
- In the prospect's hotel room, KBU had a informational packet, which included an itinerary and other logistical information.

Case Study No. 9 cont.

- The front page of the informational packet included the prospect's name and picture.
- Prospects were also provided a lanyard with a credential that has their names on the credential.

Case Study No. 9 cont.

- Is the informational packet permissible?
 - Yes.
- Is the cover page with the prospect's name and picture permissible?
 - Yes, because the packet contains logistical information for the visit.

Bylaw 13.6.7.9

Case Study No. 9 cont.

- Is the lanyard with the credential permissible?
 - Yes, lanyard is used for identification purposes.

Bylaw 13.6.7.9
Bylaw 13.10.2.4

Case Study No. 10

- KBU has a very successful women's soccer team.
- The team has won three national championships and seven conference championships.
- The trophies are displayed in KBU's Hall of Fame.

Case Study No. 10 cont.

- During Jen's official visit to KBU, the trophies were moved from the Hall of Fame to the women's soccer locker room.
- Was it permissible for KBU to display the trophies in the locker room?
 - No. Because KBU does not normally display the trophies in the locker room. Therefore, considered a special addition.

Bylaw 13.6.7.9

Case Study No. 10 cont.

- What if Jen committed to the institution? Would it then be permissible to display trophies in the locker room?
 - No, still considered a special addition.

Bylaw 13.6.7.9

Case Study No. 10 cont.

- Jen also viewed KBU's practice gear on tables inside the locker room.
- Was it permissible for KBU to display practice gear on a table in the locker room?
 - Yes. Displaying practice gear on table is not considered a special addition.

Bylaw 13.6.7.9

Case Study No. 10 cont.

- Jen took a picture of herself wearing KBU's uniform standing next to the trophies and practice gear.
- Any concern with Jen's picture?
 - No, provided it was not taken or posted at the direction of the institution.

Bylaw 13.6.7.9

**PERSONALIZED
RECRUITING AIDS**

Case Study No. 11

- Jerry will be making an official visit to KBU.
- In his hotel room, KBU's coach left several 8 1/2 by 11 sheets of paper:
 - One on the bed.
 - One on the nightstand.
 - One on the desk.
 - One on the bathroom sink.

Case Study No. 11 cont.

- Is it permissible to have multiple pieces of general correspondence in Jerry's hotel room?
 - Yes.

Bylaw 13.4.1.3
Bylaw 13.6.7.9

Case Study No. 11 cont.

- What if single 8 1/2 by 11 sheets of paper each containing a single letter were arranged on the bed to spell:
"Welcome Jerry"

Case Study No. II cont.

- Not permissible to combine printed recruiting materials to form an image that is larger than 8 ½ X 11.

Bylaw 13.4.1.3
Bylaw 13.6.7.9

Case Study No. II cont.

- Instead of the sheets of paper spelling "Welcome Jerry", it spelled out KBU.
- Still not permissible because it forms an image larger than 8 ½ X 11.

Bylaw 13.4.1.3
Bylaw 13.6.7.9

Case Study No. II cont.

- Instead of using general correspondence to spell KBU, the institution used candy.
- May not use candy to form a larger image or to spell out.

Bylaw 13.6.7.9

Case Study No. II cont.

- Is it permissible to have in Jerry's hotel room cupcakes with "Go KBU" on it?
 - Yes.
- Is it permissible to have Jerry's high school jersey number on the cupcakes?
 - Yes.

Bylaw 13.6.7.9

Case Study No. II cont.

- Is it permissible to have in Jerry's hotel room a cookie cake with "Happy Birthday Jerry" on it?
 - No.

Bylaw 13.6.7.9

Takeaways...

- No restrictions on publicity after prospective student-athlete commits.
 - Except media may not be present during recruiting contact.
- Video may be played for, but not provided to, a prospective student-athlete.
- Student-athletes subject to Bylaw 13.10.

Takeaways... cont.

- After prospect commits to the institution, staged photos from camp are subject to same standard as that for student-athletes.
- Personalized recruiting aids (other than audio/video presentations) and game-day simulations are not permissible, even after commitment.
