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CAA COMPLIANCE MONTHLY

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EDUCATIONAL COLUMN-- ONLINE INSTITUTIONAL PUBLICATIONS-- FEBRUARY 3, 2010

NCAA Division I institutions should note that an institution may produce only one permissible recruiting publication (e.g., media guide or recruiting brochure, but not both) to provide to a prospective student-athlete, his or her parents or legal guardians, his or her coaches or any other individual responsible for teaching or directing an activity in which a prospective student-athlete is involved. This media guide or recruiting brochure may be posted on an institution's Web site, subject to the same size, length and color restrictions as if printed (e.g., no color inside the cover). Institutions should note, however, that while media guides and recruiting brochures are clear examples of recruiting publications, any portfolio of information (e.g., images and/or text) that is created to be used in the recruiting process is considered an athletics recruiting publication.

In addition to the one permissible athletics recruiting publication, an institution may post other printed recruiting materials, including those not listed in the recruiting materials legislation, on its Web site, but such materials may not be sent or provided to a prospective student-athlete, his or her parents or legal guardians, his or her coaches or any other individual responsible for teaching or directing an activity in which a prospective student-athlete is involved.

Further, general information, including general informational video content related to the athletics program, may also be placed on an institution's Web site, provided it was not created for a recruiting purpose and is accessible to the general public. This type of general information may be sent to a prospective student-athlete via electronic mail attachment or hyperlink. However, attachments to electronic mail may not include any animation, audio or video clips.

The following scenario is designed to assist institutions in applying the recruiting materials legislation related to information posted on an institutional Web site:

Scenario: An institution posts its media guide on its Web site. In addition, the institution creates a multimedia presentation to provide general information regarding its athletics program (or specific sport), and posts the presentation to its Web site. The multimedia presentation is available on the main page of the athletics portion of the institutional Web site (or specific sport subpage) and is accessible to any viewer of the site.

Question: May an institution's head coach send a hyperlink of the media guide and the multimedia presentation to a prospective student-athlete?

Answer: If the multimedia presentation was not created for a recruiting purpose, then the coach may send a hyperlink of each to the prospective student-athlete. If created to be used in the recruiting process, however, then the multimedia presentation would be an impermissible second athletics recruiting publication and could not be provided to the prospective student-athlete. Creation for use in the recruiting process may be evidenced by institutional labeling of the program, regardless of its access to the general public, or by placement on a separate recruiting page of the institution's Web site, regardless of how the program is labeled.

RECRUITING PUBLICITY--PROSPECTIVE STUDENT-ATHLETE WHO HAS NO REASONABLE EXPECTATION TO PARTICIPATE

Staff Interpretation

February 25, 2010

The academic and membership affairs staff confirmed that recruiting publicity restrictions do not apply to activities for a prospect-aged individual who has no reasonable expectation of participating in intercollegiate athletics as a result of a disability or terminal illness, provided the individual is not a relative of a prospect being recruited by that institution.

FACTS ON COLLEGE SPORTS GAMBLING

- The FBI estimates more than \$2.5 billion is wagered illegally on March Madness.
- According to the NCAA's 2008 gambling survey, about 30 percent of male student-athletes and 7 percent of female student-athletes reported wagering on sporting events within the past year.
- The Don't Bet on It Web site (www.dontbetonit.org) is an NCAA Web site used to educate student-athletes, coaches, athletic administrators and the general public about NCAA rules on sports wagering.

BYLAW 10.3 - SPORTS WAGERING ACTIVITIES

The following individuals shall not knowingly participate in sports wagering activities or provide information to individuals involved in or associated with any type of sports wagering activities concerning intercollegiate, amateur or professional athletics competition: *(Adopted: 4/26/07 effective 8/1/07)*

- Staff members of an institution's athletics department;
- Nonathletics department staff members who have responsibilities within or over the athletics department (e.g., chancellor or president, faculty athletics representative, individual to whom athletics reports);
- Staff members of a conference office; and
- Student-athletes.

THIS MONTH'S CAA EVENTS

- March 5-6** CAA Wrestling Championship—Rider University
- March 5-8** CAA Men's Basketball Championship at Richmond Coliseum - Richmond, VA
- March 11-14** CAA Women's Basketball Championship at Convocation Center - James Madison University, Harrisonburg, VA.

Girl Scouts and CAA "Be Your Best" Partnership: WBB Games

NU vs. VCU Wednesday, March 3, 2010 @ 7pm

RECRUITING CALENDAR

Cross Country/ Track & Field

Mar 1 - Mar 11 ~ Contact Period
Mar 12 - Mar 14 ~ Dead Period
Mar 15 - Mar 31 ~ Contact Period

Men's Basketball

Mar 1 - Mar 15 ~ Evaluation Period
Mar 16 - Mar 22 ~ Contact Period
Mar 23 - Mar 31 ~ Evaluation Period

Women's Basketball

Mar 1 - Mar 31 ~ Contact Period

Baseball

Mar 1 - Mar 31 ~ Contact Period

Softball

Mar 1 - Mar 31 ~ Contact Period

Women's Volleyball

Mar 1 - Mar 31 ~ Contact Period

Men's Lacrosse

Mar 1 - Mar 31 ~ Contact Period

Women's Lacrosse

Mar 1 - Mar 31 ~ Contact Period

Football, Championship Subdivision

Mar 1 - Mar 31 ~ Quiet Period

