



VOLUME 3, ISSUE 8

COMPLIANCE MONTHLY

MARCH 2010

Delaware * Georgia State * James Madison * Maine * Massachusetts * New Hampshire * Old Dominion * Rhode Island * Richmond * Towson * Villanova * William & Mary

MAR. 2010 FOOTBALL RECRUITING CALENDAR

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

S	Mo	Tu	We	Th	Fri	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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.

March 1 - March 31

Quiet Period

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.

Resource Center

Thomas E. Yeager
Commissioner

Kathleen Batterson
Senior Associate Commissioner
kbatterson@caasports.com
Office ext. 13

Marisa Biggins
Compliance Intern
mbiggins@caasports.com
Office ext. 29



8625 Patterson Ave
Richmond, VA 23229

Phone: 804.754.1616
Fax: 804.754.1973
Website: www.caasports.com

*Visit the Compliance Corner on
www.caasports.com*

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.