Recruiting Materials

Recruiting Materials and Electronic Correspondence (NCAA Bylaw 13.4.1.1)
An institution shall not provide materials, including general correspondence related to athletics, or send electronic correspondence to an individual until...

- **General Rule:** September 1 at the beginning of his or her junior year in high school
- **Men’s Basketball:** June 15 at the conclusion of his sophomore year in high school
- **Men’s Ice Hockey:** January 1 of his sophomore year in high school

Electronic Correspondence – General Rule (NCAA Bylaw 13.4.1.4)
Electronic correspondence (e.g., electronic mail, Instant Messenger, facsimiles, text messages) may be sent to a prospective student-athlete (PSA) (or the PSA’s parents or legal guardians.)

- Before a PSA has signed a NLI or the written offer of admission and/or financial aid, or the institution has received his or her financial deposit in response to its admission, the correspondence must be sent directly to the PSA (or his or her parents or legal guardians) and must be private between only the sender and recipient (e.g., no use of chat rooms, message boards or posts to “walls”).
- There are no content restrictions on attachments to electronic correspondence, except that video and audio materials must conform to the requirement of Bylaw 13.4.1.7, may not be created for recruiting purposes and may not personalized to include a PSA’s name, picture, or likeness.

Exception: Cross Country/Track and Field, Football and Swimming and Diving. (NCAA Bylaw 13.4.1.4.1) Electronically transmitted correspondence that may be sent to a PSA is limited to electronic mail and facsimiles.

- All other forms of electronically transmitted correspondence (e.g., Instant Messenger, text messaging) are prohibited.

NCAA in the News: University of Kentucky Reports a Violation Involving Rapper Drake, Again
The University of Kentucky reported a violation involving Tyler Ulis of the men’s basketball team and professional rapper, Drake, a booster for the men’s basketball program.

This is not the team’s first violation involving Drake—Last year, he attended a pep rally and posted pictures of himself with prospective student-athletes (impermissible for boosters to interact with prospects).

Facts:
Ulis was at a Drake concert in Chicago and Drake’s manager recognized Ulis as a member of the basketball team and invited him backstage for an after-party. This was discovered when Drake posted a picture with Ulis backstage on his social media accounts.

Violation:
- Level III- Preferential treatment towards a student-athlete

Preference Treatment, Benefits, or Services (12.1.2.1.6) Preferential treatment, benefits or services because of the individual’s athletics reputation or skill or pay-back potential as a professional athlete, unless such treatment, benefits or services are specifically permitted under NCAA legislation.

Penalty:
- Reinstatement required by NCAA.

Key Points:
- Educate boosters on the proper conduct between them and student-athletes.
- If boosters want to help out an athletic program, they can donate to the Victory Club.

Remember to ASK BEFORE YOU ACT!!

Recruiting Calendar

**Men’s Basketball**
- Feb 1-29: Contact Period

**Women’s Basketball**
- Feb 1-29: Evaluation Period

**Cross Country/Track & Field**
- Feb 1-29: Contact Period

**Field Hockey**
- Feb 1-29: Contact Period

**Men’s Ice Hockey**
- Feb 1-29: Contact Period

**Women’s Ice Hockey**
- Feb 1-29: Contact Period

**Men’s Lacrosse**
- Feb 1-29: Quiet Period

**Women’s Lacrosse**
- Feb 1-29: Contact Period

**Men’s Soccer**
- Feb 1-4: Dead Period (NLI)
- Feb 5-29: Contact Period

**Women’s Soccer**
- Feb 1-4: Dead Period (NLI)
- Feb 5-29: Contact Period

**Women’s Swimming/Diving**
- Feb 1-29: Contact Period

**Skiing**
- Feb 1-29: Contact Period

ASK BEFORE YOU ACT!
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NLI Signing Period (Soccer)
For Soccer, the National Letter of Intent Signing Period is approaching. Some reminders about the dead period (Mon-Thurs, Feb 1-4) surrounding NLI Signing Period:

- **Impermissible**
  - Official Visits
  - Off-campus contacts
  - Off-campus evaluations
  - Unofficial visits
  - Walk-ins

- **Permissible**
  - Telephone calls
    - Note: Calls are unlimited starting with the initial date of NLI Signing and for the two following days (Feb 3-5.)
  - Texts (if permissible for your sport)
  - E-mails

After Signing of NLI: Majority of recruiting limits are lifted for coaches, including call, text, contact, and evaluation restrictions.

Publicity After Commitment (UVM Policy)
- Social Media: It is permissible to publicize about a PSA after (s)he commits and has applied to UVM.
- Press Release: It is permissible to send out a press release after the PSA officially commits and has applied to UVM.