



# SUN DEVIL COMPLIANCE

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## SOCIAL MEDIA RECRUITING

NCAA rules have developed and changed over the years to keep up with evolving social media platforms. Rules regulating social media activities relating to prospects have been established through a combination of NCAA educational columns and interpretations.

Remember, social media is a form of electronic correspondence, so coaches must wait until prospects are eligible to receive such correspondence (see Recruiting 101 tip sheet [here](#)) before communicating with them through social media.



### PERMISSIBLE USES OF SOCIAL MEDIA

- Friend or follow a prospect on Facebook, Instagram, or Twitter<sup>^</sup>
- Send a message to a prospect through Facebook Messenger, Twitter, or Instagram
- Tweet information about recruiting that does not endorse a prospect team, coach, or athletics facility (e.g., visiting a school or town, attending a game)
- Send a picture to a prospect as an attachment to permissible electronic correspondence (e.g., text, email, Twitter direct message)
- Send a Snapchat video created for recruiting purposes to a prospect as long as the video is not personalized
- Retweet, like, or favorite posts on the prospect's social media profile
- Retweet or like a comment, story, or article about a prospect or prospect's team
- Repost a prospect's Instagram post using a third-party reposting app, provided no additional comments are included in the post

<sup>^</sup>Coaches and staff may friend or follow at any time but may not include a message in the request.

### IMPERMISSIBLE USES OF SOCIAL MEDIA

- Post on a prospect's Facebook wall\*
- Use the Twitter @ feature with a prospect\*
- Comment on a prospect's Instagram post\*
- Retweet, like, or favorite a comment, story, or article in reference to or posted by a recruiting or scouting service
- Create a message that endorses a prospect's team, coach, or facility

\* Once a prospect signs an NLI approved by the Compliance Office, these restrictions are lifted.

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## Get to know your Compliance Office



**Caroline Jeffers**  
Compliance Director

1. Hometown: Columbus, OH
2. Alma mater: Miami University ('10), Florida Coastal School of Law ('13)
3. Quote that defines Caroline: "Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishment toward organization objectives. It is the fuel that allows common people to attain uncommon results." (IFYKYYK)
4. Hobbies outside of work: Currently: reading, exploring Phoenix, and trying new restaurants
5. Interesting fact: I was a ballerina growing up and performed in BalletMet Columbus's production of The Nutcracker for a number of years

# IN THE NEWS

## Mercer – early arrival to campus

Mercer's cross country program committed recruiting violations when an incoming international prospect arrived on campus before her enrollment date.

While the prospect was on campus before her enrollment, the cross country program provided the prospect with various benefits including free travel, housing, gear, home football tickets, and lodging (together valued at just over \$1,000). Because those benefits were given before the prospect triggered student-athlete status, this violated impermissible recruiting inducement legislation and led to the student-athlete competing while ineligible.

Additionally, the cross country program allowed the prospect to participate in CARAs with the team before her enrollment. Coaches arranged and supervised workouts with the prospect on several occasions, which resulted in violations of tryout, contact, and evaluation rules.

### KEY TAKEAWAYS :

- Prospects should wait until the first permissible arrival date to arrive in the Tempe locale. If there is no other option or a prospect ignores this recommendation and decides to arrive in the locale before the first permissible date, the coach must develop a monitoring plan in consultation with the Compliance Office to track all expenses and ensure the prospect does not receive any impermissible benefits.
- Do not give incoming prospects anything (including gear or access) until they [trigger student-athlete status](#) under NCAA rules.
- Do not allow incoming prospects to participate in any practices, workouts, or team activities until they are cleared by the Compliance Office.

# NLI REMINDERS

All sports except football and basketball  
NLI signing dates:  
November 10, 2021 through August 1, 2022

Click the video below for instructions on how to request an NLI or scholarship offer.

Basketball NLI signing dates:  
November 10-17, 2021 and April 13 through May 18, 2022

Football NLI signing dates:  
December 15-17, 2021 and February 2 through April 1, 2022 (and December 15, 2021 through January 15, 2022 for midyear junior college transfers)



# SPOT THE VIOLATION

The soccer team has defined its week as Sunday to Saturday, and is in their championship season. The team will practice Sunday and Monday. The required day off is Tuesday. The team will then travel to away-from-home competition Wednesday and compete Thursday and Friday. The team will travel back to campus Saturday. The coaching staff told the student-athletes they were invited to attend an institutionally-organized fundraising event on Tuesday evening at a donor's home. The student-athletes voluntarily attended the event to mingle with donors and educate them about the soccer program.



Follow us [@SunDevilsAsk](https://www.instagram.com/SunDevilsAsk)



## COMPLIMENTARY TICKETS

### Player Guests

Student-athletes in ticketed sports may receive complimentary guest tickets for home and away events in their sport.

Deadline: Home and away games – 11:59 pm two days before game day, or Thursday at 11:59 pm for any Saturday or Sunday game. Example: If game day is Thursday, August 19, the deadline is Tuesday, August 17 at 11:59 pm.

Process: Student-athletes add their guests to ARMS using the “Complimentary Tickets” tab. The tip sheet [here](#) contains the step-by-step process student-athletes must follow to properly submit requests.

### Prospects

Deadline: Regular season home events only – 11:59 pm two days before game day or Thursday at 11:59 pm for any Saturday or Sunday game. Example: If game day is Thursday, August 19, the deadline is Tuesday, August 17 at 11:59 pm.\*

Process: Tickets are requested through the prospect’s ARMS profile. Tickets for staff and student hosts accompanying the recruit must be requested separately via the staff or student ticket request processes. An official or unofficial visit request must be submitted before requesting complimentary tickets for a prospect.

\* Because of high demand, the deadline to request prospect tickets for the ASU vs. USC football game was Friday, October 29.

## RARAs

### What is a RARA?

A RARA is any required activity that has any relation to a student-athlete’s participation in athletics. For a non-exhaustive list of RARAs, please click [here](#). Notable RARAs include community service events, student host duties, athletically-related travel, team building activities, and media activities.

### Definition of “required”

An athletically related activity is “required” when the activity is initiated, organized, or witnessed by anyone in SDA. Thus, the definition of voluntary under RARA legislation is slightly different (and narrower) than under CARA legislation. Even if student-athletes want to participate in a community service event organized by SDA or attended by a staff member, they cannot participate in the event on an off day or if the event is not included on their sport’s ARMS calendar.

### When are RARAs prohibited?

Student-athletes are prohibited from participating in RARAs on all off days and during an 8-hour, overnight period between 9:00 pm and 6:00 am.

## AND THE ANSWER IS . . .

NCAA legislation states that RARAs cannot occur on a required off day. Because the institutionally-organized donor event was a RARA listed on the team’s calendar for that week and because no other day that week could be used as a required off day, the soccer student-athletes’ attendance at the event was a violation.

# RECRUITING CALENDARS

For information about permissible dates for various recruiting activities, check out our Recruiting 101 tip sheet, available [here](#). And please see sport recruiting calendars listed below.

## NOVEMBER 2021

### CALENDAR KEY

 EVALUATION PERIOD    
  CONTACT PERIOD    
  QUIET PERIOD    
  DEAD PERIOD

(Recruiting Period in MBB)

#### WOMEN'S BASKETBALL

	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				

#### BASEBALL

	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				

#### MEN'S GOLF

	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				

#### FOOTBALL

	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				

#### LACROSSE

	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				

#### SOFTBALL

	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				

\* Indicates evaluation period begins at 5 pm.

\* Indicates scholastic practices and competitions only.

^ Indicates scholastic and nonscholastic practices and competitions.

#### TRACK/CROSS COUNTRY

	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				

#### ALL OTHER SPORTS

	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				

Please note this table has dates that run until November 30. Many of the periods run past November 30.

Visit the [NCAA Recruiting Calendars website](#) for full recruiting calendars and NCAA sport-specific recruiting guides.

# ASK FIRST!