





SUN DEVIL
COMPLIANCE


COACHES RULES EDUCATION MEETING
SEPTEMBER 20, 2016

Integral to ASU's focus on integrity is athletics compliance—following the rules of the NCAA and Pac-12 Conference.


- Telephone Calls
- Recruiting Materials
- Voluntary Workouts
- Promotional Activities
- Use of Student-Athletes' Names, Images, and Likenesses

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Telephone Calls

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TELEPHONE CALLS
SDA POLICY

SDA policy requires the first call to a prospect to be made through the ACS app.

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TELEPHONE CALLS
FIRST PERMISSIBLE DATE

- Most sports – September 1 at beginning of junior year
- Swimming/diving – July 1 after junior year
- Hockey – January 1 of sophomore year


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TELEPHONE CALLS
NONTRADITIONAL ACADEMIC CALENDAR

- Most sports – Opening day of junior year classes
- Swimming/diving – Day after junior year is complete
- Hockey – January 1 of sophomore year

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TELEPHONE CALLS
PHONE CALL BEFORE PERMISSIBLE

- Note: This has happened 17 times since July 2014
- Facts
 - A coach placed a phone call to a prospect before the permissible date.
- Penalties
 - Letter of admonishment
 - If prospect has signed a scholarship with any institution, a week phone call ban for all prospects
 - If a prospect has not signed, a two week ban for that prospect


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TELEPHONE CALLS
AGE/GRADE LEVEL VERIFICATION

Coaches must verify a prospect's graduation year with two sources (e.g., eligibility center, recruiting site).

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TELEPHONE CALLS
INADVERTENT DIALS

Please notify the Compliance Office of any inadvertent dials (e.g., pocket dial) immediately.

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Recruiting Materials


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RECRUITING MATERIALS
FIRST PERMISSIBLE DATE

- Most sports including swimming/diving – September 1 at beginning of junior year
- Hockey – January 1 of sophomore year

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RECRUITING MATERIALS
BEFORE PERMISSIBLE DATE

- Coaches and staff may:
 - Provide in person during unofficial visits; or
 - Send by mail or email
 - Questionnaires
 - Camp brochures
 - Business cards
 - Nonathletics institutional publications
 - NCAA educational documents
- No recruiting language can be used.

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RECRUITING MATERIALS
NO RECRUITING LANGUAGE

September 16, 2016

Dear Recruit,

We have included with this letter a hard copy of our questionnaire for you to complete and return to us. You can also find an online version on our website www.TheSunDevils.com. You will find it under Sports→Women's Basketball→Inside W Basketball.

Also included is a portion of the NCAA Guide for the College Bound Student-Athlete that details the NCAA rules relating to recruiting. For more information on the NCAA rules, please visit <http://sundevilcompliance.asu.edu/prospective-student-athletes/ncaa-links-and-information>.

Sincerely,

Charli Turner Thorne
Head Coach

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RECRUITING MATERIALS
AFTER PERMISSIBLE DATE

Coaches and staff may:

- Provide in person during visits; or
- Send by mail, email, or text
 - General correspondence
 - Not to exceed 8 ½ by 11 inches;
 - With almost no design/content restrictions (no copyright violations).
 - Envelopes
 - Not to exceed 9 by 12 inches;
 - With no design/content restrictions.

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RECRUITING MATERIALS
PHOTOS

Photos can be sent to prospects (e.g., via text) and have no content or design restrictions.

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RECRUITING MATERIALS
PHOTOS

Permissible



Permissible



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RECRUITING MATERIALS
VIDEOS

Videos can be shown or provided to prospects as long as they are not created for recruiting purposes.

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RECRUITING MATERIALS
VIDEOS

Impermissible



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RECRUITING MATERIALS
SNAPCHAT

The photo and video rules apply to applications such as Snapchat.

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RECRUITING MATERIALS
ANIMATIONS

Animations such as GIFs or interactive PDFs are considered videos under NCAA rules and can be shown or provided to prospects as long as they are not created for recruiting purposes.




Permissible

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RECRUITING MATERIALS
ANIMATIONS

Impermissible



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RECRUITING MATERIALS
PRESENTATIONS

Presentations (e.g., PowerPoint) can be shown or provided to prospects as long as they are made by SDA and not personalized.

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RECRUITING MATERIALS
OFF-CAMPUS PLACEMENT


- Coaches may not leave any recruiting materials at competition or practice sites or other associated venues (e.g., hotel).
- But coaches may leave general correspondence (e.g., letter) at a hotel's front desk.

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RECRUITING MATERIALS

Voluntary Workouts

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VOLUNTARY WORKOUTS

GENERAL RULES

- During the academic year – Strength coaches may not conduct workouts.
- Summer – Strength coaches may conduct workouts.

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VOLUNTARY WORKOUTS

GENERAL RULES

All times – Coaches and sport-specific staff members may not be present during voluntary strength and conditioning workouts.

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Promotional Activities

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PROMOTIONAL ACTIVITIES

PROCESS

- Fill out the online, student-athlete promotional activity form (located at sundevilcompliance.com).
- Form is due *before* the activity date.
- Student-athletes must read the applicable NCAA legislation relating to promotional activities and sign the form.

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PROMOTIONAL ACTIVITIES

REMINDERS

- A student-athlete
 - Cannot miss class.
 - May receive actual and necessary expenses (e.g., meals, travel).
- Activity cannot involve a commercial agency's co-sponsorship, advertisement, or promotion.
- A student-athlete's name/image cannot be used to promote a nonprofit's commercial venture.

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Use of Student-Athletes' Names, Images, and Likenesses

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STUDENT-ATHLETES' NIL
REMINDERS

- Commercial entities including locations
- Outside consultants

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Ask First!

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