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

**Telephone Calls**

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

**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

**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
**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**

**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.
**RECRUITING MATERIALS**

**NO RECRUITING LANGUAGE**

September 14, 2016

Dear Parent,

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.DeptofSports.com](http://www.DeptofSports.com). You will find it under Sport » Women’s Basketball » Inside Women’s Basketball.

Also included is a portion of the NCAA Guide for the College Recruit Student Athlete that details the NCAA rules relating to recruiting. For more information on the NCAA rules, please visit [ncaadirectory.com](http://ncaadirectory.com) and [ncaatrules.com](http://ncaatrules.com).

Sincerely,

Chuck Fowler

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**

**VIDEOS**

Videos can be shown or provided to prospects as long as they are not created for recruiting purposes.
The photo and video rules apply to applications such as Snapchat.

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.

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

- 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.

Voluntary Workouts
VOLUNTARY WORKOUTS
GENERAL RULES

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

• Summer – Strength coaches may conduct workouts.

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

Promotional Activities

• 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.

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

• 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.
STUDENT-ATHLETES’ NIL REMINDERS

• Commercial entities including locations
• Outside consultants

Ask First!