



SUN DEVIL ATHLETICS
ARIZONA STATE UNIVERSITY

COACHES' RULES EDUCATION
SEPTEMBER 15, 2020



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

- sundevilcompliance.com/covid19
- Recruiting Updates
- Recruiting Materials
- NIL and Social Media Posts
- Yoga
- Team Building v. Entertainment
- Outside Competition



/// sundevilcompliance.com/covid19

/// RECRUITING UPDATES

DEAD PERIOD EXTENSION

- Tomorrow, the NCAA D1 Council is expected to extend the dead period through at least October 31 (momentum through January 1).
- Note, the NLI signing periods will likely remain.
 - All sports except football - November 11 (through August 1)
 - Football - December 16-18



VISITS TO CAMPUS

SDA staff and coaches may not:

- Communicate (e.g., via telephone or video) with a prospect when the prospect is on campus.
- Leave any facilities unlocked to allow a prospect access.
- Arrange or facilitate in-person meetings or visits between a prospect and student-athletes.
- Send a prospect an itinerary for the prospect to use when visiting campus.



VISITS TO CAMPUS

During the COVID-19 recruiting dead period, a prospect may receive an in-person campus tour conducted by ASU's admissions office staff members who are responsible for conducting tours for prospective students.



VISITS TO CAMPUS

SDA staff and coaches may not be involved with any such tours other than to provide admissions office contact information (found at visit.asu.edu) to the prospect.



ZOOM BACKGROUNDS

The NCAA determined that personalizing zoom backgrounds to include a prospect's name/image would be permissible provided:

- The graphic meets all other recruiting materials legislation (prospect is of permissible age, etc.);
- The Zoom is private between the coaches and prospect/prospect's family;
- The background graphic does not move or have sound (because videos/GIFs cannot be personalized); and
- The coaches/staff do not encourage the prospect to post a snap of the zoom call to social media.



/// RECRUITING MATERIALS

FIRST PERMISSIBLE DATE

VIRTUAL ZOOM CALLS AND RECRUITING CORRESPONDENCE

Sport(s)	Outgoing Zoom calls*	Incoming Zoom calls	Correspondence/Private messages
Men's Ice Hockey	January 1 - sophomore year	January 1 - sophomore year	January 1 - sophomore year
Men's Basketball	June 15 - after sophomore year	Anytime	June 15 - after sophomore year
Baseball and Women's Basketball	September 1 - junior year	Anytime	September 1 - junior year
Football	April 15 to May 31 - junior year**	Anytime	September 1 - junior year
	September 1 - senior year^		
Lacrosse and Softball	September 1 - junior year	September 1 - junior year	September 1 - junior year
All Other Sports	June 15 - after sophomore year	June 15 - after sophomore year	June 15 - after sophomore year

* In all sports, all outgoing virtual calls must be properly logged in ARMS.

** As of May 11, calls are unlimited through the COVID-19 dead period. This includes 2021s, 2020s, 2-year transfers, and 4-year transfers who are in the transfer portal.

^ Only one call per week by the entire staff beginning in senior year. This includes all 2-year transfers, and 4-year transfers who are in the transfer portal.



BEFORE FIRST PERMISSIBLE DATE

Coaches and staff may:

- Send by mail/electronic correspondence (or provide in person during visits).
 - Questionnaires
 - Camp brochures (poster size ok if a true brochure)
 - Nonathletics ASU institutional publications
 - NCAA-created educational documents
- But no recruiting language may be used (e.g., in the cover letter).




NO RECRUITING LANGUAGE

September 15, 2020

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→Football→Inside Football→Recruits.

Sincerely,



Herman Edwards
Head Football Coach

NO RECRUITING LANGUAGE

September 15, 2020

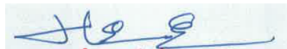
Dear Recruit,

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 → Football → More+ → ASU Recruits.

Also included is a portion of the NCAA Guide for the College Bound Student-Athlete that details the NCAA rules relating to recruiting.

And finally, we have included with this letter some nonathletics institutional publications for you to review.

Sincerely,



Herman Edwards
Head Coach

TOO YOUNG TEMPLATE

Thank you for the message, but under NCAA rules I cannot DM (or text) a prospect or his parents until September 1 at the start of his junior year. Because you are a sophomore, I cannot correspond with you until September 1, 2021.

Thank you,

Coach X



AFTER FIRST 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.



PHOTOS

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

PHOTOS

Permissible



Permissible



VIDEOS

Videos can be sent to prospects (e.g., via text) and can be created for a recruiting purpose:

- But CANNOT be personalized, and
- Must be created by ASU.



VIDEOS

Impermissible



OTHER SOCIAL MEDIA APPS

The photo and video rules apply to all applications such as Snapchat, Wickr, Confide, etc.

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 made by ASU and NOT personalized.



Permissible



ANIMATIONS

Impermissible



PRESENTATIONS

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

/// NIL AND SOCIAL MEDIA POSTS

SOCIAL MEDIA POSTS

If a student-athlete's name, image, or likeness is in a post, it is not permissible for an institution (or coach/staff member) to:

- Tag a business, or
- Provide a link back to a business's website



/// YOGA

COUNTABLE ACTIVITY

- Generally, yoga is a strength and conditioning activity under NCAA rules, and therefore, must be counted in daily/weekly hours and may not occur on off days.
- In addition for an outside yoga instructor (e.g., outside consultant) to conduct a yoga session with student-athletes, they must be considered a strength coach under NCAA rules.



SPORTS MEDICINE INVOLVEMENT

- A strength coach can conduct yoga therapeutic exercises, so long as the sports medicine staff (e.g., doctors, athletics trainers) has oversight of the activities (i.e., driving the initiative and requiring the sessions).
- So for limited circumstances, an individual student-athlete yoga session driven by a sports medicine staff member would not have to count towards daily/weekly hours and may occur on an off day.



/// TEAM BUILDING V. ENTERTAINMENT

	Entertainment	Teambuilding
Activity examples:	Movies, non-SDA sporting events	Ropes courses, leadership speakers
Time of year activities may occur:	Any time during the academic year; or when a sport is in season	Any time
How often:	Frequency must be reasonable	Infrequently
Geographical limits (location where activities may occur):	Locations must be reasonable	No limit, teambuilding can occur anywhere
Student-athletes may miss class:	No	Not expressly prohibited under NCAA legislation, but may be prohibited under ASU missed class policies
Meals may be provided:	Yes, in accordance with NCAA meals legislation	Yes, in accordance with NCAA meals legislation
Count as CARAs:	No, so long as activities do not resemble normal workouts or practices	No, so long as activities do not resemble normal workouts or practices
Can be required:	Yes	Yes
Can occur on required off day:	Yes – If truly voluntary	No



/// OUTSIDE COMPETITION

INDIVIDUAL SPORTS

- Question No. 1: May student-athletes participate in outside competition as an individual?
- Answer No. 1: Yes. A student-athlete may participate in outside competition as an individual in the student-athlete's sport, provided the student-athlete represents only himself or herself in the competition.



TEAM SPORTS

- Question No. 3: In sports other than basketball and football, may student-athletes participate in outside competition during the fall 2020 term?
- Answer: An NCAA 3Cs blanket waiver permits a student-athlete to participate in noncollegiate, amateur competition on an outside team during the fall 2020 term if his or her institution will not engage in competition during the term.



BASIC RULES CONTINUE TO APPLY

Regulations relating to outside competition (e.g., limit on number of student-athletes from any one institution) continue to apply under the application of the waiver.



ADDITIONAL RESTRICTIONS

In addition:

- An institution or conference may not provide expenses for such competition.
- The student-athlete must be in good academic standing.
- A student-athlete who remains enrolled at the institution may not miss class to participate in outside competition.
- All competition should adhere to federal, state, local and other applicable guidelines related to COVID-19.



MISSED CLASSES

Q: If an institution has implemented an alternative learning model (e.g., hybrid, online, revised in-person) that includes a specific class time (e.g., MWF, 10-11 a.m.) and requires students to "attend" at that time, may student-athletes participate in countable athletically-related activities during the class?

A: No.



/// OTHER ANNOUNCEMENTS

/// ASK FIRST!