NCAA rules have developed and changed over the past several years to keep up with ever-evolving social media platforms. Rules specifically regulating social media activities have been established through a combination of NCAA Educational Columns and Interpretations.

Remember, social media is a form of electronic correspondence and, thus, coaches must wait until a prospect is eligible to receive such correspondence under NCAA rules (i.e., June 15 after a prospect’s sophomore year in men’s basketball and September 1 of a prospect’s junior year for all other sports) before communicating through social media.

### Impermissible Uses of Social Media

- Post on Facebook wall-to-wall
- Like on Facebook
- Use the Twitter @ feature
- Retweet a comment, story, or article about a prospect
- Endorse a prospect’s team

### Permissible Uses of Social Media

- Send a message through Facebook inbox
- Send a direct message through Twitter or Instagram
- Tweet generic information about recruiting (e.g., visiting a high school or town, attending a contest)
- Send pictures as attachments to electronic correspondence (text, email, Twitter/Instagram direct message) only if the pictures were not altered or staged for recruiting purposes
- Friend request on Facebook or follow on Twitter

Note: No additional language can be included in the request

Note: Many of the above restrictions are lifted once a prospect signs a National Letter of Intent. Please check with the Compliance Office if you have specific questions as to whether a prospect signed an NLI.
The Pac-12 CEO group voted unanimously to approve conference membership requirements mandating that all member institutions offer multi-year financial aid agreements. The effective date for this requirement is August 1, 2015.

**KEY TAKEAWAYS**

1. Nothing sent this year needs to be a multi-year agreement; however, next year (i.e., the 2015-16 academic year) all athletics aid agreements are required to be multi-year agreements.
2. Any athletics aid agreements sent after August 1, 2015 must include four-year athletics aid agreements for high school prospects.
3. Junior college transfers must receive scholarships equal to their remaining years of eligibility.

**Coaches’ Cup November Newsletter Question:**

Art Vandaley is a soccer coach at Costanza University. Over the weekend (Friday, Saturday, and Sunday), Art watched Newman High School play multiple soccer matches in a tournament. Art is particularly interested in goalkeeper Susan and watched her play each day of the tournament. If there was no winner of the tournament, how many evaluations did Art engage in?

Email Justin with your answer.

- 1 point for the correct answer.
- 1 point for referencing the correct NCAA bylaw.

**SPOT THE VIOLATION**

The University of Argon volleyball team created a Facebook page for fans so they could share team news and updates. During the summer, before the start of the volleyball season, the coaches received a commitment from a top local recruit, Sarah Dig. Over the course of the season, the coaches remained in contact with Sarah, adhering to all applicable NCAA contact legislation.

After a big win, the coaches updated their status to include the game results. Sarah Dig, who was in attendance at the game, went home and left a note of congratulations on the University of Argon volleyball team Facebook page. The next morning the Argon coaches were reviewing the comments left by fans congratulating them on their win. After seeing a comment left by Sarah Dig who is their biggest recruit, the coaches “liked” her comment knowing that they could not write a response back.

Violations on page 3.
**LOCAL SPORTS CLUBS**

Coaches in sports other than men’s and women’s basketball may be involved in instructional or coaching activities in their sports for local clubs or organizations in the community. ASU’s local sports club reporting process is now automated through ACS. This form must be completed for each local sports club with which a coach is involved.

<table>
<thead>
<tr>
<th><strong>Requirements</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>All participants in the club must be legal residents within a 50-mile radius of ASU’s campus, unless the club is the closest opportunity for a PSA who lives outside the 50-mile radius to participate in the sport.</td>
</tr>
<tr>
<td>• The “closest opportunity” is not defined in the legislation but requires a factual determination. If you have a PSA who is seeking to use this exception, please contact the Compliance Office to discuss whether the exception applies.</td>
</tr>
<tr>
<td>• A PSA who relocates to an area on a temporary basis (e.g., visiting relatives) is not a legal resident of that area.</td>
</tr>
</tbody>
</table>

SDA coaches are permitted to own and operate their own club team if the club is established using their personal funding (i.e., funding may not come from SDA).

No institutional sponsorship may occur (e.g., no reduced rental rates for use of any ASU's facilities).

Note: Use of ASU intellectual property in connection with local club activity (e.g., Sun Devil word or trademarks) requires approval from Becky Parke and a licensing agreement.

**GRADUATE MANAGERS**

In all sports (except football), graduate school students who are associated with a sports program may serve as managers but not assistant coaches. NCAA rules do not allow graduate students to be student assistant coaches (only undergraduate students may be student assistant coaches). Understanding the difference between a manager and an assistant coach is necessary to prevent a sports program from exceeding NCAA coaching limitations. The rules require that graduate student managers:

• Be full-time graduate students (9 or more credit hours).
• Participate in only limited on-court or on-field activities during practice or competition (e.g., assist with drills and warm up activities, throw batting practice).
• Do not provide instruction to or practice with student-athletes.

**AND THE ANSWER IS...**

The University of Argon volleyball coaches made an impermissible electronic transmission. Even though the PSA committed to the institution, she had not signed an NLI. Thus, the “like” was an impermissible public comment regarding a PSA.

**NLI REMINDERS**

The NLI request form is now available through ACS. Please submit all request in a timely manner and allow 3-5 days for processing.

To access the form:
• Log on to ACS
• Click the forms tab
• Choose the NLI/Scholarship Request 2014-15 form from the drop down menu
**RECRUITING CALENDAR - NOVEMBER 2014**

**CALIDAR KEY**

<table>
<thead>
<tr>
<th>Quiet Period</th>
<th>Contact Period</th>
<th>Evaluation Period</th>
<th>Dead Period</th>
</tr>
</thead>
</table>

*Recruiting Period for Men's Basketball*

**Recruiting Period for Men's Basketball**

<table>
<thead>
<tr>
<th>Football</th>
<th>Track and Field</th>
<th>Baseball</th>
<th>Softball</th>
<th>Women's Basketball</th>
<th>Soccer</th>
<th>All Other Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 3 4 5 6 7 8</td>
<td>2 3 4 5 6 7 8</td>
<td>2 3 4 5 6 7 8</td>
<td>2 3 4 5 6 7 8</td>
<td>2 3 4 5 6 7 8</td>
<td>2 3 4 5 6 7 8</td>
<td>2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>16 17 18 19 20 21 22</td>
<td>16 17 18 19 20 21 22</td>
<td>16 17 18 19 20 21 22</td>
<td>16 17 18 19 20 21 22</td>
<td>16 17 18 19 20 21 22</td>
<td>16 17 18 19 20 21 22</td>
<td>16 17 18 19 20 21 22</td>
</tr>
<tr>
<td>30</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>30</td>
</tr>
</tbody>
</table>

*Please note that 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 including little nuances that will clear up any discrepancies in the dates.