Recruiting Materials

Indiana University, Purdue University - Indianapolis (IUPUI) | Office for Athletics Compliance | April 24, 2013

Printed Materials

**General Correspondence**

General Correspondence is restricted to a single sheet of institutional letterhead, which shall not exceed 8-1/2 by 11 inches in size. There are no restrictions on the design or content of one side, however the opposite side must be blank, except for text. The correspondence can include additional pages, but must be limited to plain white paper (also no larger than 8-1/2 by 11 inches) and only include text. Any and all attachments shall not have been created for recruiting purposes (except for other permissible printed materials) and can only be printed in black ink on plain white paper (not exceeding 8-1/2 by 11 inches).

The institutional letterhead, attachments, and additional pages may be sent using an envelope no larger than 9 by 12 inches. This envelope cannot include printed material on the inside. However, the outside of the envelope can include the institution’s name and a single logo, as well as addressee information, a return address, and postage.

**Institutional Note Cards**

Coaches are permitted to send institutional note cards to prospective student-athletes. The note card cannot exceed 8-1/2 by 11 inches when opened in full. The inside must be blank when produced and may include only handwritten information (e.g., words, illustrations) on the inside when provided to recipients. The note card may only contain the institution's name and logo or an athletics logo on the outside.

**Postcards**

Institutional postcards may not exceed 4-1/4 by 6 inches. A postcard may include only the institution's name and logo or a single athletics logo on one side when produced. The other side may only include handwritten information (e.g., words, illustrations) on the opposite side when provided to recipients. Blank postcards issued by the U.S. postal service may also be sent.

**Camp or Clinic Brochures**

Coaches are permitted to send/provide a camp or clinic brochure to prospective student-athletes at any time. The brochures are restricted to a single two-sided sheet, not to exceed 17 by 22 inches in size when opened in full. In addition, the brochure must indicate that the camp is open to any and all entrants (limited only by number, age, grade level and/or gender). The document may include pictures of current student-athletes ONLY in the camp counselor section identifying the student-athlete as a counselor. Other than the criteria outlined in this section, camp and clinic brochures are not restricted by content or design.
**Non-Athletics Institutional Publications**

Coaches may provide Non-Athletics Institutional publications to prospects at any time. These documents are produced by the institution for **ALL** students interested in attending IUPUI. Examples of such documents include official academic, admissions and student-services publications.

In addition, official academic admissions and student-services media produced by the institution and available to **ALL** students may be provided to prospective student-athletes. As a permissible video/audio material, media available to all students may only be provided to prospective student-athletes via an electronic mail (e-mail) attachment or hyperlink.

**NCAA Published Educational Materials**

NCAA educational material published by the NCAA may be provided to prospective student-athletes at any time. Examples of these documents include the “Guide for the College Bound Student-Athlete” and the “Initial Eligibility Brochure.” Both of these documents, along with other NCAA publications, are available on the “Resources” page of the IUPUI Office for Athletics Compliance website.

**Did You Know**

Coaches may **NOT** provide a printed media guide to prospective student-athletes (or anyone associated with a PSA) at any time.

**Pre-Enrollment Information**

Pre-enrollment information, which includes items related to orientation, conditioning, academics, and practice activities, may only be provided to a prospective student-athlete who has signed an NLI. Such information may be made available via printed materials or provided in a video format using a digital media storage device (e.g., DVD, flash drive).

**Other Printed Recruiting Materials**

- **Questionnaires** - May provide to a prospective student-athlete at any time.
- **Business Cards** - May provide to a prospective student-athlete beginning September 1st of his or her junior year in high school.
- **Game Programs** - May provide to prospective student-athletes ONLY during official and unofficial visits. Game programs may **NOT** be mailed to prospective student-athletes.
- **Athletics Publication** - IUPUI coaches and staff members may **NOT** provide to prospective student-athletes a printed media guide or any other printed athletics publication not listed in this document or in NCAA Bylaw 13.4.1.1.2.
- **On- or Off-Campus Visits** - Coaches may produce general information (not created for recruiting purposes) for prospective student-athletes, provided the information is printed on a plain white paper (not exceeding 8-1/2 by 11 inches) with black ink.

**Did You Know**

IUPUI coaches and staff members may respond to a prospective student-athlete’s letter or electronic mail (email) requesting information from an institution’s athletics department prior to the permissible date on which an institution may begin to provide recruiting materials to a prospective student-athlete, provided the written response only contains an explanation of current NCAA legislation or referral to the admissions department.

**Video/Audio Materials**

IUPUI coaches and staff members may not produce video or audio materials to show to, play for or provide to prospective student-athletes, except for:

- Media available to all students. For example, an official video produced by IUPUI Admissions or Financial Aid with important information for the entire student body.
- Material not created for recruiting purposes.
- Computer Generated Recruiting Presentations. IUPUI coaches may produce a computer generated presentation (e.g., PowerPoint Presentation) to show to a prospective student-athlete, subject to the following provisions:
  a) The presentation may be posted to the IUPUI Athletics website;
  b) The presentation may include general information video/audio material that relates to an institution or its athletics programs and is not created for recruiting purposes;
  c) The presentation may not be personalized to include a prospective student-athlete’s name, picture or likeness; and
  d) The presentation may not be created by an entity outside of the institution.

Permissible video or audio material listed in this section may only be provided to a prospective student-athlete via an electronic mail (email) attachment or hyperlink.
Electronic Transmissions

This section details permissible and impermissible forms of electronic transmissions, including email, text messages, and social media.

Social Networking Websites and Microblogs

Publicity

Institutional staff members may publicly microblog or post on social media sites generic information regarding recruiting but MAY NOT publicize the recruitment of a particular prospective student-athlete.

“Friends” and “Followers”

Acceptance of or becoming “Friends” with a prospective student-athlete on Facebook confirms only the institution’s potential recruitment. The same logic applies to “Followers” on Twitter. However, because a prospective student-athlete will receive an email notifying him/her of the acceptance, a coach may not accept such “friend” requests until after the first permissible date correspondence can be sent to the prospective student-athlete.

Direct Messaging

It is permissible for an athletics department staff member to send electronically transmitted correspondence to a prospective student-athlete using a service that permits a private message to be sent between only the sender and recipient in a manner comparable to traditional email (e.g., Twitter “direct message,” Google+ messenger, Facebook email feature).

“Tweets” and “Wall Posts”

Messages directed to a specific prospective student-athlete but are accessible/viewable by others (e.g., Twitter “@replies” or “@mentions,” and Facebook wall-to-wall feature) would be impermissible.

Email to Text Messages

For those sports in which text messaging a prospective student-athlete is impermissible, coaches should note that it is impermissible to email a prospect who receives emails (or “direct messages”) via text message. Once the coach is aware that such text messages are received, it is no longer permissible to send such electronic transmissions.

Email and Faxes

Institutional staff members are permitted to send correspondence electronically to prospective student-athletes beginning September 1st of their junior year in high school. (For Men's Basketball, June 15th at the conclusion of his sophomore year in high school.) Permissible forms of transmission are electronic mail (email) and facsimiles (fax). Color attachments may be included with email, provided the attachment only includes information that is not created for recruiting purposes, except for items that are specifically permissible as printed recruiting materials (e.g., questionnaires). General information (e.g., press release, competition schedule) may be sent to a prospective student-athlete as an attachment or hyperlink. Attachments other than a media guide and permissible video and audio materials (listed on previous page of this document) may not include any animation, audio or video clips, and there shall be no cost associated with sending the item attached to the email.

Text Messages and Instant Messaging

For all sports (except Men’s Basketball), electronically transmitted correspondence not classified as mail and faxes are strictly prohibited. Examples of such transmissions include text messaging and instant messenger services. There are no limits, however, on the forms of electronically transmitted correspondence sent to a prospective student-athlete (or the prospective student-athlete’s relatives or legal guardians) beginning the calendar day after the prospective student-athlete signs a National Letter of Intent (NLI) or pays an admissions deposit to IUPUI.

Did You Know

Coaches may NOT send electronic correspondence to a PSA while he or she is on call for competition at a competition site OR while he/she is on site for a camp/clinic.

In the sport of Men’s Basketball, text messages and instant messaging can be used to communicate to prospective student-athletes beginning June 15th at the conclusion of his sophomore year in high school, provided the correspondence is sent directly to the prospective student-athlete and is private between only the sender and recipient (e.g. no use of chat rooms, message boards, or posts to “walls”).