Ask Before You Act

Extra Benefits are Prohibited
Any material benefit or convenience provided to a student-athlete or prospect (relatives/guardians) must be either authorized by NCAA rules, or generally available to all students or prospective students.

This is an easy rule to inadvertently break. The Portales community along with ENMU alumni and boosters are, by nature, hospitable, generous, and supportive of the activities of young people. When you feel the desire to help, please remember that you could be hurting.

Alumni/Booster Events
Refrain from bringing prospects to such events as they can easily be considered recruiting events—especially if coaches are present and the event is held off-campus. If you are organizing such an event, please do not bring or invite prospects and explain to parents the importance of prospects not attending.

Employment of Student-Athletes
All compensation from employment must be legitimate (for work actually performed) and commensurate (at a comparable rate as others are paid for the same work). The athletics reputation of a student-athlete may never be used to market the employer's product or service.

Commercial Endorsements
The use of a student-athlete’s (team's) name, picture, or likeness is permitted only if the advertisement is designed to recognize an individual/team accomplishment or to extend best wishes. In this case, only the name, address, and official logo of the business may appear in the advertisement. The use of student-athletes or teams to promote a commercial product or service is otherwise prohibited.

MOST IMPORTANTLY
...ASK BEFORE YOU ACT!!
Basic Dos and Don’ts

According to NCAA Bylaw 13.02.9, a (prospect) is a “student who has started classes for the ninth grade. A student who has not started ninth grade classes becomes a prospective student-athlete if the institution provides such an individual/relatives or friends any financial assistance or benefits that the institution does not provide to prospective student generally.”

Here are some basic dos and don’ts of NCAA recruiting regulations to keep in mind:

- **You may not** make any on – or – off campus contacts, including written and telephone communications, to a prospect or their family

  If a prospect approaches you off campus regarding the ENMU athletic program, explain that NCAA rules prohibit you from discussing the program. Suggest to the prospect that he or she should contact the head coach of the sport for information.

- **You may not** make contact with a prospect and his or her family on an official visit to ENMU

- **You may not** transport, pay or arrange for payment of transportation costs or provide room, board for a prospect, family, or friends at any time

- **You may not** contact an enrolled student-athlete at another institution for the purpose of encouraging transfer to ENMU College and participation in our athletic program

- **You may not** entertain a prospect and/or relatives and friends of a prospect at any site, on-or-of campus

- **You may not** provide tickets to any ENMU home or away athletic or non-athletic event for prospects, their relatives or friends. Only ENMU athletics can provide complimentary admissions to prospects and only for home events

- **You may not** entertain high school, prep school or junior college coaches at any time

- **You may** have a telephone conversation with a prospect only if the prospect initiates the call. However, you are not permitted to have a recruiting conversation with the prospect and the call cannot be prearranged by an institutional staff member

- **You may** attend high school and junior college athletic events at which prospects are participating. You simply cannot have any contact with the prospect or his or her parents or relatives

- **You may** continue established family relationships with friends and neighbors. Contact with sons or daughters of these families is permitted as long as they are not made for recruiting purposes and are not initiated by ENMU’s coaching staff members

More Dos and Don’ts

Recruiting

According to NCAA bylaw 13.02.10 “Recruiting is any solicitation of a prospect or prospect’s relatives (or legal guardians) by an institutional staff member or by a representative of athletics interests for the purpose of securing the prospect’s enrollment and ultimate participation in the institution’s athletics program.”

Off-campus, in-person recruiting contact with prospects or prospects’ relatives/guardians as well as recruiting phone calls to these individuals may be made only by authorized and certified athletic department representatives. Such recruiting activity by boosters is strictly prohibited. If you identify a prospect that you think we should know about, please contact the appropriate coaching staff with basic information (i.e. name, school, position, etc.) and they will proceed according to the rules and their discretion.

According to NCAA bylaw 13.02.3 a contact consists of "any face-to-face encounter between a prospect or the prospect’s parent, relative or legal guardian(s) and [ENMU staff member] or an athletics representative during which any dialogue occurs in excess of an exchange of a greeting.” Also, any face-to-face meeting that is prearranged or that occurs at the prospect’s school or at any competition or practice site, involving the prospect or the prospect’s team, regardless of the conversion that occurs, is a contact. Therefore, only ENMU coaches who have passed the NCAA Recruiting Examination may be involved in the recruitment process for any sport.

There are some "common sense" exceptions to the prohibition against boosters contacting prospects. For example, boosters have friends and relatives that are prospects. Co-workers’ children are prospects and there are prospects that go to your church. Contact the compliance coordinator for details about specific exceptions to the rules or what might be considered inappropriate.

Booster (The fact that you are reading this probably makes you a booster)

A “representative of athletics interests” (booster) is any individual or group that has ever:

- Been a member of an organization promoting ENMU athletics
- Contributed to ENMU athletics or its booster organizations or purchase season tickets
- Assisted in evaluating or recruiting prospective student-athletes
- Provided benefits (e.g. employment) to prospective student-athletes, enrolled student-athletes or their family members
- Otherwise promoted the ENMU athletics program
- Been employed at ENMU

Keep in mind that it is very easy to meet one or more of these criteria; once you become an athletic representative, you retain this status **forever**!