

NCAA Bylaw 13.14.3 Recruiting or Scouting Services.

An institution may subscribe to a recruiting or scouting service involving prospective student-athletes, provided the institution does not purchase more than one annual subscription to a particular service and the service:

- (a) Is made available to all institutions desiring to subscribe and at the same fee rate for all subscribers;
- (b) Publicly identifies all applicable rates;
- (c) Disseminates information (e.g., reports, profiles) about prospective student-athletes at least four times per calendar year;
- (d) Publicly identifies the geographical scope of the service (e.g., local, regional, national) and reflects broad-based coverage of the geographical area in the information it disseminates;
- (e) Provides analysis in the information it disseminates beyond demographic information or rankings of prospective student-athletes;
- (f) Provides access to samples or previews of the information it disseminates prior to purchase of a subscription; and
- (g) Provides video that is restricted to regularly scheduled (regular season) high school, preparatory school or two-year college contests and for which the institution made no prior arrangements for recording. (Note: This provision is applicable only if the subscription includes video services.)

The following are recommendations for reviewing a recruiting service to determine whether it meets the new legislation:

1. Obtain information about the recruiting service through:
 - a. Conducting a basic Internet search.
 - b. Obtaining a sample report from the recruiting service.
 - c. Communicating with the men's basketball staff.
2. Once the above information is obtained, review the recruiting service to ensure it:
 - a. Provides an actual product to the men's basketball coaching staff.
 - b. Publicly identifies and accurately reflects the geographic scope on which it claims to report.

- c. Contains information beyond demographics.
- d. Is disseminated at least four times per calendar year.
- e. Publishes a fee rate equal to the cost the men's basketball coaching staff's subscription.

In addition to the recommendations above, the NCAA enforcement staff's basketball focus group (BFG) encourages all institutions to consider the following in evaluating recruiting services:

1. Determine whether the recruiting service is tied to a nonscholastic team, organization or an individual associated with a prospect. If so, investigate the timing of the purchase (e.g., related to the recruitment of a prospective student-athlete).
2. Is the recruiting service tied to a nonprofit organization that provides benefits for a nonscholastic team, prospective student-athletes or an individual associated with a prospective student-athlete? (See Bylaws 13.2.1 and 13.15.1.)
 - a. A basic Internet search for a nonprofit Web site or nonscholastic team Web site may indicate nonprofit status.
 - b. Use the name of the indicated nonprofit or the tax identification number (if accessible) to research nonprofits on these Web sites:
 - (1) <http://dynamodata.fdncenter.org/990s/990search/esearch.php>.
 - (2) <http://www2.guidestar.org>.
3. When renewing a subscription, has the cost for a particular service significantly increased since the last subscription? If so, why?
4. Is the cost of a service comparable to the cost of other similar services? If not, why?
5. Do records show that the men's basketball program has consistently purchased this recruiting service? If not, investigate the timing of the new purchase (e.g., related to the recruitment of a prospective student-athlete).
6. Review how the coaching staff became aware of the recruiting service.
7. Review how the coaching staff receives the recruiting service product (e.g., electronic, hard copy, verbal).

8. Review the coaching staff's and/or institution's process for subscribing to recruiting services.
9. Ensure that there are systems in place to prevent multiple subscriptions during a year.
10. Educate boosters that a subscription to a recruiting service made at the request of an institutional staff member is a violation of NCAA rules.

BFG does not maintain a list of "approved" and "unapproved" recruiting services. BFG may be able to offer additional guidance or information if the institution still has questions after conducting the reviews suggested above.