

NCAA Coaches Packet

Some event operators create a packet of information including the event schedule, driving direction between event sites, team rosters with contact information, etc. and make it available to NCAA coaches. If you intend to have a coaches' packet you need to be aware of the following:

1. **ACCURACY** - Operators need to take every possible step to make sure the team information printed in these packets is accurate. Shirt numbers are critical since the NCAA coaches are restricted from having contact with the prospective student-athlete or anyone associated with the prospect (coaches, family, etc.).
2. **SAME PRICE** - The price of event packets must be listed on the event certification application and the price must be made available to coaches prior to their arrival at the event. This price will be posted on www.ncaa.org/basketballcertification, but the operator should include it when communicating with NCAA coaches as well (e.g., invitations, event Web site, etc.)
3. **PROVIDE TO NCAA** - You will need to provide a copy of the packet to the certification staff when you submit your event review form. In that regard, make sure you save one copy to mail later if you do not have a single computer file (.pdf, .doc, .xls, etc.) that you can attach to your review form in the BBCS.

Quality of Coaches Packets.

Concerns and complaints continue to escalate about whether the packets of information sold by event operators to NCAA coaches contain accurate and complete information. Please be advised that the NCAA is continually evaluating these concerns in terms of whether additional legislation or policy initiatives are needed to rectify the problems.

In order to avoid NCAA intervention, event operators who choose to sell packets of information to NCAA coaches are asked to make every effort to ensure that the packets of information are complete and accurate. In addition, it is not an acceptable practice for prospects' coaches to substitute their own demographic information for that of the prospective student-athlete. It is important that the prospect and his/her family retain the opportunity to exercise control over the recruiting process, so please ensure that each prospect's demographic information appears in these packets.

A Challenge for Resolution on the Coaches Packet Issue.

In an attempt to be proactive, the NCAA Division I Men's Basketball Ethics Coalition and the Women's Basketball Coaches Association Board of Directors have both sent a memorandum to all Division I basketball coaches and event operators asking both parties to be reasonable and making suggestions on a possible resolution.

College Coaches

Recognizing that event operators are providing a valuable service to college coaches by providing the opportunity for the evaluation of many prospective student-athletes in a centralized venue, it is recommended that college coaches agree to the following:

1. If a coaching staff member is attending more than one session at the certified event, the staff will purchase at least one coaches' packet at a certified event for use by that particular staff. The purchase of the coaches' packet entitles one member of the staff admission to the event. All other members of that particular coaching staff seeking admission to that event will pay a reasonable coach's admission fee, as established by the event operator.
2. Coaches who attend just one session at a certified event will pay a reasonable coach's admission fee, as established by the event operator.
3. Once purchased, no copies will be made or distributed for use by coaches from a different institution.
4. The college coach will identify him/herself as a college coach to event staff and will not seek to gain admission as a general spectator.

Event Operators

Recognizing that coaches have a reasonable and legitimate expectation that the information contained in the event coaches' packets should be useful and accurate, it is recommended that event operators agree to the following:

1. A coaching staff will be required to purchase only one packet per staff, and the purchase of the packet entitles one staff member to gain admission to the event.
2. Provided that a coaching packet has been purchased, any other staff members from that school will be charged a reasonable college coaches' admission fee set by the event operator.
3. Coaches attending only one session at a certified event will not be required to purchase a coaches' packet and will be charged a reasonable college coaches' admission fee set by the event operator.
4. In consideration of the money provided to the event operator for the coaches' packet, the event operator will make a reasonable and concerted effort to ensure that the following information is accurately included in the packet:
 - a. Name of prospect
 - b. Prospect's direct contact information
 - c. Jersey number
 - d. Graduation year (e.g. 2012, 2013, etc.)
 - e. Scholastic institution
 - f. Name and contact information for scholastic coach
 - g. Name and contact information for non-scholastic coach

Related Legislation

Related Guidelines