

# The Recruitment of Lance Stephenson: Is a visit to Under Armour Educational?

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# Recruiting

- Lifeblood of success
  - What does your school have to offer?
    - Program success, academic fit, etc.
  - Coaches look for ways “around” the rules
- Rules – NCAA Bylaw 13
  - Official v unofficial visits
  - 13.6.7.1 – “30 mile radius”
    - Kentucky – Louisville – Churchill Downs

# Recruiting Incidents – Maya Moore & Lance Stephenson



# Educational Endeavor?

- What is part of the educational experience?
  - Sell the recruit on their future
  - Talk with faculty members, current students...
  - Talk with alums...Talk with future employers?
- Can a school “set up” a visit for a prospective athlete?
  - Moore – ESPN
- Can a school “set up” a visit to a future “employer”
  - Stephenson – Under Armour
  - What if it is that athlete’s dream to work in the apparel industry?
  - What if that potential site is 32 miles from campus?  
(Mapquest estimate - Turner Hall to UA Headquarters)

# Research & Discussion

- Much of the research/discussion regarding recruiting has focused upon misbehavior, potential school liability, and eligibility.
- Could the Stephenson “situation” move the discussion toward “education” (or the appearance of it) and future “legitimate” educational/work opportunities as a critical component of recruiting?
  - Could coaches intertwine different activities and argue that it is “educational?”
    - Why couldn’t Under Armour talk to recruits about future “internships?”
    - Why couldn’t UCLA/USC have recruits talk to actors, directors, etc. about the movie industry?

# Potential NCAA Legislation?

- Much of the Stephenson controversy ended when he committed to the University of Cincinnati
- What if he wanted to enroll at the University of Maryland?

# Questions or Comments?

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