

# College Recruiting



# Packet

Hey guys,

College Recruiting can be a very stressful and confusing process and as a club we want to do everything we can to make sure you are prepared for what to expect as well as what you should be doing at each step along the way. This packet contains information on:

- The various levels of play and guidelines/restrictions
- What you should be doing each year the process
- How to contact a coach and sample letter
- Building an athletic profile
- Campus visits and questions to ask
- Eligibility and Financial Aid
- The recruitment process from a parent's point of view

As you go through the recruiting process whether you are just beginning or nearing the end, remember that you aren't in it alone and the club is here to help. Keep regular contact with your coach, and don't hesitate to reach out to me at any point if you have questions or need any help at all.

I fully believe in our player development at this club, and I am fully confident that we are preparing all of our players to compete at a higher level. GREAT COACHING EQUALS GREAT PLAYERS!!

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# Learn About the Different Associations

## NCAA

The NCAA is the National Collegiate Athletic Association, and it is broken down into 3 different divisions of play. For a list of all member schools by division go to the following link:

<https://web3.ncaa.org/directory/>. Each division of play has their own set of rules with regards to specific player contact, and below I will break down the different levels.

### Division 1 (athletic scholarship level)

- Coaches can begin off campus communication after **June 15** of your **Sophomore year** and extend verbal offers. Contact can include text messages, instant/direct messages, emails, as well as including all recruiting materials. Coaches may also call athletes at this point.
- Official and unofficial campus visits can begin after **August 1** before your **senior year** begins. Athletic departments can now get involved with the recruiting process and schedule visits and meetings with coaches.

### Division 2 (athletic Scholarship level)

- Athletes can receive brochures for camps, questionnaires, NCAA material and non-athletic school information at any time.
- **June 15 after Sophomore year** coaches can begin calling athletes. Coaches can communicate off campus with players, and players can begin taking official visits.

### Division 3

- Division 3 has the most relaxed rules due to no athletic scholarships being available. Athletes can receive recruiting material at any time and there is no limit on when coaches can begin calling student-athletes.
- After completion of **Sophomore year**, coaches can begin off campus communication.
- Athletes can begin taking official visits after **January 1** of their **junior year**.

## NCAA Clearinghouse

Athletes that plan to play at the NCAA Division 1 or Division 2 level must complete the NCAA Clearinghouse form in order to be eligible. Division 3 doesn't require this. It is recommended

that all student athletes interested in playing at the college level get cleared whether it's needed or not. For more information and to register, visit this link:

<https://web3.ncaa.org/ecwr3/>

### **NAIA**

NAIA stands for the National Association of Intercollegiate Athletics, and a list of member schools and more information can be found at this link: <https://www.naia.org>. NAIA is operated under a different governing body than NCAA and has their own set of rules. These schools are eligible to award athletic scholarships (but not all do), and coaches can contact student-athletes at any time during high school.

### **NJCAA**

This stands for the National Junior College Athletic Association, and it is the governing body of athletics for two-year colleges that give out associate degrees. Junior colleges are able to award athletic scholarships, and often times student athletes will transfer to NCAA/NAIA colleges after the completion of the 2-year program to continue playing. For a list of schools and more information about eligibility requirements visit this link: <http://njcaa.org/>.

### **NCCAA**

This stands for the national Christian College Athletic Association, and was created to provide Christian colleges and avenue to compete within a Christian perspective of outreach and ministry. Often times, Christian Colleges around the country will compete at both the NCAA and NCCAA level for athletics. For more information about schools and eligibility requirements, go to this link: <http://www.thenccaa.org>.

## What Should You Be Doing?

With thousands and thousands of options for college available around the country, the first step in this process is to begin exploring what you are looking for and narrowing down the list to a more manageable amount. When creating a list of schools you are interested in, some things to consider are:

- Location
- Majors
- Academic reputation
- Soccer Program
- Playing Time
- Religious Affiliation
- School Size
- NCAA Division
- Coaching Staff and Style

Really this step is about identifying what is important for you as an individual the next several years of your life. The biggest thing that I cannot stress enough is your decision should be based on Academics and not athletics. Playing at the college level is a privilege and may not always be there or may be taken away due to injury so it's extremely important to choose a school where you will be happy whether you are playing soccer or not!

### Freshman Year

This is the time you should begin your recruiting journey.

- Establish strong grades! You do not want to be playing catch up the rest of your high school career because you didn't do well freshman year.
- Begin outlining the things that are important to you as listed above. This could change several times over the next 4 years, but it's important to have a basis.
- Create an individual Player Profile (more on this below).
- Create an email address for soccer that is professional. Coaches won't take you seriously if you have a goofy email address from when you were younger.
- Attend College Recruiting Events (such as the CUSA College Night) to learn more about the process and hear from college coaches directly.
- Begin contacting college coaches and invite them to come watch you play. (more on this below)

## Sophomore Year

Division 1 and 2 coaches still can't contact you directly and can only respond with general information and camp information. Don't be disappointed if you don't get a response, coaches still receive everything and read it they are just restricted per NCAA rules.

- Keep grades up!
- Revisit your list of things important to you for a college and make changes as necessary. Make sure you are researching schools and compiling a list of those that fit your interests.
- Update your individual player profile.
- Keep contacting and inviting schools out to watch you play in showcases and league games.
- This is a good time to go ahead and register with the NCAA Clearinghouse to ensure that you're eligible to play.
- Attend local college games of all divisions. Take in the atmosphere, the level of play, the warm-up, everything about the game. See if that level is something you want for yourself in the future.

## Junior Year

Coaches can begin responding to emails and can call during this year.

- Keep grades up!
- Update your player profile. This is your chance to brag about yourself, just make sure all the information is truthful.
- You will likely be receiving tons of emails with ID camps, interest in you, general school information, etc. Make sure you are organized so you know if you've been in contact with schools, if you responded to them, questions asked, etc. You don't want to sound foolish asking questions you've already asked, and coaches track this information in the same way.
- **ALWAYS, ALWAYS, ALWAYS** – If a coach takes the time to email you personally then take the time to respond back to them. Even if you are just saying “thanks but I'm not interested at this time”, do not ignore them. You have no clue what could change in the future and you don't want to burn any bridges in the process.
- Make sure you are comfortable and prepared to talk on the phone. You may like text messaging, but coaches want to talk to you and get to know you in a more personal manner. You are in the process of figuring out if you want that school, and

the coach is in the process of figuring out if they want you as a player at their school.

- Try to have your list of schools narrowed down to 10 schools. Some schools may still reach out with interest after seeing you at a showcase that could slide onto the list, but you don't want to overwhelm yourself juggling too much.
- Begin unofficial visits. (More on this below)
- Fill out the FAFSA and Financial Aid forms.

**\*\*NOTE** – Verbal scholarship offers can happen during this year. Don't be pressured into making a decision and go through your process and checklist on the school. If everything matches up and this school is the one, the go for it!

### **Senior Year**

This is the big year, this is commitment/signing year!

- Do not slack off to end your senior year in school. This could turn into a disaster for you if you do!
- REMAIN CALM! Your teammates may be committing while you are still visiting/searching and that is okay. You still have plenty of time and every athlete's journey is different. Don't rush into a decision.
- Make sure everything is set to go with FAFSA and the NCAA Clearinghouse.
- Your list should be narrowed down to 3-5 schools at this point and begin filling out applications for admission.
- Go on official recruiting visits. (more on this below)
- Make your final decision!

## ID Camps

ID camps are becoming a bigger and bigger recruiting tool for colleges and they are an important part of the process. I didn't include them in the timeline of years because there is no set time to begin them and some schools have ID camps for kids going as young as 7<sup>th</sup> grade. A couple of things to keep in mind with ID Camps:

- There is a cost involved to participate. Make sure that ID camps you attend are at schools you are actually interested in, not just one that sent you an email.
- Some schools use these as a money maker and some use these for recruiting purposes so ask questions. Some schools will have half their roster coming from the ID camps and some will have a camp of 600 kids and only 1 ends up joining the team. Always educate yourself.
- Try to relax. It's natural to be very nervous and anxious going into these camps so try to stay calm and just go out and play soccer.
- Find out what is included with the camp. Some camps are much more personalized and will give each kid an evaluation at the end, and others will only focus on the top 10-15 kids and that's it.
- Always have an open mind in camp. You may be a forward and a college coach asks you to play as an outside back at the camp...there is always a reason for that. Be willing to get out of your comfort zone and play anywhere to the best of your ability.

Another hot topic with ID camps is always:

"I've received all of these emails that say they like watching me play and I should come to their ID Camp, how do I know if it's real?"

This is where the club will help out. Every high school age team has a brochure that either a team manager or parent volunteer will pass out during the games to coaches that are watching. This volunteer will also keep a list of schools watching us play so we know exactly who was there. That way if a school says they loved watching you play and want you to come to camp but we have no record of them seeing you play, then we will know it's just a money grab.

# How to Contact a College Coach

Your initial interest letter to a college coach needs to be direct and **personalized**. College coaches receive tons of emails daily from kids interested in playing for them and don't have time to read an entire novel, and they can also tell if you actually spent time researching the school or if you are sending out mass emails. Here are a couple of key things to include:

- Your name, school, grade level, and contact information.
- Your soccer experiences. This can include high school, club, and any team or personal accomplishments/awards.
- Why you are interested. This can include major, location, soccer program success, etc. This step is where the research is extremely important.
- Your upcoming schedule of games so they know where they can see you play.
- Contact information for your coach. The college coach may be restricted on what they can say to you as a student but can speak a bit more freely with your coach.

## Sample Letter

Dear Coach \_\_\_\_\_,

My name is \_\_\_\_\_ and I am currently a junior at Centerville High School in Centerville, Ohio.

I am a 2 year starting striker on the varsity team and was the leading scorer this past season. We were regional champions this year after winning a district championship last year. I was named first team all-conference and honorable mention all-state this past season.

I play club soccer for the CUSA 03 NPL team and have played at an elite level since I was 10. My team competes in the National League Great Lakes Conference and we were state cup finalists last season. My club coach, \_\_\_\_\_, said he would be glad to speak to you on my behalf. His phone number is ###-#### and his email is [email@cusasoccer.org](mailto:email@cusasoccer.org).

I've spent a lot of time researching colleges and your school interests me because of the psychology department and the reputation it has of getting kids into grad school. I'm also excited about the possibility of playing in your soccer program that has a history of winning conference championships and competing in the NCAA tournament.

I have included a copy of our upcoming schedule at the Blue Chip Showcase, I play on the left wing and wear #11. Thank you for your time, I look forward to hearing from you!

Sincerely,

\_\_\_\_\_ (include mailing address with name)

# Player Profile

Create a profile for yourself to attach to emails you send to college coaches. This should include basic personal information, your soccer information, athletic accomplishments, and other soccer experiences. It's an opportunity to brag about yourself a bit. Include other school and sport accomplishments as well that portray you as a well-rounded student-athlete.

**Profile of \_\_\_\_\_.**      **Graduation Date: June 20XX.**

1234 Main Street

Centerville, OH 45458

Phone: ###-###-####

Email Address:

**Personal Information:**

Height:

Weight:

DOB:

**High School Information:**

Name:

Address:

High School Coach:

Coach Contact:

**Club Information:**

Team:

Coach:

Coach Contact:

**Academic Achievements:**

**Athletic Achievements:**

**Extracurricular Activities:**

**Additional Comments:**

# Recruiting Visits

## Official vs Unofficial Visit?

An unofficial visit is taken to a college at your own expense, while an official visit is paid for either in part or full by the college that you are visiting. You are limited to only 5 official visits, and you cannot begin taking them until after the first day of classes your senior year. Official visits often include being hosted by a member of the team overnight and you get to learn more about the team, attend class, and experience a day as a college student in the program. Some programs will host large group visits for several recruits.

## What to expect on a college visit?

- Meeting with the coaching staff
- Meeting and interacting with the team
- Meeting with an admissions counselor to go through financial aid and requirements for admission
- Meeting with professors in areas of interest
- Attending class sessions in areas of interest
- Possible overnight stay with team members
- Possibly and “open field” type of playing session with the current team. (no coaches)

College visits are often times one of the main driving points behind a commitment. You get to experience what its like to be a student at the school, go to class, be around the soccer team and learn the culture...get an overall feel for the school and environment. There are so many little things that go into being a college student athlete that you don't think about and will learn on these visits. This includes schedules, off-season soccer schedule, student atmosphere, dorm life, dining halls, etc. Two of the most important things to remember with college visits are:

- Ask a lot of questions. This includes coaches, professors and players. Have some prepared coming into the visit
- Always send a thank you note after the visit, even if you decide the school is no longer the right fit for you.

## **Recruiting/Scouting Services**

Part of what we plan to provide from the club is individualized help during the recruiting process from your son/daughter's coach as well as the age group Director of Coaching if necessary. As we educate our high school age group coaches on the recruiting process and what they should be doing, we are setting some expectations with them to aid in the process. Your coach will be meeting with each player 1 on 1 2-3 times during the course of the season. The purpose of the first meeting is to gather information about what each player is looking for in a school, and the follow-up meetings are to see if anything has changed or where things stand in the process. The coach will then use this information to help guide players toward certain schools based on who is registered to attend each showcase. The time line of events is as follows:

- Coach will give players a list of schools 2-3 weeks in advance of the showcase
- Players will contact schools of interest. (and let your club coach know)
- Club coach will then contact the college coach on your behalf both before and after the event.

We will also have a Team Manager or parent volunteer walking around during games and handing out a club generated brochure about the team with contact information about every single player as well as keeping a list of schools that are watching each game. This let's each student athlete know if the schools they reached out to did show up to watch them play, and can then follow up with a thank you note to those schools.

### **Outside Scouting/Recruiting Services**

There are several recruiting services out there that will try to partner with you and help you with the recruiting process. The NCAA does not sanction or endorse any of these scouting companies. We do not discourage the use of any of these and they can be helpful during the process, but remember that personalized contact from the student-athlete can be the most powerful recruiting tool. If you do sign up to use any of these additional services, know that they cannot base its fee on the amount of the student's scholarship offer and they cannot give any money back guarantee.

## Questions to Ask

### For Coaches:

- What position do you see me playing?
- How many other players play that position in the program?
- What's playing time like for freshman?
- What are pre-season fitness expectations?
- What is your style of play and coaching style?
- If I'm injured during play, how is that handled?
- What is my major program like?
- Do other players on the team have this major?
- Are study tables required?
- How are conflicts between school and soccer travel handled?
- When do you train during the day?
- What's a typical training session like?

### For Players:

- What's a typical day like in season? Out of season?
- How are the dorms?
- What is student life like?
- How is the coach's coaching style?
- Does the coach relate to the players well?
- Do you like the coach?
- Is there stuff to do out of season?
- Is it hard to balance athletics and Academics?

*\*\*These are just some sample questions. As you go through the process, you will form your own questions and others will come up during the process too. No question is ever a bad one though when it comes to recruiting.\*\**

# Information for Parents

## Financial Aid

If your child is eligible to participate in intercollegiate athletics and is accepted as a full-time student at a Division I or II school, they may receive athletics-based financial aid from the school. That aid could include tuition and fees, room and board, and books. Division III schools do not award financial aid based on athletic ability. A Division III college may award aid based on need or academics. Some parents are uncomfortable pursuing private out-of-state Division III institutions because of the sticker price. **Do not think that just because a college costs \$40,000 or more per year that you cannot afford to attend.** The cost of college all comes down to your ultimate out of pocket cost, which is not necessarily the tuition price inside the college catalogue.

Although Division III institutions do not offer athletic scholarships, there are definite avenues to receive financial assistance. A non-qualifier may receive only need-based financial aid (aid not related to athletics). A non-qualifier also may receive non-athletics aid from private sources or government programs (such as Pell grants). For more information contact the college's financial aid office. Here are some important things to know about athletic scholarships from Division I and II schools:

- All athletics scholarships are limited to one year. There are no four-year athletic scholarships.
- Athletics scholarships may be renewed annually for a maximum of five years within a six-year period of continuous college attendance. Athletics aid may be canceled or reduced at the end of each year for any reason.
- Athletics scholarships are awarded in a variety of amounts, ranging from full scholarships (tuition, room and board, etc.) to small scholarships (books).
- The total amount of financial aid a student-athlete may receive and the total amount of athletics a team may receive can be limited. These limits can affect whether a student-athlete may accept additional financial aid from other sources. You must inform the college financial aid office about scholarships received from all sources, such as civic or booster clubs.
- The athletics scholarship can be a benefit to your family, but is always best to have a plan to pay for college if an athletic scholarship is canceled or reduced.

## FAFSA

The first step for obtaining financial aid is to fill out the FAFSA (Free Application for Federal Student Aid) at [www.fafsa.org](http://www.fafsa.org). The biggest mistake a lot of families make is not filling the FAFSA out because they think their family income is too high. This could not be further from the truth. Every family, regardless of income, has an EFC (estimated family contribution) number and the LOWER your EFC, the more aid you will receive. Even if you may not receive a significant amount of financial aid, you should still complete the FAFSA because it can act as an

insurance policy for your son/daughter's education. If there is a change or loss of income or an emergency in your family; you will not be eligible for college funds if you do not complete the FAFSA on an annual basis.

The first date you may submit the FAFSA is January 1 of senior year. Submit the FAFSAs on this date or as soon after as possible! University financial aid budgets are limited and are awarded on a first come first serve basis, so the earlier you submit your FAFSA, the better your chances of receiving aid. Each college/university has a specific deadline and at a certain point, the money does run out.

### **National Letter of Intent**

The National Letter of Intent is a voluntary program administered by the NCAA Eligibility Center. When you sign NLI, your child agrees to attend the institution for one academic year. In exchange, that institution must provide athletics financial aid for one academic year. If you have questions about the NLI call 317-223-0706 or visit the NLI Web site at [www.national-letter.org](http://www.national-letter.org)

### **Can my Student Athlete compete at the college level?**

Let's be realistic. College sport positions and athletic scholarships aren't available to everyone. You should be aware that most student athletes will not be able to play Division 1 sports. There are too many athletes and only so many Division 1 schools. However, most colleges or universities are not Division 1 schools and yet they have very competitive sports programs.

You or your student athlete will have to meet some important conditions to get to the next level. There is a significant level of student athlete competitors seeking to fill college sports positions and potential scholarship offers. You may be a "star" athlete at your high school, but you will need to know if you match up with other high school star athletes around the country.

You'll need to identify your academic and athletic abilities and what division level student athlete you are to target the right schools where you have the best chance of competing for an opportunity, receiving a scholarship or incentive package. Ask all of your coaches and others you know that will be honest and candid with you. Ask them what they think of your athletic abilities and at what division level they believe you could compete in.

You may find that the truth hurts, or perhaps you'll be surprised to find that you have underestimated your abilities. This is a critical 1st step in the process. You may waste your time if you focus your efforts on colleges with the wrong athletic division and academic requirements. You want to make sure you are targeting the right academic schools in the right athletic talent division.

To compete at the college level, coaches are looking for a student athlete who possess the applicable sport specific tools such as strength, speed, hitting, hitting for power, fielding etc. After that they look at character and mental toughness that make-up the will-to-win, attitude following failure, performance under pressure, respect for family and teammates.

### **Common Myths, Misunderstandings & Misconceptions**

Many student athletes and their parents fall into common recruiting myths & misunderstandings and they miss recruiting opportunities or even fail to execute an effective plan altogether. Don let the following misconceptions prevent you from finishing the race and taking next step in the journey:

1. If I'm good enough, the coaches will find me.

A very small number of recruited athletes are "discovered" by college coaches. The majority of student athletes have to take the initiative to contact coaches.

2. My high school coach will take care of my college athletic recruiting responsibilities to get me recruited with an athletic scholarship.

High School coaches are a great resource for college coaches. Few high school coaches have either the time or knowledge to take charge of your recruiting. It's your responsibility to market your talents and get your name in front of college coaches. The average high school coach has personal relationships with less than 3% of the collegiate opportunities across the country. You have to take charge of your own athletic career!

3. I'd have to be the best athlete on my team to get a scholarship.

Even if you're not a national superstar who is already being recruited, an accomplished, talented athlete has a great chance of being recruited, if you let the coaches know about yourself in the right way.

4. My team has to have the best winning season ever to get noticed.

So your Team didn't win the State championship this year that also means that except for one, all other teams in the state did not win as well. College coaches rarely look at the entire team season in evaluating a player. A talented athlete has a great chance of being recruited if you let the coaches know about yourself in the right way.

5. College coaches do not like being contacted by student athletes or parents.

On the contrary, coaches hope to hear from good athletes who are interested in their program. Some blue-chip athletes come to their attention naturally, but there aren't enough

of them for a coach to fill his or her roster. In many cases there are many more opportunities available than there are available student athletes. Coaches do not have the time, budget and energy to tour the country to find qualified student athletes. They expect you to come to them.

6. If college coaches are not visiting my school to watch me play, then I'm probably not good enough to play at the college level.

The college coaches for your sport are busy coaching the same time you are playing. While some sport programs use scouts, the majority do not have the budget or the staff to visit every school for every recruit. They depend on you sending them your profile & film.

7. I can wait until my senior year to look for an athletic scholarship.

The recruiting process will take time, you will need to start as early as possible. The best plan is to begin contacting coaches when you have JV or Varsity stats and film to show, usually by your junior year. You'll want to get on the coaches radar as early as possible.

8. A Division I scholarship is the only opportunity for the high school student athlete.

Less than 1 % of high school student athletes receive a fully funded Division I scholarship. There are hundreds of outstanding Division II & III colleges around the country that provide scholarships, grant money, discounts and an outstanding education!

9. If I'm not good enough to play at the Division I level, then I'll play at the Division II level. While that may work out for you, there are hundreds of outstanding Division III colleges around the country that provide extremely competitive programs, grant money, discounts and an outstanding education!

10. The only colleges to consider are the Division I big name schools.

Don't get fooled by the name game. This is about getting a quality education while being able to extend your student athlete career and have fun. Unless you are a top 1% athlete, it's not about going professional. It's about getting noticed, getting recruited and getting educated at the right college for you.

11. Once a student athlete is a senior, it's probably too late to be recruited.

Other than the Division I schools, the major of athletic recruiting takes place during your senior year. Eighty percent of the college programs make their final recruiting decisions after January 1st of the student athlete's senior year. However, the earlier you start the better!

12. Utilizing a recruiting service is the best way to get a scholarship or financial aid package.

College coaches rarely use recruiting services. However, many college coaches do use collegiate scouting organizations. I would only recommend an organization that has established coach relationships, works with qualified student athletes and offers some type of guarantee.

13. The best way to get discovered is to go to college camps because this is where a student athlete can get discovered.

College coaches and/or scouts primarily focus on student athletes already on their lists. Every college will market their camp to you. Camps are expensive, time consuming and do not always have the same college coaches participating. Many have local high school and student coaches teaching the camp. You have only few opportunities to use camps to your advantage based on your student athlete marketing plan. So be cautious, think it through, seek advise from your high school coach and spend your time and money wisely.

These common recruiting misunderstandings can cause you to miss real recruiting opportunities that could be the difference in thousands of dollars in college tuition cost or even the chance to play for at he team of your dreams! Focus on finishing the race and taking next step in the journey.

### **What can you expect as a Parent?**

Let's talk about your involvement as a parent in the recruiting process... You must commit time to this!

Parents: the recruiting reality is that your involvement is as important as your student athlete's ability to play at the college level. You must commit your time to this process!

Your son or daughter has his or her hands full with academics and athletics. It's important that they do their best in these two areas because their ability to get potential scholarship offers, grant awards and/or incentive packages depends on it!

You need to take the lead in mapping out the plan, contacting schools, writing letters, writing E-mails, replying to coaches' inquiries, completing questionnaires and tracking communications. It's a big job and will get more complex as more coaches respond. This process is very similar to researching and preparing for the big career job interview. It takes time, patience and a clear focus on the goal to win the race.

This can be very overwhelming for your student athlete, so they will need your help, guidance, organization, patience and common sense decision making. When coaches start to write and call your student athlete, your son or daughter can get caught up in all of the attention. Keep them on task. Don't let them get side tracked from their primary responsibilities - academics & athletics!

**So what to do? You have three options:**

1. Do nothing, cross your fingers and hope for an opportunity and a scholarship
2. Let an expensive recruiting service determine your student athlete's opportunities
3. Do it yourself marketing

The choice should be obvious. You can do it, We can

help... Let's get started!

**Step #1: Select the right schools to contact**

Choosing the right college takes careful thought, consideration and common sense. It's best to know what kind of student your child is and what type of learning environment they are best suited for. It would be a shame to go through the lengthy college search and financing process only to find out in the first semester that your college choice has too few students in a small town with no activities of interest as their grades suffer and they long to be anywhere but at that college.

The Internet is the best research resource you have.

Start with the "College Planning Guide - Beginning the Search"

Also reference the "College Planning Guide - College Resource Links"

When you have a pretty realistic assessment of your academic & athletic abilities, I recommend finding a couple schools above your level, a couple of schools below so you have something to fall back on, and the rest right in the ballpark.

**How many schools should we consider?**

From a recruiting standpoint, I recommend at least 20-25, but preferably 40-50. This is where your insight comes in. Your son or daughter's world of reference is probably small, so they'll only think of a few schools. However, you will have some ideas of where you want them to check besides. Write to those schools in addition to the ones he or she selects. You never know what will happen, and you want to have a number of options open months down the road when it is time to make the decision. It's a numbers game, the more schools you market to the greater the chances and opportunities of receiving a scholarship or larger financial aid package. Be careful not to dismiss colleges too quickly, consider marketing to colleges outside of your initial distance radius. You never know what opportunities you may miss.

**How do I know if my student athlete is being recruited?**

Getting attention from college coaches is the dream of any young student athlete who has a genuine desire to participate in college athletics. Yet, many prospects and parents often think they are being recruited by colleges when they're really not. How can you determine if you are

actually being recruited? Here are some helpful ways to assess your status with college coaches:

### **You Are Not Being Recruited If...**

- a. If you have received information about a college from that institution's admissions office, you are not being recruited to play athletics. You are being enticed through a highly effective direct marketing program to consider attending that college your freshman year. Colleges purchase mailing lists of prospective students who may fit their specific entrance requirements from several sources, but most likely they got your name and address from the companies that administered the standardized test you took during your sophomore, junior or senior year in high school.
- b. If you have received a letter from a college coach asking for information about you in the form of an introductory letter and questionnaire, you are not being recruited. The good news, however, is that you are in the first stage of the evaluation process. Getting on the radar screen is the initial and most crucial stage of the process. The number of questionnaires you have tells you how many coaches know about you. Period.
- c. If a college coach sees you at a tournament, a travel or club team event or meet, you are not being recruited. While it is rare for college coaches to discover talent at these events (they usually enter the gates with a list of players they have already evaluated on paper and on tape), keep your fingers crossed that they see you make a great play, hit a double off the wall, come from behind in a race or shoot the round of your life.
- d. If you receive a letter from a coach saying that he or she will keep up with you during your senior year, you are not being recruited. Coaches have a long list of prospects and they will keep all their options open until they decide on the top few athletes they will decide to invite to their campus for official visits.
- e. If a college coach calls your high school or travel team coach to ask for information, you are not being recruited. Again, the good news is that if a coach has gotten to the stage of calling others about your abilities, you are at the very least on their list of players to seriously consider.

### **You Know You're in Recruiting Trouble When...**

- a. You have only a few questionnaires (or none at all) from college coaches and they are not the ones you have in mind. There are nearly 1,000 colleges carrying most sports across the nation. How many know about you?
- b. You believe it when somebody tells you that if you are good enough college coaches will find you. That old saying no longer applies in most cases. With competition fierce for scholarships and roster spots, if your profile and videotape are not made available to a wide range of coaches, there is a good chance you will not be evaluated.

c. You do not have good statistics and videotape to give college coaches upon their request. Most coaches make their first evaluation of prospects based on the substantiated numbers they have posted. If you pass muster there, coaches will want to evaluate you on videotape before spending money to come and watch you in person.

d. You have narrowed your choice of colleges down to less than five colleges you will consider attending. The chances that you fit those specific coach's needs (athletically, position, size, speed, strength, statistics and grades) are not in your favor.

e. You think walking on is a great option. If you are a true competitor, you will want to play in college, not just practice and sit on the sidelines while scholarship athletes are the only ones receiving significant playing time. Colleges love for you to walk on because you will be paying, in most cases, the entire fee to attend that school. However, walk-ons rarely see much playing time and typically miss out on things like making travel squads and living in the dorms with your teammates. If you must take this route, do your best to secure the status of "invited walk-on."

## **Closing**

The college recruitment process can be a time consuming and challenging process, the last thing we want is for you to be navigating it all on your own. As a club, CUSA is committed to doing everything we can to help your son/daughter get recruited and ultimately find the right fit for them with a college.

**Please do not hesitate to use us as a resource during your journey!!**