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The College Recruiting Process

“These are four of the most important years in the lives of our children in that it will shape their direction for the future. We owe them our best effort in assisting them to prepare well and early, in order to maximize their chances in making great college choices.”

Tom Kovic





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The College Athletics Culture

- Focus has changed considerably over past 25 years
- Coaches under tremendous pressure to win/fundraise
- College athletics has become a business
- Budgets for non revenue sports have not increased by much over the years; therefore, coaches are expected to raise much more money to cover additional costs.
- Gender equity and Title 9 have opened up more opportunities
- Alumni support is directly proportional to team success
- Recruitment therefore, becomes essential and even more competitive





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NCAA Rules

- Contacts, evaluations, visits, eligibility rules etc
- Designed to protect prospects and families
- The NCAA Manual. An outstanding reference
- Most Important re: Recruitment and Eligibility (phone calls, email contacts etc.)
- Rules keep coaches “in check”/maintain integrity
- D2, D3, Rules differ slightly (Communicate)





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NCAA Eligibility Center

- Collaborates with the NCAA
- Determines eligibility to practice and compete
- Prospect must register (D-1/D-2). Online/ Guidance
- Know individual NCAA division standards (D-1 uses a sliding scale. D-2 860/68 sum/2.0
- The “core” course requirement (no gym, art music etc.)
- Working closely HS advisor is critical





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Campus Visits

- Knowing the difference
- The Official Visit
- The Unofficial Visit
- Not much difference between the two
- Help families become familiar with the program, coach and social environment
- One of the most important “links” in the chain when narrowing choices
- The Importance of timing and communication





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Contacts and Evaluations

- Phone/E-mail/Face to Face/Written Correspondence
- Critical in cultivating relationships/assess skill
- Coaches permitted contacts July 1 following Jr. Yr.
- Can begin calling prospects July 1 following Jr. Year
- Introduce family with the coach
- Let “instincts” rule when sizing up a coach
- Find the correct fit.
- Evaluations: determining the academic and athletic skill of a prospect
- The Home Visit A great sign of interest





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Calendar

January 4 through the Thursday before the NCAA Division I Men's Lacrosse Championship [except for (1) below]: **Contact Period**

- (1) Monday through Thursday of the initial week for the spring signing of the National Letter of Intent: **Dead Period**
- (2) (b) The Friday before the Division I Men's Lacrosse Championship through noon the Tuesday after the championship: **Dead Period**
- (3) (c) Noon the Tuesday after the Division I Men's Lacrosse Championship through the third Friday in August: **Contact Period**
- (4) (d) The third Saturday in August through August 31: Quiet Period
- (5) (e) September 1 through the Tuesday before Thanksgiving [except for (1) below]: **Contact Period**
- (6) (1) Monday through Thursday of the initial week for the fall signing of the National Letter of Intent: **Dead Period**
- (7) (f) The Wednesday before Thanksgiving through the Sunday after Thanksgiving: **Dead Period**
- (8) (g) The Monday after Thanksgiving through December 23: Quiet Period
- (h) December 24 through January 3: **Dead Period**





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Effective Communication

- What's going on in the coach's head?
- Proactive effort (phone/email/face to face)
- Be an educated consumer/ Bone up!
- Offer pertinent questions to the college coach (Examples)
- Listen, but "Hear" what the coach is saying
- Get the answers to your questions
- Be polite, respectful and tactful
- Practice honesty and integrity in approach
- Be realistic (Develop backups to primary plans)
- Effective communication cultivates mutual respect and builds strong relationships
- Club/HS Coaches... critical proponents





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5 Question areas

- Academic Assistance
- Coaching Philosophy
- Scholarships/Financial aid
- Recruiting Goals
- Policies and Procedures





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Athletics Scholarships

- Tom's story
- Learn to get on the radar screen early
- Providing honest information
- Searching availability
- How to get in the "A" file
- What's available and where do I stand?
- Persistence pays off (John's story)
- Early vs. Regular signing
- Maximum limits by sport and institution
- A "4 year scholarship"... The myth





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D-3 And Select, Non Scholarship Schools

- D-3 Contact/Evaluations periods differ
- Do not offer athletic scholarships
- Outstanding balance of athletics/academics
- The Ivy League
- Proactive preparation
- Admissions Pre-Reads (Determine Chances)
- The admissions index
- A potentially tremendous investment





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Written Correspondence/ Profile

- Initial Letter (brief, informative, confidence)
- Make your profile standout
- High volume of profiles received by college coaches
- Simple, crisp and to the point
- The 90 second rule





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Winning Video

- High volume received by college coaches
- Brief, informative and include best performances
- Consider a 90 second “trailer”
- Grab the attention of the coach
- Digital quality
- Edit professionally
- Web streams
- (Video example)





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Organization

- Critical in reaching worthy goals
- Begin early
- Plan your work and work the plan
- Takes you step by step through a demanding process
- Develop confidence
- Map out calendars years in advance
- Sharpen the tool
- Areas of focus (Admissions/Financial Aid/Video and profile/Communication etc.)





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Management/The Team Approach

- The Team Approach
- Define clear objectives first
- Then define clear roles for the players
- Coordinating efforts
- Meet regularly to determine progress
- Make any necessary adjustments to the plan
- Role play
- Examples of Team Areas





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Making the Final Decision

- The educated consumers create more options
- Reaching for excellence as a habit
- The upward spiral to peak performance
- The benefit of the team approach
- Tweaking plans and getting it right
- A feeling in your heart

