



# Recruiting 101

## Trying to Make Sense of the Process



# Who plays a role in Recruiting?

- **College/Universities** – Looking for the biggest, fastest, strongest, and brightest athletes they can find to help them win and represent their institution in a positive light.
- **High school prospects** – Take care of your academics. Give yourself the ability to play well when given the opportunity based on your work in the weight room and speed/agility trainings. Seek out realistic opportunities to play on the next level given your ability and skill set.
- **Prospect Parents** – Educate yourself on the process, have realistic attainable expectations based on your child's ability and skill set. Facilitate opportunities to visit schools and summer camps. Enjoy the process, do not let it become stressful.
- **High School Coaches** – Provide an atmosphere conducive to the success and advancement of your players. Educate parents and players about what their abilities and opportunities are. Promote the athletes to colleges and universities and foster those relationships.

# 3 Guidelines for Prospects



1. Show respect to everyone. We have had coaches ask janitors, guidance counselors, other teachers about potential recruits. Use phrases like Yes Sir/Ma'am, No Sir/Ma'am, it will open doors for you.
2. You are **NOT** entitled to anything in this world, if you want it you will have to work for it.
3. Dress for success your appearance says more about you than you know. Perception is reality you are **ALWAYS** being evaluated.



## Division I FBS (85 Full Scholarships Per Team)

- FBS Schools include UF, FSU, FAU, USF, FIU, etc.
- REQUIREMENTS: Graduate & Complete 16 Core Classes
- 7 of the 10 core courses must be in English, math or science.
- Earn a **CORE-COURSE** GPA of at least 2.300 – Math, English, Science, Social Studies, Foreign Lang. – Electives/PE DO NOT count!
- 4 yrs of English & 3 yrs of Math (Alg. 1 or Higher)
- 2 yrs of Natural or Physical Science
- 1 extra yr of English, Math or Nat. or Phys. Science
- 2 yrs of Social Science
- 4 yrs of extra Core courses
- Earn an ACT/SAT sum score matching your core-course GPA on the Division I sliding scale. <http://www.ncaa.org/student-athletes/future/test-scores>



## Division I FCS (63 Scholarships Per Team)

- FCS schools include Kennesaw St, Mercer, Wofford, Furman, Etc.
- Grades (Patriot/Ivy/Pioneer League Schools give academic money)
- These Schools can split up scholarships into partial packages or have no scholarships – Grades will dictate these

## Division II (36 Scholarships Per Team)

- D2 schools include FIT, West Florida, Delta State, Tusculum...
- Size and Speed are still important
- Grades become more important – many are private schools
- Package Players – Grants/Academics/Athletics



### Division III (0 Football Scholarships Per Team)

- DIII schools include Methodist NC, Berry College, LaGrange...
- Grades are very important – Merit based money
- Most are private schools
- Academic money plus grants, loans, need-based money

### NAIA (24 Scholarships Per Team)

- NAIA schools include Webber Int, Warner, Southeastern, Ava Maria...
- Not governed by the NCAA
- Athletic Money, grants, need based money and loans
- Limited number of scholarships – usually broken up



# NCAA Recruiting Terms

- **Contact Period** - The most wide-open time. During this time, coaches can visit with prospects and families regardless of location. In-person contact is permitted once per week. Note that a coach cannot visit a school multiple times in one week if it has more than one prospect. Electronic and written communications are also permitted.
- **Evaluation period** - Considerably more restrictive than the contact period in one key way: off campus face-to-face contact is not permitted. That means no home visits. Coaches can still visit a prospect's school. Visits to schools are for the purpose of evaluation. Prospects can visit colleges and receive written and electronic communication. Many scholarship offers go out in this period.

# NCAA Recruiting Terms



- **Quiet Period** - The quiet period tightens things a bit more, preventing any off-campus contact or viewing. Visits to the college's campus and written or electronic communications are still permitted. Coaches often try to have prospects visit campus unofficially during this time in the spring and early summer, so that they can become familiar with campus.
- **Dead Period** - The dead period is the most restrictive. No in-person contact is allowed, even if a prospect makes a visit to the college campus. Written and electronic communications are still permitted.





# NCAA Recruiting Terms

- **Official Visit** – any visit to a college campus by you or your parents paid for by the college. The college may pay the following expenses.
  - Transportation to and from
  - Room and Meals 3 per day
  - Reasonable entertainment expenses, including 3 comp admissions to a home game.
- **Unofficial Visit** – Any visit by you and your parents to a college campus paid for by you or your parents. The only expense you may receive from the college is three complimentary admissions to a home athletics contest. You may make as many unofficial visits as you like and may take those visits at any time. The only time you cannot talk with a coach during an unofficial visit is during a dead period.



# NCAA Recruiting Terms

- **Contact** - this occurs any time a coach has any face to face contact with you or your family off their campus and more than a hello is said.
  - This also includes any contact with you or your family by the coach at your high school or anywhere you are competing
- **Bump** – this occurs when an organic/unscheduled contact happens. The college coach cannot be rude and will say “hello” but cannot say much more than that.
- **Evaluation** – An evaluation is an activity by a coach to evaluate your academic or athletics ability. This would include visiting your high school or watching you practice or compete.

# NCAA Recruiting Terms



- **FAFSA** - FAFSA stands for Free Application for Student Aid. Anyone who is planning on attending college is to fill out a form. Forms are available in the counselor's office or on the internet at [www.fafsa.ed.gov](http://www.fafsa.ed.gov) . This is very important, because federal student aid is given out on a first come-first served basis. The earliest aid can be applied for is January 1, and the latest date is June 30.
- **OFFER** - there are many kinds of offers. When dealing with an FBS or FCS program. The offer will include athletic scholarships. Some FBS/FCS will put out noncommittable offers meaning that a young man cannot commit to that scholarship. Non-scholarship programs or partial scholarship programs they are offering you a spot on the roster. It is very important to understand what comes an offer from a specific school and if it is committable or not.

Estimated Probability of Competing in Athletics Beyond the High School Interscholastic Level						
Student-Athletes	Men’s Basketball	Women’s Basketball	Football	Baseball	Men’s Ice Hockey	Men’s Soccer
High School Student-Athletes	549,500	456,900	983,600	455,300	29,900	321,400
High School Senior Student-Athletes	157,000	130,500	281,000	130,100	8,500	91,800
NCAA Student-Athletes	15,700	14,400	56,500	25,700	3,700	18,200
NCAA Freshman Roster Positions	4,500	4,100	16,200	7,300	1,100	5,200
NCAA Senior Student-Athletes	3,500	3,200	12,600	5,700	800	4,100
NCAA Student-Athletes Drafted	44	32	254	600	33	76
Percent High School to NCAA	2.9	3.1	5.8	5.6	12.9	5.7
Percent NCAA to Professional	1.3	1.0	2.0	10.5	4.1	1.9
Percent High School to Professional	0.03	0.02	0.02	0.5	0.4	0.08

# Where Can I Play?



- Be REALISTIC
- Ask your coach what level you might be able to play
- Go online and check out the roster
- Do I match the height/weight of the players at my position?
- Google the highlight films of the players on the roster – Do I play at the same speed?
- Attend camps and or combines and compare yourself against others with offers

OL

DL

LB

RB

TE

WR

6'4 302

6'4 285

6'2 227

5'11 207

6'4 245

6'1 188

SUB 5.4

SUB 5.0

SUB 4.7

SUB 4.5

SUB 4.7

SUB 4.6

# NCAA Recruiting Timeline



- The recruiting process for most Division I athletes usually begins during their Sophomore year of High School. No contact does not mean no chance of Scholarship.
- The following information is for only Division 1 football programs all FCS/D2/D3/NAIA/JUCO programs begin recruiting much later (Junior/Senior Year).
- **Freshman/Sophomore Year – Division I**
  - Materials – You may receive brochures for camps and questionnaires
  - Calls – You may make calls to coaches at your expense only. (Coaches cannot contact you.)
  - Off Campus contact – NONE
  - Official Visits – NONE
  - Unofficial Visit – You may make unlimited unofficial visits.

# NCAA Recruiting Timeline



- **Junior Year - Division I**

- Materials – You may begin receiving mailed letters/other materials in September
- Calls – You may make calls to coaches at your expense only.
- Coaches may contact you once in May of this year.
- Off Campus Contact – NONE
- Official Visits – NONE
- Unofficial Visit – You may make unlimited unofficial visits.

- **Senior Year – Division I**

- Calls – You may make calls to coaches at your expense. Coaches may contact you once per week beginning September 1.
- Off Campus Contact – Allowed beginning November 27.
- Official Visits – Allowed beginning in the Spring/Summer/Fall/Winter. Limit 1 official visit per college, Maximum of 5 Colleges, this includes D1&D2.
- Unofficial Visit – You may make unlimited unofficial visits.
- Evaluation & Contacts – Up to six times during your senior year.
- 6 Times you or your parents can be contacted (including evaluation off campus), that includes only one evaluation between September – November

# College One Day Camps



- Communicate all visits/camps with Coach McIntyre/Forrest
- Tryouts (auditions) Be ready to Run, Work & Fight for Reps
- Attend camps at schools you and your coaches think you have an opportunity to play for
  - 9<sup>th</sup>/10<sup>th</sup> graders choose dream schools but don't ignore the smaller schools at the camp
  - 11<sup>th</sup>/12<sup>th</sup> graders begin to choose schools who are communicating with you.
  - Talk to Coach Mac or Coach Forrest about camps, we will help you create a plan this meeting will be during spring football.
- Bottom line schools want to watch you work out and interact with you in person, then offer or move on to the next prospect
- All schools have “Junior Days” in the spring – Develop Relationships
- If you are really interested in a school, you need to go!
- Information will be available on each school website
- If you are interested in going to a school, you need to also need to go to their summer camp. Save money by going to a one day camp for \$25-\$35 rather than a week-long camp for \$350.



# Winter Combines



- These are combines hosted by recruiting services including 247 or Rivals. They can also be hosted by apparel companies including Under Armour or Nike, etc.
- We support you going to these events and showcasing your skills. Be prepared to compete at your very best.
- These combines can be both good and bad for a recruit. A prospects recruiting can pick up with a strong showing but also the opposite can also happen. A poor posted time in the 40 or other event can have very negative effects on recruiting.
  - If you go to a winter combine and you do not run well – make sure that your times are not posted!

# Pay Recruiting Services



- If you want something done right you do it yourself with your coaches assistance .
- Don't fall victim to hearing what you WANT to hear. Listen to what you NEED to hear.
- Remember less than 3% of kids realize a scholarship and that less than 1% sign a D1 scholarship.
- These services can provide value but they are still going to require you to do the work.
- Our coaches are here to support you in this process and we absolutely recommend spending your money on going to visit colleges!

# Highlight Films



- No Music
- Best 10 plays first
- Circle yourself – unless you are a QB
- No instant replays
- No slo-mo
- No more than 4 minutes – Not every tackle/catch is a highlight
- After you have tagged your film, please speak with Coach McIntyre or Coach Forrest to assist you with ensuring your clips are in the correct order.



# How do I help Myself... Social Media



- Your Twitter/Instagram/SnapChat/Facebook profiles are your resumes to recruiters. **THIS IS WHERE RECRUITERS GET TO KNOW YOU!** If/When they are recruiting you. These platforms are the primary way that a recruiter gets to know who you are since he does not know you or get to interact with you very much.
  - These platforms are used for 1 on 1 communication
  - If a coach follows you or DM's you, that is a good thing. They are recruiting you and have begun to evaluate you.
  - Consistently communicate with coaches who have shown interest.
- Three years ago, Scott Fitch couldn't believe what he was hearing. A college coach recruiting two of his Fairport High School boys basketball players called to say how much he liked what he saw after watching them play an AAU game, and that he thought both were good enough to see court time on his team as freshmen. "But we're going to stop recruiting one of them," the college coach said. Stunned, Fitch asked why. "We found his Twitter account, looked through it and some of what we saw isn't representative of what our university is about," the recruiter explained.
- "Never let a 140 character tweet cost you a \$140,000 scholarship"



## BEFORE YOU POST...

### THINK!

**T** - is it true?

**H** - is it hurtful?

**I** - is it illegal?

**N** - is it necessary?

**K** - is it kind?



Chad Morris (and his staff) were tabbed back in December last year to turn around a struggling SMU program that had seen better days.

The key to any good turnaround is getting high quality players that are also quality individuals, and in today's society dominated by social media, coaches are provided a better look than ever at a player's character with just a few clicks of the mouse.

This morning, SMU defensive coordinator Van Malone tweeted this picture showing their very detailed synopsis of a player's Twitter activity. Notice how it includes a picture and their Twitter handle, and a very, very thorough review of his Twitter timeline.

If you're a high school coach, this is an outstanding reminder for your guys, and if you're a college coach, this template may be something you can use for your own program.

SMU Football Twitter Update		
Prospect (with picture) & Twitter Handle:	Prospect Twitter Update:	Committed To:
	<ul style="list-style-type: none"> <li>Updated as of September 14<sup>th</sup>, 2015.</li> <li>language and inappropriate videos or language in his retweets.</li> <li>Encouraging tweets between him and friends, for a</li> </ul>	

friends, for a teammate who still hasn't received an offer.

- Retweeted multiple tweets, which mentioned him in a rivals interview talking about his game and SMU visit
- Multiple tweets about his game. He thanks God and exchanges thanks and congratulations with teammates and friends.
- Half of his twitter feed deals with his teams his win over
- Tweeted the score of the SMU game last weekend.
- Also tweeted an article that was written about the SMU Campus.
- No Misconduct besides the retweets

**SMU Coach Van Malone**  
@SMUCoachMalone

We have a team of people who monitor what recruits are putting on social media. Watch what you tweet and retweet.

6:30 AM - 16 Sep 2015 - University Park, TX, United States

145 88



# How Do I Help Myself?



- Be Proactive!!! Take Action
- Keep your coaches informed
- Create a one page resume – send to school with link to highlight film
  - Height/Weight/Strength/Speed
  - Grades with **Core GPA**
  - Composite ACT Score/SAT score
  - Character Info
- Be organized and have a plan. Research colleges that interests you.
- Make your grades! Do as well as you possibly can in all your classes.
- Have a great off-season. Improve as much as possible.
- Sign up to take the tests. Let us know when you get your scores in.
- Be realistic in your expectations.
- Keep the TEAM first and remember that the more success we have as a TEAM, the more rewards there are for everyone. The further we go in the playoffs, the more exposure you will get.
- Represent yourself well when coaches come on campus. Spring football is big.

# What Should I do? Athlete



- **Freshmen Year**

- **GRADES!!!!**
- Lift and Train Speed/Agility
- Create highlight film (only very best plays, could be 7 clips or less)
- Create a twitter account – it should include your real name, link to your film in Bio, your graduation year, position, and any other important info.

- **Sophomore Year**

- **GRADES!!!!**
- Create highlight film
- Contact schools you are interested in that you & your coaches think you have a realistic chance of playing for and inquire about unofficial visits – email/twitter
- Start preparing for the ACT and SAT (Prep Courses)
- Take the SAT or Act before your Sophomore year ends
- Attend a few winter camps/combines/showcases to understand where you fit and how to compete at 1 day events.
- Pick 3-4 summer one day camps you want to attend and go see how you compare to the guys they are recruiting.
- Go to a colleges website and fill out their online football prospect questionnaire



# What Should I do? Athlete



- Junior Year

- **GRADES!!!!**
- Contact schools you are interested in that you and your coaches think you have a realistic chance of playing for and inquire about Junior Days and unofficial visits
- Create 1 page resume... send film/grades/test scores to schools at all levels that your academics fit (FBS, FCS, D2)
- Go to a colleges website and fill out their online football prospect questionnaire
- Follow coaches on Twitter
- Take the SAT or Act 2-3 times before your Junior year ends
- Pick 3-4 summer one day camps you want to attend and go see how you compare to the guys they are recruiting
- Register with the NCAA Eligibility Center “Clearinghouse”

# What Should I do? Athlete



- Senior Year

- If you have offers from FBS and or FCS schools you will be taking official visits to make your final decisions. Finalize Eligibility center and academic qualification details.
- Not offered by SEC/ACC— probably not likely to happen unless some prior communication between you and the school has occurred.
- Mid level D1 FBS schools such as GA Southern/GA State and FCS schools will continue to evaluate and offer scholarships April thru December. Recruitment, communication and evaluation will be ongoing.
- D2/D3/NAIA don't really get started with offers until November/December so they can see what has trickled down from the bigger programs visits start in January and can run into February and March. These will be financial aid packages based on academic, athletic, and need based money.

# What Should I do? Parent



- Be supportive! Each child's recruitment is unique.
  - This is your son's decision but you are there to guide him.
  - Help your child find the right fit from an academic and athletic standpoint.
  - Remember this is a 40 year decision not a 4 year decision.
- When you go to a school, the coaches are evaluating you and your family as well as the athlete. They want to know everything about the kid they are getting and how he will fit into their program. Be genuine in your conversations.
- Educate yourself on the schools and coaches you will be visting.
- Ways to assist your son
  - MONITOR HIS GRADES – Especially CORE Courses. This will pay for itself down the road. A's/B's are scholarship money.
  - Get your child ACT/SAT Prep.
  - Make sure they are as physically prepared to compete both in the season (offseason goals for weight/strength) and at college camps (rest/hydration).

# Potential... Parent Questions for Colleges



- What does the scholarship pay for?
- How long is the scholarship for?
- What kind of academic support do you give the players?
- Where is my son on your recruiting board?
- What is the time commitment for football versus academics?
- What majors do you offer in his field? Do any other guys on the team major in that?





# Coach's Role

- Create list of all prospects
- Height/Weight/Academics – contact information
- Distribute to as coaches that come to building and send emails to all schools at each level.
- We will send out info to every single university, college, and JUCO, they will evaluate each kid based on their needs





# Coach's Role

- #1 – Coach cannot get your player a scholarship
- Recommend based on requirements of the university – HT/WT/Speed/Grades etc.
- D1 usually takes care of itself – they will decide if you can play or not
- D2/D3/NAIA – coach can help sell these kids if they have grades and character





# Coach's Role

- The college coach's mortgage payment is based on whether he can see talent
- They will do their homework.
- Borderline – tweeners
- Three things we as coaches can vouch for and they will ask about..
  - 1- Academics
  - 2- Work Ethic
  - 3- Character



# Bottom Line



- Be Proactive!
- Recruit the school you want to go too.
- Schools cannot call you back but you may call them as many times as you wish – visit too!
- *Find a school where you will be comfortable if football goes away.*
- *This is a 40 year decision, not 4 or 5 years.*





# Thanks for your time and attention

- Are there any Questions?
- Go Knights      #WorkToWin      #ALLIN2019

