COLLEGE ATHLETICS:
ADVISING STUDENT ATHLETES TO EMBRACE THE PROCESS

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While attention is focused on Division I recruiting, a majority of high school athletes are not recruited. In this session we will provide information about the collegiate system, and share tips of how students can engage in the recruitment process in order to get a great education and develop greater maturity by going through the process.
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Pre-Game: Scouting the System
More than TV Sports

NCAA

DIVISION I
- POWER 5
  - Varied Academics
  - Elite Athletics
  - Athletic Scholarship
  - Competition
  - Private and State Colleges

DIVISION II
- Moderate Academics
- Strong Athletics
- Mixed Scholarship Opportunities
- Mostly State Colleges

DIVISION III
- Strong Academics
- Open Athletics
- Financial Aid through Leadership and Academic Grants
- Mostly Private Colleges

OTHER OPTIONS
- 2-Year Colleges
- Pre-Collegiate School
- Junior Leagues
By the Numbers

7.6 MILLION
HIGH SCHOOL ATHLETES

MALES  7.6%
FEMALES 7.9%

PLAY IN COLLEGE

7.6%  7.9%

PLAY NCAA DIVISION I

1.9%  2.3%

Note: Sports displayed for which more than 85% of athletes nationally compete on high school teams (vs club teams).
Source: http://www.ncaa.org/about/resources/research/estimated-probability-competing-college-athletics.
Where’s the Money

U.S. Colleges awarded over $3 billion in athletic scholarships to varsity athletes during 2014:

<table>
<thead>
<tr>
<th>Division</th>
<th>Number of Schools</th>
<th>Average Athletic Scholarship (1)</th>
<th>Financial Assistance to all Undergraduates (2)</th>
<th>Total Dollar Value of Financial Assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Men</td>
<td>Women</td>
<td>% Receiving</td>
</tr>
<tr>
<td>NCAA I</td>
<td>348</td>
<td>14,270</td>
<td>15,162</td>
<td>75%</td>
</tr>
<tr>
<td>NCAA II</td>
<td>303</td>
<td>5,548</td>
<td>6,814</td>
<td>86%</td>
</tr>
<tr>
<td>NCAA III</td>
<td>439</td>
<td>-</td>
<td>-</td>
<td>87%</td>
</tr>
<tr>
<td>NAIA</td>
<td>250</td>
<td>6,603</td>
<td>6,964</td>
<td>92%</td>
</tr>
<tr>
<td>NJCAA</td>
<td>481</td>
<td>2,069</td>
<td>2,810</td>
<td>74%</td>
</tr>
<tr>
<td>Other Divisions</td>
<td>232</td>
<td>226</td>
<td>388</td>
<td>87%</td>
</tr>
<tr>
<td>Totals</td>
<td>2,053</td>
<td>5,493</td>
<td>6,625</td>
<td>84%</td>
</tr>
</tbody>
</table>

D1 Avg. Scholarship: $14,270-15,162
D2 Avg. Scholarship: $5,548-6,814
D3 Avg. Financial Aid Package: $17,529
California Context

Within 150 miles of Bay Area

Within 150 miles of LA
US Context
1st Quarter: Coach ‘em Up

[Logos: UC and SG]
Start with the “Why”

- **Why** = The Purpose
  What is your cause? What do you believe?

- **How** = The Process
  Specific actions taken to realize the Why.

- **What** = The Result
How Good Are You?
Questions to Ask

• What do you want out of a college education?
• What type of college do you want to attend?
• What do you want to study?
• Do you need financial aid?
• How far away are you willing to go?
• What kind of coach do you want to play for?
More than Athletics

College Coaches Look For...

- Mental and Physical Toughness
- Athletic Ability
- Good Grades and Test Scores
- Athletes with Character
- Coachable Athletes

What’s Missing?
2nd Quarter: “Do Your Job”
Be Your Own Recruiter

• Research:
  • Naviance or School Resources
  • College and Team Website
  • College Fairs

• On-Campus Visits
  • Go to a Game on Campus
  • Knock on a coach’s door
  • Camps

• Play the Game and Set Your Schedule!
Useful Resources

• Websites:
  • NCAA: www.eligibilitycenter.org
  • NCAA Search by Map: www.ncaa.org/about/who-we-are/search-school
  • NAIA: www.naia.org
  • NJCAA: www.njcaa.org
  • Naviance Family Connection

• Assessment by a Coach????

• Outside agency or service????
3rd Quarter: Prep and Strategize
Points of Preparation

• Communication with Coaches:
  • The student, not parents or counselors
  • Prep top 5 questions you’ll ask all coaches

• To Do List:
  • Build Your Profile for online recruit forms (Recruit Spot)
  • Create a HUDL (or similar) account for recruiting videos
  • Build Your Academic, Leadership, Service Resume
  • Build Your Contacts and Keep a Spread Sheet
Create a Strategy

4 Most Common Strategies We Use:
- Targeted Approach
- Research, Apply, Communicate
- Fleecing
- Prep, Play, and Wait
4th Quarter: Implement and Monitor
Post-Game: Celebrate the Decision