COLLEGE ATHLETICS:
ADVISING STUDENT ATHLETES TO OWN THE PROCESS BEFORE IT OWNS THEM

Erik Ellefsen: Valley Christian High School
Steve Bluford: St. Ignatius College Prep
Our Desire:

1. Guide student-athletes through a values based recruitment process.
2. Help student-athletes pursue their education.
3. Provide opportunities for student-athletes to continue to play their sport and possibly earn financial aid.
4. Empower student-athletes to ‘own’ the process rather than being ‘owned’ by it.
5. Creating options and asking student-athletes clarifying questions as they make a choice.
6. Walk the journey as no process is exactly the same.
Erik Ellefsen: eellefsen@vcs.net
Pre-Game: Scouting the System
More than TV Sports

**DIVISION I**
- **POWER 5**
  - Varied Academics
  - Elite Athletics
  - Athletic Scholarship Competition
  - Private and State Colleges
- **IVY**
  - Moderate Academics
  - Strong Athletics
  - Mixed Scholarship Opportunities
  - Mostly State Colleges

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

**DIVISION III**

**NAIA**

**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%

Estimated Percentage of HS Athletes Who Play NCAA (Any Division)

<table>
<thead>
<tr>
<th>Sport</th>
<th>Men's Teams</th>
<th>Women's Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lacrosse</td>
<td>12.3%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Baseball</td>
<td>7.1%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Swimming</td>
<td>7.1%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Football</td>
<td>6.8%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Golf</td>
<td>5.9%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Soccer</td>
<td>5.5%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>4.8%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Basketball</td>
<td>3.4%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Wrestling</td>
<td>2.8%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

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.
DIVISION I BASEBALL RECRUITING FUNNEL

140K Senior HS Baseball Prospects

1,000+ conversations with coaches & scouts

Up to 750 letters/emails sent by each college

100+ coach recruiting trips

<25 official visits

Sign 8-12

DIVISION I FOOTBALL RECRUITING FUNNEL

250K Senior HS Football Players

10-12K letters sent by each college

1,500+ athletes evaluated by each school

Contact less than 500

85 official visits

Sign 25
## Where’s the Money

<table>
<thead>
<tr>
<th>Division</th>
<th># of Schools</th>
<th>Average Athletic Scholarship (1)</th>
<th>Total Dollar Value of Athletic Scholarships</th>
<th>Total Dollar Value of Academic Scholarships &amp; other Financial Aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCAA I</td>
<td>352</td>
<td>$14,270 $15,162</td>
<td>2.2 billion</td>
<td>4.4 billion</td>
</tr>
<tr>
<td>NCAA II</td>
<td>316</td>
<td>$5,548 $6,814</td>
<td>578 million</td>
<td>1.3 billion</td>
</tr>
<tr>
<td>NCAA III</td>
<td>447</td>
<td>- $-</td>
<td>-</td>
<td>3.4 billion</td>
</tr>
<tr>
<td>NAIA</td>
<td>228</td>
<td>$6,603 $6,964</td>
<td>389 million</td>
<td>578 million</td>
</tr>
<tr>
<td>NJCAA</td>
<td>438</td>
<td>$2,069 $2,810</td>
<td>131 million</td>
<td>1.3 billion</td>
</tr>
<tr>
<td>Other</td>
<td>250</td>
<td>$226 $388</td>
<td>11 million</td>
<td>206 million</td>
</tr>
<tr>
<td>Totals</td>
<td>2,031</td>
<td>$5,493 $6,625</td>
<td>$3.3 billion</td>
<td>$11.1 billion</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
1st Quarter: Coach ‘em Up
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

What are you looking for?
2nd Quarter: “Do Your Job”
Be Your Own Recruiter

- **Identify:** Your Values, Ambitions, Dreams

- **Research:** Colleges, your sport, the team, and COACHES

- **Social Media:** You will be monitored (3/4 of recruiting coordinators surveyed check social media).

- **Online Recruiting Agencies:** 90% of recruiting coordinators surveyed don’t actively engage with these services.

- **Visit Colleges/Recruit Camps:** They are the same and not the same.

- **Be a Student & Fan of the Game:** Watch & Attend.

- **Play and Have Fun!!!!**
Q&A, Contact Info, and Useful Resources

Websites:

- NCAA: www.eligibilitycenter.org
- NCAA: http://www.ncaa.org/about/resources/research/ncaa-member-institutions
- NAIA: www.naia.org
- NJCAA: www.njcaa.org
- Playced: www.playced.com
- Recruit Spot: www.recruitspot.com

Erik’s Contact: eellefsen@vcs.net & @epellefsen

Steve’s Contact: sbluford@siprep.org & @CoachBlu415
3rd Quarter: Prep and Communicate
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
Communication Process

• Online Recruit Questionnaire or Recruit Spot
• College Admissions “Get Info” link
• Email the Recruiting Coordinator and Position Coach
  • Paragraph 1: Basics about yourself, academics, & interest in college/team.
  • Paragraph 2: Stats, Physical Data, and Highlight Link
  • Paragraph 3: Contact info (Home, Coach, & School Counselor)
• Follow the coach or team on Social Media (Twitter)
• Follow Up
4th Quarter: Implement and Monitor
Implement the Game Plan

4 Most Common Strategies We Use:
- Targeted Approach
- Research, Apply, Communicate
- Fleecing
- Play, Prepare, & ...
Post-Game: Celebrate the Decision