



# THE RECRUITMENT PROCESS

**Need to Know and Need to Do**

# PRESENTER: HEATHER LEWIS

## Presented on behalf of NFHCA

- **Top Recruit Showcase Events**
- **[www.nfhcatoprecruit.com](http://www.nfhcatoprecruit.com)**



## Heather Lewis – Professional Bio

- **Current High School Athletic Director**
- **NCAA Student-Athlete Review Committee Member**
- **Former NCAA Division I Field Hockey Coach – 16 years**
- **Former Associate & Assistant Athletics Director**
  - **NCAA Compliance Director**
- **Former President, National Field Hockey Coaches Association**
- **Former USA Field Hockey, Board of Directors**

# THE RECRUITMENT PROCESS

“Many athletes have the desire to play sports in college, but don't know where to begin or what to do. Simply stated, recruiting is a four year process. **Preparation and education** are every bit as important in **marketing**, and those who **wait until their senior year** find themselves **behind the curve**. “

## THE RECRUITMENT PROCESS

- ✓ is **different** for everyone
- ✓ is about **marketing & exposure**
- ✓ is about building **relationships**
- ✓ is about **research & preparation**
- ✓ is about making an **informed decision**
- ✓ is not **complicating or intimidating**
- ✓ should not **confuse you nor scare you**

# THE PROCESS

What you need to **KNOW**

Terminology, Rules & Facts

# WHAT YOU NEED TO KNOW

## ➤ Terminology

The Rule	What does it mean	Notes
Scholarship	Tuition, fees, room, board & books (+COA at Division I)	Awarded 1 → 4 years
Equivalency Sports	Scholarships may be divided up	Sports : FH, LAX, SOC
Head Count Sports	Scholarships are whole – not divided	Sports : BB, FB, VB
National Letter of Intent	Binding agreement	Not everyone uses it
Red shirt	5 years to complete 4 seasons of eligibility (practice, travel, spring season)	Medical or planned
Green Shirt	Early enrollment – graduate HS early	Increasing in FH
Gray Shirt	Delayed enrollment – graduate on time	Primarily FB issue
NCAA Eligibility Center <a href="http://www.eligibilitycenter.org">www.eligibilitycenter.org</a>	For Division I & II only – initial eligibility Confirms Core Courses, GPA & SAT/ACT	Don't delay – register early!! (sophomore year)
Walk-On	Non-scholarship player/recruited or not	DI, II or III

# WHAT YOU NEED TO KNOW

## ➤ The Rules - the do vary by Division I, II, III

The Rule	Division I	Division II	Division III
<b>Official Visits</b> Institutions pay expenses OK even after a verbal	5 permissible 1/institution Senior year 48 hours Eligibility Center	1/institution Start June 15 <sup>th</sup> prior to <b>junior year</b> 48 hours Eligibility Center	1/institution Start Jan.1 <sup>st</sup> of <b>junior year</b> 48 hours
<b>Unofficial Visits</b> Family pays all expenses Replacing official visits	Unlimited except during dead period	Unlimited except during dead period	Unlimited
<b>TRANSFER</b> from one college to another	Permissible Must be released	Permissible Must be released	Permissible Must be released

# WHAT YOU NEED TO KNOW

## ➤ The Rules - the do vary by Division I, II, III

The Rule	Division I	Division II	Division III
Telephone Calls	Not made prior to <b>July 1<sup>st</sup></b> before junior year	Not made prior to <b>June 15<sup>th</sup></b> before <u>junior</u> year (includes electronic communication)	No restrictions
Electronic Communication / Social Media	Permissible Sept. 1 <sup>st</sup> of junior year BUT must be private communication. <i>Always evolving legislation – confirm with coach</i>	June 15th following the completion of junior year BUT must be private communication. <i>Evolving legislation – confirm with coach</i>	No restrictions. <i>Evolving legislation – confirm with coach</i>
<u>Printed</u> Recruiting Materials	Permissible starting <b>September 1<sup>st</sup></b> of junior year	Permissible starting <b>June 15<sup>th</sup></b> before <u>junior</u> year	No restrictions
Scholarship Offers	Permissible in writing on or after <b>August 1<sup>st</sup></b> prior to senior year	Written notice prior to signing date but S-A must be registered with Eligibility Center & provide transcript	

# WHAT YOU NEED TO KNOW

## ➤ The Rules - the do vary by Division I, II, III

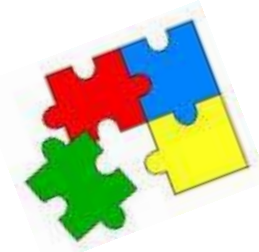
The Rule	Division I	Division II	Division III
<b>Off-campus Contacts</b> In person, off campus, face to face. Incidental is ok. <b>Evaluation</b> Simply an observation	Not prior to <b>July 1<sup>st</sup></b> before senior year  Unlimited after NLI - Fin Aid	Not made prior to <b>June 15<sup>th</sup></b> before <u>junior</u> year  No limit on number	Off campus contact may happen following sophomore year
<b>Recruiting Opportunities - Academic Year</b> <i>(contacts/evaluations)</i>	No more than 7/year  No more than 3 contacts in senior year	No restrictions starting June 15 <sup>th</sup> before junior year	No restrictions on evaluations
<b>Dead Period</b> <i>(Final Four, NLI Signing Dates)</i>	<b><i>Signing dates &amp; Final Four.</i></b> Coaches cannot recruit off campus or meet with you on their campus. Only phone calls are permissible	<b><i>Signing dates &amp; Final Four.</i></b> Coaches cannot recruit off campus or meet with you on their campus. Only phone calls are permissible	



# FACTS: THE SCHOLARSHIP PUZZLE

## ➤ Sport Offerings & Scholarships Available

- Division I = **78** programs; **12** total scholarships
  - 12.0 = ~ 3 full scholarships / class
  - Equivalences = full or partial (25%, 50%, 75%, 100%)
  - Tuition or Books or Housing or Meals or any combination
- Division II = **31** programs; **6.3** total scholarships
  - 6.3 = ~ 1.6 full scholarships / class
  - Equivalences = full or partial (25%, 50%, 75%, 100%)
  - Tuition or Books or Housing or Meals or any combination
- Division III = **165** programs; **no** scholarships
- **Myths**
  - **Scholarships are 4 years & everything is paid for**
  - **All schools offer scholarships**
  - **Need-based financial aid is the same at each school**



# FACTS: AFFORDING COLLEGE

## ➤ **Division I and Division II**

- Athletic Scholarship
- Academic Scholarship
- Financial Aid Package – what your family qualifies for
- Work opportunities possible



## ➤ **Division III**

- Academic Scholarship
- Financial Aid Package – what your family qualifies for
- Work opportunities possible



## ➤ **How do you figure this all out?**

# FACTS: ADMISSIONS / FINANCIAL AID

## ➤ **Acceptance Policies Differ at Each School**

### ■ **Regular Decision**

- January due date ~ March or early April notification date

### ■ **Rolling Admission**

- Decisions within 3-4 week ~ Academic credentials are key!

### ■ **Early Action / Early Decision**

- Non-binding / Binding

### ■ **Likely Letters**

- Usually Ivy League

### ■ **Financial Aid – CSS Profile**

- Available in October

### ■ **Myth: Coaches will help me get admitted into school**

# THE PROCESS

What you need to **DO**

# 6 STEPS TO DO

1. **Decide what you want**
2. **Do your research**
3. **Introduce yourself**
4. **Visits and meet coaches**
5. **Narrow your list**
6. **Make informed decision**

# 1. DECIDE WHAT YOU WANT

## ➤ Academically

- Know yourself – what is your academic level
- Major / Academic Interests
- Large University vs. Smaller School
- Are you eligible – NCAA Eligibility Center rules
  - Check with counselor on Core Courses
  - Review Academic Standards on website



## ➤ Athletically

- Division I, II, or III
  - **Myth – DI you will redshirt**
  - **Myth – DI is more intense**
- Opportunity to Play
  - Play NOW vs. later
  - Position
- Coach's Style/Philosophy
- Program Tradition / History



### **Recommendation**

Be **objectively evaluated** to determine the right fit for you as an athlete. Understanding your potential, your strengths, and areas for improvement are key!

### **Objectively Evaluated**

Are coaches responding to your communication?

# DECIDE WHAT YOU WANT

## ➤ **Socially**

- Location (City vs. Smaller College Town)
- Close to home vs. Far Away
- Community Involvement
- Study Abroad Opportunities
- Greek Life



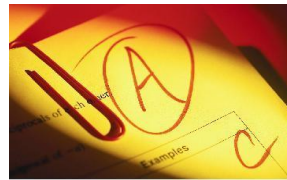
# 2. DO YOUR RESEARCH

## ➤ Finding the “Right Fit”

- What matches your interests
  - University/college websites
  - Talk with your family, coaches, counselors, friends

## ➤ What does the **SCHOOL** offer you?

- Academic Reputation & Support
  - Study Halls
  - Tutors
  - Priority Scheduling
  - Restrictive Majors?



## ■ Possible Financial Support

- Need based financial aid
- Academic or Athletic Merit (scholarship) aid





# DO YOUR RESEARCH

## ➤ What does the PROGRAM offer you?

- Coaching
  - Style / Philosophy
- Opportunity to play
  - Now vs. Later (do they hold tryouts/walk-ons?)
  - **Myth: Roster Management may limit chance to play (18 v 26)**
    - ❖ **Roster sizes (large/small) set by coach or school?**
  - Position
  - Redshirt/Gray shirt/Green shirt philosophy
  - **Myth: All DI schools redshirt freshmen**
- Athletic support
  - Facilities & Equipment
  - Sports Medicine & Strength & Conditioning

### Recommendation

Start this process **NOW** as decisions (verbal commitments) are being made **earlier & earlier.**

# 3. INTRODUCE YOURSELF

## ➤ Contact Coaches

- Personal letter of introduction, player profile/resume
- Academic transcripts, class schedules
- Test (SAT, ACT) scores on score report forms
- Season and/or event schedules
- Online video / DVD / You Tube Links
- **Myth: Coaches will just find you**

### Recommendation

Be sure to include your **jersey number**, **jersey color**, **team name**, and **position** on all event schedules you send coaches

### Recommendation

Be sure to include your **graduation year** (i.e., 2017, 2018) in all communication.

Do **NOT** include your **SSN!**

# INTRODUCE YOURSELF

## ➤ Market Yourself

- Be Seen – it's that simple
  - Showcases – Top Recruit Events
  - High School Season
  - Camps (on campus)
    - ❖ Work with coaches
    - ❖ Interact with current players
    - ❖ Get a “feel” for the school, campus, team, coaching
- Video Resources



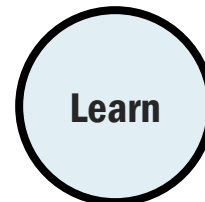
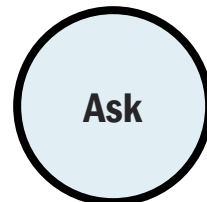
# INTRODUCE YOURSELF

## ➤ Purpose or Value of Video

- Provides initial **evaluation** tool for coaches
- Schools with limited **recruiting budgets** rely on videos
- Include both **skills** and **game footage** ~ most valuable
  - Length: 7 – 10 minutes
- Personal decision for **professional service** – key point is to provide quality video
- **Slow motion** – good or bad?
- **Music choices** – be mindful of the viewing audience (coaches)
- **You Tube** – privacy issues!

# 4. VISITS AND MEET COACHES

- **Make “unofficial visits” to schools on your list**
  - When? – sophomore or junior year (Junior Days)
  - Take a campus tour
  - Attend academic information sessions (if available)
  - Attend a class (if available)
  - See a game – spring or fall



# VISITS AND MEET COACHES

- **Pre-Arrange meetings with coach(es)**
  - Do **NOT** show up unannounced – coaches are busy!
- **Ask coach(es) questions (NFHCA Recruiting Guide)**
  - How does the Admissions process work? Am I admissible?
  - What academic support is provided?
  - Have you seen me play? What are my strengths & weaknesses?
  - Can you forecast my role in your program?
  - Where do I fit into your recruiting plans? (**Honest feedback/be prepared for answer**)
    - Do you recruit specific athletic traits? Specific positions?
    - Do you have walk-on tryouts?
  - Team Rules – Greek life, study abroad, alcohol
  - Do your athletes live together?
  - Financial assistance available?
  - How long are scholarships offered for (1 year, 4 years)?
  - Does your school offer Cost of Attendance? (COA)
  - What can revoke an athletic scholarship?
  - What is the recruiting process from this point forward?
    - Do you offer official visits?

## Coach Question:

What other schools are you considering? **Answer honestly**

Follow up by asking them –  
How big is your recruiting class going to be?

# VISITS AND MEET COACHES

## ➤ **During the Visit**

- Be mindful of your behavior...how are you perceived?
- **Body language!**
- Dress appropriately
- Gather information – take notes
- Ask questions – have your prepared list of questions
  - **Answer coach questions honestly (Ex: | What other schools are you looking at?)**
- Parents ask “parent” questions

## ➤ **Following the Visit**

- Write your evaluation when you return home
- Use a “Pros” and “Cons” list or “Likes” and “Dislikes” list
- Send Thank You note

# 5. NARROW YOUR LIST

## ➤ **When?**

- Late sophomore / early junior year

## ➤ **How?**

- Admissibility
- Affordability
- Athletically
- Meets your needs
  - Academic
  - Athletic
  - Social
  - Geographical



## ➤ **Down to 5**

- Official visits (if necessary)



# 6. MAKE INFORMED DECISION

## ➤ **Commitment**

- Verbal commitments
- National Letter of Intent (NLI) vs. Offer of Admission/Financial Aid
- Ethics in decision-making – honor the commitment
  - What is the “worth of your word?”

## ➤ **Communicate**

- Call coach to tell them “yes”
- Call other coaches to thank them and tell them “no”
- Sign National Letter of Intent (NLI)/Offer of Admission

# MAKE INFORMED DECISION

## ➤ Remember the Rule of Thumb!

*Make your final decision assuming you've just broken your thumb and you're not able to play. Will you still be happy with your college selection?*



➤ **Breathe...feel good about a job well done!**

# FROM THE COACH

**A Helpful Perspective**

# REMINDERS

- **Be HONEST**
  - **Coaches: Be honest when talking with coaches and have timely responses**
- **PARENTS Have a Specific Role**
  - Advisors, not agents
  - **Coaches: Want to hear from student-athletes directly, not parents**
- **The PROCESS DIFFERS with each Coach & School**
  - Don't believe everything you hear – ask the coach!
  - Don't be influenced by what coaches say about other programs
  - **Coaches: Consider viewing a team practice and/or game to get a feel for how the coaches and players interact, the style of play, the level of play, the personality of the team, etc. so you can see program is a good fit for you**
- **PERSONALIZE All Correspondence**
  - Review all materials – careful with mass emails
  - Update coaches but don't expect replies all the time
  - **Coaches: Suggest professional communication, use spell check and make sure you have coach's name right**

# REMINDERS

- **What ACADEMIC MATERIALS does a coach need?**
  - SAT and/or ACT test score reports
  - SAT II's (subject tests) score reports
  - Unofficial or Official copy of transcript
  - Class schedules
  - **Coaches: We need all of this ASAP**
- **Be able to COMMUNICATE**
  - Articulate your goals
  - Ask questions
  - **Coaches: Prepare questions to ask each college coach that are specific to that program and that university**
- **Make your DECISION for YOU**
  - Do not select a college based solely on the coach
    - Coaches' longevity
    - Possibility of injury

# REMINDERS

- **YOU are in control of YOUR own process**
  - Don't be pressured into making a decision
  - Do what's best for you!...not what everyone else thinks is best
  - Modify your timeline to meet that of respective schools
  - **Coaches: Once you have chosen a school, be sure to contact the other coaches with whom you have communicated to let them know you have made a decision**
  - There is a place for everyone!
  - **Coaches: There is a home for everyone – find the school that is right for you! Take the time to think about what you want from your college experience and then seek out schools that meet your needs and expectations.**

# REMINDERS

## ➤ Character Counts

- Be polite
- Stay out of trouble
- Practice and play hard
- Be respectful to opponents, officials, coaches, parents
- Keep your social media accounts appropriate!!
- **Coaches: Remember that coach's monitor your social media presence**

*"I am a member of a team, and I rely on the team, I defer to it and sacrifice for it, because the team, not the individual, is the ultimate champion."*

Mia Hamm  
Former US National Soccer Team Player

# REMINDERS

## ➤ Resources

- [www.ncaa.org](http://www.ncaa.org)
- [www.nfhca.org](http://www.nfhca.org) – Guide to Recruiting!
- [www.eligibilitycenter.org](http://www.eligibilitycenter.org) →
  - Amateurism questions – anything outside HS competition needs to be inputted into Eligibility Center for amateurism
  - Multiple High Schools? Make sure Eligibility Center has all transcripts
- [www.collegeboard.com](http://www.collegeboard.com)
  - ✓ CSS Profile
  - ✓ SAT / ACT test score reports
    - ✓ Code is 9999 for scores to be sent to Eligibility Center



NCAA Eligibility Center  
WELCOME!

NCAA COLLEGE-BOUND  
STUDENT-ATHLETES  
ENTER HERE

**Reminder**  
*Final transcript* to NCAA Eligibility Center **after** graduation!



# REMINDER

- **Be Mindful of the NCAA Mantra**

***“There are over 400,000 NCAA student athletes and just about all of them will be going pro in something other than sports.”***



# GOOD LUCK!

