

# COMMUNICATING

## with Coaches



## TABLE OF CONTENTS

- 4 must-haves in cover letters to college coaches /2**
- Writing a resume that college coaches want to see /3**
- 7 questions to ask when calling a coach for the first time /5**
- 5 things to check on facebook and twitter /7**
- 3 ways to use social media in the recruiting process /9**
- How to set up your email for the recruiting process /10**
- 50 reasons to follow up with a college coach /12**
- 10 questions to ask on your unofficial visit /14**
- Get prepared for recruiting phone calls /16**
- 8 ways to use email in the recruiting process /18**
- The 8 most important ncaa communication rules and dates /20**
- The 5 most common lies recruits tell during the recruiting process /22**
- 5-point recruiting checklist for high school seniors /24**
- 10 things to do on your official visit /26**
- What you have to know about the application and admissions process /28**
- Do's & don'ts when negotiating for a scholarship /29**

## 4 MUST-HAVES IN COVER LETTERS TO COLLEGE COACHES

Every college coach is now recruiting online in one form or another. One of the best ways to introduce yourself to coaches and initiate the recruiting process is with a well written email containing your cover letter and athletic/academic resume. Here are some tips for writing a quality cover letter for coaches.



### 1 Be Concise

Coaches don't have enough hours in the day. If you send them a full page cover letter talking about your entire athletic, academic and community accomplishments they won't read it or look at anything else you send them. The entire cover letter should be two to three paragraphs and no more than half a page.

### 2

### Cover the big three:

1. Who you are, 2. Athletics, 3. Academics

Coaches need to know your name and grad year immediately so they know whether or not they can respond to your email right away. Follow that information with a quick introduction of your measurables (height, weight & position) along with your academic information. List your GPA and if you have taken then SAT or ACT include that information as well. You will want to also include your single best athletic honor and academic honor. Don't list any more than one each, save that for your resume.

### 3 Make it personal

As more and more athletes contact coaches through email you need to stand out. Coaches aren't responding to a generic letter unless you are an amazing athlete. If you take the time to write a personalized message to coaches they will take time to respond to you. Go beyond just changing the name of the University in the email; include a couple sentences about their university and their programs most recent results. Don't list any more than one each, save that for your resume.

### 4

### Triple check spelling & grammar

Coaches make quick opinions about athletes based on your writing, poor spelling shows laziness and a lack of attention detail. Don't think that because you used spell check on the computer it is correct. Take your cover letter and resume to your English teacher and have them quickly look it over.

## WRITING A RESUME THAT COLLEGE COACHES WANT TO SEE

Fall is here and it's time for high school seniors to start considering their options for college. High school athletes looking to play in college must take the extra step of submitting resumes to college coaches who make decisions about scholarships. Use these tips to make your resume draw the attention of college coaches.

### Keep it simple:

A simple resume is the best resume no matter if you're sending it to college coaches or Bill Gates. Keep the length down to one or two pages. And when it comes to formatting, don't use fancy fonts, flourishes or other distractions. Your accomplishments should speak for themselves.

### Leave off the objective:

And in the spirit of keeping it simple, leave out the objective statement, which is considered an outdated portion of resumes anyway. They are self-serving and don't really tell coaches anything they don't know about you already, which is that you want to play for their team. Instead, you could include a short personal statement about your approach to your sport or get right into the information college coaches want to know about you.

### Use relevant information:

As you consider the statistics and awards to include on a resume, examine your entire statistical profile to determine the most relevant information to include about yourself. What information says the most about the kind of player you are? What awards highlight your most significant accomplishments both in sports and academics? Include this information on your resume. College coaches can learn more about all your stats and awards once they select you for their team.

### Academic focus:

As a college athlete, you must maintain a minimum academic standard and college coaches want to know they won't have to worry about your academics. If you can carry yourself academically while proving yourself in your sport, you become that much more of an asset to the team. Include your GPA, your SAT or ACT scores, academic awards and any honors or advanced placement classes you may have taken.



### Include references:

Provide your references up front on your resume so college coaches don't have to take the extra step to ask for them. You should include references who can speak both to your athletic capabilities, your academics and your integrity off the field. Make sure you have let your references know ahead of time that you used them on your resume so they can be prepared for a call from a coach.

### Proofread, proofread, proofread:

Before submitting your final resume to college coaches, make sure you have triple-checked every last detail. Are addresses correct? Phone numbers or other contact information? Did you spell everything correctly? Read the resume several times yourself and then enlist the help of parents, friends or teachers to double-check it again for you. Nothing will sink your chances with any employer or coach faster than a resume with mistakes.

### Include a photo:

Finally, include a picture of yourself. Let college coaches put a face to the name on the resume. A photo adds a touch of humanity to an otherwise impersonal process. Photographs can also allow a college coach to get a first look at your physique.



## 7 QUESTIONS TO ASK WHEN CALLING A COACH FOR THE FIRST TIME

### Are you ready to start calling college coaches?

Being recruited to a college sports team is a very big deal for the athletes as well as their supporting families involved. If you are engaged during the initial recruiting process, the communication between you and the coach is one of the most important factors during the recruiting process.

To help you prepare, write out your questions ahead of time. That way you can make sure you cover all your bases and can easily take notes. The more you communicate with a coach, the easier it will be for you to figure out if you are both on the same page. Is there a connection between you and the coach? Do you feel comfortable? Is this someone you could imagine playing for? These are the type of questions you want to keep in mind as you are building that coach/recruit relationship.

But what do you say when you are calling college coaches for the first time?



Here are **7 important questions** to ask during the recruiting process:

1

### What does it take to earn a scholarship with your program?

Knowing what it takes to earn a scholarship will help you with meeting the eligibility criteria. Many may not know it but a major cause in not winning a scholarship is simply because people don't meet the eligibility criteria. Did you know that missing an application deadline or not having a high enough GPA is an automatic disqualifier? There are millions of scholarships available and you don't have to be a rocket scientist, great writer or have a 4.0 GPA to get one. Sometimes all it takes in meeting the eligibility criteria is being persistent.

2

## Can I meet with you if I make an unofficial visit?

This is an important question because these visits are vital for coaches. They don't want to burn any bridges with future recruits, so making an unofficial visit is common. Also coaches don't know if you're going to blow up one day and sometimes half the battle is getting an athlete on campus.

3

## Where do you typically evaluate your recruits?

This is helpful so you get an idea on when or where they scout for athletes at. Coaches view tapes but they also scout talent at camps, tournaments and showcases.

4

## Do you have any camps, tournaments or showcases you recommend I attend?

This is the end goal when calling college coaches because your overall objective is to get evaluated. If they give you a recommendation, chances are they will be there.

5

## How is your recruiting class looking for my graduation year?

This will help you evaluate your own abilities with respect to other top players in your recruiting class. There are hundreds of players who play at your level so you have to decipher yourself from the rest. Calling college coaches can help with this because it shows your interest in their program. Taking time out of your day to make a phone call can be a major impact.

6

## What is the best way to update you on my progress?

Make it as convenient as possible for the coach to evaluate you. The more they start seeing you as well as hearing about you, the greater your chances of being evaluated. You also want them to be updated on any special recognitions, awards, etc.

7

## What are good academic goals for your university?

This will help you stay on track with the university's eligibility criteria. Coaches care about grades so this shows that you care as well. It is also an excellent way for you to show your academic ability.

## 5 Things to Check on Facebook and Twitter Before Contacting College Coaches

If you are a varsity high school athlete with aspirations of playing your sport at the collegiate level, and your performance in high school was noteworthy enough to attract college scouts, you need to prepare for the recruitment process. It is an exciting, heady experience that is designed to sell you on attending a specific college; replete with great coaching, national exposure, hopefully a national title, and a successful college career. In the past, recruiting procedures meant letters of interest mailed to athletes, phone calls, and a visit to campus by the recruit, all aimed at discovering whether or not the athlete and school were going to be a good fit.

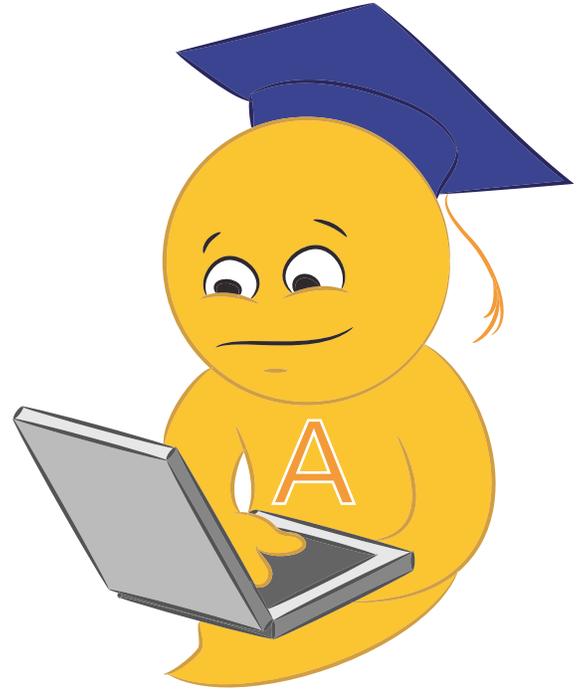
That was 10 years ago.

We live in a world of rapidly decreasing privacy; even the private citizen leading an ordinary life is an open book, but high profile people like athletes, celebrities, politicians are under intense scrutiny. When millions of alumni dollars are at stake along with a coach's career, a school's reputation and NCAA eligibility, prospective student-athletes are subject to a thorough background check looking for past indiscretions that would be a potential source of embarrassment to the school, or worse, would result in athletic sanctions.

With the proliferation of social media, and all the information and activities that are discussed on venues like Facebook, Twitter, etc, high school students need to assume that their accounts are going to be reviewed by colleges. Be aware that before contacting college coaches to enter into the active recruiting process, you need to carefully examine and clean up your social media. Here are the main points to consider before contacting college coaches:

### 1.) Remove all references to restaurants, products or services before contacting college coaches.

You are an amateur athlete, not a professional, and your profile can't appear to be endorsing anyone or anything. However innocent it may seem, know that even the suggestion of endorsement can be spun to make it seem as though the reference is a paid endorsement.



## 2.) Check out your friends and your photos.

Promptly remove anything that is in the slightest way lewd, suggestive, inappropriate or shows anything that can be construed as illegal before contacting college coaches. If you need guidance on determining what needs to be omitted, ask a trusted adult for help.

## 4.) Unfriend or unfollow anyone who does not conform to the guideline laid down in #3

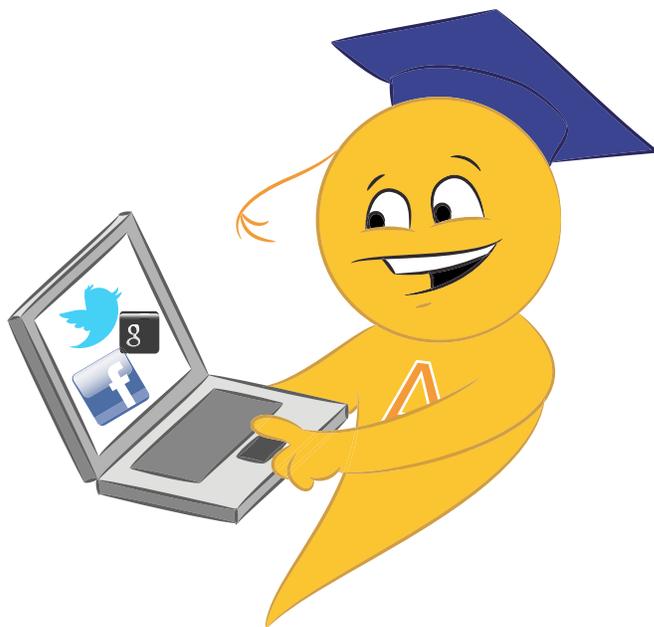
If you need some help with figuring these criteria out, ask your high school coach for assistance. He or she should be able to review your social media and help you with judgment calls on whom to unfriend and/or unfollow.

## 5.) Set your privacy settings fully private.

The greatest clean up in the world is useless if your privacy settings are not fully private; the issues that you just resolved will come creeping back. Worse, you may have some new "frenemies" who are now angry at you for "dumping them" and are seeking to damage your reputation. Be vigilant, militant, and practical about guarding your reputation. Remember, it only takes a second to destroy a good reputation built over a lifetime. Don't let it happen to you!

## 3.) Clear your wall and Twitter feed

Again, remove everything that does not present you as a good citizen before contacting college coaches. You don't have to be perfect but you do have to be marketable, and for college, that means wholesome.



## 3 Ways to Use Social Media in the Recruiting Process

Social media is changing the way we communicate and it is having a major impact on the college recruiting process. Whether you like it or not coaches and universities are looking at your social media accounts like Facebook, Twitter and YouTube for information.

The NCAA is still trying to figure out how to deal with social media but college programs are already way ahead of them as most universities and college athletic programs are very active in social media. This is a great opportunity for recruits to learn more about a program and ultimately make a better decision about where to play at the college level.

Be sure to take steps and set up your online profiles for the recruiting process. Once you are ready, here are some tips for using social media in the recruiting process.

### 1 Friend/Like them on Facebook

Only a few years ago there were almost no college programs on Facebook. Now, pretty much every college program and team has a Facebook page. Teams that are active on Facebook are constantly sharing new photos from competitions and updating people who like them on results. This is a great opportunity for you to learn about the program, show your interest by liking their updates and maybe getting the chance to friend current team members and get a better idea of what life is like competing for that program.

### 2 Follow them on Twitter

Not as many schools and coaches are on twitter as Facebook but for those that are it is a great opportunity for potential recruits. Twitter is a great place to get a deeper sense of a program. In general, coaches and programs update their twitter more often and generally share more of their personal thoughts. You can get a sense of what it might be like to be a part of that team by following them. Just like Facebook the key is that you interact and show interest. Mention them in your tweets and retweet their good results and show you are serious about possibly being part of their team.

### 3 Subscribe to their You Tube Channel

You Tube can be the single best place for a recruit to learn about a program. Tech savvy athletic programs are using you tube to overcome shrinking recruiting budgets to share video with prospective recruits. Follow and friend their You Tube channel and you can automatically get updates every time they share new video footage. You can see footage from games, watch athlete and coach interviews sometimes go on tours of facilities all online.

## How to Set Up Your Email for the Recruiting Process

College coaches today are using email as their primary recruiting tool. If you are a dedicated high school athlete who wants to be considered a viable candidate in the competitive world of college recruiting, it is critical that you approach email communications in a professional, efficient manner. If you're unsure how to accomplish this, here are some tips:



### Dedicate one email account entirely to recruiting.

Many email providers such as Gmail, Hotmail and Yahoo! offer free accounts, so there's no reason not to create a new account just for recruiting purposes. So do it! Having a separate account for recruiting ensures that you do not mix up your recruiting emails with other business or private matters, saving you the potential embarrassment of accidentally sending personal emails to the wrong recipient. It will also help you to never miss an important email from a coach. Save yourself time by creating templates for oft-used text blocks, like personal stats and biographical info.

### Organization is key.

Many email programs include a folder organization system. Use this to your advantage by creating a new folder for each program and coach. You may have contact with more than one coach per program, so it is advisable to create coach folders as sub-folders under the program folder. Creating a contact profile for each coach is not a bad idea, either – it will allow you to store other contact details such as office phone and cell phone numbers, all in one handy place.

### Choose a good name.

Email correspondence will be your first form of contact with many recruiters, and may precede an in-person meeting by many weeks or even months. Because of this, it is imperative that you choose an email address that represents you well. In your personal life, you might be getting along just fine using screen names like "lildirtymoney" or "miss-foxyvixen". But is that really the foot you want to put forward with college coaches? Instead, consider using some combination of your first and last name. Not only will it come across as more professional, it will help coaches recognize your name without having to memorize an additional alias.

## Create a signature.

Most email clients allow you to store a signature, which is a block of text added automatically to the end of every email. A signature is important because it includes all the information a coach needs to contact you. If this info is easily found in every email you send, coaches are much more likely to get in touch with you. Use this feature to your advantage. Signatures should include your full name, your high school and city, class graduation date, and current contact information. Make yourself as available as possible to coaches by including many ways to contact you: cell phone, home phone, and Skype name, for example. If any of this information changes, update your signature immediately.



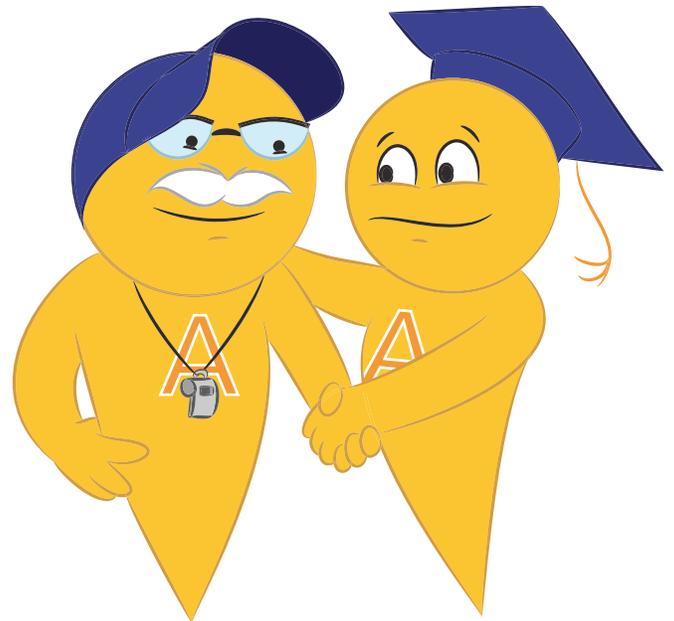
## Check your email daily.

Remember that college coaches are in their offices every day, checking their emails almost continuously. Once they hit the “Send” button, they consider their message communicated, i.e. you, the recipient, have already read the message. In this vein, coaches will expect same-day responses from their recruits whenever possible. Replying to an email more than 3 days after it was sent casts you in a bad light, making you seem irresponsible and ambivalent. Prompt responses show enthusiasm and interest in the program. And remember, decisions are made in a matter of hours or sometimes even minutes, so it is important for you to keep your fingers on the pulse by checking your email at least once a day.

# 50 Reasons to Follow Up with a College Coach

Being proactive in the recruiting process is a must. Coaches are trying to evaluate 100's of athletes each year and the easier you make it on them the better our chances of being a college athlete are. If you can't think of a reason to update a coach check out the list below. Is there something that we missed? Do you have another reason to update a coach?

1. New highlight tape
2. Your summer tournament schedule
3. Your summer camp/combine schedule
4. When you receive an all-league, all-state honors or awards
5. Establishing a new personal best time or height
6. Beating a higher ranked opponent
7. Getting new combine numbers
8. When you get your new (higher) SAT or ACT scores
9. The end of the semester/quarter with a grade update
10. After your season finishes
11. When the school year is starting
12. When the school year is finishing up
13. Wishing them a happy holiday
14. When one of their athletes receives a prestigious honor
15. When they have a big win
16. After they win a championship
17. If you are coming to visit their school
18. When you have applied to their school
19. When you have decided to accept another scholarship offer
20. Letting them know when you receive a new scholarship offer you like
21. When you know how much your family can afford for school
22. Letting them know how your summer time training is going
23. When you have a game film you want to share with them
24. When you have developed a new skill
25. If your team has won a championship
26. Explaining what your summer training schedule is going to be
27. Letting them know new references to contact
28. Thanking them for their evaluation of your video
29. Establishing a time you can call them
30. Finding out what tournaments they will be using to evaluate recruits
31. To find out where you rank in their recruiting class
32. Asking if they are going to offering you an official visit
33. Asking if they are going to be offering you a scholarship
34. To see what camps or combines they will be working at over the summer



35. To see if you can get tickets to their home game
36. When they receive a coaching honor
37. At the start of their season
38. At the end of their season
39. After they sign a major recruit
40. When you have signed up for the NCAA Eligibility Center
41. When you have signed up for the NAIA Eligibility Center
42. If you have narrowed down your list of potential schools

43. If there was a natural disaster near their campus
44. If the University gets a national honor
45. If a different team at the school wins a championship
46. To confirm when you will be visiting campus
47. Asking where you rank after they sign a new recruit
48. To see if they need more film on you
49. To see what summer training you should be doing
50. Because you should try to always learn more about the program and university

# 10 Questions to Ask on Your Unofficial Visit

1.)

On your unofficial visit to the school of your interest, you need to know the requirements the school expects to be met, to evaluate what you might need to do to improve your chances of receiving a scholarship. Whether it might be a certain grade point average, involvement in different athletic programs while you were in high school, elite athletic status, recommendations from coaches, or past game footage, you will want to find out the exact details on what they are looking for, for athletic scholarship candidates.

2.)

Academic support will be very important to your success managing both the commitments from your classes and from your sports teams. You will want to find out how academic advisors for the athletic program might be able to help you to meet your academic goals. Find out what services advisors and professors offer and whether they may assist students in obtaining tutors, arrange study groups, or even help you to create your schedule, to effectively get good grades, while also excelling at your sport.

4.)

Whether you live local to the school or not, you will want additional details of what's expected of you when school is not necessarily in session. Many coaches expect a year round commitment, so you will want to find out on your unofficial visit if you are required to train from home or onsite during summers or holidays, in order to plan accordingly with family members, a job, or any other obligations you have.

3.)

It is interesting to gather information about how well the sports programs are doing, on your unofficial visit, to enable you to see concrete numbers about how others who experienced balancing school work and athletics met the challenges and demands at the school. The percentage may prove how solid the sports programs are and how much support the athletes were provided, to enable them to be successful and graduate.

5.)

On your unofficial visit, exploring living arrangements is a must, since you and your parents need to feel comfortable about where you will be staying. You may want to find out if most athletes live in dorms with roommates that are also athletes, if there are options for sharing rooms versus having your own space, and what the timeline is for student athletes, in regards to living on campus or off, through the years.



..... ● 6.)

As an athlete looking to become involved in college level sports, you are already accustomed to coaches with a variety of personalities and you have had years of practicing your specific sport, in many different capacities. It's important to find out on your unofficial visit, what the training regimen is, to prepare yourself for when the sport is in season, and to find out a sample schedule, information on drills that might occur, and specifics about how the coach runs the practice, for each position on the team.

..... ● 7.)

Having camaraderie with your potential new college level sports team members is a necessity, so find out from the coach or better yet, see if you can speak with a current team member on your unofficial visit, to find out how they let loose outside of school and sports. You will be most successful and work hardest when you have a team you relate to, so this will help you to see if and how you will fit into their lifestyle.

..... ● 8.)

As an athlete, just because the season ends, doesn't mean you don't need to continue to work out, train, and work with professionals on campus to help with any physical or medical issues. You want to find out on your unofficial visit what tools they provide you to continue to be successful in your sport and to keep on challenging yourself to get ready for a new season, when the season is not in session.

..... ● 9.)

When you do the research, pick a school you are interested in, and find the perfect coach to challenge you athletically, you want assurance that they will continue to work with you throughout your tenure at the school. You want to find a coach you respect, who can help with your development, and lead you to success, and once you do so, you will want to make sure their timeline at the college matches with yours, so there are no surprises.

..... ● 10.)

On your unofficial visit, you need to size up your competition. Find out what the coach is really looking for and how well the recruiting staff and decision makers are doing, in terms of their search for new additions to their athletic teams. Get a sneak peek into how many people have shown interest and what you are going to need to do to stand out.

## Get Prepared for Recruiting Phone Calls

Getting prepared for recruiting calls is a very exciting time for an aspiring young athlete. However, choosing the right college can be an extremely tricky process, and may certainly seem daunting, particularly when there are so many diverse options available. To get prepared for recruiting calls there a number of steps which can be taken to insure a positive, productive, and perhaps most importantly, legal experience.



The primary governing body of college sports, the NCAA, must follow statutes and policies regarding high school recruits. One of these dictates that for most sports, college coaches may not call or visit a recruit until July 1st after their junior year. Coaches may send brochures to the high school, but direct contact is not allowed. Conversely, however, there is no limit to when or how often an athlete can contact the coach. Some programs will encourage prospective student-athletes to be proactive and take the initiative, before the university itself is permitted to formally contact. This will help athletes gauge potential interest of a school in their talents, so that when the recruiting window is open, they will have some conception of what to expect.

As with seeking a job, ideally a great deal of background research will occur prior to receiving any recruiting calls. Coaches will be much more impressed with a recruit that already has some working knowledge of both the school and the athletic program which they are trying to sell. First impressions are always crucial, and many high school athletes are woefully unprepared and uneducated regarding these matters. To get prepared for recruiting calls it is very important, in the very least, to know how the program has fared in past years, if there are any notable alumni, and if the coach himself has garnered any specific honors or awards. Also, make an effort to know exactly what kind of program each school offers. Facts such as roster size, NCAA Division (I, II, or III), and athletic conference are all readily accessible via the internet for any serious program. This will give you an idea of how competitive a team is, and perhaps a loose idea of the atmosphere you can expect in the locker room.

The final crucial step to preparing for recruiting calls is knowing what questions to ask the coach. This is another way to demonstrate an informed and educated interest in the program, but it also allows the athlete the opportunity to discover "behind the scenes" information not advertised in brochures, on the official website, or readily offered by the coach. Some such questions include, how big will the freshman be? Are there cuts? How many walk-ons versus on-scholarship athletes are there?

A very timely question to ask, depending on the sport you are in: is the program in any danger of being canceled due to funding issues or Title IX concerns? In recent years several programs with a long, illustrious history (such as Seton Hall University's track and field program) were cut due to budget concerns and the university's reorganized priorities. Be sure that your sport will always be there.



Finally, while it may seem presumptuous to ask directly how much money the coach is willing to offer, athletes and their families should be comfortable talking about specific numbers. As awkward as it might seem, the coach is definitely there to negotiate, and gauging his response after mentioning specific numbers will give you an idea of how much scholarship money you might be able to expect from that university.

## 8 Ways to Use Email in the Recruiting Process

### 1 Reach out to coaches before they can contact you

Recruiting is starting in the 8th and 9th grades but coaches can't actively send you recruiting material before you junior year. That means ambitious recruits are getting a head start by actively emailing coaches as getting a jump on the recruiting process.

### 2 Contact other coaches and staff

Email is a great way for you to get to know as much as you can about a particular program. If you are already speaking with a coach try and get the email for other coaches on the staff. Don't be afraid to reach out to the athletic department staff and ask questions about how they like being part of that university, you can learn a lot about a program from the department staff.

### 3 Update them on academic and athletic progress

Email is an easy and quick way to share new accomplishments and video with coaches that are recruiting you. They may not always respond to your updates but they always appreciate it.

### 4 Arrange a time you can call coaches

If it is before your junior year and coaches can't call you, using email to arrange a time to speak on the phone can really move the recruiting process forward. Just let a coach know a date and time you are going to call so they can be sure to pick up.

### 5 Get advice on camps or combines to attend

Camps, combines and showcases can be a huge investment for most families. Make sure the coaches you want to see you are going to be there. Asking advice on what camps to attend can be one way to be evaluated by the programs you want.

### 6 Communicate with current athletes on the team

It is never too early to meet current team members and often times they can be the best source of information about what it is really like to be an athlete for that school. Finding their email can be as simple as asking a coach for a couple athletes you can speak with.

## 7

## Congratulate a coach and players on a big win

Letting a coach and players know you are watching them can go a long way in getting noticed ahead of other recruits. All things being equal between two recruits a coach is going to choose a recruit who has shown more interest and desire to be part of a program, emailing them after results can be one way to do that.

## 8

## Schedule a time to make an unofficial visit

If you can afford it, making an unofficial visit is the best way to see a college and meet a coach. You will get the chance to see the campus and facilities as well as talk with the coaches. Ask for this opportunity over email and work out a time when you know the coach will be there so you can visit.

## The 8 Most Important NCAA Communication Rules and Dates

There are rules covering just about every action that happens in the recruiting process and it can be overwhelming trying to know what applies to you. One area that has many athletes and families confused is regarding the rules around communicating with college coaches. The information below is designed to help you understand the basics about communicating with coaches and ensuring you stay in compliance.

### 1 When can I meet with a coach off campus?

Off campus contact refers to communication with the coach off of their college campus. You can only communicate with a coach off campus your senior year and only a total of three times.

### 3 When can I speak with coaches on the phone?

As more and more athletes contact coaches through email you need to stand out. Coaches aren't responding to a generic letter unless you are an amazing athlete. If you take the time to write a personalized message to coaches they will take time to respond to you. Go beyond just changing the name of the University in the email; include a couple sentences about their university and their programs most recent results. Don't list any more than one each, save that for your resume.

### 2 When should I begin receiving letters from colleges?

You can receive non-recruiting specific material starting in high school. You can't receive recruiting specific letters until September 1st of your Junior year. However, if you play basketball or men's ice hockey you can receive recruiting specific material starting June 15th after your sophomore year.

### 4 How often can I speak with a coach?

Coaches are limited on how many times they can initiate contact but you are free to call and email coaches as much as you would like once contact periods are open. Keep in mind coaches are limited in how often they can respond to you before your junior year.

### 5 When can I visit a coach on his campus?

You are allowed to make an unofficial visit (meaning you cover the cost of the trip) at any time and can meet with and coach and their staff. You can go on a official visits starting the first day of your senior year. You can't make more than one official visits to each school and no more than five visits total.

## 6 When can I receive emails from coaches?

Coaches can begin emailing you the same time they are allowed to begin sending you recruiting specific material. You are free to email coaches any time before then letting them know where you will be playing and sending them updated results.

## 8 When can I be offered/accept a scholarship?

You can receive and accept a verbal scholarship at any point during the recruiting process, but this doesn't grantee you a scholarship. You can sign an official scholarship offer during the early signing period (November 9th -16th). The regular signing period starts February 1st for Football, Field Hockey, Soccer, Track, Cross Country and Men's Water Polo. All other sports the signing period starts April 11th.

## 7 Can I use facebook or twitter to contact coaches?

Coaches are heavily restricted in using social media to communicate with athletes. However, that doesn't mean you should friend and follow your prospective colleges. These are a great way to learn about a team but don't expect a college coach to be commenting on your status update.

## 5 Lies Recruits Tell During the Recruiting Process

The recruiting process is a stressful, exciting, disappointing and fulfilling process all at the same time. Too many times recruits and families think of it as a game where you try and manipulate offers and opportunities to get the best offers for you. The most successful recruiting processes are ones in which both the coaches and the recruits win.

We've heard all sorts of bad advice about how to get the best offer, how to get coaches attention or get ahead of other recruits; below is out top five list of the most common lies about the recruiting process.

### 1.) Making up scholarship offers

It you are fortunate enough to receive early scholarship or walk on offer that can be a great opportunity to let other coaches know and sometimes that can help increase the offers you receive. However, making up a scholarship offer just to try and drive the price up on another program is a huge no-no. Coaches talk to one another and one way or the other they will confirm your scholarship offer, if they found out you lied of course they won't be offering you a scholarship and neither will the school you made up.

### 2.) Making yourself taller, faster or better then you are

It is so tempting to make yourself a little taller, faster or have better grades when you are talking with coaches but don't do it. Ultimately, every coach looks to verify the information they receive from recruits and if your stats don't match up that is going to be a very big red flag.

### 3.) Lying about what other recruits are doing

Recruiting classes for any given program can have hundreds of athletes and competition is fierce. There are a lot of ways to make yourself a more attractive recruit and move up the recruiting board but one sure fire way to drop off the board is lie about other recruits. Making up stories about injury, character issues or grades of other recruits can be tempting but it is really just a despite move and something that will not work in the long run.

### 4.) Coaches will find me if I am good enough

This is more a lie recruits and families tell themselves. The fact is coaches probably won't find you unless you are being proactive in recruiting. It's so easy to contact coaches through email, Facebook, twitter and just picking up the phone that if you aren't reaching out to coaches, recruits with more determination are and they will be recruited ahead of you.

## I can do whatever I want on Facebook, twitter and you tube

Did you know college programs are now being held responsible for what their athletes are doing and saying online? Additionally, almost all universities and athletic departments actively use social media for recruiting. If you think you can say or do whatever you want online and coaches won't know you are wrong. Not only will coaches find out but it will factor in to your evaluation and can cause coaches to drop you from their recruiting class.

## 5 Point Recruiting Checklist for High School Seniors

As a high school senior you should be in your final steps of the recruiting process. If you aren't actively talking with coaches it is critical you get started contacting coaches right away. For those recruits who have been talking with coaches going into your senior year it can be a very nerve wracking time. By double checking the five points below you can be sure you finish off a successful recruiting process.

### 1 Confirm your academics

Your eligibility is calculated using your entire high school transcripts. Just because you have taken the SAT or ACT and have signed an offer doesn't mean you can slack off. It is also good practice to check with your counselor starting your senior year and confirm you are going to meet the core course requirements.

### 2 Get your updated video and resume out to coaches

You don't have all year to get your final evaluations from coaches. Make a new highlight tape and update your resume with your summer's achievements and get it out to coaches within the first few months of your senior year. It should be an easy process of loading your video to YouTube and sending them the updated link in your resume

### 3 Make visits to your top schools

Whether these are official or unofficial visits it is critical you get out and see the schools you are most interested in. While making unofficial visits can be expensive a good option is to follow the university and program on Facebook and YouTube. Often times there are great videos tours of the campus and facilities where you can get a sense of what life is like as a student athlete even if you can't visit in person.

### 4 Double check application dates

One of the most hear breaking ways to lose a scholarship is to simply miss the application deadline for the school you want to attend. Don't assume a coach can get you through admissions just because you are a prospective student athlete. Make sure you know every admission date for the programs you are interested in and get started on the admissions packet weeks in advance.

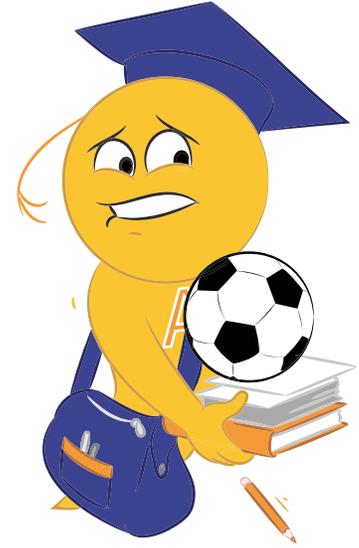
## 5

**Recruiting doesn't end with a signed offer**

If you are going into the spring of your senior year and have already signed an offer and know where you are going in is tempting to relax and maybe your grades drop a little and you are working out like you should be. Once you sign an offer you should carry yourself like a college athlete. Showing up to school out of shape or finishing off your senior year by letting your grades slip or maybe getting into a little trouble can set off some red flags for coaches. Finish off your senior year like you want to start your freshman year of college.

# 10 Things to Do on Your Official Visit

Going on an official visit is a great opportunity to see a school, meet the team and get a sense for what going to that school might be like. It's important you get to see not only the athletic facilities but also what life is like for a student. Here are some tips for making sure you get the most out of your official visit.



## 1 Eat at the cafeteria on campus

You get a lot of perks as a student athlete, but one of the things you will have in common with all of the students is where you eat on campus. Try the cafeteria and see if it is food you like.

## 3 Go to the library and study hall

You probably won't spend as much time here as the rest of the students on campus but make sure and see the academic facilities. If a program has a good tutoring area it is a good sign they support their athletes academically as well.

## 2 See the on campus and off campus housing

Most official visits include a tour of the on campus dorms but make sure to go and see where athletes live once they move off campus. Also, think about how you will get back and forth from school and home.

## 4 Meet the training staff

Be sure to take time and meet the staff in the athletic department and training rooms. These people are critical to the success of a team and a happy athletic staff is the sign of a well run athletic program.

## 5 Schedule time to meet with an academic advisor

Showing the initiative and seeking to meet with an academic advisor on a visit can pay off in the long run. You may find out that the major you want to study won't actually work with your program. Better to find out now rather than after you have committed.

## 6 Just hang out on campus

Take some time to just sit on campus and see how students utilize the campus. Are people out enjoying campus or is everyone just going to and from class. Having a campus where people enjoy spending time will make a big difference in how much fun you have over four years.

## 8 Talk to student athletes from other teams

On visits you get plenty of opportunities to meet the team, but be sure to talk to some athletes from other teams. Getting a sense of how happy other athletes are will let you know more about the athletic program as a whole.

## 10 Don't be afraid to say 'no'

It can be intimidating on a visit to speak up if you aren't comfortable but remember this is your recruiting process. You don't have to go a long with a team member or do something just to impress someone.

## 7 Sit in on a class

Maybe the last thing you want to do on a visit is going to class but learning how classes are run and seeing what the classrooms are like will give you a better overall picture of what school it like.

## 9 Go out with the team members

Take time and see what athletes do during their time off. Besides getting to know your potential teammates better you get to see what life is like when you aren't studying, practicing or competing.

# What You Have to Know About the Application and Admissions Process

## Start the summer before you senior year

The process of selecting schools to apply for, getting the application packets, writing the essays and sending them off can be very time consuming. Starting your senior year is full of all sorts of excitement and before you know it deadlines for applications are looming. Do yourself a favor and begin planning out which schools you want to apply to in July and August and begin filling out applications in September.

## Ask the Coach to Review Your Application

One of the biggest benefits to being a student athlete in the application and admissions process is to have a coach review your application and give feedback before it goes to admissions. If a coach hasn't offered to do that, ask them, it shows maturity and responsibility that not all recruits possess. If the coach doesn't have anyone to review that packet ask the admissions department, several schools will review packets before they are final.

## Deadlines are there for a reason

Nothing frustrates a coach more than athletes who can't be on time and meet deadlines. Don't assume coaches can just get you through admissions and get your application in on time. For many schools this is a nonnegotiable deadline even for athletes.

## It can be expensive

Applying to schools takes money (there are almost always applications fees) and lots of time. Make sure you have all of the money you need to apply to the schools you are looking at. If you don't talk to the coach about getting a fee waiver, not every program has them but it can help to have a couple fees waived.

## Coaches can't just "get you in"

Don't assume that just because some athletes get into some schools with well below average grades that you can get into school without much work. The NCAA is going to require that teams meet an academic minimum to post season play and that means coaches will be on the lookout for better students. Some coaches have a lot of pull in admissions and others don't have any, it's better to be safe than sorry and get your best application in well before it is due.

## It isn't over with an acceptance letter

Believe it or not there are athletes every year that just forget to send back their acceptance letters. Generally, schools send out a letter and give a deadline as to when you need to send back you acceptance of the offer. Don't celebrate until you send back you letter and as a good reminder let the coach know you are accepting as well.

# Negotiating for a Scholarship

## DO

### Be honest about what your family can afford

In equivalency sports it is typically that a coach will ask an athlete and family what they can afford to put towards an education. Then depending on how bad they want the athlete they will try and come up with the difference in scholarship money. Many times coaches try and find more support for athletes in their Junior and Senior years and they will always look to repay the athletes who shouldered their own financial responsibilities as freshman and sophomores.

### Be realistic

Sometimes the amount of money you wanted to needed just isn't going to be there. If you are only looking at expensive private schools and expecting the cost of school to be covered by a scholarship you should broaden your search. Make sure you are looking at schools where you can afford to pay 1/2 or 3/4's of the tuition.

## DONT

### Use one program just to get a better offer from another

The coaching fraternity is a lot smaller than most recruits realize. If you are only talking to a school to try and drive up your price with another school it will eventually get out and you can end up with no offers. Honesty is always the best policy.

### Show a commitment to the program first

Too many times athlete and families want to get down to discussing scholarship dollars right away. Coaches are looking for athletes they feel are committed to the program and want to be a part of their program. College coaches will always try and find the money to make it work if they really want you on their team.

### Honor you verbal agreements

you should only be making a verbal commitment if you have reached an understanding on scholarship amounts. If you can't agree to terms on a scholarships don't make the commitment. Going back on a verbal agreement will drop your stock as a recruit.

## Assume your dream offer is coming

Most of the time athletes wait on offers assuming that a better offer or an offer from their dream school is coming. It almost never happens that an offer shows up on signing day or during the signing period that you didn't know was coming. The process of evaluating athletes for scholarships takes years. If you haven't been communicating with coaches for at least several months don't assume that school is going to send you an offer.

## Hold out too long

Coaches extend offers to multiple athletes and it can turn into a first come first serve bases. From some coaches the deadlines they set are soft and some hard. It is better not to tempt fate and just adhere to the deadlines.