



SZ Overview & College Recruiting, Dec 2023

Sandy Colton
ScoutingZone | Director of Marketing & Partnerships

Agenda

- + **Who is / What is ScoutingZone?**
- + **How To Draw Coaches to Sidelines**
 - + Creating a Top College List
 - + Communication w/ Coaches
 - + Effective Highlight Videos
- + **ScoutingZone Demo**
 - + Player Portal
 - + Scout Analytics
 - + College Center
 - + Manager Utilization
 - + How a Scout Uses SZ
- + **Promo Codes**
 - + How to Apply



Creating Your Top College List

- + Realistic Academically
- + Realistic Athletically
- + Financial Aspects
- + Social Atmosphere
- + Soccer Program
- + Athletic Program
- + Size of School
- + Division
- + Geographical Location
- + Quality of Life



Communication w/ College Coaches

SCOUTINGZONE



- + Game Plan
- + Written by Player, NOT Parents
- + Incl Grad Year, Name, Club Team
- + Personalized
- + SZ Profile Weblink
- + Create An Email Folder (w/ Sent Emails)
 - + Use Same Thread Each Time
- + Follow-Up Reasons
 - + Upcoming Tournament Schedule
 - + Follow up AFTER Tournaments
 - + Send Video Clips
 - + Pick up the Phone! (2-Way Communication After June 15 Soph Yr)

Dear Coach _____,

My name is _____ and I play for {insert Club and Team Name/Age Group} as a center forward. I am a freshman at _____ High School in {City, State}. My current GPA is a 4.1 and I plan on keeping a 4.0 or above all 4 years of high school. Academics are extremely important to me.

I have done lots of research and Vanderbilt as a school and soccer program meets every one of my college search criteria. Vanderbilt fits my ideal school profile, strong academics, is a small private school with a phenomenal soccer program as well as it is in the SEC and that for me is super important. I love everything about what I have read and heard of your school and program! I pride myself on working hard, my coachability and being a great teammate. I hope to one day, be that player/teammate for your program.

I am planning to visit on December 6th on my way to the DA Showcase in Florida. I know you cannot host me but I wanted to let you know about my visit. Hopefully you can come watch me play in Florida. I will send you my schedule when I get it.

If you are coming to the Surf College Cup over Thanksgiving, please come watch me play. I am #7 up top.

Friday 11/29 9am – My Team (insert team name/club) vs Opponent X - Oceanside SoCal Complex - Field #10
Sunday 11/30 9am - My Team (insert team name/club) vs Opponent Y - Oceanside SoCal Complex - Field #11

You can view my player profile here: <https://scoutingzone.com/Home/prof/3736?pn=Layman>

My coach {Insert Club Coach's Name} is on this email if you would like to talk to him about me!

Sincerely,

First Name, Last Name - Class of 2023 - Jersey #7
{Insert Club Team Name}
Firstname Lastname23@email.com

Effective Highlight Videos

- + What is the Purpose?
- + Keep it Short – Highlights (3-5 min)
- + Intro to Your Video (name, grad year, club team, jersey #, position, contact)
- + Make Yourself Visible
- + Best Clips at Beginning
- + Show the Entire Play
- + Keep it Positive
- + Tasteful Music
- + Unlimited Videos - SZ Player Profile



Utilization of Your SZ Player Profile

Driving Meaningful
Connections & Exposure
Through Your SZ Player
Profile

NEW!

- Home
- My Profile**
 - Academics
 - Athletics
 - Accolades
 - Schedule
- My Videos
- My Favorites
- Recruiting Education
- Recruiting Assessment
- My Scout Analytics
- College Center



Edit Profile



Send Profile to Scouts



Update Favorites



Add Highlights



View My Scout Analytics



View Colleges/Emails

Utilization of Your SZ Player Profile




DASHBOARD

- Home
- My Profile**
 - Academics
 - Athletics
 - Accolades
 - Schedule
- My Videos
- My Favorites
- Recruiting Education
- Recruiting Assessment
- My Scout Analytics
- College Center

Hey, Samantha! Samantha Layman ▾

MY PROFILE



Personal Information

sz team code
991 - City SC - San Marcos - G06 Academy ▾

Enter the Team Code from your manager. If you do not have a Team Code leave this field blank.

first name
Samantha

last name
Layman

phone
5555555555

email
taralparker@yahoo.com

state
please select ▾

hometown
Dallas

height
5' ▾ 5" ▾ 122lbs ▾

weight
122lbs ▾

date of birth
8 ▾ 7 ▾ 2004 ▾

parents



Contact me

Samantha Layman
📞 (555) 555-5555
✉ taralparker@yahoo.com

PARENTS
Dennis & Missy


COACH
Tara Coach
📞 (858) 967-1060
✉ sandyclolton@gmail.com

MANAGER
Sandy Colton
📞 (555) 555-5555
✉ sandy@test.com

Follow

Upcoming Games

Watch Me Play!


Peter Praszek
Goals 2021 Season

About Me

My name is Sam Layman, soccer has been my life and my passion since I was 5 years old. Over the years, I have worked every single day to be better than I was yesterday. I am grateful my teammates have made me captain of our team and I always try to lead by example. Test.

Your Scout Analytics

MY SCOUT ANALYTICS

Scout Analytics Tip:
The best way to increase your Scout activity is to send personal emails which includes your ScoutingZone® Player Profile weblink. As Scouts interact with your profile you will see your numbers below increase.



2

TOTAL FAVORITES

[What does this mean?](#)



2111

TOTAL VIEWS

[What does this mean?](#)



17

TOTAL FLAGGED MATCHES

[What does this mean?](#)

NCAA Div I 1 ✓

NCAA Div III 1 ✓

Anonymous 2087 ✓

NCAA Div I 20 ✓

NCAA Div II 3 ✓

NCAA Div III 1 ✓

NCAA Div I 13 ✓

NCAA Div II 1 ✓

NCAA Div III 3 ✓

TOTAL FAVORITES: Depicts the overall number of scouts who have favorite you on their recruiting list. A Scout used SZ to from their SZ Account or your personalized weblink when you emailed them. This is the highest level of interaction and means a college is actively recruiting you.

TOTAL VIEWS: Depicts the overall number of times your SZ Player Profile has been viewed by Scouts. This means Scouts are viewing your player profile!

TOTAL FLAGGED MATCHES: Depicts the overall colleges that have flagged your team's matches in the events your team has participated in. A Scout used ScoutingZone® to flag your match within their SZ Scout account and is planning on attending or watching your team.

Your Total Favorites

MY SCOUT ANALYTICS



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TOTAL FAVORITES

[What does this mean?](#)

NCAA Div I	1	✓
NCAA Div III	1	✓



TOTAL VIEWS

[What does this mean?](#)

Anonymous	2087	✓
NCAA Div I	20	✓
NCAA Div II	3	✓
NCAA Div III	1	✓



TOTAL FLAGGED MATCHES

[What does this mean?](#)

NCAA Div I	13	✓
NCAA Div II	1	✓
NCAA Div III	3	✓



TOTAL FAVORITES

[What does this mean?](#)

NCAA Div I	1	^
CA - VIEW SCHOOLS	1	
University Of The Pacific		
11/09/2022		
NCAA Div III	1	✓

Your Total Views

MY SCOUT ANALYTICS



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☆ 2

TOTAL FAVORITES

[What does this mean?](#)

NCAA Div I	1	✓
NCAA Div III	1	✓

👁 2111

TOTAL VIEWS

[What does this mean?](#)

Anonymous	2087	✓
NCAA Div I	20	✓
NCAA Div II	3	✓
NCAA Div III	1	✓

🌐 17

TOTAL FLAGGED MATCHES

[What does this mean?](#)

NCAA Div I	13	✓
NCAA Div II	1	✓
NCAA Div III	3	✓

👁 2111

TOTAL VIEWS

[What does this mean?](#)

Anonymous	2087	✓
NCAA Div I	20	✓
NCAA Div II	3	^

CA - VIEW SCHOOLS

2

Sonoma State University

2

07/18/2022

07/18/2022

Your Total Flagged Matches

MY SCOUT ANALYTICS



Scout Analytics Tip:

The best way to increase your Scout activity is to send personal emails which includes your ScoutingZone® Player Profile weblink. As Scouts interact with your profile you will see your numbers below increase.



2

TOTAL FAVORITES

[What does this mean?](#)

NCAA Div I	1	✓
NCAA Div III	1	✓



2111

TOTAL VIEWS

[What does this mean?](#)

Anonymous	2087	✓
NCAA Div I	20	✓
NCAA Div II	3	✓
NCAA Div III	1	✓



17

TOTAL FLAGGED MATCHES

[What does this mean?](#)

NCAA Div I	13	✓
NCAA Div II	1	✓
NCAA Div III	3	✓

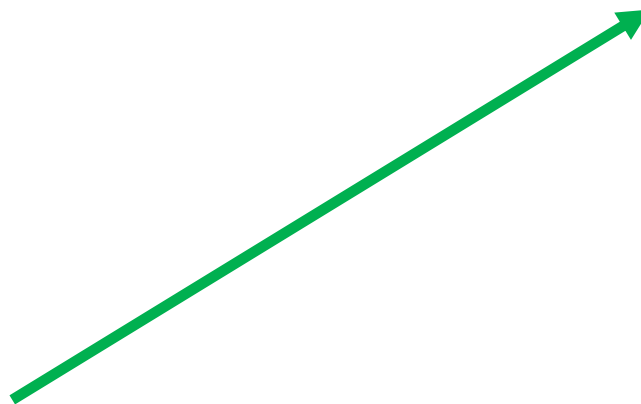


17

TOTAL FLAGGED MATCHES

[What does this mean?](#)

NCAA Div I	13	^
CA - VIEW SCHOOLS	9	
Long Beach State University	3	
Saint Mary's College Of California	1	
07/22/2022		
San Jose State University	1	
07/21/2022		
Santa Clara University	1	
University Of California, Davis	1	
10/03/2017		
University Of San Diego	1	
University Of The Pacific	1	
HI - VIEW SCHOOLS	1	
University Of Hawaii, Manoa	1	
07/19/2022		
VA - VIEW SCHOOLS	3	
NCAA Div II	1	✓
NCAA Div III	3	✓



Your College Center



COLLEGE SEARCH

[View My Favorites](#)

State	Any ▼	School Type	Any ▼
Min Enrolment	0 ↕	Max Enrolment	100,000 ↕
Athletic Assoc	Any ▼		
Setting	Any ▼		
Conference	Any ▼		
College Name	Any ▼		

[🔍 Search](#)

Colorado Mesa University

Grand Junction, CO
www.coloradomesa.edu

Description:
Public
Medium four-year in
City: Small
NCAA Division 2

Enrollment:
7828

[Favorite](#)

[Hide Info](#)

Contacts:	Detailed Information:						
<p>Address: 1100 North Avenue Grand Junction, CO 81501-3122</p> <p>Main Website Admission Website Athletic Website</p> <p>Womens Soccer: Yes Coach: Megan Remec E-mail: mremec@coloradomesa.edu</p> <p>Mens Soccer: Yes Coach: Jon Fridal E-mail: jfridal@coloradomesa.edu</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;"> Religious Affiliation: No Calendar System: Semester Student/Faculty Ratio: 23 to 1 Application Fee: \$ 30 </td> <td style="width: 33%;"> Applications: 6459 Admitted: 5304 Enrolled: 7828 Admission Rate: 82.00 % Graduation Rate: 30.00 % </td> <td style="width: 33%;"> Room And Board: \$ 0 In State Tuition: \$ 6357 Out of State Tuition: \$ 16961 Required Fees: \$ 759 Total In State: \$ 21034 Total Out of State: \$ 31638 </td> </tr> <tr> <td> Students Receiving Aid: 90.00 % </td> <td> SAT Reading: 430 - 540 SAT Math: 450 - 550 SAT Writing: 0 - 0 </td> <td> ACT Composite: 18 - 23 ACT English: 17 - 23 ACT Math: 16 - 24 ACT Writing: 0 - 0 (Test scores are 25th & 75th percentile) </td> </tr> </table> <p>On Campus Housing: Yes</p> <p>Degrees: Associate, Bachelor, Master, 0-2yr Certificates</p>	Religious Affiliation: No Calendar System: Semester Student/Faculty Ratio: 23 to 1 Application Fee: \$ 30	Applications: 6459 Admitted: 5304 Enrolled: 7828 Admission Rate: 82.00 % Graduation Rate: 30.00 %	Room And Board: \$ 0 In State Tuition: \$ 6357 Out of State Tuition: \$ 16961 Required Fees: \$ 759 Total In State: \$ 21034 Total Out of State: \$ 31638	Students Receiving Aid: 90.00 %	SAT Reading: 430 - 540 SAT Math: 450 - 550 SAT Writing: 0 - 0	ACT Composite: 18 - 23 ACT English: 17 - 23 ACT Math: 16 - 24 ACT Writing: 0 - 0 (Test scores are 25th & 75th percentile)
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Utilization of Your SZ (Managers)



San Diego Surf ECNL G07

Watch on YouTube

Austin FC MLS Next U17 vs Surf MLS Next U17 4/9/2019

TEAM ROSTER

 Kim McCaskey #00 2/8/2004 2022 4.00 sandyclolton@gmail.com (555) 555-5555 SAT: N/A ACT: N/A Uncommitted	 Tara Parker #2 3/17/2004 2023 3.80 taraparker@test.com (555) 555-5557 SAT: N/A ACT: N/A San Diego State University
 Sandra Colton #3 1/10/2004 2022 4.00 sandyclolton@test.com (555) 555-5555 SAT: 980 ACT: 21	 Shelly Cena #4 2/11/2004 2023 3.50 shellycena@test.com (555) 555-5555 SAT: N/A ACT: N/A

EXPORT ROSTER

San Diego Surf
 San Diego Surf ECNL G07

 Kim McCaskey #00 GPA: 4.00 SAT: N/A ACT: N/A 2/8/2004 2022 (555) 555-5555 sandyclolton@gmail.com	 Tara Parker #2 COMMITTED! M/D San Diego State University
 Sandra Colton #3 GPA: 4.00 SAT: 980 ACT: 21 1/10/2004 2022 (555) 555-5555 sandyclolton@test.com	 Shelly Cena #4 GPA: 3.50 SAT: N/A ACT: N/A 2/11/2004 2023 (555) 555-5555 shellycena@test.com
 Skylar Basye #5 GPA: 3.50 SAT: 1080 ACT: 20 1/1/2005 2022 (555) 555-5555 skylarbasye@test.com	 Michelle Gardner #6 GPA: 3.80 SAT: N/A ACT: N/A 8/20/2004 2022 (555) 555-5555 taraparkerbasye@gmail.com
 Brooklyn Kentera #7 COMMITTED! DEF Santa Clara	 Jamee Lucchesi #8 GPA: 3.30 SAT: N/A ACT: N/A 5/12/2004 2023 (555) 555-5555 deckarbasyetest@gmail.com
 Nikki Lasher #10 GPA: 3.80 SAT: N/A ACT: N/A 6/1/2004 2023 (555) 555-5555 tara@scoutingzone.com	 Vanessa Brummer #11 GPA: 3.40 SAT: N/A ACT: N/A 1/14/2004 2023 (555) 555-5555 vanessabrummer@test.com

Utilization of Your SZ Account by Scouts



Welcome Sandy
(University of San Diego - Div I - WOMEN'S)
sandy@scoutingzone.com

Edit Scout Profile

Registered SZ Events

Recent Events

Name	City	Date
2023 Girls Academy Spring Showcase	Browns Summit, NC	4/13/2023

Boys Schedule / Girls Schedule

Event Players (All)

Event Players (Boys)

Event Players (Girls)

Event Recap

2023 GA Champions Cup Finals	Bradenton, FL	3/9/2023
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Boys Schedule / Girls Schedule

Event Players (All)

Event Players (Boys)

Event Players (Girls)

Event Recap

PRO

PRO

My Players ★

Export My Players

Clear All Stars

Your starred players will receive a notification they are being tracked by you.

★★★★★

Ava Barjenbruch

Forward

Grad Year: 2022

Uncommitted

Broomfield Blast SC: Broomfield Blast SC 03G Thunder

Player profile

⊗

21

GPA: 4.3

DOB: 9/29/2003

★★★★★

Bridger Tautvydas

Defender

Grad Year: 2021

Uncommitted

NA: No Team Code

Player profile

⊗

6

GPA: 3.83

DOB: 3/6/2003

★★★★★

Devin Greer

Forward

Grad Year: 2024

University of California Santa Barbara

Davis Legacy: Davis Legacy Girls 06 Red/ECNL

Player profile

⊗

20

GPA: 4.4

DOB: 5/15/2006

★★★★★

⊗

Program Matches

U
Top 10

Utilization of Your SZ Account by Scouts



Team Details | Match Rosters | Advanced Rosters | Search for player or...

San Diego Surf
San Diego Surf ENCL-RL 02/03 - '03

- Andrew Dykstra** (Defender, #3)
Commitment: Uncommitted
Club: San Diego Surf
Team: San Diego Surf ENCL-RL 02/03 - '03
Grad year: 2021 GPA: 4.1 DOB: 03/14/2003
- Makai Bruce** (Defender, #4)
Commitment: Uncommitted
Club: San Diego Surf
Team: San Diego Surf ENCL-RL 02/03 - '03
Grad year: 2022 GPA: 3.6 DOB: 02/09/2003
- Drew Cowman** (Midfielder, #5)
Commitment: Uncommitted
Club: San Diego Surf
Team: San Diego Surf ENCL-RL 02/03 - '03
Grad year: 2021 GPA: 3.8 DOB: 03/17/2003
- Drew Cowman** (Fwd/Midfield..., #5)
Commitment: Uncommitted
Club: San Diego Surf
Team: San Diego Surf ENCL-RL 02/03 - '03
Grad year: 2021 GPA: 3.8 DOB: 03/17/2003
- Elijah Zamora** (Mid/Defender, #7)
Commitment: Uncommitted
Club: San Diego Surf
Team: San Diego Surf ENCL-RL 02/03 - '03
Grad year: 2022 GPA: 3.7 DOB: 08/28/2003

Breakers FC
Breakers FC MLSNEXT U19 - '03

- Armando Villa** (Keeper, #0)
Commitment: Uncommitted
Club: Breakers FC
Team: Breakers FC MLSNEXT U19 - '03
Grad year: 2022 GPA: 4.3 DOB: 12/05/2003
- Zachary Beardsley** (Defender, #2)
Commitment: Uncommitted
Club: Breakers FC
Team: Breakers FC MLSNEXT U19 - '03
Grad year: 2022 GPA: 3.7 DOB: 05/17/2004
- EVAN MARISCAL** (Midfielder, #4)
Commitment: Uncommitted
Club: Breakers FC
Team: Breakers FC MLSNEXT U19 - '03
Grad year: 2023 GPA: 4.2 DOB: 08/30/2004
- Ottis Pendergraft** (Forward, #5)
Commitment: Uncommitted
Club: Breakers FC
Team: Breakers FC MLSNEXT U19 - '03
Grad year: 2022 GPA: 4.7 DOB: 07/22/2004
- Jack Dawson** (Defender, #7)
Commitment: Uncommitted
Club: Breakers FC
Team: Breakers FC MLSNEXT U19 - '03
Grad year: 2022 GPA: 3.9 DOB: 03/15/2004

Tournament | Schedule | Matches | Players | Top 10

Team Details | Match Rosters | Advanced Rosters | Save Formation

San Diego Surf ECNL (Surf SC- San Diego) vs **Eagles GU17 ECNL (Eagles SC)**

Players on field: Jordyn Geller (20), Arlie Jones (19), Fernanda Osorio (7), chloe frisch (4), Ashley Sapon (11), Kayla Kukaua (18).

Kayla Kukaua (Defender, #18)
Commitment: None
Team: Eagles GU17 ECNL
Grad year: 2017
Buttons: QUICK NOTE, VIEW PROFILE

Bottom row of players: Taylor Kornieck (22), Grace Carter (2), Lucy Rickerson (10), Julia Kappes (6), Sarah Miller-Haughter (13), Jra Ishikawa (5), Savannah Gonzales (24), Sydney Caracciolo (7), Jackie Grubel (2), Kristen Canepa (29).

Tournament | Schedule | Matches | Players | Top 10

Promo Codes



www.scoutingzone.com

+ Players (SZ Premier): CascadeFC-Premier

❖ Players' access to scout analytics and SZ's college center

+ Managers: CascadeFC-Core

❖ Printing core rosters / activating virtual team webpages / adding game footage

+ Managers: CascadeFC-Roster

❖ Printing tournament rosters

Promo Codes – Player Upgrade Process

Purchase the Premier plan:

I want the Monthly Plan for just
\$19.99/month

select

Get 6 months for free!

I want the Annual Plan for just
\$119.99/year

select

One-time payment only!

I want the Lifetime Plan for just
\$219.99/year

select

I have a free plan (through my club
partnership)

select

Enter promo code here:

FCTucson-Premier

remove code

Boom! You have a free subscription!
Would you like to proceed?

Yes

Cancel

Follow Us

SCOUTING **ZONE**



@scoutingzone





Players that are driving their own recruiting process are the ones creating more college soccer opportunities for themselves. --ScoutingZone

