



# ELK RIVER FOOTBALL RECRUITING INFORMATION



# RECRUITING 101

## TRYING TO MAKE SENSE OF THE PROCESS



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# WHO PLAYS A ROLE IN RECRUITING?



## • COLLEGE/UNIVERSITIES -

- LOOKING FOR THE **BIGGEST, FASTEST, STRONGEST, AND BRIGHTEST** ATHLETES THEY CAN FIND TO HELP THEM **WIN**

**AND** REPRESENT THEIR INSTITUTION IN A POSITIVE LIGHT.

## • HIGH SCHOOL PROSPECTS -

- TAKE CARE OF YOUR **ACADEMICS**.
- WORK IN THE **WEIGHT ROOM** AND AT PRACTICE TO GIVE YOURSELF THE OPPORTUNITY TO SUCCEED.
- SEEK OUT REALISTIC OPPORTUNITIES TO PLAY ON THE NEXT LEVEL GIVEN YOUR ABILITY AND SKILL SET.

## • PROSPECT PARENTS -

- EDUCATE YOURSELF ON THE PROCESS
- HAVE *REALISTIC, ATTAINABLE* EXPECTATIONS BASED ON YOUR CHILD'S ABILITY AND SKILL SET.
- FACILITATE OPPORTUNITIES TO VISIT SCHOOLS AND SUMMER CAMPS.
- ENJOY THE PROCESS, DO NOT LET IT BECOME STRESSFUL.

## • HIGH SCHOOL COACHES -

- PROVIDE AN ATMOSPHERE CONDUCIVE TO THE SUCCESS AND ADVANCEMENT OF YOUR PLAYERS.
- EDUCATE PARENTS AND PLAYERS ABOUT WHAT THEIR ABILITIES AND OPPORTUNITIES ARE.
- PROMOTE THE ATHLETES TO COLLEGES AND UNIVERSITIES AND FOSTER THOSE RELATIONSHIPS.



### 3 GUIDELINES FOR PROSPECTS

- SHOW **RESPECT** TO EVERYONE. WE HAVE HAD COACHES ASK JANITORS, GUIDANCE COUNSELORS, OTHER TEACHERS ABOUT POTENTIAL RECRUITS.
  - USE PHRASES LIKE "YES, PLEASE," "NO, THANK YOU." IT WILL OPEN DOORS FOR YOU.
- YOU ARE **NOT** ENTITLED TO ANYTHING IN COLLEGE RECRUITING. IF YOU WANT IT YOU WILL HAVE TO WORK FOR IT.
- DRESS FOR SUCCESS. YOUR APPEARANCE SAYS MORE ABOUT YOU THAN YOU KNOW. PERCEPTION IS REALITY YOU ARE **ALWAYS** BEING EVALUATED.

# DIVISION I FBS (85 FULL SCHOLARSHIPS PER TEAM)



- FBS SCHOOLS INCLUDE MINNESOTA, IOWA STATE, WISCONSIN, NORTHERN ILLINOIS, WYOMING
- REQUIREMENTS: GRADUATE & COMPLETE 16 CORE CLASSES
- 7 OF THE 10 CORE COURSES MUST BE IN ENGLISH, MATH OR SCIENCE.
- EARN A **CORE-COURSE** GPA OF AT LEAST 2.300 - MATH, ENGLISH, SCIENCE, SOCIAL STUDIES, FOREIGN LANG. - ELECTIVES/PE DO NOT COUNT!
- 4 YRS OF ENGLISH & 3 YRS OF MATH (ALG. 1 OR HIGHER)
- 2 YRS OF NATURAL OR PHYSICAL SCIENCE
- 1 EXTRA YR OF ENGLISH, MATH OR NAT. OR PHYS. SCIENCE
- 2 YRS OF SOCIAL SCIENCE
- 4 YRS OF EXTRA CORE COURSES
- EARN AN ACT/SAT SUM SCORE MATCHING YOUR CORE-COURSE GPA ON THE DIVISION I SLIDING SCALE.  
[HTTP://WWW.NCAA.ORG/STUDENT-ATHLETES/FUTURE/TEST-SCORES](http://www.ncaa.org/student-athletes/future/test-scores)

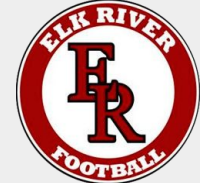


DIVISION I FULL QUALIFIER SLIDING SCALE			
Core GPA	New SAT*	Old SAT (Prior to 3/2016)	ACT Sum
3.550	400	400	37
3.525	410	410	38
3.500	430	420	39
3.475	440	430	40
3.450	460	440	41
3.425	470	450	41
3.400	490	460	42
3.375	500	470	42
3.350	520	480	43
3.325	530	490	44
3.300	550	500	44
3.275	560	510	45
3.250	580	520	46
3.225	590	530	46
3.200	600	540	47
3.175	620	550	47
3.150	630	560	48
3.125	650	570	49
3.100	660	580	49
3.075	680	590	50
3.050	690	600	50
3.025	710	610	51
3.000	720	620	52
2.975	730	630	52
2.950	740	640	53
2.925	750	650	53
2.900	750	660	54
2.875	760	670	55
2.850	770	680	56
2.825	780	690	56
2.800	790	700	57
2.775	800	710	58

DIVISION I FULL QUALIFIER SLIDING SCALE			
Core GPA	New SAT*	Old SAT (Prior to 3/2016)	ACT Sum
2.750	810	720	59
2.725	820	730	60
2.700	830	740	61
2.675	840	750	61
2.650	850	760	62
2.625	860	770	63
2.600	860	780	64
2.575	870	790	65
2.550	880	800	66
2.525	890	810	67
2.500	900	820	68
2.475	910	830	69
2.450	920	840	70
2.425	930	850	70
2.400	940	860	71
2.375	950	870	72
2.350	960	880	73
2.325	970	890	74
2.300	980	900	75
2.299	990	910	76
2.275	990	910	76
2.250	1000	920	77
2.225	1010	930	78
2.200	1020	940	79
2.175	1030	950	80
2.150	1040	960	81
2.125	1050	970	82
2.100	1060	980	83
2.075	1070	990	84
2.050	1080	1000	85
2.025	1090	1010	86
2.000	1100	1020	86

ACADEMIC REDSHIRT

## DIVISION I FCS (63 SCHOLARSHIPS PER TEAM)



- FCS SCHOOLS INCLUDE NDSU, SDSU, NORTH DAKOTA, ST. THOMAS, ETC.
- GRADES (PATRIOT/IVY/PIONEER LEAGUE SCHOOLS GIVE ACADEMIC MONEY)
- THESE SCHOOLS CAN SPLIT UP SCHOLARSHIPS INTO PARTIAL PACKAGES OR HAVE NO SCHOLARSHIPS - GRADES WILL DICTATE THESE

## DIVISION II (36 SCHOLARSHIPS PER TEAM)

- D2 SCHOOLS INCLUDE UMD, WINONA ST., AUGUSTANA, BEMIDJI ST.
- SIZE AND SPEED ARE STILL IMPORTANT
- PACKAGE PLAYERS - GRANTS/ACADEMICS/ATHLETICS

## DIVISION III (0 FOOTBALL SCHOLARSHIPS PER TEAM)



- DIII SCHOOLS INCLUDE UW SCHOOLS, HAMLINE, ST. JOHNS,
- GRADES ARE VERY IMPORTANT - **MERIT** BASED MONEY
- MANY ARE PRIVATE SCHOOLS
- ACADEMIC MONEY PLUS GRANTS, LOANS, NEED-BASED MONEY

## NAIA (24 SCHOLARSHIPS PER TEAM)

- NAIA SCHOOLS INCLUDE JAMESTOWN (ND), MORNINGSIDE (IA), ETC.
- NOT GOVERNED BY THE NCAA
- ATHLETIC MONEY, GRANTS, NEED BASED MONEY AND LOANS
- LIMITED NUMBER OF SCHOLARSHIPS - USUALLY BROKEN UP

# FOR MOST SCHOOLS/COACHES, THE MINIMUM REQUIREMENTS AREN'T GOOD ENOUGH



SPENCE NOWINSKY

D-COORDINATOR

OHIO UNIVERSITY



"I ALWAYS TELL RECRUITS THEIR FILM BROUGHT ME TO THEIR SCHOOL BUT THEIR GRADES ARE WHAT **KEEPS** ME THERE."

"ACADEMICS AND FOOTBALL GO HAND IN HAND. WE ARE LOOKING FOR **SMART, TOUGH** GUYS WHO **LOVE** FOOTBALL."



"IF A KID TRULY LOVES FOOTBALL HE WILL **NEVER** JEOPARDIZE FOOTBALL BY DOING POORLY IN SCHOOL. THAT DOESN'T MEAN A KID HAS TO BE A 4.0 BUT WE EXPECT THEM TO WORK TO THEIR FULLEST POTENTIAL."



# FOR MOST SCHOOLS/COACHES, THE MINIMUM REQUIREMENTS AREN'T GOOD ENOUGH



CEDRIC DOUGLAS

D LINE COACH

BUFFALO



"WE JUST NEED PROSPECTS TO UNDERSTAND THAT THERE ARE CERTAIN PROGRAMS WHO LITERALLY WON'T EVEN PLAY YOUR HIGHLIGHT TAPE BECAUSE OF POOR ACADEMICS."

"WHEN I GO OUT ON THE ROAD, I LISTEN TO **EVERYTHING** THE COACHES SAY ABOUT THE ATHLETE, BUT I DON'T LEAVE THE BUILDING WITHOUT GETTING A COPY OF THEIR TRANSCRIPTS AND TEST SCORES. I ALSO LIKE TO HONESTLY PICK A RANDOM TEACHER AND ASK THEM ABOUT THAT PERSON IN THEIR CLASS AND IN THEIR **SCHOOL CULTURE**. IF THAT TEACHER DOESN'T KNOW THE KID OR DOESN'T FEEL COMFORTABLE SAYING SOMETHING I MOVE TO THE NEXT PERSON UNTIL I FIND ONE. THAT'S MY OWN PERSONAL THING."

# NCAA RECRUITING TERMS



- **CONTACT PERIOD** - THE MOST WIDE-OPEN TIME.
  - COACHES CAN VISIT WITH PROSPECTS AND FAMILIES REGARDLESS OF LOCATION.
  - IN-PERSON CONTACT IS PERMITTED ONCE PER WEEK.
    - A COACH CANNOT VISIT A SCHOOL MULTIPLE TIMES IN ONE WEEK IF IT HAS MORE THAN ONE PROSPECT.
  - ELECTRONIC AND WRITTEN COMMUNICATIONS ARE ALSO PERMITTED.
- **EVALUATION PERIOD** - CONSIDERABLY MORE RESTRICTIVE
  - OFF CAMPUS FACE-TO-FACE CONTACT IS NOT PERMITTED (NO HOME VISITS)
  - COACHES CAN STILL VISIT A PROSPECT'S SCHOOL.
  - VISITS TO SCHOOLS ARE FOR THE PURPOSE OF EVALUATION.
  - PROSPECTS CAN VISIT COLLEGES AND RECEIVE WRITTEN AND ELECTRONIC COMMUNICATION.
  - MANY SCHOLARSHIP OFFERS GO OUT IN THIS PERIOD.



# NCAA RECRUITING TERMS

- **QUIET PERIOD - EVEN MORE RESTRICTIVE**
  - NO OFF-CAMPUS CONTACT OR VIEWING.
  - VISITS TO THE COLLEGE'S CAMPUS AND WRITTEN OR ELECTRONIC COMMUNICATIONS ARE STILL PERMITTED.
  - COACHES OFTEN TRY TO HAVE PROSPECTS VISIT CAMPUS UNOFFICIALLY DURING THIS TIME IN THE SPRING AND EARLY SUMMER, SO THAT THEY CAN BECOME FAMILIAR WITH CAMPUS.
- **DEAD PERIOD - MOST RESTRICTIVE.**
  - NO IN-PERSON CONTACT IS ALLOWED, EVEN IF A PROSPECT MAKES A VISIT TO THE COLLEGE CAMPUS.
  - WRITTEN AND ELECTRONIC COMMUNICATIONS ARE STILL PERMITTED.



# NCAA RECRUITING TERMS

- **OFFICIAL VISIT** - ANY VISIT TO A COLLEGE CAMPUS BY YOU OR YOUR PARENTS PAID FOR BY THE ***COLLEGE***.
  - THE COLLEGE MAY PAY THE FOLLOWING EXPENSES.
    - TRANSPORTATION TO AND FROM CAMPUS
    - ROOM AND MEALS 3 PER DAY
    - REASONABLE ENTERTAINMENT EXPENSES, INCLUDING 3 COMP ADMISSIONS TO A HOME GAME.
- **UNOFFICIAL VISIT** - ANY VISIT BY YOU AND YOUR PARENTS TO A COLLEGE CAMPUS PAID FOR BY ***YOU OR YOUR PARENTS***.
  - THE ONLY EXPENSE YOU MAY RECEIVE FROM THE COLLEGE IS THREE COMPLIMENTARY TICKETS TO A HOME ATHLETICS CONTEST.
  - YOU MAY MAKE AS MANY UNOFFICIAL VISITS AS YOU LIKE AND MAY TAKE THOSE VISITS AT ANY TIME.
  - THE ONLY TIME YOU CANNOT TALK WITH A COACH DURING AN UNOFFICIAL VISIT IS DURING A DEAD PERIOD.



# NCAA RECRUITING TERMS

- **CONTACT** - THIS OCCURS ANY TIME A COACH HAS ANY FACE TO FACE CONTACT WITH YOU OR YOUR FAMILY OFF THEIR CAMPUS AND MORE THAN A "HELLO" IS SAID.
- **BUMP** - THIS OCCURS WHEN AN ORGANIC/UNSCHEDULED CONTACT HAPPENS. THE COLLEGE COACH CAN SAY "HELLO" BUT CANNOT SAY MUCH MORE THAN THAT.
- **EVALUATION** - AN EVALUATION IS AN ACTIVITY BY A COACH TO EVALUATE YOUR ACADEMIC OR ATHLETICS ABILITY. THIS WOULD INCLUDE VISITING YOUR HIGH SCHOOL OR WATCHING YOU PRACTICE OR COMPETE.



# NCAA RECRUITING TERMS

- **FAFSA** - FAFSA STANDS FOR FREE APPLICATION FOR STUDENT AID.
  - ANYONE WHO IS PLANNING ON ATTENDING COLLEGE IS TO FILL OUT A FORM.
  - FORMS ARE AVAILABLE IN THE COUNSELING OFFICE OR ON THE INTERNET AT [WWW.FAFSA.ED.GOV](http://WWW.FAFSA.ED.GOV) THIS IS VERY IMPORTANT, BECAUSE FEDERAL STUDENT AID IS GIVEN OUT ON A FIRST COME-FIRST SERVED BASIS.
  - THE EARLIEST AID CAN BE APPLIED FOR IS **JANUARY 1**, AND THE LATEST DATE IS **JUNE 30**.
- **OFFER** - THERE ARE MANY KINDS OF OFFERS.
  - FBS OR FCS PROGRAM: THE OFFER WILL INCLUDE ATHLETIC SCHOLARSHIPS.
    - SOME FBS/FCS WILL PUT OUT "NON-COMMITTABLE" OFFERS, MEANING THAT A PLAYER CANNOT COMMIT TO THAT SCHOLARSHIP.
  - NON-SCHOLARSHIP PROGRAMS OR PARTIAL SCHOLARSHIP PROGRAMS ARE OFFERING YOU A SPOT ON THE ROSTER.
  - IT IS VERY IMPORTANT TO UNDERSTAND WHAT COMES WITH AN OFFER FROM A SPECIFIC SCHOOL AND WHETHER IT IS COMMITTABLE OR NOT.

# Estimated Probability of Competing in Athletics Beyond the High School Interscholastic Level



Student-Athletes	Men's Basketball	Women's Basketball	Football	Baseball	Men's Ice Hockey	Men's Soccer
High School Student-Athletes	549,500	456,900	983,600	455,300	29,900	321,400
High School Senior Student-Athletes	157,000	130,500	281,000	130,100	8,500	91,800
NCAA Student-Athletes	15,700	14,400	56,500	25,700	3,700	18,200
NCAA Freshman Roster Positions	4,500	4,100	16,200	7,300	1,100	5,200
NCAA Senior Student-Athletes	3,500	3,200	12,600	5,700	800	4,100
NCAA Student-Athletes Drafted	44	32	254	600	33	76
<b>Percent High School to NCAA</b>	<b>2.9</b>	<b>3.1</b>	<b>5.8</b>	<b>5.6</b>	<b>12.9</b>	<b>5.7</b>
<b>Percent NCAA to Professional</b>	<b>1.3</b>	<b>1.0</b>	<b>2.0</b>	<b>10.5</b>	<b>4.1</b>	<b>1.9</b>
<b>Percent High School to Professional</b>	<b>0.03</b>	<b>0.02</b>	<b>0.02</b>	<b>0.5</b>	<b>0.4</b>	<b>0.08</b>

# WHERE CAN I PLAY?



- BE REALISTIC
- ASK YOUR COACH WHAT LEVEL YOU MIGHT BE ABLE TO PLAY
- GO ONLINE AND CHECK OUT THE ROSTER
- DO I MATCH THE HEIGHT/WEIGHT OF THE PLAYERS AT MY POSITION?
- GOOGLE THE HIGHLIGHT FILMS OF THE PLAYERS ON THE ROSTER - DO I PLAY AT THE SAME SPEED?
- ATTEND CAMPS AND OR COMBINES AND COMPARE YOURSELF AGAINST OTHERS WITH OFFERS

OL	DL	LB	RB	TE	WR
6'4 302	6'4 285	6'2 227	5'11 207	6'4 245	6'1 188
SUB 5.4	SUB 5.0	SUB 4.7	SUB 4.6	SUB 4.7	SUB 4.6



# NCAA RECRUITING TIMELINE

- THE RECRUITING PROCESS FOR MOST DIVISION I ATHLETES USUALLY BEGINS DURING THEIR SOPHOMORE YEAR OF HIGH SCHOOL. NO CONTACT DOES NOT MEAN NO CHANCE OF SCHOLARSHIP.
- THE FOLLOWING INFORMATION IS FOR ONLY DIVISION 1 FOOTBALL PROGRAMS
  - FCS/D2/D3/NAIA/JUCO PROGRAMS BEGIN RECRUITING MUCH LATER (JUNIOR/SENIOR YEAR).
- **FRESHMAN/SOPHOMORE YEAR - DIVISION I**
  - MATERIALS - YOU MAY RECEIVE BROCHURES FOR CAMPS AND QUESTIONNAIRES
  - CALLS - YOU MAY MAKE CALLS TO COACHES AT YOUR EXPENSE ONLY. (COACHES CANNOT CONTACT YOU.)
  - OFF CAMPUS CONTACT - NONE
  - OFFICIAL VISITS - NONE
  - UNOFFICIAL VISIT - YOU MAY MAKE UNLIMITED UNOFFICIAL VISITS.



# NCAA RECRUITING TIMELINE

## • JUNIOR YEAR - DIVISION I

- MATERIALS - YOU MAY BEGIN RECEIVING MAILED LETTERS/OTHER MATERIALS SEPTEMBER 1
- CALLS - YOU MAY MAKE CALLS TO COACHES AT YOUR EXPENSE ONLY
- COACHES MAY CONTACT YOU ONCE IN MAY OF THIS YEAR
- OFF CAMPUS CONTACT - NONE
- OFFICIAL VISITS - NONE
- UNOFFICIAL VISIT - YOU MAY MAKE UNLIMITED UNOFFICIAL VISITS.

## • SENIOR YEAR - DIVISION I

- CALLS - YOU MAY MAKE CALLS TO COACHES AT YOUR EXPENSE. COACHES MAY CONTACT YOU ONCE PER WEEK BEGINNING SEPTEMBER 1
- OFF CAMPUS CONTACT - ALLOWED BEGINNING NOVEMBER 27
- OFFICIAL VISITS - ALLOWED BEGINNING IN THE SPRING/SUMMER/FALL/WINTER. LIMIT 1 OFFICIAL VISIT PER COLLEGE, **MAXIMUM OF 5 COLLEGES**, THIS INCLUDES D1&D2
- UNOFFICIAL VISIT - YOU MAY MAKE UNLIMITED UNOFFICIAL VISITS
- EVALUATION & CONTACTS - UP TO SIX TIMES DURING YOUR SENIOR YEAR
- 6 TIMES YOU OR YOUR PARENTS CAN BE CONTACTED (INCLUDING EVALUATION OFF CAMPUS), THAT INCLUDES ONLY ONE EVALUATION BETWEEN SEPTEMBER - NOVEMBER



# COLLEGE ONE DAY CAMPS

- COMMUNICATE ALL VISITS/CAMPS WITH COACH HAMILTON AND COACH NOWINSKY
- TRYOUTS (AUDITIONS): BE READY TO RUN, WORK & FIGHT FOR REPS
- ATTEND CAMPS AT SCHOOLS YOU AND YOUR COACHES THINK YOU HAVE AN OPPORTUNITY TO PLAY FOR
  - 9<sup>TH</sup>/10<sup>TH</sup> GRADERS CHOOSE DREAM SCHOOLS BUT DON'T IGNORE THE SMALLER SCHOOLS AT THE CAMP
  - 11<sup>TH</sup>/12<sup>TH</sup> GRADERS BEGIN TO CHOOSE SCHOOLS WHO ARE COMMUNICATING WITH YOU.
  - TALK TO COACH HAMILTON OR COACH NOWINSKY ABOUT CAMPS, WE WILL HELP YOU CREATE A PLAN
- BOTTOM LINE: SCHOOLS WANT TO WATCH YOU WORK OUT AND INTERACT WITH YOU IN PERSON, THEN OFFER OR MOVE ON TO THE NEXT PROSPECT
- ALL SCHOOLS HAVE "JUNIOR DAYS" IN THE SPRING - DEVELOP RELATIONSHIPS
- IF YOU ARE REALLY INTERESTED IN A SCHOOL, YOU NEED TO GO!
- INFORMATION WILL BE AVAILABLE ON EACH SCHOOL WEBSITE
- IF YOU ARE INTERESTED IN GOING TO A SCHOOL, YOU NEED TO ALSO NEED TO GO TO THEIR SUMMER CAMP. SAVE MONEY BY GOING TO A ONE DAY CAMP FOR \$25-\$35 RATHER THAN A WEEK-LONG CAMP FOR \$350.



# WINTER/SPRING COMBINES

- THESE ARE COMBINES HOSTED BY RECRUITING SERVICES INCLUDING 247 OR RIVALS.
  - THEY CAN ALSO BE HOSTED BY APPAREL COMPANIES INCLUDING UNDER ARMOUR OR NIKE, ETC.
- WE SUPPORT YOU GOING TO THESE EVENTS AND SHOWCASING YOUR SKILLS. BE PREPARED TO COMPETE AT YOUR VERY BEST.
- THESE COMBINES CAN BE BOTH GOOD AND BAD FOR A RECRUIT.
  - A PROSPECT'S RECRUITING CAN PICK UP WITH A STRONG SHOWING BUT ALSO THE OPPOSITE CAN ALSO HAPPEN.
  - A POOR POSTED TIME IN THE 40 OR OTHER EVENT CAN HAVE VERY NEGATIVE EFFECTS ON RECRUITING.
  - IF YOU GO TO A WINTER OR SPRING COMBINE AND YOU DO NOT RUN WELL - MAKE SURE THAT YOUR TIMES ARE NOT POSTED!



# HIGHLIGHT FILMS

- NO MUSIC
- BEST 10 PLAYS FIRST
- CIRCLE YOURSELF **BEFORE THE PLAY** - UNLESS YOU ARE A QB
- NO INSTANT REPLAYS
- NO SLO-MO
- NO MORE THAN 4 MINUTES - NOT EVERY TACKLE/CATCH IS A HIGHLIGHT
- AFTER YOU HAVE TAGGED YOUR FILM, PLEASE SPEAK WITH COACH HAMILTON OR COACH NOWINSKY TO ASSIST YOU WITH ENSURING YOUR CLIPS ARE IN THE CORRECT ORDER.



# HOW DO I HELP MYSELF?? SOCIAL MEDIA

- YOUR TWITTER/INSTAGRAM/SNAPCHAT/FACEBOOK PROFILES ARE YOUR RESUMES TO RECRUITERS.
- THIS IS WHERE RECRUITERS GET TO KNOW YOU IF/WHEN THEY ARE RECRUITING YOU.
- THESE PLATFORMS ARE THE PRIMARY WAY THAT A RECRUITER GETS TO KNOW WHO YOU ARE SINCE HE DOES NOT KNOW YOU OR GET TO INTERACT WITH YOU VERY MUCH.
  - THESE PLATFORMS ARE USED FOR 1 ON 1 COMMUNICATION
  - IF A COACH FOLLOWS YOU OR DM'S YOU, THAT IS A GOOD THING. THEY ARE RECRUITING YOU AND HAVE BEGUN TO EVALUATE YOU.
  - CONSISTENTLY COMMUNICATE WITH COACHES WHO HAVE SHOWN INTEREST.
- "NEVER LET A 140 CHARACTER TWEET COST YOU A \$140,000 SCHOLARSHIP"



## **BEFORE YOU POST...**

### **THINK!**

**T** - is it true?

**H** - is it hurtful?

**I** - is it illegal?

**N** - is it necessary?

**K** - is it kind?





Chad Morris (and his staff) were tabbed back in December last year to turn around a struggling SMU program that had seen better days.

The key to any good turnaround is getting high quality players that are also quality individuals, and in today's society dominated by social media, coaches are provided a better look than ever at a player's character with just a few clicks of the mouse.

This morning, SMU defensive coordinator Van Malone tweeted this picture showing their very detailed synopsis of a player's Twitter activity. Notice how it includes a picture and their Twitter handle, and a very, very thorough review of his Twitter timeline.

If you're a high school coach, this is an outstanding reminder for your guys, and if you're a college coach, this template may be something you can use for your own program.

 <b>SMU Football Twitter Update</b> 		
Prospect (with picture) & Twitter Handle:	Prospect Twitter Update:	Committed To:
	<ul style="list-style-type: none"> <li>Updated as of September 14<sup>th</sup>, 2015.</li> <li>language and inappropriate videos or language in his retweets.</li> <li>Encouraging tweets between him and friends, for a</li> </ul>	



friends, for a teammate who still hasn't received an offer.

- Retweeted multiple tweets, which mentioned him in a rivals interview talking about his game and SMU visit
- Multiple tweets about his game. He thanks God and exchanges thanks and congratulations with teammates and friends.
- Half of his twitter feed deals with his teams his win over
- Tweeted the score of the SMU game last weekend.
- Also tweeted an article that was written about the SMU Campus.
- No Misconduct besides the retweets

 **SMU Coach Van Malone**  
@SMUCoachMalone

 Follow

We have a team of people who monitor what recruits are putting on social media. Watch what you tweet and retweet.

6:30 AM - 16 Sep 2015 - University Park, TX, United States

  145  88

# HOW DO I HELP MYSELF?



- **BE PROACTIVE!!! TAKE ACTION**

- **KEEP YOUR COACHES INFORMED**

- **CREATE A ONE PAGE RESUME - SEND TO SCHOOL WITH LINK TO HIGHLIGHT FILM**

- HEIGHT/WEIGHT/STRENGTH/SPEED
- GRADES WITH **CORE GPA**
- COMPOSITE ACT SCORE/SAT SCORE
- CHARACTER INFO, OTHER SPORTS/ACTIVITIES/VOLUNTEER GROUPS

- **BE ORGANIZED AND HAVE A PLAN. RESEARCH COLLEGES THAT INTERESTS YOU.**

- **MAKE YOUR GRADES! DO AS WELL AS YOU POSSIBLY CAN IN ALL YOUR CLASSES.**

- **HAVE A GREAT OFF-SEASON. IMPROVE AS MUCH AS POSSIBLE.**

- **SIGN UP TO TAKE THE TESTS. LET US KNOW WHEN YOU GET YOUR SCORES IN.**

- **BE REALISTIC IN YOUR EXPECTATIONS.**

- **KEEP THE TEAM FIRST AND REMEMBER THAT THE MORE SUCCESS WE HAVE AS A TEAM, THE MORE REWARDS THERE ARE FOR EVERYONE. THE FURTHER WE GO IN THE PLAYOFFS, THE MORE EXPOSURE YOU WILL GET.**



# WHAT SHOULD I DO? ATHLETE

## • FRESHMEN YEAR

- **GRADES!!!!**
- LIFT AND TRAIN SPEED/AGILITY
- CREATE HIGHLIGHT FILM (ONLY VERY BEST PLAYS, COULD BE 7 CLIPS OR LESS)
- CREATE A TWITTER ACCOUNT - IT SHOULD INCLUDE:
  - YOUR REAL NAME
  - LINK TO YOUR FILM IN BIO
  - YOUR GRADUATION YEAR
  - POSITION
  - ANY OTHER IMPORTANT INFO



# WHAT SHOULD I DO? ATHLETE

## SOPHOMORE YEAR

- **GRADES!!!!**
- CREATE HIGHLIGHT FILM
- CONTACT SCHOOLS YOU ARE INTERESTED IN THAT YOU & YOUR COACHES THINK YOU HAVE A REALISTIC CHANCE OF PLAYING FOR AND INQUIRE ABOUT UNOFFICIAL VISITS - EMAIL/TWITTER
- START PREPARING FOR THE ACT AND SAT (PREP COURSES)
- TAKE THE SAT OR ACT BEFORE YOUR SOPHOMORE YEAR ENDS
- ATTEND A FEW WINTER CAMPS/COMBINES/SHOWCASES TO UNDERSTAND WHERE YOU FIT AND HOW TO COMPETE AT 1 DAY EVENTS.
- PICK 3-4 SUMMER ONE DAY CAMPS YOU WANT TO ATTEND AND GO SEE HOW YOU COMPARE TO THE GUYS THEY ARE RECRUITING.
- GO TO A COLLEGES WEBSITE AND FILL OUT THEIR ONLINE FOOTBALL PROSPECT QUESTIONNAIRE

# WHAT SHOULD I DO? ATHLETE



## • JUNIOR YEAR

### ○ **GRADES!!!!**

- CONTACT SCHOOLS YOU ARE INTERESTED IN THAT YOU AND YOUR COACHES THINK YOU HAVE A REALISTIC CHANCE OF PLAYING FOR
  - INQUIRE ABOUT JUNIOR DAYS AND UNOFFICIAL VISITS
- CREATE 1 PAGE RESUME... SEND FILM/GRADES/TEST SCORES TO SCHOOLS AT ALL LEVELS THAT YOUR ACADEMICS FIT (FBS, FCS, D2)
- GO TO A COLLEGES WEBSITE AND FILL OUT THEIR ONLINE FOOTBALL PROSPECT QUESTIONNAIRE
- FOLLOW COACHES ON TWITTER
- TAKE THE SAT OR ACT 2-3 TIMES BEFORE YOUR JUNIOR YEAR ENDS
- PICK 3-4 SUMMER ONE DAY CAMPS YOU WANT TO ATTEND AND GO SEE HOW YOU COMPARE TO THE GUYS THEY ARE RECRUITING
- REGISTER WITH THE NCAA ELIGIBILITY CENTER "CLEARINGHOUSE"

# WHAT SHOULD I DO? ATHLETE



- **SENIOR YEAR**
- IF YOU HAVE OFFERS FROM FBS, FCS, OR D2 SCHOOLS, YOU WILL BE TAKING OFFICIAL VISITS TO MAKE YOUR FINAL DECISIONS.
- FINALIZE ELIGIBILITY CENTER AND ACADEMIC QUALIFICATION DETAILS.
- **FILL OUT THE FAFSA AS SOON AS POSSIBLE AFTER JANUARY 1**
- NOT OFFERED BY BIG TEN/BIG 12- PROBABLY NOT LIKELY TO HAPPEN UNLESS SOME PRIOR COMMUNICATION BETWEEN YOU AND THE SCHOOL HAS OCCURRED.
- MID LEVEL D1 FBS SCHOOLS SUCH AS WYOMING AND FCS SCHOOLS LIKE THE NDSU/SDSU WILL CONTINUE TO EVALUATE AND OFFER SCHOLARSHIPS APRIL THRU DECEMBER.
  - RECRUITMENT, COMMUNICATION AND EVALUATION WILL BE ONGOING.
- D2/D3/NAIA DON'T REALLY GET STARTED WITH OFFERS UNTIL NOVEMBER/DECEMBER SO THEY CAN SEE WHAT HAS TRICKLED DOWN FROM THE BIGGER PROGRAMS
  - VISITS START IN JANUARY AND CAN RUN INTO FEBRUARY AND MARCH.
  - THESE WILL BE FINANCIAL AID PACKAGES BASED ON ACADEMIC, ATHLETIC, AND NEED BASED MONEY.

# WHAT SHOULD I DO? PARENT

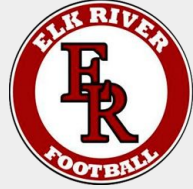


- **BE SUPPORTIVE! EACH CHILD'S RECRUITMENT IS UNIQUE.**
  - THIS IS YOUR SON'S DECISION BUT YOU ARE THERE TO GUIDE HIM.
  - HELP YOUR CHILD FIND THE RIGHT FIT FROM AN ACADEMIC AND ATHLETIC STANDPOINT.
  - REMEMBER THIS IS A 40 YEAR DECISION NOT A 4 YEAR DECISION.
- **WHEN YOU GO TO A SCHOOL, THE COACHES ARE EVALUATING YOU AND YOUR FAMILY AS WELL AS THE ATHLETE.**
  - THEY WANT TO KNOW EVERYTHING ABOUT THE PERSON THEY ARE GETTING AND HOW HE WILL FIT INTO THEIR PROGRAM. BE GENUINE IN YOUR CONVERSATIONS.
- **EDUCATE YOURSELF ON THE SCHOOLS AND COACHES YOU WILL BE VISITING.**
- **WAYS TO ASSIST YOUR SON**
  - MONITOR HIS GRADES - ESPECIALLY CORE COURSES. THIS WILL PAY FOR ITSELF DOWN THE ROAD. A'S/B'S ARE SCHOLARSHIP MONEY.
  - GET YOUR CHILD ACT/SAT PREP IF POSSIBLE.
  - MAKE SURE THEY ARE AS PHYSICALLY PREPARED TO COMPETE BOTH IN THE SEASON (OFFSEASON GOALS FOR WEIGHT/STRENGTH) AND AT COLLEGE CAMPS (REST/HYDRATION).



# POTENTIAL... PARENT QUESTIONS FOR COLLEGES

- WHAT DOES THE SCHOLARSHIP PAY FOR?
- HOW LONG IS THE SCHOLARSHIP FOR?
- WHAT KIND OF ACADEMIC SUPPORT DO YOU GIVE THE PLAYERS?
- WHERE IS MY SON ON YOUR RECRUITING BOARD?
- WHAT IS THE TIME COMMITMENT FOR FOOTBALL VERSUS ACADEMICS?
- WHAT MAJORS DO YOU OFFER IN HIS FIELD? DO ANY OTHER GUYS ON THE TEAM MAJOR IN THAT?



# COACH'S ROLE

- CREATE LIST OF ALL PROSPECTS
- HEIGHT/WEIGHT/ACADEMICS - CONTACT INFORMATION
- DISTRIBUTE TO AS COACHES THAT COME TO BUILDING AND SEND EMAILS TO ALL SCHOOLS AT EACH LEVEL.
- WE WILL SEND OUT INFO TO EVERY SINGLE UNIVERSITY, COLLEGE, AND JUCO, THEY WILL EVALUATE EACH KID BASED ON THEIR NEEDS



# COACH'S ROLE

- #1 - COACH CANNOT GET YOUR PLAYER A SCHOLARSHIP
- RECOMMEND BASED ON REQUIREMENTS OF THE UNIVERSITY - HEIGHT/WEIGHT/SPEED/GRADES ETC.
- D1 USUALLY TAKES CARE OF ITSELF - THEY WILL DECIDE IF YOU CAN PLAY OR NOT
- D2/D3/NAIA - COACH CAN HELP SELL THESE KIDS IF THEY HAVE GRADES AND CHARACTER



# COACH'S ROLE

- THE COLLEGE COACH'S MORTGAGE PAYMENT IS BASED ON WHETHER HE CAN SEE TALENT
- THEY WILL DO THEIR HOMEWORK.
- BORDERLINE - TWEENERS
- THREE THINGS WE AS COACHES CAN VOUCH FOR AND THEY WILL ASK ABOUT..
  - 1- ACADEMICS
  - 2- WORK ETHIC
  - 3- CHARACTER



# BIG TAKEAWAYS

- BE PROACTIVE!
- RECRUIT THE SCHOOL YOU WANT TO GO TOO.
- SCHOOLS CANNOT CALL YOU BACK BUT YOU MAY CALL THEM AS MANY TIMES AS YOU WISH - VISIT TOO!
- **FIND A SCHOOL WHERE YOU WILL BE COMFORTABLE IF FOOTBALL GOES AWAY.**
- **THIS IS A 40 YEAR DECISION, NOT 4 OR 5 YEARS.**

# THANKS FOR YOUR TIME AND ATTENTION



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