

WELCOME TO
FRANKLIN LIONS ATHLETICS
College Recruitment 101



Recruiting Coordinator

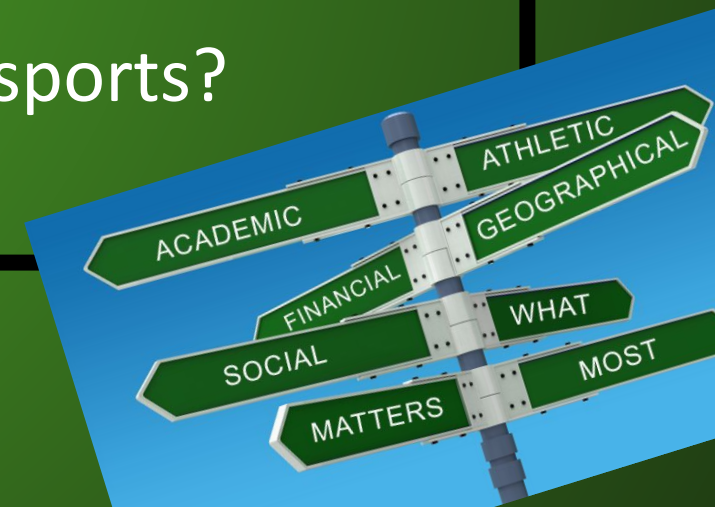
Ben Gallego

bgallego@franklinisd.net

432-386-2512

Classic initial questions by a high school athlete

- Am I good enough to play in college?
- Should I play multiple sports in high school or focus on one?
- How do I get recruited?
- Where should I start?
- What is the difference between Division I, II, III universities?
- What does JUCO mean?
- Should I choose a school based on academics or sports?



The reality...colleges recruit the world!

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	High School Participants	NCAA Participants	Overall % HS to NCAA	% HS to NCAA Division I	% HS to NCAA Division II	% HS to NCAA Division III
Baseball	478,451	38,849	8.1%	2.4%	2.4%	3.2%
Basketball	537,438	19,213	3.6%	1.0%	1.0%	1.5%
Cross Country	240,201	14,787	6.2%	2.1%	1.7%	2.4%
Football	1,028,761	77,204	7.5%	3.0%	2.0%	2.5%
Golf	150,175	8,602	5.7%	1.9%	1.6%	2.2%
Ice Hockey	33,013	4,388	13.3%	5.0%	0.8%	7.5%
Lacrosse	111,108	16,030	14.4%	3.3%	3.2%	8.0%
Soccer	450,455	27,284	6.1%	1.4%	1.7%	2.9%
Swim & Dive	116,741	9,945	8.5%	3.3%	1.5%	3.7%
Tennis	158,306	7,785	4.8%	1.5%	1.1%	2.2%
Track & Field	604,983	31,278	5.2%	1.9%	1.4%	1.9%
Volleyball	77,287	2,933	3.8%	0.7%	0.8%	2.3%
Water Polo	21,289	1,156	5.4%	3.1%	0.9%	1.4%
Wrestling	259,431	8,309	3.2%	1.0%	0.8%	1.3%



Sources: High school figures come from the 2022-23 High School Athletics Participation Survey conducted by the National Federation of State High School Associations. College numbers are from the NCAA's 2022-23 Sports Sponsorship and Participation Rates Report. These college numbers account for participation in college athletics at NCAA-member schools only.

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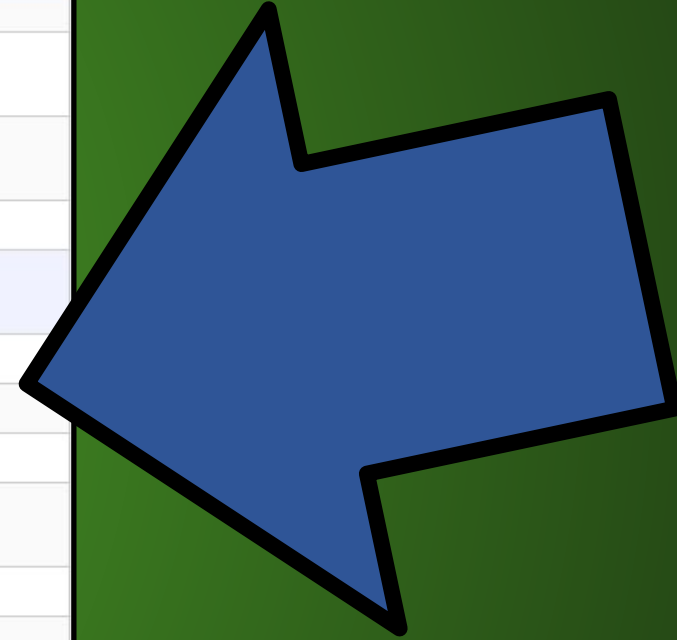
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...reality continued.

	High School Participants	NCAA Participants	Overall % HS to NCAA	% HS to NCAA Division I	% HS to NCAA Division II	% HS to NCAA Division III
Basketball	373,366	16,668	4.5%	1.4%	1.3%	1.8%
Cross Country	197,630	14,621	7.4%	2.9%	1.9%	2.6%
Field Hockey	52,962	6,456	12.2%	3.6%	1.9%	6.7%
Golf	80,970	5,733	7.1%	2.8%	2.0%	2.3%
Ice Hockey	8,601	2,888	33.6%	10.2%	2.1%	21.3%
Lacrosse	98,014	13,481	13.8%	4.3%	3.2%	6.3%
Soccer	377,838	29,959	7.9%	2.7%	2.2%	3.0%
Softball	344,952	21,646	6.3%	2.0%	1.7%	2.2%
Swim & Dive	140,711	13,259	9.4%	4.2%	1.6%	3.6%
Tennis	191,036	8,343	4.4%	1.5%	1.1%	1.9%
Track & Field	486,355	31,475	6.5%	2.8%	1.7%	2.0%
Volleyball	470,488	18,569	3.9%	1.2%	1.1%	1.6%
Water Polo	18,728	1,337	7.1%	4.4%	1.2%	1.6%



Sources: High school figures come from the 2022-23 High School Athletics Participation Survey conducted by the National Federation of State High School Associations. College numbers are from the NCAA's 2022-23 Sports Sponsorship and Participation Rates Report. These college numbers account for participation in college athletics at NCAA-member schools only.

What is the difference between the NCAA, NJCAA and NAIA?



What is the NCAA?

The National Collegiate Athletic Association (NCAA) is a member-led organization dedicated to the well-being and lifelong success of college athletes. They are committed to providing a pathway to opportunity by prioritizing academics, well-being and fairness for student-athletes.

- 1,123 colleges and universities
- 98 voting athletics conferences
- 39 affiliated organizations
- Almost 500,000 student-athletes
- 19,500 teams
- 24 sports - three divisions (D I, II, III)



NCAA - Three Divisions

Division I: 350 schools

- Median Undergrad Enrollment (MUE): 9,629 students
- 1 in every 23 students are athletes (*AVG % of students participating in sports is 4%*)
- *Multiyear, cost-of-attendance athletic scholarships available* - 57% of athletes receive athletic aide

Division II: 310 schools

- MUE: 2,485 students
- 1 in every 10 students are athletes (*AVG % of students participating in sports is 9%*)
- *Partial athletic scholarships available* - 60% of athletes receive athletic aide

Division III: 438 schools

- MUE: 1,748 students
- 1 in every 6 students are athletes (*AVG % of students participating in sports is 26%*)
- No athletic scholarships available - 80% of athletes receive non-athletic aide (academic scholarships, grants, etc.)

***numbers do not include provisional or reclassifying schools**

What are the eligibility requirements, by division?

College-bound students who want to play DI or DII need to complete NCAA standards. Students who want to compete DIII need to meet standards set by the school.

College-bound student-athletes preparing to enroll in a Division I or Division II school, need to register with the [NCAA Eligibility Center](#). The Eligibility Center is a watchdog organization that helps validate student academic and amateur status requirements.

The Eligibility Center [Checklist](#) helps ensure student-athletes are prepared to create an account. It takes 30-45 minutes to completely register. [FAQ](#) reference.

NCAA Eligibility Center

- **Certification Account:** Student athletes need to be certified by the NCAA Eligibility Center to compete at an NCAA Division I or II school. You also need to be registered with a *certification account* before you can make official visits or sign a National Letter of Intent in Division I or II. There is a \$90 non-refundable registration fee (individuals may qualify to apply for a fee waiver based on financial considerations).
- **Profile Page:** If you plan to compete at a Division III school or are currently unsure in which division you want to compete, create a *profile page*. If at any time you wish to pursue a Division I or II path, you will be able to transition to a *certification account*.

High School Eligibility Requirements Timeline

GRADE 9

Plan

- Start planning now! Take the right courses and earn the best grades you can.
- Ask your counselor for a list of your high school's NCAA core courses to make sure you take the right classes. Or, find your high school's list of NCAA core courses at eligibilitycenter.org.

GRADE 10

Register

- Register with the NCAA Eligibility Center at eligibilitycenter.org.
- If you fall behind on courses, don't take shortcuts to catch up. Ask your counselor for help with finding approved courses or programs you can take.

GRADE 11

Study

- Check with your counselor to make sure you are on track to graduate on time.
- Take the ACT or SAT and make sure we get your scores by using code 9999.
- At the end of the year, ask your counselor to upload your official transcript.

GRADE 12

Graduate

- Take the ACT or SAT again, if necessary, and make sure we get your scores by using code 9999.
- Request your final amateurism certification after April 1.
- After you graduate, ask your counselor to upload your final official transcript with proof of graduation.

Academic Requirements

How to plan your high school courses to meet the 16 core-course requirement:

$$4 \times 4 = 16$$

9TH GRADE

- (1) English
- (1) Math
- (1) Science
- (1) Social Science and/or additional

4 CORE COURSES

10TH GRADE

- (1) English
- (1) Math
- (1) Science
- (1) Social Science and/or additional

4 CORE COURSES

11TH GRADE

- (1) English
- (1) Math
- (1) Science
- (1) Social Science and/or additional

4 CORE COURSES

12TH GRADE

- (1) English
- (1) Math
- (1) Science
- (1) Social Science and/or additional

4 CORE COURSES

Division I: 2.3 GPA* and 900 SAT or 75 ACT sum score

Division II: 2.2 GPA* and 840 SAT or 70 ACT sum score

Division III: No set NCAA **GPA requirements**. Schools set their own admissions standards you must meet in order to compete. These **GPA** standards are outlined in the overall NCAA [academic requirements](#).

*Ultimately, your minimum GPA depends on where you fall on the NCAA [sliding scale](#). Higher GPA = lower standardized test score forgiveness.

Quick Facts About NCAA Scholarships

- 6% of high school athletes move on to compete in the NCAA.
- Fewer than 2% of these athletes go on to be professional players.

- Of the 6%, roughly 2% are awarded some form of athletic scholarship.
- There are nearly half a million NCAA athletes. Most will go on to be professionals in something else.

ESTIMATED PROBABILITY OF COMPETING IN NCAA ATHLETICS BEYOND HIGH SCHOOL

Student-Athletes	All Sports	Men's Basketball	Women's Basketball	Football	Baseball	Men's Ice Hockey	Men's Soccer
High School Student-Athletes	7,300,000	546,400	429,400	1,083,300	488,800	35,200	440,300
NCAA Student-Athletes	492,000	18,700	16,600	73,700	34,600	4,100	24,800
Percentage Moving from High School to NCAA	6%	3.4%	3.9%	6.8%	7.1%	11.7%	5.6%
Percentage Moving from NCAA to Major Professional*	2%	1.1%	0.9%	1.5%	9.1%	5.6%	1.4%

*Percent NCAA to Major Professional figures are based on the number of draft picks made in the NFL, NBA, WNBA, MLB, NHL and MLS drafts.

What is the NJCAA (also referred to as JUCO)?

The National Junior College Athletic Association's (NJCAA) mission, is to foster a national program of athletic participation in an environment that supports equitable opportunities consistent with the educational objectives of member colleges.

- 500+ member institutions
- Three divisions (D I, II, III)

Division I

Colleges may grant full athletic scholarships (tuition, books, fees, room & board), up to \$250 in course required supplies and transportation costs, one time per academic year, to and from the college by direct route. Each sport has limits on the number of scholarships that can be granted.

Division II

Colleges may grant athletic scholarships, but scholarships are limited to tuition, books, fees and up to \$250 in course required supplies. Each sport has limits on the number of scholarships that can be granted.

Division III

Colleges are not permitted to offer any athletic scholarships

- 17 sports



NJCAA Eligibility Requirements 2025-2026

A student-athlete **must be a graduate of a high school** with a state department of education approved standard academic diploma, state department of education approved general education diploma, or a state department of education approved high school equivalency test. A student-athlete who does not possess state department of education credentials as listed above, must provide transcripts that have been translated to English, interpreted and approved by the college's registrar.

Home School certifying statement per Article V, Section 2. B. 2.f .i. "I, the undersigned, do hereby solemnly attest that this student has completed a secondary school education in a **homeschool** setting on the date indicated, and under the laws governing the state and county in which the home schooling occurred." This certifying statement must be notarized. B.1.a.

High school graduation is documented with a final/official **high school transcript** which identifies the school, student, date of graduation and has an administrative signature. B.1.b. Student-athletes who have passed a state approved equivalency exam, but have not been awarded the certificate or diploma, may establish eligibility by submitting **written proof** of their successful completion and the member institution keeping such proof (passing scores) in their audit file. B.1.c.

Student-athletes who enroll in college prior to meeting the minimum requirements of Article V, Section 2.B.1, shall not be eligible for participation. Additionally, any enrollment that takes place prior to meeting the minimum requirements of Article V, Section 2.B.1, shall not be subject to any accumulation or transfer regulations provided the entire term takes place prior to the student meeting Article V, Section 2.B.1.

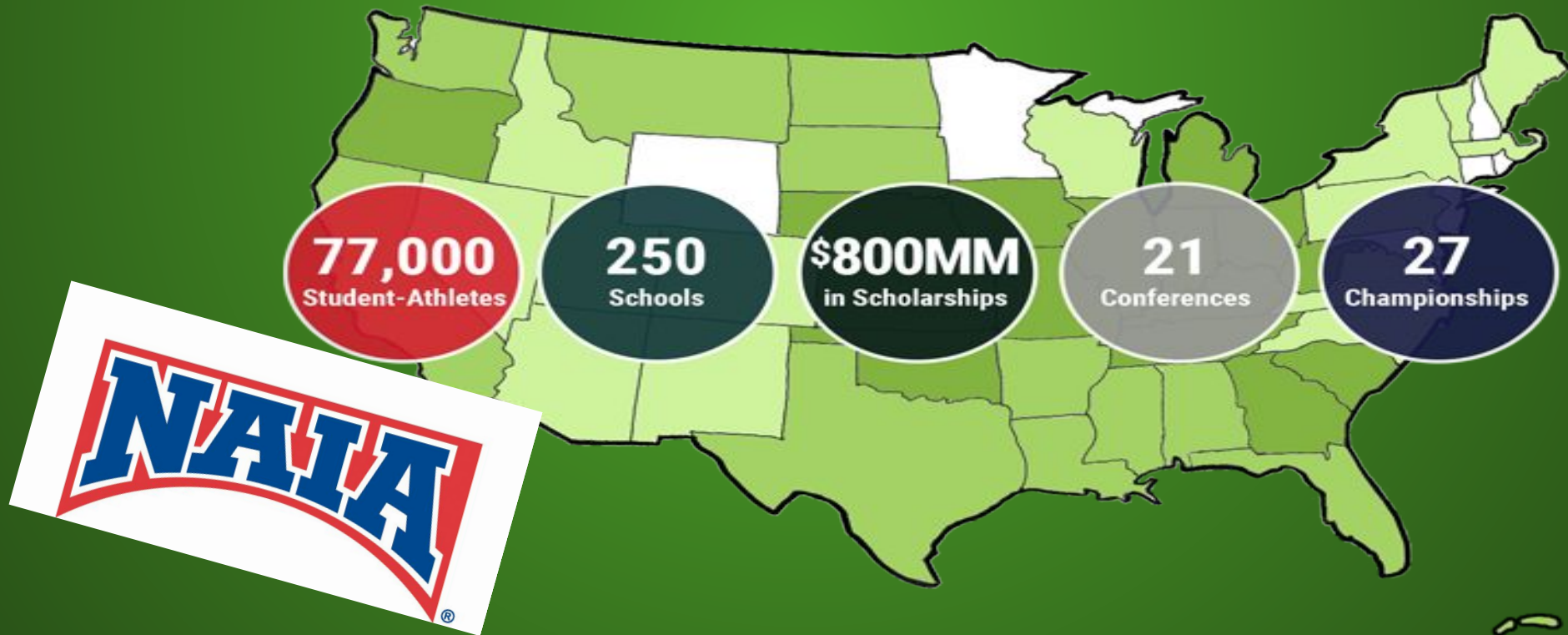
Projective NJCAA Student Athlete General Information Website

Information for a Prospective NJCAA
Student-Athlete



What is the NAIA?

The National Association of Intercollegiate Athletics (NAIA) is the governing body of small athletic programs that are dedicated to character-driven intercollegiate athletics.



NAIA Eligibility Requirements

NAIA eligibility requirements:

To be academically eligible, the eligibility center requires that incoming freshmen meet two of the following three criteria. Transfer students or those who took a break between high school and college will need to fulfill additional requirements, which we've outlined on our [NAIA eligibility requirements page](#).

- Achieve a minimum of 16 on the ACT or 860 on the SAT*
- Achieve a minimum overall high school grade point average of 2.0 on a 4.0 scale
- Graduate in the top half of their high school class.

NAIA eligibility requirements for U.S. freshman

Incoming U.S. freshmen need to fulfill and provide documentation for two of the following three criteria:

- Athletes who take their standardized tests between March 1, 2016 and May 1, 2019 need to achieve a minimum of a 16 on the ACT or 860 on the SAT. After May 1, 2019, athletes must get either an 18 on the ACT or a 970 on the SAT. Athletes must have the testing centers send their scores directly to the NAIA using the code **9876**.
- Achieve a minimum overall high school grade point average of 2.0 on a 4.0 scale. Athletes need to send their official transcript to the NAIA, either via the High School Portal or as a hard copy in the mail.
- Graduate in the top half of their high school class. If this information isn't included on the athlete's official transcript, the athlete needs to provide a class rank letter.

NAIA vs NCAA



**Be in the know,
click for a
comparison**

Choosing A College - questions to ask

- Questions to Ask Coaching Staff:

- Will I be able to work and play at the same time?
- What is your coaching style and goals?

- Questions to Ask Admission/Academic Staff:

- What does your (desired program) look like?
- How many hours should I take in and out of season? (Advisors, Dean, Professors)

- Questions to Ask Financial Aid:

- How much financial aid is available and am I eligible for aid?
- How long do my scholarships last?

- Geographics/College Life Questions:

- Is the town/city a good fit for my parents and myself?
- Safety, distractions, things to do, etc...
- Do freshman/athletes have to live on campus?

It's not a four year choice - it's a 40 year decision!

Recruiting Terms

- A **contact** happens any time a college coach says more than hello during a face-to-face meeting with a college-bound student-athlete or his or her parents off the college's campus.
- An **evaluation** happens when a college coach observes a student-athlete practicing or competing.
- A **verbal commitment** happens when a college-bound student-athlete verbally agrees to play sports for a college before he or she signs or is eligible to sign a National Letter of Intent. The commitment is not binding on the student-athlete or the school and can be made at any time.
- When a student-athlete **officially commits** to attend a Division I or II college, he or she signs a National Letter of Intent, agreeing to attend that school for one academic year.

National Letters of Intent (NLI)



About the National Letter of Intent:

The NCAA manages the daily operations of the NLI program while the Collegiate Commissioners Association (CCA) provides governance oversight of the program. Started in 1964 with seven conferences and eight independent institutions, the program now includes 657 Division I and Division II participating institutions.

The NLI is a voluntary program with regard to both institutions and student-athletes. No prospective student-athlete or parent is required to sign the NLI and no institution is required to join the program.

The NLI is a binding agreement between a prospective student-athlete and an NLI member institution.

- A prospective student-athlete agrees to attend the institution full-time for one academic year (two semesters or three quarters).
- The institution agrees to provide athletic financial aid for one academic year (two semesters or three quarters).

The penalty for not fulfilling the NLI agreement: A student-athlete has to serve one year in residence (full-time, two semesters or three quarters) at the next NLI member institution and lose one season of competition in all sports.

An important provision of the NLI program is a recruiting prohibition applied after a prospective student-athlete signs the NLI. This prohibition requires member institutions to cease recruitment of a prospective student-athlete once an NLI is signed with another institution.

National Letters of Intent Signing Dates

Sport (s)	Initial Signing Date	Final Signing Date
Division I Basketball (Early Period)	November 12, 2025	November 19, 2025
Division I Basketball (Regular Period)	April 15, 2026	Final date based on institutional policy awarding scholarships
Division I Football (Early Period)	December 3, 2025	December 5, 2025
Division I and II Football (Midyear JC Transfer)	December 3, 2025	Final date based on institutional policy awarding scholarships
Division I and II Football (Regular Period)	February 4, 2025	Final date based on institutional policy awarding scholarships
All Other Division I and II Sports	November 12, 2025	Final date based on institutional policy awarding scholarships

NCAA National Letters of Intent/ DIII Celebratory Signing Form

A National Letter of Intent is signed by a college-bound student-athlete agreeing to attend a Division I or II college for one academic year. Participating colleges agree to provide financial aid for one academic year to the student-athlete as long as the student-athlete is admitted to the school and is eligible for financial aid under NCAA rules. Other forms of financial aid do not guarantee the student-athlete athletic financial aid.

The National Letter of Intent is voluntary and not required for a student-athlete to receive financial aid or participate in sports. Signing a National Letter of Intent ends the recruiting process because participating schools are prohibited from recruiting student-athletes who have already signed letters with other participating schools.

A student-athlete who signs a National Letter of Intent but decides to attend another college may request a release from his or her contract with the school. If a student-athlete signs a National Letter of Intent with one school but attends a different school, he or she loses one full year of eligibility and must complete a full academic year at the new school before being eligible to compete.

Division III institutions are permitted to use a standard, NCAA provided, non-binding celebratory signing form. A college-bound student-athlete is permitted to sign the celebratory signing form at any point, including high school signing events, after the student-athlete has been accepted to the institution. Institutions should keep in mind, however, that they are not permitted to publicize a student-athlete's commitment to the institution until the student-athlete has submitted a financial deposit (Bylaw 13.10.7).

NAIA and JUCO Letters of Intent



As an association, the NAIA does not have a **letter of intent** program in which students sign a binding agreement to participate in athletics at a particular institution. Student-athletes may sign **letters of intent** with an individual **NAIA** school, however, they aren't obligated to attend that institution.

Anytime you sign an LOI with an NJCAA member college you are committing to that school for the terms of the contract covering one academic year. You are committing to that school just as the school is committing to you by offering you an LOI. By signing the LOI, you are now an unrecruitable student-athlete. As an unrecruitable student-athlete you are not permitted to have any contact with any other NJCAA member college's athletic department, staff or representative.

As a student-athlete signed to an LOI, your name will be listed on the NJCAA website as being signed and committed to that particular member college. Once the LOI is signed and submitted, you can check your status at the following website link.

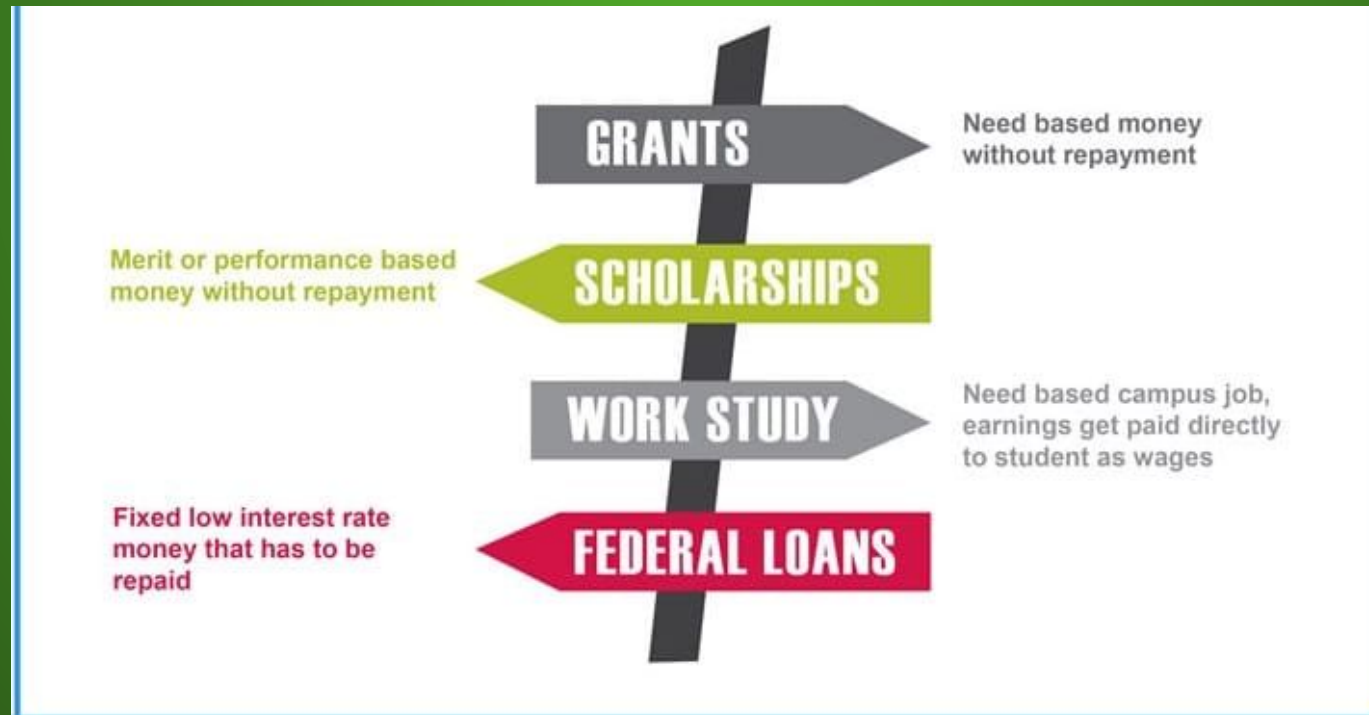
Signing the NJCAA LOI, commits you to that NJCAA member college and the recruiting process is now **final**. If you are unsure if the school who is offering you an LOI is the 'right' fit for you, **do not sign** the LOI. Once you sign the offer your options are immediately limited. Where you choose to go to school is a huge decision. Give it its due respect and attention!

Campus Visits

- Any visit to a college campus by a college-bound student-athlete or his or her parents paid for by the college is an ***official visit***. Visits paid for by student-athletes or their parents are considered ***unofficial visits***.
- During an ***official visit***, the college can pay for transportation to and from the college for the student-athlete, lodging and three meals per day for the student-athlete and his or her parents or guardians - as well as reasonable entertainment expenses including three tickets to a home sporting event.
- The only expenses a college-bound student-athlete may receive from a college during an ***unofficial visit*** are three tickets to a home sports event.

Financial Aid

Decent Skills + Good Grades = Funding



Free Application for Financial Student Aid



FAFSA

The Free Application for Federal Student Aid is a form completed by current and prospective college students in the United States to determine their eligibility for student financial aid. The FAFSA should not be confused with the CSS Profile, which is also required by some colleges.



Types of Financial Aid

Scholarships for Women

There are scholarships specifically for women. Since colleges were dominated by men for many years, scholarships have been created for strong, career-minded women that need assistance paying for college expenses. If you are female, it is strongly recommended you pursue a scholarship for women. Moreover, scholarships for women are typically available in just about any field.

Creative Scholarships

For those artistic at heart, there are creative scholarships available to help you pursue your passion. Art scholarships, music scholarships and even dance scholarships usually involve an audition of some sort, and can help you get through art school or an art program at a university. Regardless of your creative field, you can rest assured that there is a scholarship out there just for you. However, it is your job to find it and to apply!

Unusual Scholarships

Unusual scholarships are a lot of fun and a great way to be creative and get some cash while you're at it. They are typically sponsored by private companies and are meant to be fun. For instance, there is a scholarship available for left-handed students and one for who can create the best prom dress out of duct tape. Even though there aren't very many of these off-beat scholarships each year, there are enough to attract significant attention from potential applicants, schools and even the media. Because of this, they may be a bit competitive.

Community Service Scholarships

Community service scholarships are fantastic for those that love to give to others and give back to their communities. There is also the Federal Work Study Program, which awards a percentage of their funding to students performing community service activities. It may be a viable option for you if you are planning on using work-study as a means of paying for college anyway.

...types of financial aid continued.

Academic Scholarships

Academic scholarships are also often referred to as merit scholarships, though a merit scholarship can mean anything that has some level of contest to it. These are for the students with the 4.0 GPAs, several years of extracurricular activities, and the well-rounded type of applications. They typically have the highest payouts and are considered very prestigious as they are often national awards.

Average Academic Performance Scholarships

Average student scholarships do take academics into consideration, but focus on other factors as well, such as community service, leadership, the strength of your essay, etc. These typically fall under “local scholarship” money.

Scholarships for Minorities

There are also many scholarships for minorities available. Some of these are general and for all minorities as a collective whole, while others are catered to individual ethnic groups. It is also a good idea to apply for a minority scholarship if you are of full or mixed ethnicity.

Grants vs. Student Loans



What is a grant?

Grants are gift aid awarded to students often based on financial need. They typically come from the state government, federal government, non-profit organizations, and schools.

What is a loan?

A loan is money you borrow with the expectation that you will pay it back, within a deadline laid out by your lender.

Students can borrow money through [federal student loans](#), which are issued by the government, or [private student loans](#), which are issued by non-government entities like banks and credit unions. To qualify for a [private student loan](#), you'll need to demonstrate your ability to pay the loan back - sometimes requires a [cosigner](#).

Want more info?
Click on the yellow
links.

Fees,
interest
!!!!

Grants



CLICK!!!!
not limited to this site,
others grants can be
applied for according to
your FAFSA results



College Transfer Portal

The NCAA transfer portal is a database and application that helps student-athletes transfer between NCAA member institutions. It was launched in 2018 to simplify the process for compliance administrators, add transparency and give student-athletes a way to express interest in transferring.

One of the biggest impacts of the transfer portal is that college coaches are now able to rely on transfers to fill gaps in their rosters, rather than recruiting high school athletes. With so many athletes in the transfer portal, coaches can find experienced players who are ready to contribute immediately, rather than taking a chance on an unproven high school player.

As of December 2023, more than 25% of all scholarship football players in FBS are entering the portal annually. What does this mean for the high school athlete?

- *Competition: High school athletes must compete against college transfers who have more experience and are considered more ready.*
- *Uncertainty: Coaches may be more drawn to college transfers than high school recruits, who are considered more uncertain.*
- *Power 5 schools: Powerhouse programs may not recruit high school graduates as often, instead looking for transfer players in the portal. This means those talented players may be looking elsewhere to play (smaller DI schools or divisions).*
- *High school athletes who do make the roster may find themselves competing with transfers for playing time. This creates a more challenging environment both physically and mentally for young players who just left the high school ranks.*

Name, Image, Likeness (NIL)



NIL stands for "Name, Image and Likeness" and is a set of rules that allow high school and college athletes to profit from their name, image, or likeness for commercial purposes. This includes signing contracts to endorse products, post branded ads on social media, or appear in TV commercials. NIL is a workaround that allows athletes to get compensation even though colleges are not permitted to pay them directly. The one NCAA guardrail is that schools cannot directly offer deals to recruit players. But boosters can pay prospective students through NIL deals, as long as the money is not contingent on enrollment or athletic performance.

On June 14, 2021, Texas passed SB 1385, which allowed intercollegiate student athletes to receive compensation for the use of their NIL in the State of Texas.

The UIL prohibits agreements that would provide for a student-athlete to profit from their NIL prior to their enrollment in an institution of higher education. It is the opinion of UIL staff that the student-athlete would be in violation of this section if an agreement was executed prior to the student being enrolled in an institution of higher education, even if the student, or a third-party receiving compensation on behalf of the student, does not receive compensation "until all athletic competitions are completed in the 12th grade." Section 441(a)(2) prohibits the receipt of "valuable consideration," which covers any inducement, including a promise of future compensation.

Texas House Bill (HB) 126

What is it?

What HB 126 does:

- Allows athletes age 17 and up to sign NIL deals.
- Removes the ban on universities paying players directly.
- Keeps protection in place for minors under 17 unless already enrolled in college.
- Helps Texas schools prepare for possible revenue-sharing rules coming July 1.

Before this change, Texas only allowed third-party NIL deals—and only for college athletes. Schools themselves couldn't pay athletes or sign them to branding deals. That's now changed for athletes 17 and older, setting the stage for a new chapter in athlete compensation.

How does it affect your child?

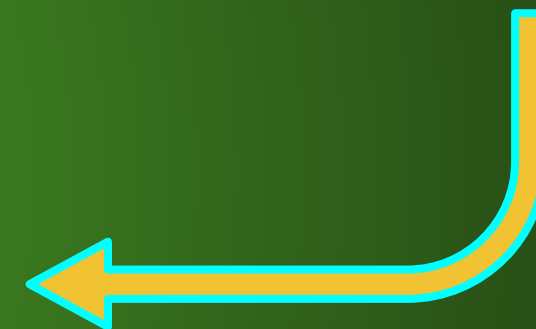
This is not a wide-open NIL market for high school athletes. The law gives precedent to NCAA and court orders over state law. State politicians won't have to address the issue of athlete compensation moving forward due to the clause. The new Texas law prohibits athletes from entering into NIL contracts until they are 17. The University Interscholastic League prohibits high school athletes from signing NIL contracts.



How to make yourself known

PLAY MULTIPLE SPORTS (because you want to - not have to)!!!

- Social Media (Know your social media account is an extension of your family, community, school, athletic program and team.)
- Recruiting tools and services
- Emails with links to your game and practice film
- Handwritten letters go a long way
- In-person visits (official vs. unofficial visits)
- High school and club coach communication



Opportunity Only Answers When YOU Knock!

Social Media and Technology Pitfalls

Do NOT...

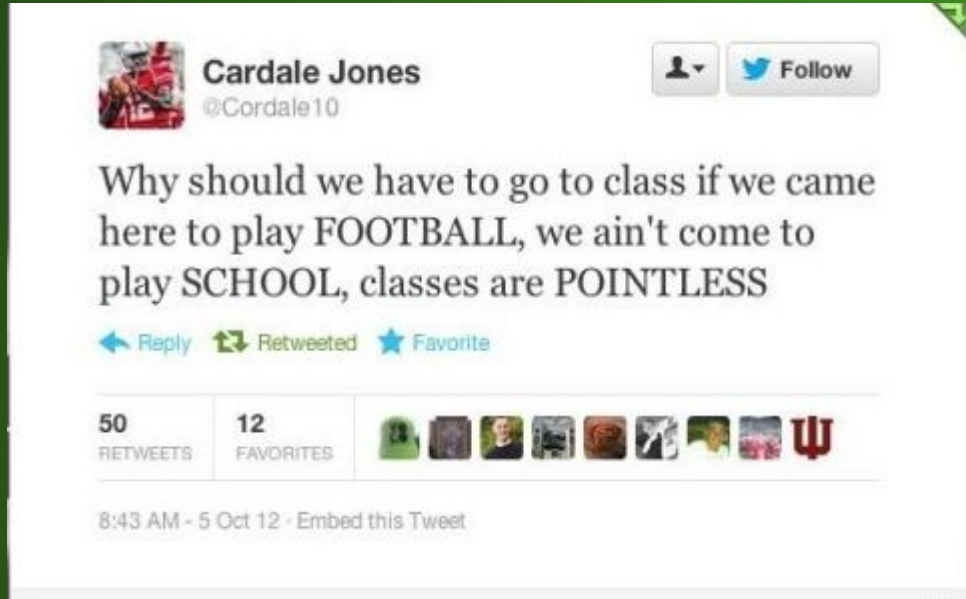
25% of college admissions officers view social media when recruiting high schoolers

- Post inappropriate material such as pictures with alcohol, tobacco and/or drugs
- Post or text foul/lude language (including your friend's sites)
- Share, retweet, or repost inappropriate material
- Bad mouth or complain about your community, school, program, teammates, coaches, officials or opponents
- Misspell words and write in incomplete sentences (Example: "I be lit 2nite on da field wis my hommies.")
- Overpost, boast or bra - it may come across as cocky or arrogant



ONE bad tweet can ruin an athlete's future!!!

Examples of Inappropriate Social Media Posts



Social Media

DO...

- Know that if YOU REtweet or REshare something - you own it!
- Treat it as a tool - not a toy
- Be aware of your surroundings (friend's posts, pictures, etc.)
- Be positive and stay classy
- Give credit where/when credit is due
- Post academic accomplishments and acts of community service, not just athletic accolades
- Show a sense of family and religious faith (as allowed)
- Thank fans for their support
- Share positive press releases that give glory to your team and teammates - not just yourself



Examples of Appropriate Social Media

**Jessica Ennis**
@J_Ennis

 Follow 

Ahh gutted...wasted opportunity! Felt ready to run fast as well! Oh well a new experience to learn from! On to the next!

 Reply  Retweet  Favorite

67
RETWEETS

34
FAVORITES



2:15 PM - 7 Jun 12 via Twitter for BlackBerry® · Embed this Tweet

**ava legrand** 
@avajl0220

2 years from now I'll be a wildcat!
Thanks to all my coaches, family, and friends who helped me reach this goal!!  

4:33 PM · Aug 3, 2020 · [Twitter for iPhone](#)

48 Retweets and comments **571** Likes

**Nelba Márquez-Greene** 
@Nelba_MD

The Newtown High School Boys football team won their state championship today, finishing with a 13-0 season.

While I don't have a child on the team or in the school- no one should have to in order to celebrate and rejoice in this win.

Congratulations boys. 

**We Are Newtown** @We_Are_Newtown · 13h
NIGHTHAWKS WIN! NIGHTHAWKS WIN!
Newtown High School is your Connecticut LL State Football Champion!
NIGHTHAWKS WIN! NIGHTHAWKS WIN!

294 x 250
Oct 14, 2019 · Twitter for iPhone

What The Coaches Are Saying!!!



Coach Sean Covich
@SeanCovich



Dear recruits: If I research your social media and find multiple uses of profanity/pics of alcohol, will likely cost you a scholarship #next

1/6/16, 9:51 AM

120 RETWEETS 161 LIKES



Herb Hand
@CoachHand



Follow

Dropped another prospect this AM due to his social media presence...Actually glad I got to see the 'real' person before we offered him.



RETWEETS
4,253

FAVORITES
2,084



8:19 AM - 30 Jul 2014

Penn State



Herb Hand
@CoachHand

Dropped another prospect this AM due to his social media presence...Actually glad I got to see the 'real' person before we offered him.

Duke



Derek Jones (@dukecoach) · 1h

Our jobs depend on the young men that we recruit. Your social media pages say a lot about your character, discipline & common sense. #Ap2w

SMU



Coach Justin Stepp (@coachystepp · Jan 8)

Came across an awful Twitter account today. Shame the kid was a really good player...On to the next one...get a clue!



Coach Singleton
@CoachSings



Follow

Had to unfollow/stop recruiting a young man this evening. Still amazed by what recruits tweet/retweet. College coaches are watching.

Reply Retweeted Favorite More Assign To

RETWEETS
6,758

FAVORITES
2,819



9:17 PM - 14 Mar 2014



Varsity Monitor
@VarsityMonitor



Follow

Athletes when you are both in uniform and out of uniform, you represent your team/school. Act with integrity. #AthleteTip



RETWEETS
65

FAVORITES
37



10:15 AM - 10 Feb 2014

Coaches Contact & Recruiting Videos...

- Include basic bio information (see FISD [player/recruit template](#))
- Keep emails, letters and phone calls quick and to the point
- Keep text messages to a minimal (unless preferred by a coach)
- Make all online communication easy to open, read and share with other staff (links vs attachments)
- Send quality film
- Keep game or practice film short (unless a coach wants a complete game)

Be smart about your recruitment video/s. Some HS coaches will use them as an extra scouting mechanism against you and our team. For example, pitchers showing all pitches from behind the plate, different blocking angles in football, offensive play sets, etc.

Examples of Recruiting Videos

Good

Baseball: <https://www.youtube.com/watch?v=u2AFmNfmSMk&feature=youtube>

Football: https://www.youtube.com/watch?v=3giO4_IdLRg

Basketball: <https://www.youtube.com/watch?v=OOOur1DIMEh4>

Volleyball: <https://www.youtube.com/watch?v=oUAllQvXWno>

Softball: <https://www.youtube.com/watch?v=qgoZ3zSxfZ8>



NOT so Good

<https://www.hudl.com/video/3/2122944/5721c090dfe23b2d68a2283b>



Recruitment Tools and Services

Recruitment tools can be low cost/no cost assistance with getting your name and talents out there. Recruitment services are companies that create lists, emails to coaches, and player evaluations for you at a cost.

fieldlevel.com

Hudl.com

NCSA

(Paid)
[NCSA Checklist](#)

[Player Profile](#)

[Template](#)

[Sample Coaches Letter](#)

berecruited.com



Check these out!

Jack Renkens - Recruiting Expert

Three Important Things to Know

<https://www.youtube.com/watch?v=KV07K5rcHu0>

Recruiting Advice

<https://www.youtube.com/watch?v=O82oFQwjatc>

Positive Parenting Tips for Recruiting

<https://www.youtube.com/watch?v=9dnIO-BXh0E>