

# THE RECRUITMENT PROCESS

**Presenter: Heather Lewis**

- Former Head Field Hockey Coach, Bucknell University
- Former Associate AD, Compliance
- Current HS Athletic Director
- Current NCAA Student Records Review Committee Member

# DIFFERENT

*adjective*

- 1. not the same as another or each other; unlike in nature, form, or quality.**
- 2. novel and unusual.**

*It's different for everyone – you're all in the same boat!*

# THE RECRUITMENT PROCESS

## THE RECRUITMENT PROCESS

- ✓ Is **uncomfortable** during COVID-19
- ✓ is **different** for everyone
- ✓ is about **marketing & exposure**
- ✓ is about building **relationships**
- ✓ is about **preparation & education**
- ✓ is not **complicated or intimidating**
- ✓ ends with making an **informed decision**

## WHAT IS THE GOAL?

College Coaches = Fill Program Needs

Student-Athletes = Find The Right Fit

# THE PROCESS

## What you need to KNOW

Recruiting rules can differ by  
division/conference/league

Division I: Ivy League (more restrictive)

Division III: NESCAC (more restrictive)

(Review Guide for College Bound Student-Athlete)

# **COVID-RELATED RECRUITING RULES CHANGES**

## **Recruiting Calendars**

- **Division I – Dead period through April 15, 2021**
- **Division II – Normal recruiting calendar**
- **Division III – Normal recruiting calendar**

## **Virtual Recruiting**

- **All Divisions – Permissible activities**

# COVID-SPECIFIC

## ➤ **Recruiting Calendars**

### ■ **Division I Dead Period Extended to April 15, 2021**

#### ○ **What is the dead period?**

- A college coach may not have any face-to-face contact with you or your parents on or off the college campus at any time during a dead period, and this includes any campus visit a recruit may take on their own time & money. The coach may call or write you or your parents during this time.

#### ○ **What does this mean?**

- Coaches cannot meet with recruits on or off their campus.
- Coaches will not be available if/when you visit their campus during the dead period.

# COVID-SPECIFIC

## ➤ Virtual Recruiting

### ▪ Division I – Permissible Activities

#### • Virtual Recruitment Activities

Permissible for current student-athletes to participate in recruiting telephone/video calls with a coach and prospective student-athletes (committed or uncommitted).

#### • Telephone & Virtual Calls

Permissible for any number of uncommitted prospective student-athletes (and their family members) to participate on a telephone/video call with the institution.

#### • Virtual Campus Tours

A coach may video call a prospective student-athlete to conduct a campus tour. A video call (e.g., Zoom, Skype, FaceTime) is considered a phone call. Telephone recruiting restrictions (e.g., first opportunity to contact) continue to apply to prospective student-athletes. **Note:** *Student-athletes/family may not be on campus for a virtual tour.*

# COVID-SPECIFIC

## ➤ **Virtual Recruiting**

- **Division II – Permissible Activities**

- **Virtual Recruitment Activities**

Permissible for current student-athletes to be involved in recruiting correspondence (e.g., phone call, videoconference) at the direction of a coaching staff member through the 2020-21 academic year with any contactable prospective student-athletes.

- **Telephone & Virtual Calls**

Permissible for coaching staff members and current student-athletes to participate on a telephone/video call with any number of uncommitted prospective student-athletes (and their family members) through the 2020-21 academic year.



# COVID-SPECIFIC

## ➤ **Virtual Recruiting**

### ▪ **Division III – Permissible Activities**

- Delivered on a virtual platform (e.g., Zoom, Microsoft Teams, conference calls) with an enabled public chat function during any time of year;
- Involve multiple prospective student-athletes, including outside groups, regardless of age or grade level, and their families at one time;
- Include athletics recruitment-specific presentations to multiple prospective student-athletes regardless of who initiates the event;
- Include content delivered by institutional athletics and coaching staff, other members of the campus community (e.g., admissions, financial aid), alumni and other permissible recruiters, and current student-athletes provided the student-athletes' involvement is voluntary, occurs only during the academic year, and does not result in missed class time;
- Publicize only the informational details about the virtual recruiting event, rather than promote or publicize the participation of individual or a group of prospective student-athletes.



# **NEED TO KNOW**

**Rules**

**Initial Eligibility**

**Admissions & Financial Aid**

# WHAT YOU NEED TO KNOW

➤ **The Rules** – they vary by Division I, II, III and are **changing!**

| The Rule  | Division I  | Division II  | Division III    |
|---|---|--|-----------------|
| Telephone Calls<br>When coach can call for 1 <sup>st</sup> time | Can be made and/or accepted starting <b>June 15<sup>th</sup> after sophomore year</b> and then unlimited. | Can be made starting <b>June 15<sup>th</sup> after sophomore year</b><br>Can be accepted anytime | No restrictions |
| Electronic Communication / Social Media                         | Permissible <b>June 15<sup>th</sup> after sophomore year</b> BUT must be private communication.           | Permissible <b>June 15<sup>th</sup> after sophomore year</b> BUT must be private communication.  | No restrictions |
| Printed Recruiting Materials                                    | Permissible starting <b>June 15<sup>th</sup> after sophomore year</b>                                     | Permissible starting <b>June 15<sup>th</sup> after sophomore year</b>                            | No restrictions |
| Equivalency Sports<br>Head Count Sports                         | Scholarships divided<br>Scholarships <u>not</u> divided   | Sports : <b>FH</b> , LAX, SOC<br>Sports: BB, FB, VB  |                 |
| Tryouts   | Not permissible   | Permissible<br>Physical required   | Not permissible |

# WHAT YOU NEED TO KNOW

➤ **The Rules** – they vary by Division I, II, III and are **changing!**

| The Rule  | Division I  | Division II  | Division III   |
|---|---|--|--|
| <b>Official Visits</b><br>Institutions pay expenses<br>OK even after a verbal | 5 permissible<br>1/institution<br><b>Aug. 1<sup>st</sup> after</b><br><b>sophomore year</b><br>48 hours<br>Transcript at school<br>Eligibility Center                   | Unlimited<br>1/institution<br><b>June 15<sup>th</sup> after</b><br><b>sophomore year</b><br>48 hours<br>Transcript at school<br>Eligibility Center | Unlimited<br>1/institution<br><b>Jan.1<sup>st</sup> of junior year</b><br>48 hours |
| <b>Unofficial Visits</b><br>Family pays all expenses                          | Not before <b>Aug. 1<sup>st</sup></b><br><b>after sophomore year</b><br>or during dead period   | Unlimited except<br>during dead period.<br>Can have meal bought  | Unlimited any time<br>Can have meal<br>bought                                      |
| <b>Scholarship Offers</b>   | Written = Not before<br><b>Aug. 1<sup>st</sup> after junior</b><br><b>year</b><br><br>Verbal = Not before<br><b>June 15<sup>th</sup> after</b><br><b>sophomore year</b> | Written notice prior to<br>signing date but S-A<br>must be registered<br>with Eligibility Center &<br>provide transcript                           | N/A  |

# WHAT YOU NEED TO KNOW

➤ **The Rules** - they vary by Division I, II, III and are **changing!**

| The Rule   | Division I  | Division II   | Division III   |
|--|---|---|--|
| Camps/Clinics                                    | Literature may be sent anytime<br><b>NO recruiting activity</b> before <b>Aug. 1<sup>st</sup> after sophomore year</b>  | Literature may be sent anytime  | Literature may be sent anytime   |
| Contact Opportunities<br>On-campus<br>Off-campus | Not before <b>Aug. 1<sup>st</sup> after sophomore year</b> and not during dead periods<br><br><b>Permissible</b> following an event once <b>released</b> by their coach | <u>On-campus:</u> Anytime<br><u>Off-campus:</u> Permissible and unlimited starting <b>June 15<sup>th</sup> after sophomore year</b><br><br><b>Permissible</b> following an event once <b>released</b> by their coach and left venue | <u>On-campus:</u> Anytime<br><u>Off-campus:</u> Permissible and unlimited <b>after sophomore year</b><br><br><b>Permissible</b> following an event once <b>released</b> by their coach |

# WHAT YOU NEED TO KNOW

➤ **The Rules** - they vary by Division I, II, III and are **changing!**

| The Rule  | Division I   | Division II                     | Division III                        |
|---|--|---------------------------------|-------------------------------------|
| TRANSFER from one college to another  | Permissible<br>Must be released  | Permissible<br>Must be released | Permissible<br>Must be released     |
| NCAA Eligibility Center<br><a href="http://www.eligibilitycenter.org">www.eligibilitycenter.org</a> | For Div. I & II only – initial eligibility<br>Confirms Core Courses, GPA & SAT/ACT.<br><b>Update club sport participation!</b><br>Don't delay – register early!! <b>(sophomore year)</b><br>Create a <b>CERTIFICATION PAGE</b> (fee) |                                 | Create a <b>PROFILE PAGE</b> (free) |

# INITIAL ELIGIBILITY

| Division I  | Division II  | Division III  |
|---|--|---|
| <ul style="list-style-type: none"><li>• <b>16 Core Courses</b><ul style="list-style-type: none"><li>✓ English = 4 years</li><li>✓ Math (Alg I &gt;) = 3 years</li><li>✓ Natural/Physical Science (incl. 1 lab) = 2 years</li><li>✓ Additional = 1 year</li><li>✓ Social Science = 2 years</li><li>✓ Additional (incl. language, religion/phil) = 4 years</li></ul></li><li>• <b>10/7 Rule</b><ul style="list-style-type: none"><li>✓ 10 of 16 (incl 7 Engl, Math, Sci) before 7<sup>th</sup> semester</li></ul></li><li>• <b>16 in 8</b><ul style="list-style-type: none"><li>✓ Complete 16 core courses in 8 academic semesters from start of 9<sup>th</sup> grade</li></ul></li><li>• <b>SAT/ACT matches core GPA (minimum 2.3)</b></li></ul> | <ul style="list-style-type: none"><li>• <b>16 Core Courses</b><ul style="list-style-type: none"><li>✓ English = 3 years</li><li>✓ Math (Alg I &gt;) = 2 years</li><li>✓ Natural/Physical Science (incl. 1 lab) = 2 years</li><li>✓ Additional = 3 years</li><li>✓ Social Science = 2 years</li><li>✓ Additional (incl. language, religion/phil) = 4 years</li></ul></li><li>• <b>SAT/ACT matches core GPA (minimum 2.2)</b></li></ul> <div data-bbox="720 965 1257 1348"><p><b>To be eligible to practice, compete and receive athletics scholarships in your first full-time year at a Division I or II school, you must graduate from high school and meet the requirements.</b></p></div> | <p>Division III schools set their own admissions and eligibility standards.</p> |

# FACTS: THE SCHOLARSHIP PUZZLE

## ➤ Sport Offerings & Scholarships Available

- Division I = 77 programs; **12** total scholarships
  - 12.0 = ~ 3 full scholarships / class
  - Equivalences = full or partial (25%, 50%, 75%, 100%)
  - Tuition, Fees, Books, Housing and/or Meals or any combination
  - Cost of Attendance (CoA)
- Division II = 37 programs; **6.3** total scholarships
  - 6.3 = ~ 1.6 full scholarships / class
  - Equivalences = full or partial (25%, 50%, 75%, 100%)
  - Tuition, Fees, Books, Housing and/or Meals or any combination
- Division III = 168 programs; **no** scholarships
- **Myths**
  - **Scholarships are 4 years & everything is paid for**
  - **All schools offer scholarships**
  - **Need-based financial aid is the same at each school**
  - **Academic Scholarships are not an option**



**National Letter of Intent (NLI) for DI & DII is a binding agreement**

**“To Whom Much is Given Much is Expected”**

**It's not a gift.**



# FACTS: ADMISSIONS PROCESSES

## ➤ Acceptance Policies Differ at Each School

### ▪ Regular Decision

- January due date ~ March or early April notification date

### ▪ Rolling Admission

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

### ▪ Early Action / Early Decision

- Non-binding / Binding

### ▪ Likely Letters

- Usually Ivy League

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

# THE PROCESS

What you need to DO

# 6 STEPS FOR STUDENT-ATHLETES To Do

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

# 1. DECIDE WHAT YOU WANT

## ➤ Academically

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



## ➤ Athletically

- Division I, II, or III
  - **Myth – DI is more intense**
- Program Tradition / History



### Recommendation

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

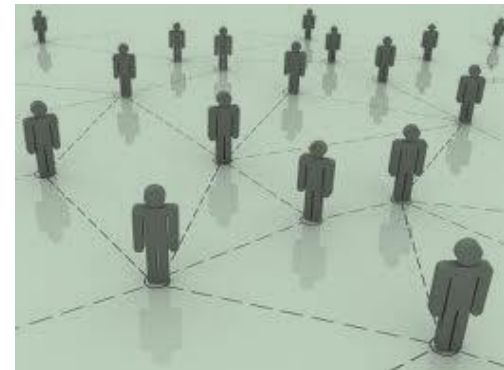
### Objective Feedback

Are coaches responding to your communication?

# 1. DECIDE WHAT YOU WANT

## ➤ Socially

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



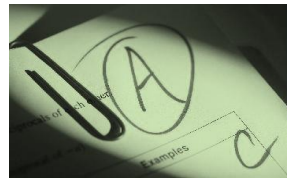
# 2. DO YOUR RESEARCH

## ➤ Finding the “Right Fit”

- What matches your interests
  - University/college websites
    - ❖ **Read the bios of current team members – how do you stack up?**
  - Talk with your family, coaches, counselors, friends

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

- Academic Reputation & Support
  - Study Halls
  - Tutors
  - Priority Scheduling
  - Restrictive Majors
- Possible Financial Support
  - Need based financial aid
  - Academic or Athletic Merit (scholarship) aid



# 2. DO YOUR RESEARCH

## ➤ What does the PROGRAM offer you?

- Coaching
  - Style / Philosophy
- Opportunity to play
  - Now vs. Later (do they hold tryouts/walk-ons?)
  - **Myth: Roster Management may limit chance to play (18 v 26)**
    - ❖ **Roster sizes (large/small) set by coach or school?**
    - ❖ **COVID-19 impact on roster size**
  - Position
  - Redshirt/Green shirt philosophy
- Athletic support
  - Facilities & Equipment
  - Sports Medicine & Strength & Conditioning

### Recommendation

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

# 3. INTRODUCE YOURSELF

## ➤ Contact Coaches

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

### Recommendation

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

### Recommendation

Be sure to include your **graduation year** (i.e., 2022, 2023) in all communication

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



# INTRODUCE YOURSELF

## ➤ Market Yourself

- Be Seen – it's that simple
  - Showcases (i.e. Winter Escape)
  - High School Season
  - Camps/Clinics (on campus)
    - ❖ Work with coaches
    - ❖ Interact with current players
    - ❖ Get a “feel” for the school, campus, team, coaching
- Video Resources



# 3. INTRODUCE YOURSELF

## ➤ Purpose or Value of Video

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

# 4. VISITS AND MEET COACHES

## ➤ **Make “unofficial visits” to schools on your list**

- When? – Aug. 1, Junior Year (DI); Open for DII & DIII
- Take a campus tour
- Attend academic information sessions (if available)
- Attend a class (if available)
- See a game – spring or fall
- Attend camp/clinic at schools of interest

Visit

Ask

Learn

# 4. VISITS AND MEET COACHES

## ➤ Pre-Arrange meetings with coach(es)

- Do **NOT** show up unannounced – coaches are busy!

## ➤ Ask coach(es) questions (**Comparative purposes**)

- Impact of COVID-19 on roster sizes
- Have their program needs changed due to COVID-19
- How does the Admissions process work? Am I admissible?
- What academic support is provided?
- Have you seen me play? What are my strengths & weaknesses?
- Can you forecast my role in your program?
- Where do I fit into your recruiting plans? (**Honest feedback/be prepared for answer**)
  - What is your vision for me over four years – how do I fit into your program?
  - Do you recruit specific athletic traits? Specific positions?
  - Do you have walk-on tryouts?
- Team Rules – Greek life, study abroad, alcohol
- Do your athletes live together?
- Financial assistance available?
- How long are scholarships offered for (1 year, 4 years)?
- Does your school offer Cost of Attendance? (COA)
- What can revoke an athletic scholarship?
- What is the recruiting process from this point forward? What does coach need – what are next steps?
  - Do you offer official visits?

### **Coach Question:**

What are your team rules; what are your expectations of your team members on & off the field?

### **Coach Question:**

What other schools are you considering? Answer honestly

### **Follow up by asking them –**

How big is your recruiting class going to be?

# 4. VISITS AND MEET COACHES

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## ➤ **During the Visit**

- Be mindful of your behavior...how are you perceived?
- **Body language!**
- Dress appropriately
- Gather information – take notes
- Ask questions – have your prepared list of questions
- Parents ask “parent” questions

## ➤ **Following the Visit**

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

# 5. NARROW YOUR LIST

## ➤ When?

- Rules designed to push process to at least junior year

## ➤ How?

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



## ➤ Down to 5

- Official visits (if necessary)

# 6. MAKE INFORMED DECISION

## ➤ **Student-Athlete vs Athlete-Student program**

## ➤ **Commitment**

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

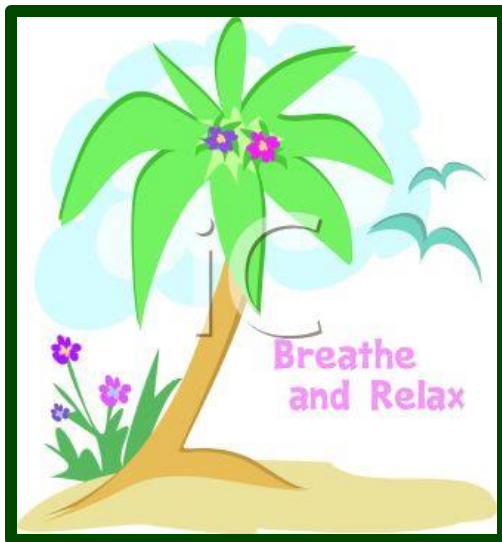
## ➤ **Communicate**

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

# 6. MAKE INFORMED DECISION

## ➤ Remember the Rule of Thumb!

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



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



# FROM THE COACH

A Helpful Perspective

# FROM THE COACHES

## ➤ **Relationship vs Transactional Recruitment**

- Recruitment is not a transaction, it's relationship building
- College is a transformative experience – it is about growth

## ➤ **Parent Idealism vs Realism**

- Failure is needed for growth – just like learning to walk
- Help guide the process – focus on what is most important

## ➤ **Multi-Sport Participation**

- Developing mental strength along with physical
- Playing after making commitment – why stop?

# FROM THE COACHES

## ➤ Be HONEST

- **Coaches: Be honest when talking with coaches and have timely responses**

## ➤ PARENTS Have a Specific Role

- Advisors, not agents
- **Coaches: Want to hear from student-athletes directly, not parents**

## ➤ The PROCESS DIFFERS with each Coach & School

- Don't believe everything you hear – ask the coach!
- Don't be influenced by what coaches say about other programs
- **Coaches: Consider viewing a team practice and/or game to get a feel for how the coaches and players interact, the style of play, the level of play, the personality of the team, etc. so you can see program is a good fit for you**

## ➤ PERSONALIZE All Correspondence

- Review all materials – careful with mass emails
- Update coaches but don't expect replies all the time
- **Coaches: Suggest professional communication, use spell check and make sure you have coach's name right**

# FROM THE COACHES

## ➤ What **ACADEMIC MATERIALS** does a coach need?

- SAT and/or ACT test score reports
- SAT II's (subject tests) score reports
- Unofficial or Official copy of transcript + class schedules
- NCAA Eligibility Center ID # (DI & DII)
- **Coaches: We need all of this ASAP**

## ➤ Be able to **COMMUNICATE**

- Articulate your goals
- Ask questions
- **Coaches: Prepare questions to ask each college coach that are specific to that program and that university**

## ➤ Make your **DECISION** for **YOU**

- Do not select a college based solely on the coach
  - Coaches' longevity
  - Possibility of injury

# FROM THE COACHES

## ➤ YOU are in control of YOUR own process

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

# REMINDERS

## ➤ Character Counts

- Be polite
- Stay out of trouble
- Practice and play hard
- Be respectful to opponents, officials, coaches, parents
- Keep your social media accounts appropriate!!
- Parent character matters too! Coaches are watching on the sidelines.
- **Coaches: Remember that coach's monitor your social media presence**

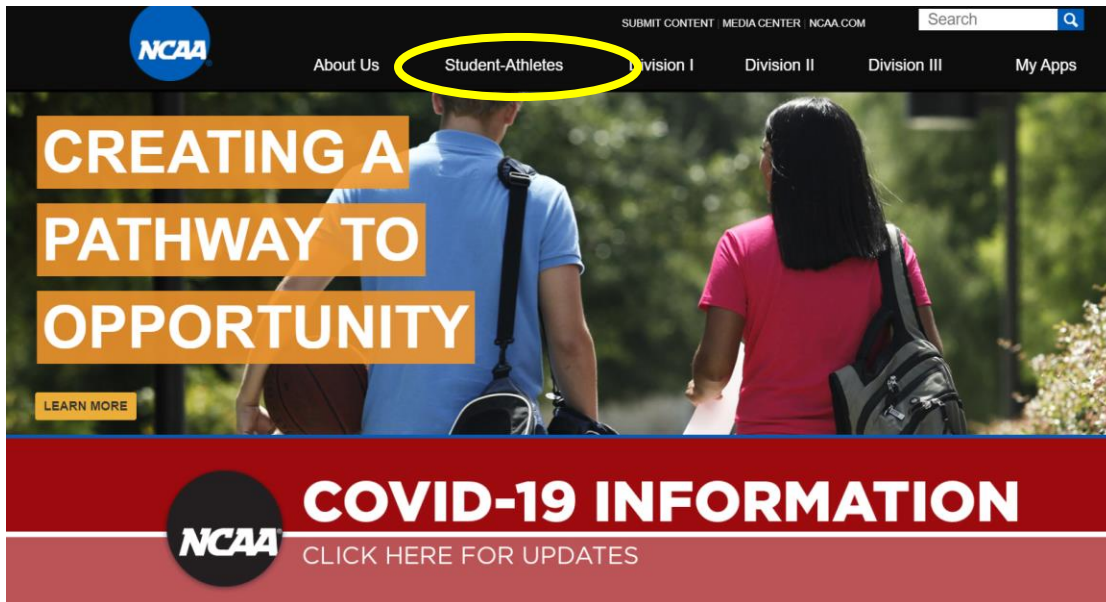
*"I am a member of a team, and I rely on the team, I defer to it and sacrifice for it, because the team, not the individual, is the ultimate champion."*

Mia Hamm  
Former US National Soccer Team Player

# REMINDERS

## ➤ Resources

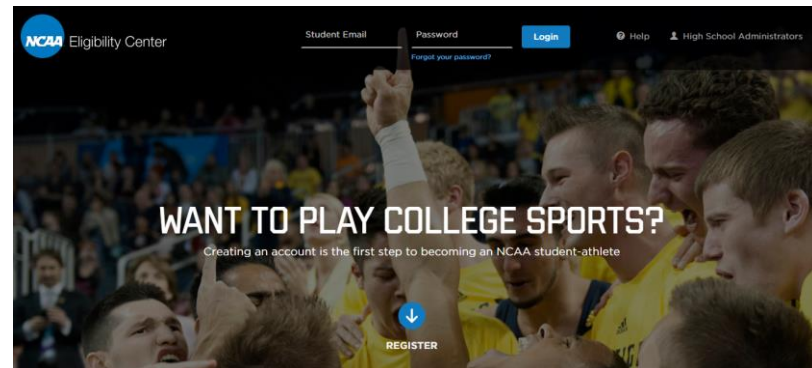
- [www.ncaa.org](http://www.ncaa.org) - **Guide for the College Bound Student-Athlete & Eligibility Center**
  - Hover over Student-Athlete tab - Guide located on left side, third one down
  - Hover over Student-Athlete tab - Eligibility Center on left side, fifth one down
  - Click **red** COVID-19 INFORMATION box for NCAA updates on COVID impact
    - ❖ Scroll down COVID page to find Division-specific updates



# REMINDERS

## ➤ Resources

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



### Reminder

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



# REMINDER

## ➤ Be Mindful of the NCAA Mantra

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



# GOOD LUCK!

Presentation can be found  
on NFHCA Recruiting Page  
[nfhca.org/resources/recruiting/](http://nfhca.org/resources/recruiting/)