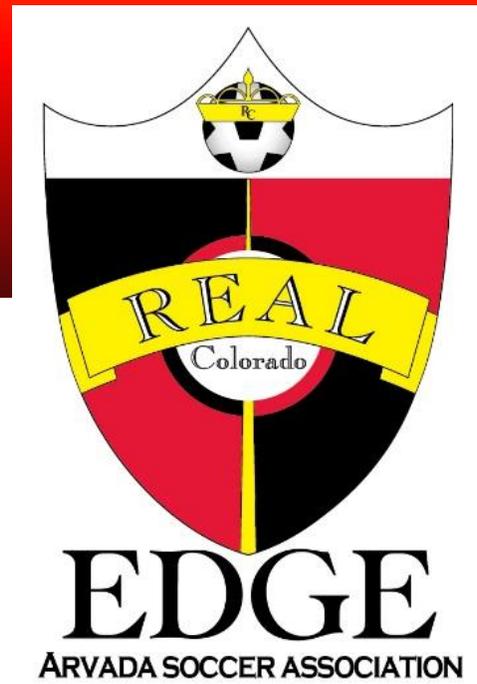


# Real Colorado EDGE Soccer Club

## College Advisory Program Presentation

Fall 2019 – Spring 2020



# College Advisory Program Introduction



**Alex Morgan - US National team member** - When asked about her recruiting process

“You know what? I wish someone would have told me when I was going through the process that if you believe in yourself and you think that you will continue improving, colleges will wait for you. I know the recruiting process starts earlier, but from the age 14 through 18, a lot can happen. You can peak at 14 and not get any better or you can be at the bottom of your team at 14 and then be at the top by age 18.”



# Why Am I Here?

**The purpose of the Real CO Edge College Advisory Program is to help your child find the right school for their college experience academically, athletically, and socially.**



# Getting Recruited

**The process is to get recruited, NOT to be recruited.**

In other words, you have to get yourself seen. There are tens of thousands of potential student athletes who are all looking for their dream institution and soccer program, and the ones who do the work to **GET** recruited, will be the ones who find the right fit for themselves. A decision not to work to get recruited, is a decision to not play at the next level.



# Backwards to go Forwards

**The next four slides take us backwards by giving the timeline first, before going into detail on much of the information second. Please feel free to skip the next four slides if you want to get to the details first.**



# Freshman - Setting the Stage

## Parents will like what we say here!

The stage of the recruiting process that we are in is 100% about making sure you are eligible.

Getting your grades, prepping for testing when the dates come, and your individual personal development is what you should be preparing committing your time to.

Remember that **25% of your GPA** comes from each year you matriculate. Get your grades now so you are ahead.

## To Do List Freshman Year:

- Review eligibility requirements on the NCAA Eligibility Center.
- Meet with your student counselor to map out your path to eligibility.
- Start your soccer profile.
- Create an e-mail address you will use for the entire recruiting process (make sure its professional).
- Attend summer camps and tournaments with your club team but not for recruiting purposes.
- Start ahead on the curve on your GRADES.



# Sophomore - Setting the Stage

## To Do List Sophomore Year:

- Continue your path to academic success (GPA, test prep, etc)
- Develop a list of criteria that represents your “ideal” school.
- Revisit the NCAA Eligibility Center to make sure that the requirements have not changed.
- Compile a list of who would provide letters of recommendations. It takes time to build a reputation.
- Add community service and extracurricular elements to your resume.
- Build a list of colleges up to 30 schools (dream schools, schools I could play for, fall back).
- Add to your soccer profile. Add a video of your play, develop a cover letter
- Email your list of colleges a profile sheet, video links, and tournaments you will be attending, and then any schedules for these events as you attend.



# Junior - Setting the Stage

## To Do List Junior Year:

- As of June 15<sup>th</sup>, you can now talk on the phone with coaches. Do not expect them to call you. Be persistent in your attempts to let them know of your interest.
- Register with the NCAA Eligibility Center
- Send coaches your updated Player Profile, including in the e-mail the tournament schedule for your team so that they can see you play.
- Start to gather ID Camp information to attend for schools you know you have interest in.
- Use your continued communication log from your Sophomore year.
- Create a contact list of college coaches names, emails, and phone numbers and note if you have heard back from them. Use College Fit Finder to update this information.
  - Note that coaches are in full swing with their own programs during the fall, so do not worry if you do not hear from them.
- Call the coaches on your College list, starting with your least important college first to build confidence in the process.
- Create a list of colleges you have been in contact with and rank them as to where they stand based on your knowledge and point in the process. You can use College Fit Finder to drag and drop in rankings also.
- Know how to leave a voicemail.
- If you get a coach on the phone, take notes during the conversation and keep this in your communication log.
- Have a 5-8 question list of important pieces in your process to ask that can help you to both compare schools and to show interest in their program. Make sure that the answers are not readily available on their website so that they know you are vested in the process.
- Have a list of answers to questions a coach might ask you, so you sound prepared.
- Narrow your search to 10-15 schools and make sure to carry regular correspondence with them.
- Take your SAT or ACT and make sure they are sent to the schools you are interested in.
- Check your status on the NCAA Eligibility Center.
- Attend showcases and College ID Camps.



# Senior - Setting the Stage

## To Do List Senior Year:

- Check your status with the NCAA Eligibility Center.
- Narrow your search to 5-10 schools maximum and apply early to your top 5. If you are deep in the process, you will likely have done this prior with the coaches at the schools you are in contact with.
- Complete the FAFSA form with your current tax information.
- Respond immediately to all communication from college coaches. Make Official (their expense) or Unofficial (your expense) visits to your top 5 schools.
  - Meet with the coach during the visit
  - See the team play during the visit.
  - Stay overnight if you can with one of the players to get a sense of the culture.
- Be honest during the process with coaches about your interest, but make sure to keep your options open with all programs.
- Narrow down your schools as the Fall Semester passes and apply early to your institutions.
- Make your decision;)



# Now the details!

The following slides are now the details of each item in the timeline prior.



# There is a place to play for everyone

- 203 NCAA Division I Men’s Programs
  - » These programs, if fully funded, have 9.9 athletic scholarships
- 328 NCAA Division I Women’s Programs
  - » These programs, if fully funded, have 14 athletic scholarships
- 204 NCAA Division II Men’s Programs
  - » These programs, if fully funded, have 9 athletic scholarships. Typically
  - » academic aid possibilities increase with Division II.
- 255 NCAA Division II Women’s Programs
  - » These programs, if fully funded, have 9 athletic scholarships. Typically
  - » academic aid possibilities increase with Division II.
- 410 NCAA Division III Men’s Programs
  - » Division III programs do not offer athletic aid. Typically academic and
  - » Financial aid possibilities increase with Division III.
- 437 NCAA Division III Women’s Programs
  - » Division III programs do not offer athletic aid. Typically academic and
  - » Financial aid possibilities increase with Division III.
- 216 NCJAA Division I Men’s Programs
  - » These programs, if fully funded, have 18 athletic scholarships
- 184 NCJAA Division I Women’s Programs
  - » These programs, if fully funded, have 18 athletic scholarships
- 204 NAIA Division I Men’s Programs
- 193 NAIA Division I Women’s Programs



# College Recruiting Facts

- According to CNN in 2017, the average college cost is \$22,261 for public four year school and \$43,289 for private four year school.
- Only two percent of high school athletes receive an athletic scholarship and only one third of college athletes have an athletic scholarship.
  - Men's Soccer – 3 in 50 (5.6%) will play at NCAA institution.
  - Men's Soccer – less than 1 in 50 NCAA players will be drafted into the MLS, 1 in 1250 HS players
- Division 1 and II schools provide more than \$2 billion in athletic scholarships to more than 126,000 players.
- **There is 22 times more academic aid money than athletic aid money**
- 26% of athletes on a college scholarship as a freshman are not as a sophomore
- Most soccer staffs have 2 coaches on staff.
- Soccer is not a count sport - scholarships are percentage based



# Creating the School List

- What schools would I choose even if I didn't play soccer?
- Where are places I can see myself living for 9-11 months of the year?
- Do I want a big college experience – other big sports, big conference?
- Do I want to play immediately, or am I willing to wait my turn?
- What am I looking to do educationally?
- Are there any schools I have heard great things about?
- Does my Real CO Edge staff have a relationship with schools fitting my ideals?
- Inclusion of local schools?
- Watching Div1, 2, and 3 games to begin forming an idea of potential fit?



# Create a Communication Log

- Develop a process to organize, track and prioritize communications with schools that you and your parents can understand. We would suggest College Fit Finder, which is free to our membership and our staff will use to monitor the process.
  - This will include communication pathways
    - electronically via e-mail
    - phone (calls at the younger ages and texts at the older ages)
  - How to leave a good voice message
    - They cannot call you back until June 15<sup>th</sup> after Sophomore year.
  - Information to provide
    - Coaches phone number and e-mail



# Communicating with Schools

- **End goal of all of this is to get to the schools ID Camp where the coaches do make their ultimate decisions on players.**
- Create a cover letter and player profile for introductions
- Send initial email invitations to all events you will be playing in (make them personal)
- Send out the schedules to events you are participating in
- Send out reminders to the coaches that you are interested
- Track schools that come to events
- Send follow up e-mails to the coaches after each event
- Find out what is important to you along the way – value of in state visits.
- Persistent and immediate communication with coaches and family.



# How to Shine in a Showcase or ID Camp

- . HAVE A SHORT MEMORY
- . Be impactful
  - . If a coach is there watching, make it impossible for the coach to want to leave for another game
- . Be yourself
  - . Coaches want your personality. If that personality is as a ball winner, creative attacker, etc, then be that player
- . Be professional at all times
  - . Coaches are watching to see the kind of person you are (hard worker, leader, focused)
- . Be a leader
  - . Communicate, direct, dictate play
- . Be respectful of referees, coaches, players, and other teams

**THREE biggest things coaches are looking for that you can control:  
HARD WORK, the person you are and Technical level of play.**

Geno Auriemma – Effort and Good Person/teammate

<https://www.youtube.com/watch?v=cVxWKzzMij0>



# Academics in the College Process

- Academics are the gateway to a college education
- No grades = no college
- Focus begins as a freshman and doesn't complete until you graduate
- Colleges cannot remove a scholarship for athletic performance, but they can for academic performance
- College coaches measure academic performance as a tool to evaluate maturity and ability of a player to be successful away from home.
- Academic performance can make difference in school acceptance
- Class of 2017 change – 2.3 average in core courses
  - NCAA only counts A, B, C..F , not B+
  - 10 of 16 core course requirements must be satisfied prior to the start of the senior year
  - 7 of those 10 must be from English, Math and Science
  - 1/3 are often completed by the end of the Freshman year.
  - If between a 2.0 and 2.299999 player cannot play Freshman year of college but can be accepted into program.
- Transcripts are not read by NCAA until the end of the HS junior year.  
Transcripts are not reviewed by the NCAA unless an NCAA college has the student on their IRL (institutional request list).



# Important Pieces to the Process

- Parents - Knowing your child
  - How will they do away from home, how far is too far, culture, climate, public, private, class size, school size, independence.
  - Where does soccer fit, gender of coach, success of program, immediate impact versus established program, conference.
  - Academic support from school to school. Hopeful major and career.
- Taking official and unofficial visits - taking advantage of local schools
  - Discussing visits to determine what your child liked, didn't like. This will help them build their list of questions in determining what's most important to them
- Watching games
- Emailing and contacting coaches - so important to developing a personal relationship with coaches
  - How to leave a proper voice message
- Generate a list of questions that are important to the student to allow for objective comparison.



# Parents Role

- Knowing your child
- To provide support, direction, and life experience to the process.
  - Your child is your responsibility, not the responsibility of the coach, school counselor, etc...
- Remembering the purpose of the recruiting process
- Pushing them on their academics
- Mother's intuition and Dad's BS meter
- Be present during conversations with college coaches
- Deciding on the "Family Number" (the number a family can provide for their athlete to attend college)
- Do not rule out Need-based Aid
- Harvard offers free tuition for families under \$60,000 and 50% cut for under \$180,000
- Filling out the Free Application for Federal Student Aid (FAFSA).
  - Don't worry when you receive your EFC—it's not the amount of money your family will have to pay to send your child to college, it's more of an estimate used by the federal government to assist colleges in determining the amount of federal student aid your child will be eligible to receive.
  - Not filling out the FAFSA will only exclude your family from collecting any federal financial aid. Sure, it may be time consuming to complete, but after you do it once all of your information is saved and you'll only have to revisit the application annually to make minor adjustments.



# Childs Role in Recruiting Process?

- **EVERYTHING!**
- It's important to remember who is going to college.
- Without investment in the process your son/daughter cannot make the process theirs or really make an informed decision.
- Your child will be more confident of the final outcome if they have been an active participant in the process
- Coaches want to get to know the players they recruit.
- Your son/daughter will “work” for this coach for the next 4-5 years.



# The Types of Programs Available

- NCAA Division 1
  - Women's 14 scholarships fully funded. Men's 9.9 scholarships fully funded
  - Full Cost of Attendance Scholarships – ACC, Big Ten, Big 12, Pac 12, SEC – includes academic-related supplies, transportation and similar
  - Camp brochures and similar can be sent freshman year.
  - Schools can email, mail, and unlimited calls via phone after Sept 1 of their junior year.
  - Can visit you beginning July 1 after your Junior year.
  - 5 official visits after school begins senior year. One visit per school.
- NCAA Division 2
  - Women's 9.9 scholarships fully funded. Men's 9.0 scholarships fully funded
  - Camp brochures and similar can be sent freshman year.
  - June 15th after sophomore year, coaches can call and email you.
  - Can visit you beginning June 15<sup>th</sup> after your sophomore year which can include a competition.
  - A senior may train with a college providing their h.s. classes have begun and they are not involved in that sports season at the time of the training.
  - Can take official visits after June 15<sup>th</sup> of the Sophomore year. No limits on visits, but only 1 per school.
- NCAA Division 3
  - Cannot offer athletic scholarships - typically have more flexibility in academic aid
  - No limits to when they can begin talking to you
  - Can have contact with you or your parents off the college campus after your junior year.
  - Can take official visits after school begins senior year. No limits on visits, but only 1 per school.
- NJCAA Div 1, Div 2, Div 3, NAIA, NCCAA Div 1, Div 2



# NCAA Clearinghouse – Eligibility Center

- To participate in NCAA Div 1 and 2 athletics, you must be cleared through the NCAA Eligibility Center. This process clears your player both academically and in terms of their amateur status.
  - Complete your online registration at [www.eligibilitycenter.org](http://www.eligibilitycenter.org) at the beginning of your sophomore year.
  - Ask your high school counselor to send your transcript to the NCAA Eligibility Center at the end of your junior year
  - Take the ACT and SAT and have your official scores sent directly to the NCAA Eligibility Center, code is 9999.
  - Check with your high school counselor to make sure you are on track to graduate on time with your class and have the required amount of core courses
  - Request final amateurism certification during your senior year, beginning on April 1
  - Remind your high school counselor to submit your transcript with proof of graduation.



# Types of Financial Aid

–**FAFSA:** Completing the *Free Application for Federal Student Aid (FAFSA)* is the first step in getting financial aid. Not only is the FAFSA a requirement for all federal aid, but it is also mandatory for most state and college aid as well. Typically you will submit an initial FAFSA at the beginning of your senior year. FAFSA is used to calculate your expected family contribution. Your EFC then determines your eligibility for numerous other need based aid programs. Pell Grants are determined directly from your FAFSA.

- Federal Options

- Consolidation Loans, Federal Perkins Loans, Federal Work Study, PLUS Loans, Stafford Loans
- Grants – Can be State, Federal, from the college itself, or private sources. Most require FAFSA form completed.

- Scholarships

- Typically awarded for academic merit, athletic merit, something you have accomplished, or other unique characteristics.
  - Scholarships are year to year commitments from a school. Div. 1 is different in rules, but it plays out the same.

- WUE – Western Undergraduate Exchange – members are Alaska, Arizona, Cali, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, North and South Dakota, Oregon, Washington, and Wyoming. [www.wiche.edu](http://www.wiche.edu)

- Students can request reduced tuition of 150% of resident tuition at participating 2 and 4 year programs. WUE reduced rates are not automatically awarded to eligible candidates as many institutions limit the number of new WUE awards each academic year.
- \$10,000 instate tuition would equate to \$15,000 tuition with WUE.



# College Camps Details

- Make sure you are going to a specific college ID Camp
- College Camps are money makers for a college program, but also the place where they make final decisions.
- It is extremely important for you to be prepared for a college camp. This includes fitness.
- Questions to ask?
  - Who are the staff working the camp
  - What is the focus of the camp
  - Are other current top recruits attending this camp
- When does a college camp make sense?
  - After discussion with the staff at Real Colorado Edge.
  - When a player knows this is the school they want to go too, is not being recruited by that school



# Effective Recruiting Video

- **Details:**
- The video needs to express who you are as a player immediately.
  - Coaches get many videos to watch, so you want to grab their attention
- The video should have clips of your strengths and also running periods of play so that the coach can see your movement and work when not in possession
- Examples of videos showing players as they truly are:
- Maria Fayeulle – Northwestern University
  - [https://www.youtube.com/watch?v=XYmkaNVQ\\_No](https://www.youtube.com/watch?v=XYmkaNVQ_No)
- Zachary Beonder
  - <https://www.youtube.com/watch?v=Nz6XH0KiDh0>
- Blythe Sales
  - <https://www.youtube.com/watch?v=U3e-h6GZFQ4>



# Recruiting Stories

- **Tori Maydew (Metro State University)**
  - Timeline on when a player is ready is not set in stone, goes back to Alex Morgan quote
- **Megan Schuster (Wayne State University)**
  - The work you put in, equates to the result you will find at the end of the process
- **Erin Stenhouse (Colgate University)**
  - Choosing the wrong school based on level of play only
- **Maria Fayeulle (Northwestern University)**
  - Camps all in one location
- **Kelsey Killean (University of Georgia)**
  - Impact during showcase events
- **Cassie Owens (University of Florida)**
  - Position change to get to where she wanted to play



# Recruiting - Misc

- Invited walk on versus true walk on
- Expectations of College programs post H.S. graduation
- Verbal Commitments versus NLI's
- What happens if my child is injured before going to college
- Summer school
- Colleges recruit the player for the player they will be, not the one they are. They need to continue to improve and get better.
- Real Colorado staff
  - What the Real Colorado Edge staff should do to assist your family
  - What the Real Colorado Edge staff will not do to assist your family
- Conversations related to a scholarship, value and interest of player to program must be had.
  - Unofficial visits are an opportunity to ask about athletic support before committing to the visit.
- College recruiting services
- Commitment and letting other schools know.
  - After committing request school to wait 48 hours to give you time to contact schools you didn't choose.



# Thank You / Questions

