



2018 COLLEGE SYMPOSIUM

THE ROAD TO COLLEGE...



...AND MAYBE SOCCER TOO!



College Soccer by the Numbers

Men's Teams/Players

NCAA Div I- 205/ 5,956

NCAA Div II- 214 / 6,575

NCAA Div III- 415 / 12,119

NAIA- 188 / 5,672

NJCAA- 217 / 5,304

Other- 171/ 4,262

Total- 1410 / 39,888

Women's Teams/Players

NCAA Div I- 333 / 9,383

NCAA Div II- 265 / 7,244

NCAA Div III- 441 / 10,869

NAIA- 188 / 4,612

NJCAA- 181 / 3,483

Other- 163 / 3,282

Total- 1571 / 38,873





College Soccer by the Numbers

- US High School Soccer Players 2016-17
Men-450, 234 Women-388, 339
 - US College Soccer Players 2017
Men-39,888 Women-38,873
 - % of Players competing at any level in college
Men-7.9% Women-9.6%
 - % of Players competing at the Division I level
Men-1.1% Women-2.3%
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- -Odds of a High School Athlete competing in College, ScholarshipStats.com
 - -2017 Probability of Competing Beyond High School Figures and Methodology, NCAA.org





College Soccer by the Numbers

Avg Players per Team/Scholarship Limits

NCAA Div I- 29 / 9.9

NCAA Div II- 31 / 9

NCAA Div III- 29 / 0

NAIA- 30 / 12

NJCAA- 24 / 18

Other- 26 / n/a

Total- 28-avg players per team

Ave Players per Team/Scholarship Limits

NCAA Div I- 28 / 14

NCAA Div II- 27 / 9.9

NCAA Div III- 25 / 0

NAIA- 25 / 12

NJCAA- 19 / 18

Other- 20 / n/a

Total- 24-avg players per team





Today's Topics

- RECRUITING PROCESS
- COMMUNICATING WITH COLLEGE PROGRAMS
- WRITING A GOOD EMAIL
- VALUE OF A RESUME
- USE OF SOCIAL MEDIA
- DEMANDS OF COLLEGE SOCCER-
BALANCING STUDENT AND
ATHLETE



Recruiting Process

Recruiting- “any solicitation of prospective student-athletes or their parents by an institutional staff member or by a representative of the institution’s athletics interests for the purpose of securing a prospective student-athlete’s enrollment and ultimate participation in the institution’s intercollegiate athletics program.”



Recruiting Process-Terms

Official vs Unofficial Visit- 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. This can include transportation to and from the college for the prospect, lodging and three meals per day for both the prospect and the parent or guardian, as well as reasonable entertainment expenses, including up to three tickets to a home sports event.

Visits paid for by college-bound student-athletes or their parents are unofficial visits. Colleges may provide up to three tickets to a home sports event.

National Letter of Intent- A National Letter of Intent is signed by a college-bound student-athlete when the student-athlete agrees to attend a college or university for one academic year. Participating institutions 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 governing rules.



Recruiting Process

Rules vary by Organization and Institution

NCAA Div I

NCAA Div III

NCAA Div II

NAIA

NJCAA

SOPHOMORE YEAR - DIVISION I

JUNIOR YEAR - DIVISION I

SENIOR YEAR - DIVISION I

Recruiting materials -You may receive brochures for camps, questionnaires, NCAA materials, and non-athletics recruiting publications.

Telephone calls -You may make calls to the coach at your expense only.
-College coach cannot call you.

Off-campus contact -None allowed.

Official visit -None allowed.

Unofficial visit -You may make an unlimited number of unofficial visits, except during a dead period.

Electronic Correspondence-All forms of electronic correspondence permissible September 1 of your junior year.

-Correspondence must be private until you provide a written commitment to the NCAA school.

Recruiting materials-You may begin receiving September 1 of your junior year.

Telephone calls-You may make calls to the coach at your expense.

-College coaches may not call before September 1 at the beginning of your junior year.

Off-campus contact-Allowed starting July 1 after your junior year.

Official visit-None allowed.

Unofficial visit -You may make an unlimited number of unofficial visits, except during a dead period.

Electronic Correspondence-All forms of electronic correspondence permissible September 1 of your junior year.

-Correspondence must be private until you provide a written commitment to the NCAA school

Recruiting materials-Allowed.

Telephone calls-You may make calls to the coach at your expense.

-College coaches call you Unlimited.

Off-campus contact-Allowed.

Official visit-Allowed beginning opening day of classes your senior year.

-You may make only one official visit per college and up to a maximum of five official visits to Division I colleges.

Unofficial visit -You may make an unlimited number of unofficial visits, except during a dead period.

DIVISIONS II AND III

Recruiting Method	Division II	Division III
Recruiting materials	<ul style="list-style-type: none"> You may receive brochures for camps, questionnaires, NCAA materials, and nonathletics recruiting publications at any time. A coach may begin sending you printed recruiting materials June 15 before your junior year in high school. 	You may receive printed materials any time.
Telephone calls	<ul style="list-style-type: none"> No limit on number of calls by college coach beginning June 15 before your junior year. You may make calls to the coach at your expense. 	<ul style="list-style-type: none"> No limit on number of calls or when they can be made by the college coach. You may make calls to the coach at your expense.
Off-campus contact	<ul style="list-style-type: none"> A college coach can have contact with you or your parents/legal guardians off the college's campus beginning June 15 before your junior year. No limit on number of contacts off campus. 	<ul style="list-style-type: none"> A college coach may begin to have contact with you or your relatives or guardians off the college's campus after your sophomore year. No limit on number of off-campus contacts.
Unofficial visit	You may make an unlimited number of unofficial visits any time, except during a dead period.	You may make an unlimited number of unofficial visits any time.
Official visit	<ul style="list-style-type: none"> You may make official visits starting June 15 before your junior year. You may make only one official visit per college and up to a maximum of five official visits to Division I colleges. There is no limit to official visits to Division II colleges. 	<ul style="list-style-type: none"> You may make official visits starting January 1 of your junior year. (Effective August 1, 2015) You may make only one official visit per college and up to a maximum of five official visits to Division I colleges. There is no limit to official visits to Division III colleges.



Communication

- Phone vs Email
- Athlete to Coaches
- Coaches to Athlete
- Role of Club/HS coach and Parents



Email

- Email address- keep simple and id yourself
 - ie. name_grad Yr @ server.com
- Personalize each email
 - Know coach's name
 - Reason for interest in their college
 - Brief intro of self-HS, Club, positions, etc
 - Your upcoming events
- CC: club/HS coaches
- www.athleticscholarships.net/how-to-email-college-coaches.htm



Email sample

Hello Coach Wil Cagle,

My name is Hana Middleton, and I am interested in Cincinnati State University. I am a really good student, who values hard work and discipline, and I do well in school and I love soccer! This weekend (February 21-23) I will be playing in the 2014 Ohio Elite Girls College Showcase. My teams schedule for the tournament has me playing on Friday at 6:40 at Mariemont, Saturday at 11:50 at ND Acad, and on Sunday at 3:10 at Xavier.

I am a forward/outside midfielder as a sophomore on the U16 Metro Courage Premier. I am a versatile player who can play most positions, my leadership, strength; speed and ball handling abilities make me an asset on the field.

Thank you for your time and consideration,

Hana Middleton



Email sample

Coach Davidson,

My name is Eric Martin and I'm a junior at West Valley High School in Lagrange, Indiana. I am interested in attending Southern University because of your fine business management program as well as your soccer program. My sister, Janice Martin, is currently a junior there, so I have visited the school several times and have been able to see your team play three different times.

Currently, I play for FC United Under-16 team out of Macon, Illinois. My club coach's name is Jason Leonard. His e-mail is: jleonard@aol.com and he can be reached at: 555-555-5555. Our team will be playing in the Disney Showcase from December 27-30 in Orlando, Florida, and will also be in Indiana on February 21-22 for the Winter Invitational. I can provide you with our game schedule when that information comes available.

I have attached my soccer resume listing my GPA (3.2) and my other academic and athletic accomplishments. My home phone number is: 555-777-5555 and my cell number is: 777-555- 5555. My email is: emartin@aol.com

Best of luck in your current season.

Sincerely, Eric Martin



Email notes

Ideas to include in an email to a college:

1. Academic goals and aspirations-be realistic
2. GPA and class rank, test scores if available
3. Athletic aspirations
4. Athletic abilities-achievements, strengths, etc-be brief
5. Knowledge of college, soccer program, etc
6. Contact information of club/hs coaches
7. Upcoming events, whether videotape is available
8. Attach resume



Social Media

- Facebook
- Instagram
- Twitter
- You Tube
- Others

Remember that coaches do explore the Social Media of recruits...everything you post says something about who you are.



Social Media notes

1. Remove all references to products, services, restaurants, etc before contacting coaches.
2. Check out your friends and photos-remove any lewd, suggestive or inappropriate posts
3. Clear your wall and Twitter feed-remove anything that would show you in a negative light. You don't have to be perfect, but you do need to be marketable.
4. Unfriend or unfollow anyone who does not conform to the guidelines for #3.
5. Set your privacy settings to fully private.



Social Media cont.

3 Ways to use Social Media in the Recruiting Process

1. Friend/Like on Facebook-more programs have a presence on Social Media. Following them provides insight into program and shows interest
2. Follow on Twitter-programs are using Twitter more to *SELL* their program to fans and recruits. Jump on board to get an in depth look and to see what is going on.
3. Subscribe to YouTube channel-chance to see them in action without travelling to the college.



Recruiting Services

- ❑ www.ncsasports.org
- ❑ www.nsr-inc.com/
- ❑ www.athleticscholarships.net/
- ❑ www.Berecruited.com
- ❑ www.captainu.com
- ❑ www.maxpreps.com
- ❑ www.gotsoccer.com

A quick Google search provided 25 services!



DIY College Search

Make the decision to handle your own college recruiting process with these three simple steps:



DIY College Search

1. Identify colleges that make sense for you, personally.

In order to have any chance to earn an athletic scholarship, you have to be pursuing colleges that realistically match your academic and athletic abilities. If you don't know which colleges to pursue, ask your coach for an honest evaluation of your abilities.



DIY College Search

2. Connect with the coaches at those schools.

If the coaches at the schools you want to attend aren't contacting you, then you need to contact them. Send an email or connect on social media, just do what it takes to get on their radars. How will they know you are interested in their program if you don't tell them? Again, they want to hear from you or your coaches, no one else.



DIY College Search

3. Get your coach involved as a reference.

A coach endorsing your abilities can go a long way towards landing a scholarship. College coaches want to hear from the coaches that truly know you as a player and person. Provide your current coach with all the information they need to make it easy to contact a college coach on your behalf.



DIY College Plan

Get Ready. Get Set. Go!

- PLAN**
- Grade 9**
- Start planning now: take the right courses and work hard to earn the best grades possible.
 - Ask your counselor for a list of your high school's NCAA-approved core courses to make sure you take the right classes. Or, find your high school's list of NCAA-approved courses at eligibilitycenter.org.
- REGISTER**
- Grade 10**
- Register with the NCAA Eligibility Center at eligibilitycenter.org.
 - If you fall behind on courses, do not take short cuts to catch up. Ask your counselor for help with finding approved courses or programs that you can take.
- STUDY**
- Grade 11**
- Check with your counselor to make sure you will graduate on time with the required number of NCAA-approved courses.
 - Take the ACT or SAT and submit your scores to the NCAA using code 9999.
 - At the end of the year, ask your counselor to send or upload your official transcript to the NCAA Eligibility Center. If you took classes at more than one high school or program, you will need to submit an official transcript for each school.
 - Make sure you are on track to graduate on time with your class.
- GRADUATE**
- Grade 12**
- Complete your final NCAA courses as you prepare for graduation.
 - Take the ACT or SAT again, if necessary, and submit your scores to the NCAA using code 9999.
 - Request your final amateurism certification beginning April 1 (for fall enrollees) or October 1 (for spring enrollees) in your NCAA Eligibility Center account at eligibilitycenter.org.
 - After you graduate, ask your counselor to send or upload your final official transcript with proof of graduation to the NCAA Eligibility Center.
 - Only students on an NCAA Division I or II request list will receive a certification.



Paying for College

Top Five Overlooked Ways to Pay for College-US News and World Report

- 1. Open a 529 Saving Account-tax advantaged education savings plan
- 2. Fill out the FASFA-Free Application for Federal Student Aid
- 3. Exhaust federal loan options
- 4. Negotiate Financial Aid Awards-most colleges, especially private, are willing to explore increases in aid if cause can be shown
- 5. Apply for Scholarships-free sites provide numerous opportunities



Paying for College

Scholarship Sites, Resources and Apps

Scholarships.com

Fastweb.com

Chegg.com

Cappex.com

JVL College Counseling

The College Board

Niche.com

Naviance.com-usually connect through your hs

Scholly-app (myscholly.com)



Resources

- www.ncaa.org/student-athletes/future
- www.playnaia.org/
- www.njcaa.org
- www.eligibilitycenter.org
- <http://www.ncaa.org/student-athletes/future>
- <http://www.scholarshipstats.com/>