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### Turn the Athletic-Recruiting Process Inside Out and Own It

1. Conduct a Successful College Search
2. Utilize Effective Self-Marketing Techniques
3. Understand Athletic Admissions Procedures
4. Know the NCAA Rules/Requirements for Your Sport
5. Target Your Best 'Fit' Colleges

### How to Conduct a Successful College Search

- Self-reflection (personality type)
- Possible Careers (job-shadow, volunteer)
- Academic Majors (specific coursework)
- Social "feel" of Campus (student-body)
- Financial Fit (for family)
- Athletic Fit (for YOU)

### College Admissions Timeline

- Naturally accelerated; never too early to begin your research
- Grade 9 – Review academic record, discuss standardized testing, plan summer activities
- Grade 10 – Ideal time to start researching and visiting colleges and contacting college coaches
- Grade 11 – Take SAT and/or ACT  
Register with NCAA (for DI or DII only)  
Continue contact with coaches and begin receiving feedback
- Grade 12 – Submit college application(s) in fall  
Sign National Letter of Intent (DI or DII only)

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### College Admissions Policies

- Early Action vs. Early Decision
- Rolling vs. Regular Decision
- What student-athletes can expect

NOTE: Typically, if you are a recruited S/A, you have a much smaller window of time than the non-athlete has to make your final college choice – so BE READY EARLY!

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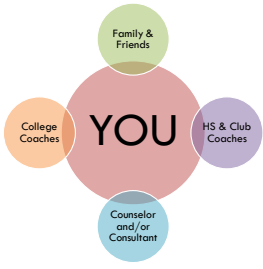
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### Understanding Your Role in the College Admissions Process



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### How to Make Yourself Stand Out

- Athletic Profile
- Skills Video
- Research college before contacting coach
- Gain exposure at tournaments/showcases
- Attend summer camps of schools on target list
- Highlight your unique value
- Cultivate your relationships with college coaches –  
Be genuine

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### Questions to Ask College Coaches

For All Divisions (I, II, III):

- Have you seen me play in person?
- Where do I stand in the recruiting process with you?
- What is the off-season commitment like?
- What type of academic support programs are there for athletes?
- Can I come for a visit? Unofficial or Official Visit?

For Scholarship (Divisions I & II)

- Are athletic scholarships available?
- Are you recruiting me as a scholarship player or as a walk-on?
- If I am a walk-on, what does that exactly mean?
- Are there any academic programs not open to athletes due to time constraints?

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### College Coaches Look For Players Who Are:

- Smart (Your GPA, standardized test scores, and strength of schedule are key)
- Hard-working
- Athletic (Do you have the capability of being an impact player at the DI, DII, or DI III level?)
- Team-oriented
- Unselfish
- Confident
- Good overall people

Remember: The better you do academically, the more opportunities will arise athletically!

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### Importance of Academics

- Make yourself "Recruitable"
- SAT vs. ACT – which one is right for me?
- Testing Timeline for the Student-Athlete in particular
- What is the academic "floor" for admissions support from college coach
- Academic Merit vs. Athletic Scholarship
- Test-Optional – is it really test-optional for athletes?

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### Estimated Probability of Competing in Athletics Beyond High School

- Less than 6% of high-school student-athletes make it to the college level
  - Basketball (M) 3.1% (W) 3.5%
  - Lacrosse (M/W) 3.6%
  - Football 6%
- Less than 2% receive athletic scholarship money
- It pays better to be a good student first
  - \$11 billion (Merit/Academic Scholarships)
  - vs.
  - \$1.5 billion (Athletic Scholarships from NCAA members)

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### NCAA Eligibility/Rules

- Register with NCAA Eligibility Center - Gr. 11
- Core-courses (DI and DII)
- You are responsible for making sure your courses are approved
- Academic Transcript
- SAT/ACT scores
- Amateurism Status
- Research the NCAA Recruiting Periods for each Division (I, II, III) in your sport
- Understand the NCAA rules for each Division/Sport

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### College Athletic Scholarships

- Differences in Division I, II and III College Athletics
- Individual schools award athletic scholarships, not the NCAA
- NCAA sets scholarship limits per sport
- Head-count sports vs. Equivalency sports
- Full athletic scholarships are rare and do not exceed tuition & fees, room & board, and required books
- NLI – research specific signing periods per sport
- Pros & Cons (Finance vs. Freedom)

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### Using Your Sport as Leverage

- Being an athlete makes you special
- Sports should ENHANCE your college experience, not hinder it
- Use your sport as a tool to gain admission to the best possible academic 'fit' school you can
- Challenge yourself – set goals
- Start early and take the time to find your best match schools – Have Fun – You are Worth It!

### College Athletic-Recruiting Seminar

Kim Penney and Kate Hurd  
Independent Educational Consultants [Specialty: Student-Athletes]

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