



Understanding the College Athletic Recruiting Process

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Understanding the College Athletic Recruiting Process

**Information
Marketing
Elimination
Communication
Guidance**

Review Questions for Students

1. College definitely?
2. Want to play?
3. What are your goals?
4. Coach's contacting you now? Phone? Mail?
5. School not selected?
6. Academic Stats/Qualification?
7. Athletic Stats/Qualification?
8. What Types of Schools Give Aid?
9. What are the Different Types of Aid?
10. How Much College Cost? Books?

PROBLEM:

College is Necessary, Expensive

Finding the Right College is a Challenge

SOLUTION:

With the **correct preparation** and by **actively marketing** your abilities to college coaches, you may be able to help **defray the cost of your higher education** and find the right educational and sports opportunity.

Exposure = Choice = Leverage

Potential Sources of Aid:

Aid Types:

Financial – Based on EFC Number

Merit – Based on Ability and Need of School!

Athletic Aid – Based on Ability and Need of School!

“While aid in the past was aimed at meeting students' needs, today it often is packaged as "merit-based" aid, aimed at snaring the best and brightest, regardless of need.”

USA Today, 10/22/02

Competition for Admissions:

Providence College - +6000 applicants for 950
Freshman Admission Opportunities.

As One of Potentially 100-200 Recruited Athletes:

Athletes have a “Leg-Up” on the Competition with an
on-campus “Cheerleader” – the Coach –
Delivering the Application and Determining Status
with Admissions.

Athletics will Set You Apart, and Sometimes Offer
different admissions standards.

College Prospects of America, Inc.

Sport	US HS Athletes	NCAA Schools	DI	DII	DIII	NAIA Schools	Junior Colleges
Baseball	452000	866	286 (11.7)	233 (9)	346	217	389
Basketball	540000	989	324 (13)	283 (10)	382	277	431
Bowling*	13000	0	0	0	0	20	20
Cross Country	190000	851	302 (12.6*)	223 (12.6*)	326	195	97
Fencing	1200	36	20 (4.5)	2 (4.5)	14	0	0
Football	1230000	618	I - A 115 (85) I - AA 123 (63)	153 (36)	227	92	71
Golf	163000	737	292 (4.5)	190 (3.6)	255	176	205
Gymnastics	2200	23	20 (6.3)	1 (5.4)	2	0	0
Ice Hockey	34000	133	59 (18)	7 (13.5)	67	0	12
Lacrosse	46000	211	55 (12.6)	29 (10.8)	127	0	23
Rifle	2400	12	10 (3.6)	0	2	0	0
Skiing	11000	41	12 (6.3)	8 (6.3)	21	0	0
Soccer	339000	734	200 (9.9)	169 (9)	365	217	173
Swimming/Diving	90000	384	146 (9.9)	54 (8.1)	184	14	19
Tennis	139000	766	278 (4.5)	175 (4.5)	313	121	107
Indoor Track	52000	549	254 (12.6*)	101 (12.6*)	194	110	44
Outdoor Track	494000	651	268 (12.6*)	147 (12.6*)	236	132	74
Volleyball	40000	81	22 (4.5)	17 (4.5)	42	0	0
Water Polo	13000	48	23 (4.5)	9 (4.5)	16	0	0

College Prospects of America, Inc.

Sport	US HS Athletes	NCAA Schools	DI	DII	DIII	NAIA Schools	Junior Colleges
Basketball	456000	1017	321 (15)	284 (10)	412	275	380
Bowling*	13000	39	23 (5)	15 (5)	1	18	19
Cross Country	160000	925	320 (18*)	248 (12.6*)	357	204	101
Fencing	1000	44	25 (5)	2 (4.5)	17	0	0
Field Hockey	60000	252	77 (12)	26 (6.3)	149	0	0
Golf	59000	432	213 (6)	84 (5.4)	135	104	68
Gymnastics	21000	88	65 (12)	7 (6)	16	0	0
Ice Hockey	8000	69	29 (18)	1 (18)	39	0	0
Lacrosse	33000	249	75 (12)	28 (9.9)	146	0	0
Rowing	2200	140	80 (20)	15 (20)	42	0	0
Skiing	9200	45	14 (7)	9 (6.3)	22	0	0
Soccer	295000	867	280 (12)	200 (9.9)	387	218	126
Softball	355000	894	257 (12)	255 (7.2)	382	222	340
Swimming/Diving	141000	474	182 (14)	66 (8.1)	226	16	20
Tennis	160000	894	313 (8)	219 (6.0)	362	137	123
Indoor Track	46000	592	284 (18*)	107 (12.6*)	201	115	45
Outdoor Track	415000	690	289 (18*)	155 (12.6*)	246	136	69
Volleyball	395000	972	312 (12)	266 (8)	394	257	296
Water Polo	15000	54	30 (8)	8 (8)	16	0	0

Why Market Yourself?

% of Coaches Who Know About You?

of Coaches Calling/Contacting You

Potential Schools

Overlooked?

2 Major Reasons

1. Do not have the ABILITY
2. Coach do not KNOW ABOUT YOU
 - New NCAA Regulations
 - Reduced Recruiting Budgets
 - Non-Revenue Sports
 - Coach Unable to Help
 - Limited News Coverage
 - Rural or Small School
 - Behind Blue Chipper

Best Solution = Massive Exposure

Why Market Yourself?

How Do You Find a Job?

Wait for Phone to Ring?

Create Resume

Mail Resume

Call Potential Employers

Ask Questions

Follow-Up

Recruiting Becomes Two Way Street

Maximum Exposure Creates Choices

- Continue to Play
- Academic Options
- Reputation, Size, Location of School
- Leverage to Get Best Price

Why Market Yourself?

Mailing Questionnaires

25 – 1000 per roster spot

Serious Recruiting/Phone Calls

25 – 100 calls

Offers

10 – 20 serious offers

The Recruiting Process

KNOW ABOUT YOU



\$OFFER\$

“X” University’s Top 10 Choices

1. Athlete A - All American
2. Athlete B - All American
3. Athlete C - All State
4. Athlete D - All State
5. **YOU**
6. Athlete E - All Conference
7. Athlete F - All Conference
8. Athlete G - All Conference
9. Athlete H - 2nd Team All Conference
10. Athlete I - 2nd Team All Conference

The Recruiting Process

Recruiting Process is Not One Way

YOU Need to Take Control NOW

YOU Need to Market Yourself NOW

YOU Need to Keep Coaches Up to Date

YOU are One of Potential Hundreds of
Kids a Coach is Recruiting

YOU NEED TO UNDERSTAND

THE PROCESS - NOW!



Serving America's Top Student - Athletes

CPOA Offers –

- Guidance – Help Guide YOU through Process
- Experience – Help YOU Make Most of Opportunity
- Exposure – Expertly Market YOU to Coaches

**To Generate Scholarship/Grants Opportunities
and Help Make the College Choice for Your
Son/Daughter**



What CPOA Does For You

- Unlimited Personal Guidance
- Direct Mailing/Contact to Appropriate Coaches
- Full-Page Updates Every Year
- Profile on the Internet
- High-Quality Videotape Enhancement
- Trial Financial Aid Analysis (TFAA)
- FAFSA Form Completion and Electronic Filing
- Financial Aid Counseling

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