

# Recruiting 101

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Hilary Bowen

# Topics We Will Cover

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- The Recruiting Process
- The participants in this process
- DI, DII, DIII breakdown and scholarships
- Prospective Student-Athletes (how do I get recruited?)
- Questions from you!

# What Is The “Recruiting Process”?

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- Recruiting happens when a college coach invites a high school student-athlete to play sports for their college. Recruiting can occur in many ways including face-to-face contact (camps, tournaments, campus visits), phone calls, texting, and through mailed or emailed materials.
- KEY WORDS
  - A **contact** happens any time a college coach says more than hello during a face-to-face meeting with a college-bound student-athlete or his or her parents off the college’s campus.
  - An **evaluation** happens when a college coach observes a student-athlete practicing or competing.
  - A **verbal commitment** happens when a college-bound student-athlete verbally agrees to play sports for a college before he or she signs or is eligible to sign a National Letter of Intent. The commitment is not binding on the student-athlete or the school and can be made at any time.
  - When a student-athlete **officially commits** to attend a Division I or II college, he or she signs a **National Letter of Intent**, agreeing to attend that school for one academic year.

# Things To Know About This Process

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- It can be confusing, overwhelming and even frustrating at points, but hopefully this will give a little guidance!
- EVERYONE'S recruiting process is UNIQUE and DIFFERENT!
  - there is no one right way or wrong way, there is only the right way for you
- It is NOT easy to get recruited (you have to work for it!)
- If you want to play, there is a place for you

# The “People” Involved In This Process

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- Prospective Student-Athlete
- Parent
- High School Coach/ Club Coach
- Collegiate Coach
- NCAA

# Prospective Student-Athlete

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- Determine if collegiate lacrosse is for you and at what level (discuss with coach and parents)
- Determine which schools best meet your search criteria
  - Consult with club/high school coaches (ask for and expect honesty)
  - Be realistic – safety, reach, target
- Show your interest
  - Contact schools of interest via email, PHONE
  - Fill out player surveys on website
- Showcase yourself
  - Tournaments, camps, highlight videos (4 min max – youtube clip)
- Visit schools
  - Reach out to coaches, attend clinics and camps, visit campus
  - Show your interest, ask questions
- Obtain and submit all documents necessary for certification at the NCAA Clearinghouse

# Parents

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- Be involved at every stage of this process in a supportive role
  - Talk to your kid – even if they don't always want to 😊
- Educate yourself on the NCAA rules and regulations ([www.ncaa.org](http://www.ncaa.org)) in addition to NCAA clearinghouse procedures ([www.ncaaclearinghouse.net](http://www.ncaaclearinghouse.net))
- Allow your child to own the process – coaches want to speak to players

# Club Coach/High School Coach

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- If possible, meet with parents and players before the process starts, or certainly early on, to explain how it works and what your role will be.
- Provide information on and encourage participation in camps, clinics, off-season leagues, club teams, meets, tournaments, etc.
- Have open and honest dialogue with player about their ability and interests
- Communicate with collegiate coaches (be the liaison between player and opportunities)
- Become knowledgeable about the NCAA Clearinghouse procedures ([www.ncaaclearinghouse.net](http://www.ncaaclearinghouse.net)) and the NCAA recruiting rules and regulations ([www.ncaa.org](http://www.ncaa.org))
- Become knowledgeable about the level of competition in college divisions (I, II & III)



# College Coach

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- Observe and evaluate prospective players (do their research on you as a player and person)
  - Tournaments, high school games, camps, visits, calling club coaches
- Contact athletes they decide to recruit (Earlier years –set up a phone call through a third party)
- Make arrangements for official and unofficial visits for recruits.
- Answer any and all questions about the school and lacrosse program.
- Let the recruit know where she stands in the process
- Make scholarship offers.
- Follow all NCAA rules in the recruiting process.
- Make the recruit and parents aware of the rules and how the whole process works

# NCAA - The Rules

YEAR	Division I	Division II	Division III – more relaxed
Sophomore	<ul style="list-style-type: none"> <li>Coach <b>can</b> (e)mail school brochures, questionnaires, camp info</li> <li>Coach <b>cannot</b> call player</li> <li><b>No</b> off-campus contact</li> <li><b>No</b> official visits, <b>Unlimited</b> unofficial</li> </ul>	<ul style="list-style-type: none"> <li>Coach <b>can</b> (e)mail school brochures, questionnaires, camp info</li> <li>Coach <b>can</b> call, text, email player (unlimited) <b>AFTER <u>June 15<sup>th</sup></u></b></li> <li><b>Unlimited</b> off campus contact <b>AFTER <u>June 15<sup>th</sup></u></b></li> <li><b>No</b> official visits, <b>Unlimited</b> unofficial</li> </ul>	<ul style="list-style-type: none"> <li>Coach <b>can</b> (e)mail recruiting material</li> <li>Coach <b>can</b> call player (unlimited)</li> <li><b>No</b> off-campus contact</li> <li><b>No</b> official visits</li> <li><b>Unlimited</b> unofficial visits</li> </ul>
Junior	<ul style="list-style-type: none"> <li><b><u>Sept 1<sup>st</sup></u></b> – coach <b>can</b> (e)mail and text recruiting material</li> <li><b><u>July 1<sup>st</sup></u></b> (After Jun year) player <b>can</b> receive one call per week</li> <li>3 off-campus visits permitted</li> <li><b>No</b> official visits, <b>Unlimited</b> unofficial</li> </ul>	<ul style="list-style-type: none"> <li>Coach <b>can</b> (e)mail recruiting material</li> <li>Coach <b>can</b> call, text, email player</li> <li><b>Unlimited</b> off campus contact</li> <li><b>No</b> official visits, <b>Unlimited</b> unofficial</li> </ul>	<ul style="list-style-type: none"> <li>Coach <b>can</b> (e)mail recruiting material</li> <li>Coach <b>can</b> call player (unlimited)</li> <li><b>No</b> off-campus contact</li> <li><b>Official Visits</b> allowed <b><u>Jan 1<sup>st</sup></u></b> – 1 per college</li> <li><b>Unlimited</b> unofficial visits</li> </ul>
Senior	<ul style="list-style-type: none"> <li><b>Official Visits</b> – 1 per college, 5 colleges max starting on opening day of classes</li> </ul>	<ul style="list-style-type: none"> <li><b>Official Visits</b> – <b>unlimited</b> starting on opening day of classes</li> </ul>	<ul style="list-style-type: none"> <li><b>Unlimited</b> off campus contact AFTER junior year</li> </ul>

# New Proposal

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- NO contact or communication with recruits until September 1<sup>st</sup> of a prospect's junior year
  - Current rule - college coaches cannot INITIATE contact until this date
  - Many loopholes – player initiates contact, third-party involvement
- Recruiting Calendar adjustments
  - create a distinction between “recruiting periods” (high school/scholastic events) and “evaluation periods” (any type of event)
  - Dead periods: Two weeks in August, three days surround major holidays
- Reasoning:
  - Puts the focus back on high school sports and academics
  - Lessens the pressure to compete year-round in multiple events
  - Allows prospective student-athletes time to mature mentally, physically, and emotionally before making this big decision

# Differences between Divisions

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- Recruiting Process
  - Pace of process
    - DI much faster than DII and DIII
  - Rules and Regulations (last page)
- Time Commitment
  - In-season
    - 20 hours for DI,II,III (but this looks different for each)
  - Off-season
    - DI - 8 hours, 4 competitions
    - DII – more similar to DI
    - DIII – 15 days to play in fall/winter, 1 competition date
- Level of Play
- Opportunities to get recruited and Scholarships (next slide)

# The Numbers – Opportunities and Scholarships

- Schools with lacrosse →
- DI – maximum of **12** full scholarships to divvy up to a team of **~30** players.
  - Commitments usually happen freshman – junior year (sometimes senior year – WA!)
- DII – **9.9** full scholarships
  - Commitments: Junior – Senior year
- DIII – no athletic scholarships
  - Commitments: Junior – Senior year
- Club – no athletic scholarships

Division	# of programs
Division I	112
Division II	131
Division III	285
USL-WCLA	267
NJCAA	26

<http://www.laxpower.com/common/links.php>

# Actions To Take And When To Take Them

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- **START NOW!** – the reality is that the process is moving fast.
  - If you are in high school, it is happening!
- Get to know the schools you are interested in academically, socially, and athletically (<http://www.laxpower.com/common/links.php>)
  - What do you want in a school?
    - Location, type of campus, size, school spirit, majors/minors, division (I,II,III, club)
    - BE REALISTIC – safety, target, reach schools
    - CAST A WIDE NET
- Meet with your club/high school coach and start the discussion
- Reach out to schools!

# Getting Recruited Do's And Dont's

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## DO

- Make a short highlight video and create a youtube link
- Create timely communication via well-written emails and phone calls, visits!
- Be PRO ACTIVE!!
- Go to camps – ones with lots of coaches and schools of specific interest
  - Introduce yourself!
  - Ask Questions!!!
- Play multiple sports
- Be the best player, person, and teammate you can be

## DON'T

- EXPECT to be recruited
- Be unrealistic and narrow-minded in your search
- Make a lacrosse website profiles
- Spam coaches inboxes, cc: all the coaches, forget to change coaches name
- Overcommit yourself with too many tournaments – no burnout!
- Compare yourself or your process to others!!!

# Things Coaches Look for In a Player

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- ***Effort*** – hustle, heart separate a good player from a great one (the straight “controllables”)
- ***Physical*** – athleticism, speed, footwork, shooting, defense
- ***Emotional*** – how you react to refs, teammates, coaches, parents
- Don't focus on getting noticed, focus on helping your team win the game!



# Things To Put In An Email

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- Name, Graduation Year
- Club Team name, Jersey Number(s)
- Club Team and coaches contact info (phone and email)
- High School Team and coaches contact info (phone, email)
- Stats – but don't overload
- Academics – GPA, PSAT, SAT
- List tournaments you will be at, not game details
- Youtube Video Clips! (4 minutes max)
- Something specific about their school or program
- Pizazz! – Show your personality, grab their attention, but be YOU

# Example Email #1

- No personality
- No quick personal facts
- Many coaches will not take the time to go to these websites
- Nothing to make this individual stand out

On 1/26/16, 9:59 AM, "Hilary Bowen" wrote:

Coach Roper, Towner and Moss,

My new highlight video from Nike Elite 120 is now on Lacrosse Recruits.

I plan on visiting this summer. My dad played at Washington University and I would like to as well.

Washington University is at the top of my list. I know I can make a difference there.

Thank you.

Sincerely,

Hilary

To view my full profile and video(s), simply click on the link below:

<http://lacrosserecruits.com/abcdefghijklmnopqrstuvwxy>

# Example Email #2

- More personality than the last
- Needs balance of ATHLETE and academic
- Gives important personal facts
- Highlights some stand out facts

**From:** "Bowen, Hilary" <[Hilary123@lax.com](mailto:Hilary123@lax.com)>  
**Date:** January 22, 2016 at 8:10:06 PM CST  
**To:** "[k-roper@washingtonuniversity.edu](mailto:k-roper@washingtonuniversity.edu)"  
**Subject:** Hilary Bowen 2018 Defender

Hi Coach Roper,

I am a sophomore defender from Rochester, NY. I am 5'10". I go to the Brighton High School. I just wanted to reach out and give you an update!

I just received my results - I scored a 1310 on the PSAT. I also got all A's in the first semester!

I have a 4.1 cumulative GPA. This semester, I am taking *Honors* Spanish 3, *Honors* Chemistry, *Honors* Geometry, Modern World History, World Literature and Psychology. I do mock trial, model UN, write for the school newspaper, participate in Key Club, and I am an elected member of the Community Service Board. I also am a Scholar-Athlete. It's a program that I was nominated for where Episcopal Academy students mentor inner city kids two days a week at The Honickman Learning Center in Rochester. I am a *SpeakUp* facilitator at my school, as well. I also play tennis, basketball and lacrosse at Brighton High School.

I play club lacrosse year-round for *Rochacha* 2018 YELLOW, which is coached by Sally Smith and Susie Que.

My Brighton High School season is right around the corner and I could not be happier!!! ☺ I'll be sure to let you know how it goes

Have a great weekend,  
Hilary Bowen #12  
*Rochacha* 2018 Yellow  
[hilary123@lax.com](mailto:hilary123@lax.com)  
[123-456-7890](tel:123-456-7890)

Third Pary Contact:  
Sally Smith  
*Rochacha* Co-Director, Brighton High School Head Coach  
[Sally@lax.com](mailto:Sally@lax.com)  
[\(098\)765-4321](tel:(098)765-4321)

# Example Email #3

- Great personality
- Easy video clip to watch
- Gives important personal facts
- Fun facts
- A nice personal touch at the end showing she "knows" them

On 4/27/15, 8:18 AM, "[hilary@lax.com](mailto:hilary@lax.com)" wrote:

Hi coaches!

I hope you enjoyed last week's video. This week I attached a video of me playing with the varsity in a pre-season tournament. It was cool because the competition was better and the leaders of the Brighton Barons varsity really allowed me to play with them and trusted that I would not mess things up. As an 8th grader I learned by playing with them that if you play hard and know how to run the plays, (I know the plays because I practice with the varsity during the week) then they will trust you.

My club coaches had a team meeting on Saturday and talked about focus and trust. The coaches kept saying, "[your](#) teammates count on you for knowing the plays and working hard" and that is what the varsity girls do. It was super cool to get back with the [Rochacha](#) team this weekend, they rock!

I also know, [coach\(es\)](#), that you can't reach out to me or contact me because of NCAA rules. I was going to keep sending these video but don't want to spam your account with cool videos.

If you don't want the videos just say so.

[http://www.youtube.com/watch?v=...](#)

#### My Individual Quick Game Stats on Attached Video:

Shots on Goal: 3

Goals: 3

Assists:1

Ground Balls: 1 (maybe 2)

Bad Pass: 1 (missed best varsity girl right in front of net with low inside pass, I hate watching it)

#### Quick Facts About Me:

I am playing in US Lacrosse U-15 Tournament in Raleigh, NC June 5-7, 2015

I will also be in Dallas on June 9-11 at the C2C event.

#### Other Sports I Play:

Volleyball, Basketball, Track, Skate boarding (sponsored twice by skate companies and took 2nd in my very first skate competition against boys)

#### Cool Thing I Just Did

I just learned how to do a "[Krooked Grind](#)" on a skateboard rail. Took me like 80 plus attempts.

Nice win over Idaho and good luck in the tournaments!!

Hilary Bowen #12

Class of 2019

[123-456-7890](tel:123-456-7890)

# Words From A Coach

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- If you want to play Division 1 recruiting starts NOW. You have to be sending multiple emails, making phone calls, going to camps, and putting extra effort in to make yourself stand out. Highlight videos & phone calls are much more impactful than a boring email.
- Need a “recruiting coordinator” (reliable and honest) for their club that they can lean on to help communicate with coaches.
- If you know a coach has seen your team play, and that coach hasn’t reached out to you, that probably means they are not interested.
- With Division III, you have way more time. There is a home for everyone but for most, it will not be the Top 25 Division I
- CAMPS are better than tournaments ! If you want to get noticed by a coach, go to a CAMP where that coach will be at.
- Remember that as big as this decision is for you, it’s just as big a decision for the coach. Recruiting a player is not considered a 4 year decision, it is a lifetime decision

# Resources

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- <http://www.laxpower.com/common/links.php>
  - List and links to all colleges with lacrosse (shows city and state location)
- [https://web3.ncaa.org/ECWR2/NCAA\\_EMS/NCAA.jsp](https://web3.ncaa.org/ECWR2/NCAA_EMS/NCAA.jsp)
  - NCAA Clearinghouse Eligibility Center
- <http://www.uslacrosse.org/portals/1/documents/pdf/participants/players/girls-college-recruiting-guidebook.pdf>
  - Great college search checklist
- <http://www.uslacrosse.org/multimedia-center/blog/postid/396/30-recruiting-questions-you-should-ask.aspx>
  - Questions to ask college coaches
- <http://www.ncaa.org/student-athletes/future>
  - Prospective student-athletes
- <http://www.iwlca.org/landing/index>
  - Collegiate coaches governing body – (specific interest – tournament tabs)

Questions?

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