



# STUDENT ATHLETES & THE COLLEGE SEARCH

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Jennifer “JT” Thomas  
[jt.thomas11@yahoo.com](mailto:jt.thomas11@yahoo.com)

# ATHLETIC SCHOLARSHIP REALITY CHECK

“ In 2013 the average amount of money awarded to NCAA Division 1 athletes was \$13,821 for men and \$14,660 for women...the odds of landing a college scholarship in many major sports are lower than the chance of being admitted to Harvard, Yale, Princeton or Stanford.”

*Kelly Holland CNBC 2013 – Think Athletic Scholarships are the “holy grail”? Think again.*

“According to recent statistics, about two percent of high school athletes are awarded athletics scholarships to compete in college.”

*NCAA Informational Materials 2018*



# ESTIMATED PROBABILITY OF COMPETING IN COLLEGE ATHLETICS NCAA 2018

	Overall % HS to NCAA	% HS to NCAA DI	% HS to NCAA DII	% HS to NCAA DIII
W SOCCER	7.1%	2.4%	1.9%	2.8%
M SOCCER	5.5%	1.3%	1.5%	2.7%
BASEBALL	7.1%	2.1%	2.2%	2.8%
SOFTBALL	5.4%	1.7%	1.5%	2.1%
VOLLEYBALL	3.9%	1.2%	1.1%	1.6%
MSWIMMING	7.0%	2.7%	1.1%	3.1%
W ICE HOCKEY	24.5%	8.8%	1.2%	14.5%

**That said...the experience of college athletics lasts a lifetime!**



**Wyatt Meyer Case Study: Athletic Resume & Profile**

# NCAA: Which division is my best athletic fit?

The National Collegiate Athletic Association is a voluntary association of approximately 1200 institutions who make and monitor rules regarding eligibility, recruiting, amateurism, financial aid, etc. ([www.ncaa.org](http://www.ncaa.org))

- Division I
- Division II
- Division III



# Division I

The most expensive, competitive, and time consuming division of the NCAA:

- Approx. 350 institutions
- Big budgets & facilities (PAC 12, ACC, Big 10 )
- Big commitment
- Big scholarship money except none for Ivy's  
(ex. DI Football is allowed a maximum of 85 full rides)
- Toughest eligibility requirements: graduate high school with 16 core courses and test score/GPA determined on a sliding scale. 2016 = “2.3 or Take a Knee.”
- **Local Examples: CAL, Stanford, USF, Santa Clara, St. Mary's, UC Davis, SJSU, Pacific, Sac. St., and Cal Poly (DI – AA FCS Football).**

# Alabama Football Roster

A

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## 2015 Alabama Football Roster

Coaches

No.	Name	Pos.	Class	Ht./Wt.	Exp.	Hometown (Last School)
93	Jonathan Allen	DL	SR	6-3/294	3L	Leesburg, Va. (Stone Bridge)
41	Blaine Anderson	DB	SR	5-10/187	SQ	Charlotte, N.C. (Myers Park)
31	Keaton Anderson	LB	FR	6-1/220	RS	Florence, Ala. (Florence)
22	Ryan Anderson	LB	SR	6-2/253	3L	Daphne, Ala. (Daphne)
28	Anthony Averett	DB	JR	6-0/180	2L	Woodbury, N.J. (Woodbury)
70	Charles Baldwin	OL	JR	6-5/297	JC	Windsor, Conn. (ASA College)
94	Dakota Ball	TE	SR	6-3/268	2L	Lindale, Ga. (Pepperell)
8	Blake Barnett	QB	FR	6-5/200	RS	Corona, Calif. (Santiago)
18	Cooper Bateman	QB	JR	6-3/224	2L	Murray, Utah (Cottonwood)
41	Parker Bearden	WR	SO	6-1/201	SQ	Bessemer, Ala. (Bessemer Academy)
49	Christian Bell	LB	FR	6-4/246		Hoover, Ala. (Hoover)
75	Bradley Bozeman	OL	JR	6-5/312	2L	Roanoke, Ala. (Handley)
48	Mekhi Brown	LB	FR	6-5/243	RS	Columbus, Ga. (Carver)
7	Tony Brown	DB	JR	6-0/195	2L	Beaumont, Texas (Ozen)
45	Hunter Bryant	TE	JR	6-5/226	SQ	Roswell, Ga. (Fellowship Christian School)
27	Shawn Burgess-Becker	DB	SO	6-1/215	1L	Coconut Creek, Fla. (Monarch)
43	Gussie Busch	LB	SO	5-11/205	SQ	St. Louis, Mo. (Priory)
67	Josh Casher	OL	SO	6-1/284	SQ	Mobile, Ala. (St. Paul's)
4	Daylon Charlot	WR	SO	6-0/195	1L	Patterson, La. (Patterson)
5	Ronnie Clark	RB	SO	6-2/217	1L	Calera, Ala. (Calera)
12	David Cornwell	QB	SO	6-5/234	SQ	Norman, Okla. (Norman North)
66	Lester Cotton	OL	SO	6-4/319	1L	Tuscaloosa, Ala. (Central)
62	Will Davis					

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AUCTIONS

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74

→

#ROLLTIDE

TIED UP in Lexington! #RollTide [twitter.com/AlabamaBSB/status/214567890](https://twitter.com/AlabamaBSB/status/214567890) 2 days ago

# Division II

Intermediate level as an alternative to the highly competitive DI and the non-scholarship DIII:

- Approx. 300 members
- More limited scholarship opportunities and more partial scholarships  
(ex. DII football is allowed 36 scholarships).
- Eligibility requirements: graduate high school with 16 core courses, earn a minimum 2.0 GPA, and a combined 820 SAT or sum 68 ACT.
- **Local Examples: SFSU, East Bay, Chico, Humboldt, Sonoma, Monterey, Dominican, and Notre Dame de Namur**
- **Others: UC San Diego (2020), Colorado Springs, Western Washington**



# SPORTS WITH TIMES & RANKINGS: How do you compare?



**Position:** Distance  
**Height:** 5-3  
**Class:** Senior  
**Hometown:** San Marcos, Calif.  
**Last School:** San Marcos HS

**2015-16:** Competed in all seven meets...was the team's #6 finisher at the CCAAs and #7 at the NCAA West Regional...ran a PR of 24:38 in the 6K at the Humboldt State Invitational (9/10/16). **2015-16:** Ran in six meets during her debut cross country season...turned in a 21:35 (5K) to finish 3rd on the team at the Aztec Invitational (9/18/15)...was teh team's #3 finisher at the CCAA Championship (10/24/15)...recorded a 6K PR of 25:06 at the Sonoma State Invitational (10/3/15), where she also finished 3rd among Seawolves...specialized in the 800 during track season, running a PR of 2:34.63 at the CSUEB Invitational (4/16/16)...was #3 on the school's best marks list in the 800. **HIGH SCHOOL:** A 2015 graduate of San Marcos High School in San Marcos, CA...a tw-time *Union Tribune* Scholar-Athlete...earned a total of eight varsity letters.

Best Collegiate Marks (as of January 2017)		
CROSS COUNTRY		
DISTANCE	TIME	MEET
5000 Meters	21:35	Aztec Invitational (9/18/15)
6000 Meters	24:38	Humboldt State Invitational (9/10/16)

# Division III

Largest of the three divisions with approx. 444 schools that range in size from 500-10,000 students:

- Do not offer athletic scholarships. No redshirting athletes.
- Small class sizes, regional season play, and the opportunity to play more than one sport in college.
- Each campus determines their own eligibility requirements.
- **Local Examples: Menlo, Mills & UC Santa Cruz**
- **Others: Tufts, Middlebury, Williams, Amherst (NESCAC is competitive DIII league)**
- **Exceptions = Colorado College DIII school – DI Wsoc & MHockey**

# NAIA

- National Association of Intercollegiate Athletics seeks to fully integrate life, academics, sport and fitness into the higher education environment.
- Approx. 300 colleges & universities in the US & Canada
- Many private, faith based & smaller schools
- More relaxed recruiting/eligibility rules (like DII)
- Some athletic scholarships
- Eligibility requirements. Meet two of the three: 18 ACT/860 SAT, 2.0 GPA, or graduate in the top half of class
- **Local Examples: Maritime, Fresno Pacific, Patten, and William Jessup**
- **Others: UC Merced, Southern Oregon, Evergreen**
- **Alternatives: community college, club, intramurals, PG**

# Community College

- Student athletes who are not ready for a four year college experience due to academic, athletic, social or financial reasons should consider spending one or two years at a community college and then transfer.
- Research CCCAA & NJCAA website for teams, rankings and schedules and coach contact information.  
<http://www.cccaasports.org>  
<http://www.njcaa.org/>
- Ask community college coaches how many past players have gone on to four year colleges in their sport.

# CASE STUDY

- Open NCAA Membership Map
- Consider Wyatt's Profile & Resume
- Ask his coach some questions
- Partner up and make Wyatt a list of five schools



After I find my athletic fit...

# HOW DO I GET RECRUITED?

The process is different for blue  
chip vs. white chip athletes!

# BLUE CHIP ATHLETES... ARE IN THE DRIVER'S SEAT

Highly valued & recruited athlete:

- College coaches will make contact with these athletes early (fresh/soph year) through club coaches.
- September 1<sup>st</sup> of junior year (text/email/phone call)
- Coaches visit high schools with permission of principal.
- Coaches attend their tournaments and sometimes even high school games.
- Coaches spam, call, email, these recruits, their families, and their coaches as often as the NCAA permits (and then some).
- Blue Chips tend to “commit” to colleges early in the process.

# Blue Chips!





# WHITE CHIPS...

## MUST MARKET THEMSELVES

- Keep your grades up so you have more options.
- Create a resume/profile with brief athletic, academic & personal information
- Create a cover email letter
- Register for the NCAA/NAIA Eligibility Center (by junior year)
- Get to know the NCAA/NAIA websites and understand the recruiting rules specific to your sport and division.
- Talk to high school coaches/club coaches, trainers, and camp/showcase coaches to determine best athletic fit.
- Search NCAA “NCAA Membership Map” to determine which colleges have which sport and division.

<http://web1.ncaa.org/maps/memberMap.jsp>

- Create a big list and **MAKE CONTACT!!** Email resume/cover letter!!

# Social Media Matters!

**Penn State**

**Herb Hand** @CoachHand  
Dropped another prospect this AM due to his social media presence...Actually glad I got to see the 'real' person before we offered him.

**Duke**

**Derek Jones** @dukecoachdj · 14h  
Our jobs depend on the young men that we recruit. Your social media pages say a lot about your character, discipline & common sense. #Ap2w

**SMU**

**Coach Justin Stepp** @coachjstepp · Jan 8  
Came across an awful Twitter account today. Shame the kid was a really good player...On to the next one...get a clue!

**djonkinssports** St Lukes The Woo... FOLLOW  
85 likes 13h  
College coaches are dropping recruits due to social media posts. What does your social media presence say about you ?  
#thinkbeforeyoupost  
#athlete  
#sports  
#chistlukes  
#djonkinssports  
bl3ss3d\_up @whiteheadjordyn @whitehead\_tristan  
stanzilla123 That's what private accounts are for  
taylensbowtique If you can lose your job, you can lose your scholarship. It's a brand to protect  
gshrewsbury @ex\_twonvict @nattinthehatt just a reminder that employers will check all of your social media . Don't put it on the web if you

“KEEP IT CLASSY”

Make it work for you...not against you.


# Sample Athlete Resume

**Sarah Smith**  
 Target Forward/Attacking Midfielder  
 Class of 2017

10 Soccer Lane  
 Orinda, CA 94563  
 925-xxx-xxxx  
 yourname@gmail.com

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**OBJECTIVE:** To join the top NCAA Division I Program with strong academic credentials and immediately contribute to the team's dream of winning an NCAA title.



**CALIFORNIA MAGIC** #99 Rank #8 Norcal, #28 U.S.

- Led team to 7-8-6 record in 2015
- 2015 US Club West Coast Champs
- 2015 Players Showcase Champs Alicante Flight
- Defeated 11 teams from NorCal, AZ, NV and UT

\* Assist Leader three straight years 2013-15  
 \* 21 Header Goals 2014-15

**MIRAMONTE HIGH SCHOOL**

- 2015 NCS Champions
- Varsity Starter since Freshman Year
- 2016 Target Forward/Winger
- 2014 & 15 Attack Minded Defender
- My Favorite Moment: Heading the equalizer goal in from a corner with 90 seconds left in 2015 NCS Semi-Final

**OTHER**

- ODP NorCal Travel Squad 2014, 2015, 2016
- ODP Region Pool 2014, 2015
- NorCal ODP 2011, 2012, 2015, 2016
- Diablo Valley Futsal 2011-2014, National Championships 2013
- USSF Grade 8 Referee

**SOCCER STRENGTHS**


- Dominant Offensive & Defensive Heading
- Exceptional Ball Control
- Intelligent Aggression
- Unique Field Vision

**PROFILE**

- Height: 5'8"
- Weight: 140 lbs
- Overall GPA: 3.74/3.91 Weighted
- ACT: 30
- Honors & A.P. Courses: Geometry, Algebra II/Trig, Environmental Science, Spanish
- Possible College Majors: Biology, Environmental Science

**UPCOMING SOCCER TOURNAMENTS**

- Juventus Spring Showcase, March 4-6
- Las Vegas Players Showcase, March 18-21



# Sample Cover Letter Email

- Dear Coach \_\_\_\_\_,
- 
- My name is \_\_\_\_\_, and I will graduate in (year). I am a (year in school) at \_\_\_\_\_ High School in California with a \_\_\_\_ grade point average. I currently play for the \_\_\_\_\_ club (you can add more info here to highlight your club team). As well as continuing my education, I would like to play soccer at the (DI, DII, DII, NAIA, NJCAA) collegiate level.
- 
- School specifics here. (*I'm interested in your 'college' because of... stuff...make this specific but not too long. Put in something specific about the school or program, a friend that speaks highly of it, or if you know the coach mention it, or simply congratulate them on a good season or recent win*).
- 
- While I understand that NCAA rules do not allow you to contact me by phone or email until September 1<sup>st</sup> of my junior year (this is for DI & DII schools, not DIIs), I am attaching a resume of my personal, athletic, and academic information. This link will take you to a short video of me in action \_\_\_\_\_ (optional or send later). My coaches contact information is \_\_\_\_\_ (name, email and phone if you are a sophomore so they know who to contact).
- 
- I am interested in, and looking forward to, learning more about 'school' and the 'mascot'. I would appreciate receiving information about your upcoming ID and summer camps.
- 
- Go (Mascot), (your name)
- 
- 
-

# NCAA RULES

<http://www.ncaa.org>



**SEE THE NCAA WEBSITE REGARDING RULES,  
COMPLIANCE, RECRUITING, ELIGIBILITY AND  
AMATURISM AS THEY DIFFER GREATLY BY DIVISION  
AND SPORT.**

# After initial contact with coaches, **WHITE CHIPS MUST...**

- Track coaches responses & non responses equally.
- Fill out athlete questionnaires on websites.
- Make a short skills/highlight video and send the link.
- Stay in contact with coaches (send tournament updates early).
- Visit campuses. Attend games/matches/meets to show interest and determine fit. If possible, watch practices & attend class.
- Attend ID Camps, summer camps, prospect camps, invitational camps, tourneys and combines (ask for feedback).
- Study each team's roster to determine how many graduate your year and what positions will become available.

**Most importantly, learn from the veteran parents/athletes in your sport who have been there, and are now wearing the sweatshirt!!!**

# THE VIDEO

## what the coaches say...

*“Start with a title page with your name, club, position, GPA, test scores & graduation year.”*

*“If you don’t impress me in 30 seconds, it will be deleted.”*

*“Show your best highlights first to get my attention, generate interest, and then get me to keep watching.”*

*“A shaky or field level video won’t hold my attention.”*

*“No juggling!”*

*“I don’t just want to see you scoring goals, even if you’re a forward. Show me different parts of your game.”*

*“Pan broadly from a high angle and identify yourself with an arrow, circle, pause or dim so I can tell quickly and easily where you are. No more than five minutes long.”*

*“Pick a good song!”*

# Blue Chip or White Chip?





# CASE STUDY

## Make Wyatt a To Do List:

Now that you have a list of schools, what should he do to get exposure to college coaches?



## JT'S STUDENT ATHELTE TO DO LIST:

- ✓ Talk to Coaches/Trainers/Counselors/Teammates about your potential level of play.
- ✓ Study team rosters to determine the team's needs, and compare your statistics.
- ✓ Clean up social media (use it as a force of good, not evil).
- ✓ Create an easy/clean email that the entire family can monitor.
- ✓ Build a Big List – Use NCAA Membership Map to help research programs and ask your coaches, counselor, and older players/parents on your team. Consider all aspects of college: athletics, academics, cost, location, size, and vibe!
- ✓ Resume – ask your references if it's okay to list them.
- ✓ Cover Letter Template
- ✓ Make Initial Contact with coaches.
- ✓ Track Responses/Non Responses.
- ✓ Understand the recruiting rules specific to your sport/division/association. (For example DI & DII coaches cannot contact you until Sept. 1<sup>st</sup> of junior year but DIII & NAIA coaches can make contact at any time. You can make contact at any time.)
- ✓ Fill out Prospective Athlete Questionnaires on college athletic websites.
- ✓ Make Highlight Video
- ✓ Register for NCAA/NAIA Eligibility Center (DIII & JUCO doesn't need to register).
- ✓ Earn the highest GPA possible in the most rigorous courses possible.
- ✓ Take standardized tests early (PSAT/SAT/ACT).
- ✓ Exposure:
  - Attend ID Camps/Combines/Clinics/Showcases
  - Play for the best team/coach possible
  - Attend top tournaments
  - Have your coach make contact with college coaches on your behalf
  - Attend local college games, meets, and competitions to see where you stand
  - Visit campuses, programs and coaches (unofficially & officially)
- ✓ Continue to Contact Coaches – send video, test scores, transcripts and keep them updated on your most recent athletic accomplishments to show interest. MVP, personal best, All Star Selection, etc. When attending ID camps, email the coach before, make contact during, and send a specific thank you after the camp.
- ✓ Keep your grades strong so you will have more options.
- ✓ Keep your counselor in the loop to help you with the process (taking calls from coaches and sending transcripts to NCAA/coaches/admissions offices).
- ✓ Be your own agent!

\*Timelines will vary depending on sport, gender, division, conference, college and coach. The top athletes in most sports will tend to verbally commit early to the top conferences and teams (Power Five Conferences: Pac 12, ACC, SEC, Big 12, Big 10). Women's sports tend to have earlier verbal commitments than men's. Many athletes don't commit until their senior year.

# ADVICE TO ATHLETES

## DON'T!

Believe everything you hear about scholarships.

Verbally commit without a read from the admissions office.

Put all of your eggs in one basket.

## DO!

Keep grades up! Keep your counselor in the loop!

Cast a big net and stay in contact with many coaches.

Have strong back ups.

Take standardized tests as early as possible.

Meet deadlines for transcripts/test scores/transcript release form

Start earlier & work harder at the process than non-athletes.

Ask for admissions Early Read & early financial aid guestimate.

# Blue Chip or White Chip?



# RESOURCES: The NCAA Eligibility Center

**NCAA Eligibility Center**

Registered?  
If not, click below to get started.

**Welcome to the NCAA Eligibility Center.**  
*Your student-athlete experience begins here.*  
At this site, you'll find the tools and information you need to begin your college experience.  
Explore this site to learn more about the NCAA, its athletics divisions, its sports and other information.  
Click on the phone or use the login box in the top right corner to complete your registration for eligibility.

**Checklist:**

- Create account
- Complete registration

**CLASS OF 2016 AND BEYOND...**  
Initial-eligibility standards are changing.  
**CLICK HERE TO LEARN MORE**

1 of 2

STUDENT ID CARD: NAME, CLASS, BIRTHDATE

MAN: MICHAEL BROWN, JOHN BENCHE, JOHN HUTCHINSON, JOHN SMITH

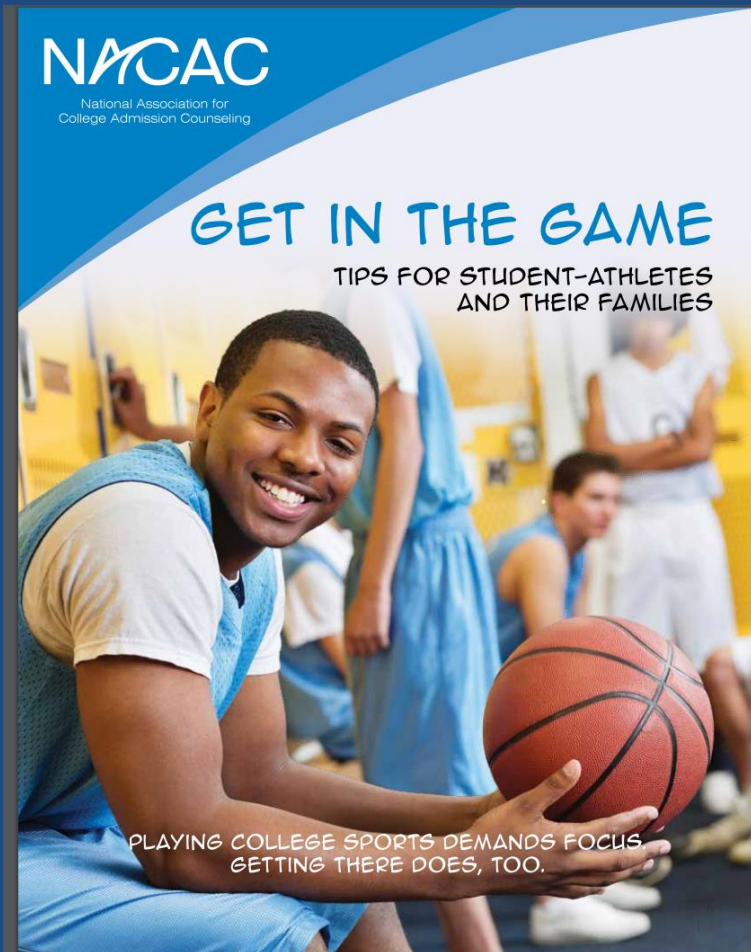
Calendar: 20, 23, 26, 27, 28, 30, 31

Phone: Nokia, at&t

Form: Password or PIN, Forgot password, GO

Man: Standing in the bottom right corner.

# NACAC Get in the Game Brochure



FROM REGISTERING WITH ELIGIBILITY CENTERS TO SIGNING A LETTER OF INTENT, THE COLLEGE APPLICATION PROCESS IS DIFFERENT FOR STUDENT-ATHLETES. FOLLOW THESE 10 STEPS TO IDENTIFY A COLLEGE WHERE YOU CAN PURSUE BOTH YOUR ATHLETIC AND ACADEMIC INTERESTS.

## 01

### SELECT COLLEGE-PREP CLASSES AND STUDY HARD.

Take the most rigorous college-prep classes you can and keep your grades up. Your academic record and ACT/SAT scores determine your athletic eligibility at many colleges, including member institutions of the NCAA and the National Association of Intercollegiate Athletics (NAIA).

Athletes are subject to the same admission standards as all other applicants. Students with poor academic records can lose the opportunity to receive an athletic scholarship, and in some cases won't be able to practice or play during their first year of college.

If you choose a school within the National Junior College Athletic Association (NJCAA) you won't be required to take the ACT or SAT. But, like all collegiate athletes, once enrolled you must meet academic requirements to preserve eligibility.

## 02

### REGISTER WITH ONLINE ELIGIBILITY CENTERS, IF APPLICABLE.

Both the NCAA and the NAIA require student-athletes to register through their respective online eligibility centers. Once logged in, enter information about your high school courses and the sport(s) you hope to play in college. There is no such requirement for institutions within the NJCAA, which doesn't have an eligibility center.

The NCAA encourages students interested in competing at Division I or Division II schools to register during their sophomore year. Division III schools set their own admission and eligibility standards. Athletes bound for NAIA schools must register with that organization's eligibility center by their senior year.

Both sites have resources to assist you as you prepare to apply to colleges. The NCAA eligibility center includes a list of core courses you must complete in high school. Users on the NAIA site can connect directly with college coaches.

Remember that registering with the NCAA and NAIA eligibility centers doesn't take the place of applying to college. You must follow all requirements for submitting applications, test scores, transcripts, and other documents for each school you want to apply to.

## 03

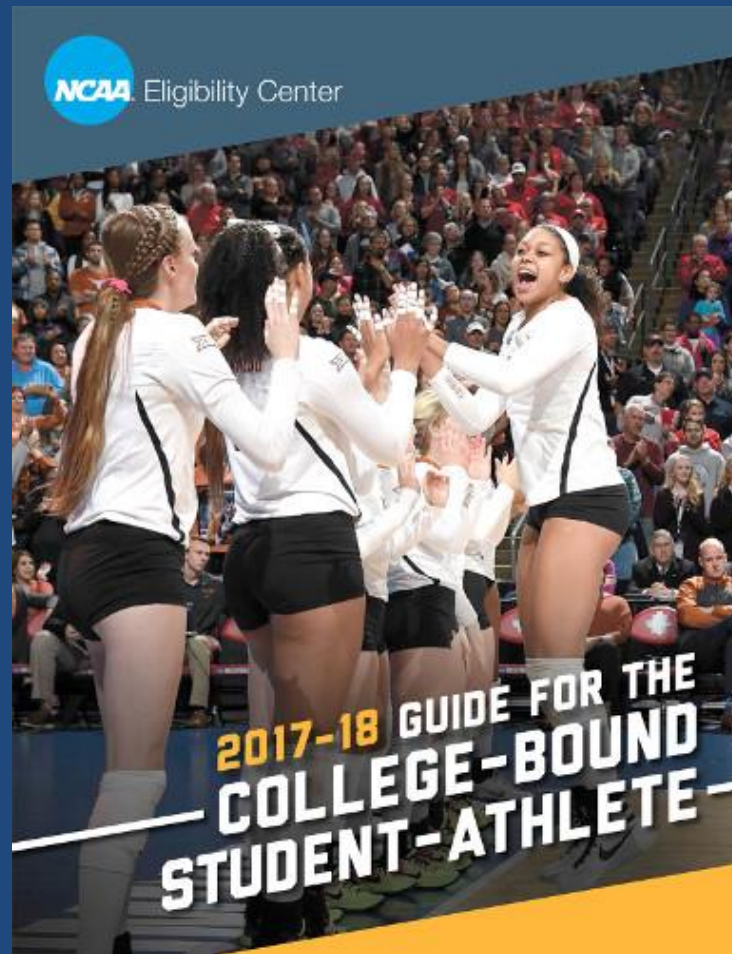
### SEND YOUR HIGHLIGHT VIDEO AND RESUME TO COACHES. CHECK IN WITH YOUR SCHOOL COUNSELOR.

Only a small number of high school athletes are "discovered" by college coaches. In most cases, recruits get the ball rolling.

Contact coaches at schools you'd like to attend, and send them a highlight video and resume listing your athletic and academic accomplishments. How they respond depends in part on the recruiting rules of the NCAA, NAIA, and NJCAA.

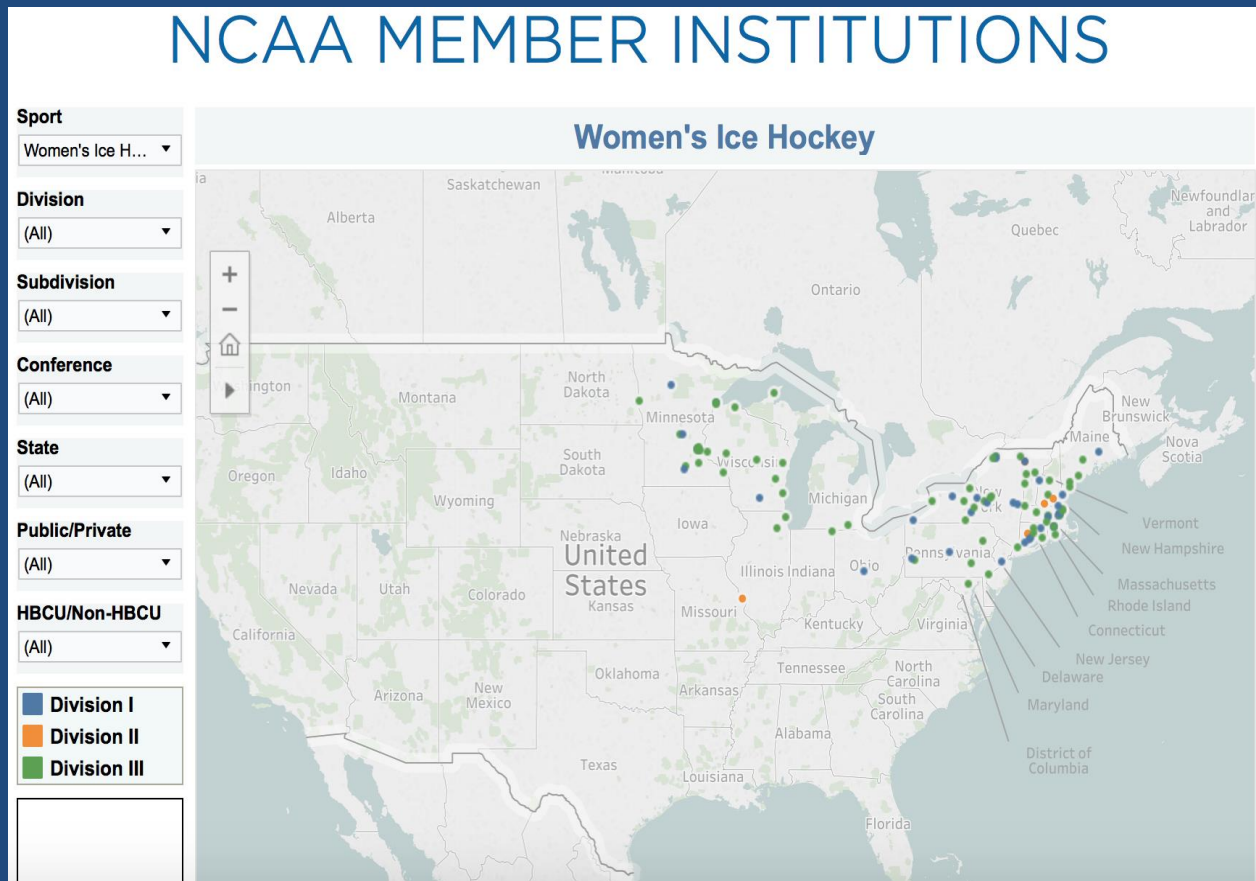
Students who hope to play at a Division I or Division II school should ask their counselors to submit an official transcript to the NCAA following their junior year. (An updated, final transcript is required upon graduation.) If you attended more than one high school, or took courses from more than one program, the NCAA Eligibility Center needs an official transcript from each high school or program.

# NCAA Guide to the College Bound Student-Athlete



<http://www.ncaapublications.com/productdownloads/CBSA17.pdf>

# NCAA Membership Map



<http://www.ncaa.org/about/resources/research/ncaa-member-institutions>



**GOOD LUCK!**  
Jennifer "JT" Thomas  
jt.thomas11@yahoo.com

