

Knoxville  
Catholic  
High School

COLLEGE ATHLETICS  
AND  
RECRUITING HANDBOOK

Knoxville Catholic



Home of the Fighting Irish

2011/2012

*Provided by the Knoxville Catholic High School  
Athletic and Guidance Departments*

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#### **~~Acknowledgements~~**

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- Kat Coy

# Knoxville Catholic High School

## College Athletics and Recruiting Handbook

### Quick Guide to College Athletic Recruiting

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1. The Recruiting Funnel
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2. Creating the Athletic Resume
3. Recruiting Timeline
4. Sample Letters
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# Quick Guide to College Athletic Recruiting

## Freshman – Junior Year:

- Course Selection – become aware of NCAA Core Courses and plan accordingly. You can check KCHS’s list of approved NCAA core courses at [www.eligibilitycenter.org](http://www.eligibilitycenter.org)
- Plan challenging academic programs and succeed in them
- Keep track of yearly statistics and begin to build athletic resume’
- Keep track of any athletic awards received (MVP, All-Star team, etc.)
- Attend sports camps

## Junior Year:

- Continually update your athletic resume’ with improving results
- Ask your coach for a realistic athletic evaluation – can you play sports at the college level, and which level: DI, DII, DIII, NAIA, Junior College
- College Search: work on a “If I play sports in college” list and a “If I don’t play sports in college” list
- Keep up your academic record
- Plan on starting the ACT/SAT testing process in the spring. Send ACT/SAT Test Results to the NCAA and/or NAIA. For NCAA, you will use the code ‘9999’ when registering. For NAIA, you will use the code ‘9876’.
- Organize: keep track of who you contact, who has contacted you, and level of interest
- Market yourself: develop your athletic resume’ and get your name out there
- Register with the NCAA and/or NAIA Eligibility Center
- After completing Junior year: Send transcripts to NCAA and/or NAIA
- Participate in summer programs (summer leagues and tournaments)
- Course Selection for Senior year: double check your core courses and make sure you are on track

## Senior Year:

- Finish ACT/SAT testing by December
- Videotape athletic performances
- Update athletic resume’
- Contact your list of college coaches with an interest letter and a resume
- Respond immediately to college interest
- Read NCAA “Guide for the College-Bound Student-Athlete” and be aware of NCAA rules and regulations
- Read NAIA “NAIA Guide for the College-Bound Student-Athlete” and be aware of NAIA rules and regulations
- Complete normal college admissions materials & adhere to publicized admissions deadlines
- Make official/unofficial visits
- Evaluate scholarship offers
- Commitment
- National Letter of Intent
- Request final NCAA or NAIA certification
- Request KCHS Guidance to send final transcript to NCAA or NAIA Eligibility Center

# College Athletic Opportunities & Eligibility

## PART 1



KNOXVILLE CATHOLIC HIGH SCHOOL

# WHAT YOU SHOULD KNOW ABOUT

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## COLLEGE ATHLETICS

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The college search process is a journey! The idea of moving on after high school can be exciting (scary for parents) and full of a million questions. This process can be daunting enough, but if you have hopes of playing a college sport, you have just added another layer to this process. This handbook will hopefully walk you through the process of researching, recruitment, and committing to college athletics. It is a process that must begin early in the high school career and will require extra work and attention. However, the KCHS Athletic and Guidance Departments are here to help.

The first step is dealing with reality. It is important to identify the reality of what your ability and prospects truly are for college athletics. It is time to assess ability and match that with college level play. Student and parents sometimes have an unrealistic sense of the student's athletic ability. When a high school athlete day-dreams about playing sports at college, does he see himself sitting humbly on the bench waiting for the coach to put him in? Probably not! Instead he sees himself acknowledging the cheers of the fans, granting an interview in the locker room after the game, and weighing the merits of an attractive offer to go professional. In short, these are the same fantasies that thousands of other young men and women have; that college will be the spring-board to fortune and the big leagues. However, many athletes do go on to be successful in college. NCAA President, Myles Brand, notes that there are "more than 400,000 students, out of 15 million enrolled nationally in America's colleges and universities, who combine education and athletics. Your likelihood of ultimate recruitment into professional leagues is small so, for almost all of you, your years as a student-athlete in college will be preparation for life."

Facts:

- 1 in 35 high school Senior boys will go on to play basketball in college.
  - Approximately 3 in 10,000 high school Senior boys will be drafted by an NBA team.
  - The professionals for any major sport are usually drawn from big institutions, which are treasure troves of first-rate athletes playing on outstanding teams.
  - About 5.8 percent of all high school Senior boys will go on to play football in college.
  - About 9 in 10,000 high school Senior boys will be drafted by an NFL team.
  - The average pro football career lasts only three years.
- *Statistics taken from NACAC presentation "Practical Advice for Counseling the 'Yellow Chip' Student-Athlete" – Fraser, J., Howe, C., Serafine, J.*

The college-bound athlete must think ahead. Careers in sports can end abruptly. Practice schedules are hard on grades; college athletes may have problems with eligibility; sometimes starting spots evaporate after only one year; and some players spend more than four years trying to graduate and eventually their eligibility expires. This handbook will ask you to think of all of the possibilities. The bottom line is that you will be a college **athlete** as well as a college **student!**

Keep priorities in order: college first, sports second. Especially when talking to recruiters. Avoid situations that might leave you without a degree or even a team to play on. Above everything, you need to think about whether or not this college will help you be a successful student. You are looking to ensure a successful academic experience and that should be the overriding consideration in the college decision.

***Let the journey begin!***

# COLLEGE ATHLETIC OPPORTUNITIES

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College athletic programs are supervised and governed by three major governing bodies. The National Collegiate Athletic Association (NCAA), the National Association of Intercollegiate Athletics (NAIA), and the National Junior College Athletic Association (NJCAA). Each governing body has specific rules and regulations regarding athletic eligibility for the colleges under their supervision.

## **I. NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA)**

This is the largest of the three organizations. It consists of approximately 1,200 member schools in three divisions:

- Division I (commonly referred to as “DI or D1”):
  - ✓ This is the highest level of intercollegiate athletics and includes many of the “big time” universities you see compete on television. Much emphasis is placed on the spectator component of the sport.
  - ✓ Division I institutions have to sponsor at least seven sports for men and seven for women (or six for men and eight for women) with two team sports for each gender. Each playing season has to be represented by gender as well.
  - ✓ Division I has the most stringent recruitment policies. They must also provide a minimum of financial aid to students and, in general, offer a great amount of scholarship money.
  - ✓ Colleges that field football teams are further classified as Football Bowl Subdivision (formerly Div. I-A) and Football Championship Subdivision (formerly Div. I-AA). The differences between these levels are (1) the quality and depth of talented athletes and (2) the philosophical/financial commitment a university makes to its athletic program. Division I-A teams have to meet minimum attendance requirements (17,000 people per home game or an average of 20,000 over four years). Athletes face an enormous time commitment; there is no “off-season”.
- Division II (commonly referred to as “DII or D2”):
  - ✓ Division II must offer at least four sports (men & women) and are generally smaller than Division I.
  - ✓ There is no mandate regarding minimum amount of financial aid awarded, therefore scholarship monies are generally less than DI.
  - ✓ Many students utilize a combination of scholarship money, grants, and student loans to fund their schooling.
  - ✓ A majority of Division II teams feature a number of local or in-state student-athletes.
  - ✓ Students still face a substantial time commitment to their sport. Though generally not as competitive as DI, the level of play is excellent, and strong rivalries exist.
- Division III (commonly referred to as “DIII or D3”):
  - ✓ Division III must offer at least five sports for both men and women and are generally smaller than DI and DII schools. However, this Division is the largest within the NCAA.
  - ✓ Division III athletes receive no financial aid related to their athletic ability; however good financial aid packages can be offered for many other criteria.
  - ✓ Emphasis is on player participation rather than spectator involvement; academics are priority.
  - ✓ Generally, athletes compete because they love their sport. They are highly skilled and competitive, but the time commitment is not as huge as DI and DII. Emphasis is on regional and conference competition.

# Comparing the NCAA Divisions

From 2010-2011 NCAA website

	<u>Division I</u>	<u>Division II</u>	<u>Division III</u>
Number of Member Institutions	335 66% Public, 34% Private	283 52% Public, 48% Private	424 20% Public, 80% Private
Average Undergraduate Enrollment	10,054	4,500	2,562
Total Operating Expenses for Athletics	\$23.2M (I-A) \$6.8M (I-AA)	\$2.3M (football) \$1.5M (no football)	\$1.25M (football) \$.66M (no football)
Average Expense per Athlete	\$42,000	\$8,000	\$3,000

## II. NATIONAL ASSOCIATION OF INTERCOLLEGIATE ATHLETICS (NAIA)

- This is the governing body of a group of smaller colleges. There are nearly 300 NAIA colleges/universities.
- Academic requirements are less restrictive than the NCAA. Sometimes this can lead to a higher number of International student-athletes. You must meet two of the following three requirements: minimum 18 ACT or 860 (1600) SAT, a minimum of 2.0 GPA, or graduate in the top half of your high school class.
- Time commitment and scholarships vary depending on the school and the sport. This often means a good combination of academic and athletic scholarships are available for prospective players.
- NAIA schools are most often private schools with smaller student body populations.
- Competition may be on par with DIII and some DII schools, with strong conference play and national championship tournaments.
- The NAIA Eligibility Center opened in the fall of 2010 and provides initial eligibility certification of prospective student-athletes who plan to participate in NAIA athletics. First-time participants will have to register with the online service.

## III. NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION (NJCAA)

- Commonly referred to as “Junior College”, “JUCO”, or “JC-Year”
- This is the governing body of two-year college athletics.
- Academic requirement is completion of high school.
- Most NJCAA schools are two-year programs; players may be recruited by NCAA schools for their final two or three years. This can be a great transition from high school to college for athletes.
- Most NJCAA schools offer scholarships. While the amount of the scholarship is not as great as NCAA or NAIA, the cost of attending is often less, meaning the overall cost of education is lower.
- Competition is generally not as strong as NCAA or NAIA but strong conference rivalries exist.

*The level of college athletics at which a student competes will depend upon their **talent** and the **commitment** they are willing to make to their sport.*



## Estimated Probability of Competing in Athletics Beyond the High School Interscholastic Level

Student-Athletes	Men's Basketball	Women's Basketball	Football	Baseball	Men's Ice Hockey	Men's Soccer
High School Student Athletes	545,145	444,809	1,112,303	473,184	37,255	383,824
High School Senior Student Athletes	155,756	127,088	317,801	135,195	10,644	109,664
NCAA Student Athletes	16,911	15,381	64,879	29,816	4,101	21,601
NCAA Freshman Roster Positions	4,832	4,395	18,537	8,519	1,172	6,172
NCAA Senior Student Athletes	3,758	3,418	14,418	6,626	911	4,800
NCAA Student Athletes Drafted	44	32	250	600	33	76
<b>Percent High School to NCAA</b>	<b>3.1%</b>	<b>3.5%</b>	<b>5.8%</b>	<b>6.3%</b>	<b>11.0%</b>	<b>5.6%</b>
<b>Percent NCAA to Professional</b>	<b>1.2%</b>	<b>0.9%</b>	<b>1.7%</b>	<b>9.1%</b>	<b>3.6%</b>	<b>1.6%</b>
<b>Percent High School to Professional</b>	<b>0.03%</b>	<b>0.03%</b>	<b>0.08%</b>	<b>0.44%</b>	<b>0.31%</b>	<b>0.07%</b>

**Note:** These percentages are based on estimated data and should be considered approximations of the actual percentages.

[http://www.ncaa.org/wps/portal/ncaahome?WCM\\_GLOBAL\\_CONTEXT=/wps/wcm/connect/ncaa/NCAA/Academics%20and%20Athletes/Education%20and%20Research/Probability%20of%20Competing/](http://www.ncaa.org/wps/portal/ncaahome?WCM_GLOBAL_CONTEXT=/wps/wcm/connect/ncaa/NCAA/Academics%20and%20Athletes/Education%20and%20Research/Probability%20of%20Competing/)

# COLLEGE ACADEMIC ELIGIBILITY RULES

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Each of the three college athletic governing organizations, NCAA, NAIA, and NJCAA, have developed rules establishing the athletic eligibility of athletes in their schools. This booklet tries to explain these rules in an understandable fashion. Each organization publishes a book that completely explains their policies governing not only eligibility, but recruiting rules and regulations. Those publications, listed below, can be obtained on-line or by contacting the appropriate organization. \*\*Contacting the organization will always allow for the most up-to-date information. \*\*

- |       |   |
|-------|---|
| NCAA  | “Guide for the College-Bound Student-Athlete”<br>NCAA Eligibility Center – Certification Processing<br>P.O. Box 7136<br>Indianapolis, IN 46207-7136<br>877-262-1492<br><a href="http://www.eligibilitycenter.org">www.eligibilitycenter.org</a> |
| NAIA  | “NAIA Guide for the College Bound Student-Athlete”<br>National Association of Intercollegiate Athletics<br>1200 Grand Blvd.<br>Kansas City, MO 64106<br>816-595-8000<br><a href="http://www.NAIA.org">www.NAIA.org</a>                          |
| NJCAA | “Information for a Prospective NJCAA Student-Athlete”<br>NJCAA<br>1755 Telstar Drive, Suite 103<br>Colorado Springs, CO 80920<br><a href="http://www.njcaa.org">www.njcaa.org</a>   |

## **NCAA REGULATIONS, DIVISION I AND DIVISION II**

The NCAA “Eligibility Center” is the organization which establishes the eligibility of all high school students who wish to attend NCAA Division I and II schools. The Eligibility Center must establish an athlete’s eligibility in order for a student to receive any athletic scholarship money from a Division I or Division II school. Eligibility in DI and DII schools is based on a combination of core course grade point average (GPA) and SAT or ACT standardized test scores. The GPA is based on grades from specifically determined high school “core courses” which has been submitted by your high school and approved by the Eligibility Center. Currently, there are 16 core courses required for Division I and 14 core courses required for Division II. \*\*Beginning August 1, 2013, students planning to attend an NCAA Division II institution will be required to complete 16 core courses. \*\*

# THE ELIGIBILITY CENTER PROCESS (Division I and II)

## Register with the NCAA Eligibility Center

You must pay a fee and fill out paperwork online. Also, you need to request an official copy of your transcript be sent to the Eligibility Center by the Guidance Department. Finally, you will need to send official test scores directly from ACT/SAT testing agencies. Registration should be done immediately following your junior year in high school.



## Take Core Courses at KCHS

- Courses that are academic, four-year college preparatory and that meet high-school graduation requirements in the following areas: English, mathematics, natural/physical science, social science, foreign language, nondoctrinal religion or philosophy. They must also be at your high school's regular academic level. You can receive your school's list of approved core courses at [www.eligibilitycenter.org](http://www.eligibilitycenter.org)
- Division I requires 16 core courses. See chart below for the breakdown of course requirements
- Division II requires 14 core courses. See chart below for the breakdown of course requirements
- Please note, *Division II will require 16 core courses beginning for class of 2013 and beyond.*

### **DIVISION I 16 Core-Course Rule**

#### **16 Core Courses:**

- 4 years of English
- 3 years of mathematics (Algebra I or higher)
- 2 years of natural/physical science  
(1 year of lab if offered by high school)
- 1 year of additional English, mathematics or natural/physical science
- 2 years of social science
- 4 years of additional courses (from any area above, foreign language or nondoctrinal religion/philosophy)

### **DIVISION II 14 Core-Course Rule**

#### **14 Core Courses:**

- 3 years of English
- 2 years of mathematics (Algebra I or higher)
- 2 years of natural/physical science  
(1 year of lab if offered by high school)
- 2 year of additional English, mathematics or natural/physical science. **\*\* 3 years 2013 and after**
- 2 years of social science
- 3 years of additional courses (from any area above, foreign language or nondoctrinal religion/philosophy)  
**\*\*4 years 2013 and after**



## Calculate your Core GPA

The Eligibility Center will calculate the grade-point average of your core courses on a 4.000 scale. The best grades from your NCAA core courses will be used. Grades from additional core courses you took will be used only if they improve your grade point average. The eligibility center will assign the following values to each letter grade: **A – 4 points B – 3 points C – 2 points D – 1 point**

Weighted grades may be used by the Eligibility Center: .5 for an Honors course and 1.0 for an AP course.

The Core GPA will then be used to determine the minimum score you need on the ACT/SAT to be eligible.

**Division I** grade-point-average requirements are listed on page 14.

**The Division II** grade-point-average requirement is a minimum of 2.000.



### Take the ACT or SAT

Test-Score Requirements: You must achieve the required score on the SAT or ACT before your full-time collegiate enrollment. You must do this whether you are a citizen of the United States or of a foreign country. Also, state administered ACT exams will be accepted by the Eligibility Center. You may take the national test given on one of the national test dates – see your School Counselor for these dates or check at the following websites:

ACT: <http://www.act.org>      SAT: <http://www.collegeboard.com>

IMPORTANT CHANGE: All SAT and ACT scores **must** be reported to the Eligibility Center **directly** from the testing agency. Test scores will **not** be accepted if reported on a high school transcript. When registering for the SAT or ACT, input the Eligibility Center code of **9999** to make sure the score is reported directly to the Eligibility Center.

Taking Tests More than Once: You may take the SAT or the ACT more than one time. If you take either test more than once, you may use your best subscore from different tests to meet the minimum test-score requirements. Here is an example:

	Math	Verbal/Critical Reading	Total Score
SAT (10/09)	400	560	960
SAT (12/09)	<b>580</b>	400	980
SAT (1/10)	440	<b>580</b>	1020
Score used	<b>580</b>	<b>580</b>	<b>1160</b>

The SAT score used for NCAA purposes includes **only** the Critical Reading and Math sections.

The Writing section of the SAT is not used.

The ACT score used for NCAA purposes is a **sum** of the four sections on the ACT: English, Mathematics, Reading and Science.

The optional essay of the ACT is not used.

**Division II** has a minimum SAT score requirement of 820 or an ACT sum score of 68.

**Division I** has a sliding scale for test score and grade point average. The sliding scale for those requirements is shown below.



### Determine your Eligibility

To determine your eligibility at NCAA schools you need to apply your GPA and your best standardized test scores to the Core GPA and Test Score Sliding Scale. That scale can be found on **page 14**. If you qualify on this scale then you are eligible to participate and receive scholarship and financial aid money from any NCAA school. Remember, meeting the NCAA academic rules does not guarantee your admission into a college. You must still apply for admission.

Partial Qualifier: A term used in Division II only. You become a partial qualifier if you do not meet the academic requirements, but have graduated from high school and meet one of the following: Complete the required core courses with a 2.0 GPA or meet the standardized test score requirements. A partial qualifier must sit out one year of eligibility but may practice on campus and may receive an athletic scholarship the first year. Under certain conditions this athlete may apply to the NCAA for an additional year of eligibility after the fourth year of school.

# NCAA DI CORE GPA WORKSHEET

NAME: \_\_\_\_\_

## ENGLISH

4 YRS/8 SEM.

		SEM. 1	SEM. 2
1	Eng. 9		
2	Eng. 10		
3	Eng. 11		
4	Eng. 12		
notes:			

## MATH

3 YRS/6 SEM.

1			
2			
3			
notes:			

## NATURAL/PHYS. SCIENCE (must include 1 year of lab)

2 YRS/4 SEM.

1			
2			
notes:			

## ADDITIONAL (Eng., Math., Science)

1 YR/2 SEM.

1			
notes:			

## SOCIAL SCIENCE

2 YRS/4 SEM.

1			
2			
notes:			

## OTHER COURSES (any above area, world language)

4 YRS/8 SEM.

1			
2			
3			
4			
notes:			

## DIVISION I 16 CORE-COURSE RULE

### 16 Core Courses:

- 4 years of English
- 3 years of Math (Algebra I or higher)
- 2 years of Natural/Physical Science  
(1 year of lab if offered by school)
- 1 year of Additional English, Math or Science
- 2 years of Social Science
- 4 years of Additional Courses -  
from any area above, world language or  
nondoctrinal religion/philosophy

\*\*KCHS Religion Courses do NOT count \*\*

A	B	C	D	
<b>x4</b>	<b>x3</b>	<b>x2</b>	<b>x1</b>	<b>TOT</b>
Take the total (TOT) and divide by number of credits completed (32)				TOT/32 = Core GPA
SAT		ACT		

# DI CORE GPA & TEST SCORE SLIDING SCALE

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SAT = Critical Reading + Math

ACT = Sum of the four sections  
English, Math, Reading, and Science

GPA	SAT	ACT	GPA	SAT	ACT	GPA	SAT	ACT
3.550 & up	400	37	3.025	610	51	2.500	820	68
3.525	410	38	3.000	620	52	2.475	830	69
3.500	420	39	2.975	630	52	2.450	840	70
3.475	430	40	2.950	640	53	2.450	850	70
3.450	440	41	2.925	650	53	2.425	860	70
3.425	450	41	2.900	660	54	2.400	860	71
3.400	460	42	2.875	670	55	2.375	870	72
3.375	470	42	2.850	680	56	2.350	880	73
3.350	480	43	2.825	690	56	2.325	890	74
3.325	490	44	2.800	700	57	2.300	900	75
3.300	500	44	2.775	710	58	2.275	910	76
3.275	510	45	2.750	720	59	2.250	920	77
3.250	520	46	2.725	730	59	2.225	930	78
3.225	530	46	2.700	730	60	2.200	940	79
3.200	540	47	2.675	740	61	2.175	950	80
3.175	550	47	2.675	750	61	2.150	960	80
3.150	560	48	2.650	760	62	2.125	960	81
3.125	570	49	2.625	770	63	2.100	970	82
3.100	580	49	2.600	780	64	2.075	980	83
3.075	590	50	2.575	790	65	2.050	990	84
3.050	600	50	2.550	800	66	2.025	1000	85
			2.525	810	67	2.000	1010	86

# DII NCAA CORE GPA WORKSHEET

NAME: \_\_\_\_\_

ENGLISH		SEM. 1	SEM. 2
3 YRS/6 SEM.	1	Eng	
	2	Eng	
	3	Eng	
notes:			

MATH		SEM. 1	SEM. 2
2 YRS/4 SEM.	1		
	2		
notes:			

NATURAL/PHYS. SCIENCE (must include 1 year of lab)		SEM. 1	SEM. 2
2 YRS/4 SEM.	1		
	2		
notes:			

ADDITIONAL (Eng., Math., Science)		SEM. 1	SEM. 2
2 YR/4 SEM.	1		
	2		
<b>(ONLY 2013 +)</b>	3		
3 YR/6 SEM.	notes:		

SOCIAL SCIENCE		SEM. 1	SEM. 2
2 YRS/4 SEM.	1		
	2		
notes:			

OTHER COURSES (any above area, world language)		SEM. 1	SEM. 2
3 YRS/6 SEM.	1		
	2		
	3		
<b>(ONLY 2013+)</b>	4		
notes:			

**DIVISION II**  
**14 CORE-COURSE RULE**  
**(\*\*16 for 2013 and after)**

**14 Core Courses:**

- 3 years of English
- 2 years of Math (Algebra I or higher)
- 2 years of Natural/Physical Science  
(1 year of lab if offered by school)
- 2 year of Additional English, Math or Science  
**\*\*\* 3 years 2013 and after**
- 2 years of Social Science
- 3 years of Additional Courses -  
from any area above, world language or  
nondoctrinal religion/philosophy  
**\*\*\* 4 years 2013 and after**

\*\*KCHS Religion Courses do NOT count \*\*

A	B	C	D	TOTAL
<b>x4</b>	<b>x3</b>	<b>x2</b>	<b>x1</b>	<b>TOTAL (TOT)</b>

Take the total (TOT) and divide by number of credits completed (28):  $TOT/28 = \text{your Core GPA}$

DII minimum	<b>2.0</b>
2013+ Take the TOTAL and divide by number of credits $TOT/32 = \text{your Core GPA}$	

<b>SAT</b>		<b>ACT</b>	
DII minimum	820		68

# THE ELIGIBILITY CENTER PROCESS

(Division III, NAIA, & NJCAA)

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## NCAA ELIGIBILITY DIVISION III

To be eligible at a NCAA Division III school you must fulfill the eligibility requirements of the school and then be certified by the school as an eligible student athlete.

## NAIA ELIGIBILITY

To be eligible at an NAIA affiliated school you must have accomplished two of the following three criteria:

1. Attained an overall minimum GPA of 2.0 on a 4.0 scale
2. Attained a minimum SAT score of 860 or an ACT score of 18
3. You must be in the upper 50% of your high school graduating class

## NJCAA ELIGIBILITY

To be eligible at a NJCAA junior college, you must have graduated from high school and be enrolled as a full time student in the school. To transfer from a Junior College to a NCAA DI or DII school the student-athlete must have earned Associate Degree from the Junior College.

*Many of the best packages come from “non-scholarship” Division III programs. The reality is that if a Division III program wants an athlete, the school often finds a need or non-need based scholarship that applies to the student. In other words, Division III schools give financial aid based on how much they need a student-athlete. The key is to have multiple opportunities to negotiate the best bottom line.*

- [www.athleteswanted.org](http://www.athleteswanted.org)



# PART 2

# Recruiting Rules & Regulations



KNOXVILLE CATHOLIC HIGH SCHOOL

## The Recruiting Funnel

A college football staff might send out  
10,000 to 15,000 letters

And watch 1,000 to 2,000 videos

Before making 500 phone calls to  
potential recruits

Verbally offering between  
65 and 200 scholarships

Extending up to 85 offers  
for official visits

Before signing a maximum of  
25 players per year

# THE RECRUITING PROCESS

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Recruiting by a college athletic program can be very complicated and is a tightly regulated process. The purpose of these rules/regulations is designed to protect high school athletes from being excessively bothered by college coaches. They are not meant to limit the amount of information high school athletes can get from (or give to) colleges in which they are genuinely interested. It is important that you and your parents understand as much about the rules and regulations of the process as possible. A student can be ruled ineligible if a violation of the recruiting process occurs. Be sure to ask questions and clarify any part of the recruiting process that you do not understand. In this section, some of the basic rules of recruiting are listed to give an idea of how the process works.

## **PUBLICATIONS**

For the most up-to-date information it is highly advised that in addition to this publication, you read the following publication that applies to your student athlete. Take note, these are typically updated yearly:

NCAA	“Guide for the College-Bound Student-Athlete” NCAA Eligibility Center P.O. Box 7136 Indianapolis, IN 46207-7136 (317)223-0700 (877)262-1492 <a href="http://www.eligibilitycenter.org">http://www.eligibilitycenter.org</a>
NAIA	“NAIA Guide for the College-Bound Student-Athlete” NAIA 1200 Grand Blvd. Kansas City, MO 64106 (816)595-8000 <a href="http://www.naia.org">http://www.naia.org</a>
NJCAA	“Information for a Prospective NJCAA Student-Athlete” NJCAA 1755 Telstar Drive, Suite 103 Colorado Springs, CO 80920 <a href="http://www.njcaa.org">http://www.njcaa.org</a>

Before we review the recruiting process, here are some important terms to understand:

## **GENERAL RECRUITING TERMS**

1. **Contact:** Any time a coach has face-to-face contact with a student or the student’s parents off the college campus, including the student’s high school or competition location. This is any contact more than a hello.
2. **Contact Period:** During this time a college coach may have in-person contact with a student and/or the student’s parents on or off the college’s campus. The coach may also watch the student play or visit the student’s high school. Students and their parents may visit a college campus and the coach may write and telephone students during this period.
3. **Dead Period:** The college coach may not have any in-person contact with the student or the student’s parents at any time. The coach may write and telephone the student during this time.
4. **Evaluation:** An activity by which a coach reviews a student’s academic and athletic ability. This would include visiting your high school or watching you practice or compete.

5. **Evaluation Period:** A college coach may watch a student play or visit the student's high school, but cannot have any in-person conversations with the student or the student's parents off the college's campus. The student and parents can visit a college campus during this period. A coach may write and telephone a student's parents during this time.
6. **Official Visit:** Any visit to a college campus by a student and his/her parents paid for by the college. The college may pay all or some of the following expenses:
  - Your transportation to and from the college;
  - Room and meals (three per day) while you are visiting the college
  - Reasonable entertainment expenses, including three complimentary admissions to a home athletic contest

In order to make an official visit to a DI or DII school the student must furnish the schools with an ACT/SAT/PSAT/PLAN test score and a copy of his/her high school transcript (DI only).

7. **Prospective student-athlete:** A student who has started classes for the 9<sup>th</sup> grade. In addition, a student who has not started class for the 9<sup>th</sup> grade becomes a prospective student-athlete if the institution provides such an individual (or the individual's relatives or friends) any financial assistance or other benefits that the institution does not provide to prospective students generally.
8. **Quiet Period:** The college coach may not have any in-person contact with a student or the student's parents off the college's campus. The coach may not watch a student play or visit the student's high school during this period. Students may visit campus during this time. Coaches may write or telephone students during this time.
9. **Unofficial visit:** Any visit to a college campus by a student or the student's parents, paid for by the student or student's family. The only expense a student may receive from the college is three complimentary admissions to a home athletic contest. Unofficial visits are unlimited and can be taken any time. The only time a student cannot talk with a coach during an unofficial visit is during a dead period.
10. **Verbal commitment:** When a student makes a commitment to a school before he/she signs a National Letter of Intent. This verbal commitment can be announced at any time. This is NOT binding on either the student athlete or the college. Only the signing of the National Letter of Intent accompanied by a financial aid agreement is binding on both parties.
11. **National Letter of Intent:** By signing this letter the student is making an agreement to attend the college for one academic year. The college must provide athletic financial aid for one academic year. Read the NLI of carefully checking for restrictions that could affect your eligibility. If you have questions, go to <http://www.national-letter.org> or reach them at (877)262-1492.

### **<< QUICK FACT >>**

*The following are NOT signs of recruitment:*

1. *Invitation to attend a camp.*
2. *A generic admissions letter.*
3. *A scout attending a game (unless the scout came specifically to evaluate a particular student-athlete).*

www.athleteswanted.org

# RECRUITMENT REGULATIONS

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## NCAA Division I

### Sophomore Year

- You may receive program brochures, camp information, and questionnaires.
- You may call college coaches, but they cannot contact you.
- You may visit the school and meet coaches; no official visits or off-campus contact is allowed.

### Junior Year

- You can receive recruitment information from coaches after September 1<sup>st</sup>.
- You may call coaches; coaches cannot call you or return your calls.
- Off-campus contact is allowed at high school once during April, then unlimited after July 1<sup>st</sup>.
- Unofficial visits are allowed, but no official visits are permitted.

### Senior Year

- Coaches may call you once per week beginning July 1<sup>st</sup>.
- Off-campus contacts and unofficial visits are allowed, but limited.
- You can participate in up to five official visits beginning the first day of your Senior year.

## NCAA Division II

- Recruiting materials may be sent to you after September 1<sup>st</sup> of your Junior year.
- Beginning June 15<sup>th</sup> following your Junior year, a coach may call you once per week.
- A maximum of three off-campus contacts can be made after June 15<sup>th</sup> of your Junior year.
- Unofficial visits can be made at any time.
- You can participate in up to five official visits beginning the first day of your Senior year.

## NCAA Division III

- Printed materials can be received at any time and there is no limit on number of calls or when those calls can be made.
- Off-campus contacts may begin following your Junior year.
- Unofficial visits can be made at any time.
- You may make an unlimited number of official visits beginning the first day of Senior year.

## NAIA

NAIA recruitment process is less cumbersome with fewer restrictions on the contact a student-athlete and a coach can make. Coaches can often have more contact with athletes, thus increasing the chances that athletes are comfortable with their choice of institution. – [www.naia.org](http://www.naia.org)

\*\*Note that email and faxes are considered as written correspondence.

# AN OVERVIEW OF THE RECRUITING PROCESS – A breakdown of the Recruitment Funnel (p18)

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## NCAA Division I & II

### Step 1 – Prospecting

- After the start of Junior year
- Recruiting letters begin the process
- Handwritten notes are a sign of increased interest
- College coaches are evaluating recruits in three areas:
  - Athletic ability
  - Academic achievement
  - Quality of character
- Coaches begin to identify prospective student athletes from the following sources:
  - Evaluations from high school and club coaches
  - Watching athletes play in varsity competition, sports camps, showcase events, summer leagues, and tournaments
  - Newspaper clippings
  - Recommendations from current student-athletes, alumni, or community members
  - Reputable recruiting services
  - Student-athletes “introducing themselves” to the coach and/or filling out online questionnaires

### Step 2 – Recruiting

- Coaches begin to indicate their interest in prospective student-athletes by:
  - Typed letters
  - Personal, handwritten correspondence
  - Other mailings (*e.g.* questionnaires, brochures, media guides)
  - Talking with the high school, summer league, or club team coach
  - Phone calls to the home
  - Watching games and/or practices
  - School or home visit
  - Invite the prospective student-athlete to visit campus (official vs. unofficial visit)
- Division I & II schools are allowed one phone call per week
- Any prearranged electronically transmitted correspondence between an authorized institutional staff member and one or more prospects, or the use of a pager to contact a prospect (and leave a message longer than a greeting) is considered a telephone call.
- \*\*\* Students should be able to gauge the recruiter’s level of interest by the quality and quantity of the contacts from coaches. \*\*\*

### Step 3 – Coaches Evaluate

- Recruiting contact between coach, athlete, high school coach, administrator, and school counselor.

## NCAA Division I & II (cont.)

### Step 4 – Home Visit

- Most often used by Division I coaches
- If you get to this point it is an indication of serious interest

### Step 5 – Campus Visit (Official/Unofficial)

- The athlete and family are invited to visit the school.
- Typically Division I & II

### Step 6 – Scholarship Offer

- Verbal offers (athletic scholarship) can be made as early as the Junior year in high school.

### Step 7 – Commitment

- Some non-scholarship schools offer “Early Decision” admissions option, which means if you are admitted, you are committing to attend that college. No letter of intent is signed.
- Only the National Letter of Intent (NLI) is a binding agreement between the student-athlete and the college/university.

<b>\$\$\$ Division I and II Athletic Scholarship \$\$\$</b>
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- Athletic Scholarships at Division I and II institutions:
  - Based on athletic ability
  - Can be awarded on a term-by-term or a year-by-year basis
  - Not for more than one academic year at a time
  - Total of five years if continually enrolled in a six year period
- May be reduced or canceled under certain circumstances:
  - Misrepresentation of information
  - Serious misconduct
  - Failure to participate
- May not be reduced or canceled based on:
  - Athletic performance
  - Failure to participate due to injury

Each year the financial aid authority of the institution must inform the student-athlete in writing on or before July 1 as to whether financial aid has been awarded for the upcoming academic year.

## NCAA Division III

The NCAA does not regulate the recruiting practices of Division III institutions to the degree that it regulates those of Division I & II institutions. In spite of this, the steps of the recruiting process remain very similar, but with variations with respect to their order of occurrence.

Student-athletes aspiring to participate at this level are not required to submit applications to the Eligibility Center or complete the Amateurism Certification (a questionnaire to assess if you have received money/compensation during your athletic career), and they are not bound by the National Letter of Intent. However, these institutions set very high standards for their students and determine amateur status at the institutional level.

The biggest difference between scholarship and non-scholarship institutions is:

- Division I and II institutions try to sell their programs, with the climax being the decision to offer scholarship.
- Division III schools are not working with scholarship money (everyone who qualifies gets a financial aid package), the process is driven by demonstrations of interest.
- Division III schools can call as often as they wish.
- Visits to DIII schools do not count as official visits

### **Step 1 – Initial Contact**

- This typically comes in the form of a questionnaire.
- Colleges sometimes contact the School Counselor to release transcript/test scores. The KCHS Guidance Department will never release information unless there is a written release from the student/parent, to do so.

### **Step 2 – Campus Visit/Application**

- Once the coaching staff has attended a couple of games (the more they want you, the more they will see you), they will make a serious attempt to get the student-athlete on campus for a visit. The visit typically consists of a tour, lunch, and a meeting with the head coach. Coaches will often invite higher profile recruits for overnight visits. Coaches hope that by this point application for admission has already occurred.

### **Step 3 – Financial Aid Package**

- Packages typically consist of grant, loan, and work study monies. This is where academics really matter! The attractiveness of the package which a student receives is highly dependent upon how well the student fits the profile of the school.
- Note: the term “student-athlete” is not used because by NCAA rules, students at the Division III level are not to be designated as “prospective student-athletes” because financial aid is not to any degree based on athletics.
- The better the student, the more grant money, and less loan and/or work study money received.
- The lesser the student, the less grant money and more loan and/or work study money received.

### **Step 4 – Home Visit (only if needed)**

- If the coaching staff regards you as a top recruit and believes you are ‘on the fence’ in terms of enrolling, the head coach (and possibly a top assistant) will conduct a home visit in an effort to show the prospective student-athlete the high degree to which they are interested.



# WHAT ARE COLLEGES LOOKING FOR?

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- Athleticism
  - Sport-specific skills
  - Competitiveness and physical/mental toughness
  - Athletic ability (i.e. skills, size, strength, speed, quickness, agility)
  - Potential to grow and mature
  - Fundamentals – do you have them and/or are you willing to improve them?
- Love for the game
  - Team players
  - Spark and fire for the game
  - Desire to be better and to be coached
- Attitude
  - Coaches cannot justify recruiting players that have poor attitudes
  - When coaches come to see you play, they want to see how composed you are when things go wrong
  - Everyone can be a good sport when they are winning, but how do you behave when you are losing?
- Intelligence
  - Players that make intelligent decisions during a game will come out ahead the majority of the time.
  - Coaches are looking for players who can “out-think” their opponents.
- Character
  - Personal references – coaches can inquire in the stands as to what type of person you are.
  - Do they play hard on every play until the whistle is blown?
  - How have they handled any coaching changes?
- Intensity
  - You will play at the level you practice. Colleges are looking for players who work hard whether they are in practice, the weight room, or in the game.
- Academics
  - A coach will ask themselves, “Can the student-athlete get accepted here, graduate on time with a meaningful degree and project a positive image for the college while playing for our team?”

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*“God gives every bird his worm, but he does not throw it into the nest.”*

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- *Swedish Proverb*

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# RECRUITING TIPS

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The following is a list of suggestions to consider as you progress through the recruiting experience:

1. Respond to all questionnaires and return all phone calls promptly.
2. Keep a pen and paper at your phone and record the time, date, college, and contact person for all phone calls. Take accurate and complete notes on all information given during any contact.
3. Keep a list of questions near the phone to ask coaches when they contact you. Sample questions are available in the NCAA “Guide for College-bound Student-Athletes” and on page 27.
4. Be positive and responsive to all contacts.
5. Be responsible by letting coaches know where you stand in the recruiting process. If you are no longer interested in a school, make sure you tell the coach and explain why.
6. Be honest; never lie about offers from other schools. If your family circumstances require that your choice of a school will depend primarily on money available to you, tell the coach up front.
7. Never accept gifts from a school or coach. This may be a recruiting violation and could cost you your eligibility at that school.
8. Be aware of negative recruiting where coaches criticize other schools or coaches.
9. If you are uncertain about any part of the recruiting process, ask questions or contact the NCAA, NAIA, or NJCAA.

# WHAT SHOULD YOU LOOK FOR IN A COLLEGE?

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Here is a list of questions/concerns that you should ask during the recruiting process:

## Academic Concerns:

- What's the academic reputation of the school?
- Do they have your course of study?
- Who teaches (Professors or Graduate Assistants)?
- What is the student/teacher ratio?
- What is the team graduation rate?
- Is there a team academic advisor? Am I required to meet with him/her? How often do they check grades?
- Is there a study hall? Is there a weekly hour requirement to be in the study hall?
- Is tutorial assistance provided?
- What is the progress report/grade policy?
- What is the 'travel resulting in missed class' policy?
- What is the fifth year to finish degree policy? Can I start working on a Master's Degree during my eligibility?
- What is the summer school policy?

## Athletic Concerns:

- What position(s) are you being recruited for?
- What other players are they recruiting?
- Recruitment of other players at your position?
- Will you be able to play, considering returning players?
- What is their style of play?
- What is the Head Coach's philosophy?
- What are the team policies?
- How does the team get along?
- What is the level of competition?
- Does the conference earn an NCAA bid?
- What media coverage does the program get?
- What kinds of facilities are available to the team?
- What is the practice schedule?
- Are there summer/pre/post season workouts?
- Can you play another sport?
- Can you participate in intramural activities?
- Does the program have a shoe/apparel package?
- Can I "redshirt" my Freshman year?
- When does the contract of the head coach expire?

## Parent Concerns:

- Is there health care provided for athletes?
- What is the scholarship injury policy?
- What is the meal plan?
- Is food provided for late practices?
- Do athletes have to live in athletic dormitories or student housing?
- What is the policy concerning off-campus housing?
- How far will this college be from home?
- Will games be scheduled closer to home so that we can attend?

Check for updated calendars at <http://www.ncaa.org> (Under Key Issues, Recruiting, Recruiting Calendar)

2010-2011	DIVISION I MEN'S BASKETBALL	DIVISION I WOMEN'S BASKETBALL	DIVISION I FOOTBALL	DIVISION I OTHER SPORTS	DIVISION II	DIVISION III
<b>Sophomore</b>	<b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>June 15 following sophomore year</li> </ul> <b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>Once per month beginning June 15 following sophomore year</li> </ul>			<b>Women's Ice Hockey:</b> <b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>One call to international prospect on or after July 7 through July 31 following her sophomore year.</li> </ul> <b>Men's Ice Hockey:</b> <b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>June 15 following sophomore year</li> </ul> <b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>Once per month beginning June 15 following sophomore year</li> </ul>		<b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>Permissible</li> </ul> <b>Telephone Calls</b> <ul style="list-style-type: none"> <li>No limitations* Permissible freshman and sophomore years</li> </ul>
<b>Junior</b>	<b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>One per month through July 31</li> </ul>	<b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>September 1</li> </ul> <b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>April call permissible on or after Thursday following Women's Final Four</li> <li>One call in May</li> <li>One call June 1 - 20</li> <li>One call June 21 - 30</li> <li>Three during month of July following junior year</li> </ul>	<b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>September 1</li> </ul> <b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>One between April 15 and May 31</li> </ul>	<b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>September 1</li> </ul> <b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>Once per week July 1 (July 7 in women's ice hockey) following junior year for all sports except men's ice hockey.</li> </ul> <b>Men's Ice Hockey:</b> Telephone calls – one per month through July 31 <b>Off-Campus Contact</b> – <ul style="list-style-type: none"> <li>July 1 following junior year</li> <li>Women's Ice Hockey- off-campus contact- July 7 following junior year</li> <li>Gymnastics – off-campus contact - July 15 following junior year</li> </ul>	<b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>September 1</li> </ul> <b>Off-Campus Contact</b> – <ul style="list-style-type: none"> <li>June 15 – No more than three off-campus contacts</li> </ul>	<b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>Permissible</li> </ul> <b>Telephone Calls</b> <ul style="list-style-type: none"> <li>No limitations</li> </ul> <b>Off-Campus Contact</b> – <ul style="list-style-type: none"> <li>Conclusion of junior year</li> </ul>
<b>Senior</b>	<b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>Twice per week beginning August 1</li> </ul> <b>Off-Campus Contact</b> – <ul style="list-style-type: none"> <li>September 9</li> </ul> <b>Official Visit</b> – <ul style="list-style-type: none"> <li>Opening day of classes</li> </ul>	<b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>Once per week</li> </ul> <b>Off-Campus Contact</b> – <ul style="list-style-type: none"> <li>September 16</li> </ul> <b>Official Visit</b> – <ul style="list-style-type: none"> <li>Opening day of classes</li> </ul>	<b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>September 1 – Once per week*</li> </ul> <b>Off-Campus Contact</b> – <ul style="list-style-type: none"> <li>Last Sunday following the last Saturday in November</li> </ul> <b>Official Visit</b> – <ul style="list-style-type: none"> <li>Opening day of classes</li> </ul> <p>* Unlimited during contact period</p>	<b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>Once per week</li> </ul> <b>Men's Ice Hockey:</b> telephone calls once per week beginning August 1 <b>Off-Campus Contact</b> – <ul style="list-style-type: none"> <li>No more than three off-campus contacts</li> </ul> <b>Official Visit</b> – <ul style="list-style-type: none"> <li>Opening day of classes</li> </ul>	<b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>June 15 – Once per week</li> </ul> <b>Official Visit</b> – <ul style="list-style-type: none"> <li>Opening day of classes</li> </ul>	<b>Recruiting Materials</b> – <ul style="list-style-type: none"> <li>Permissible</li> </ul> <b>Telephone Calls</b> – <ul style="list-style-type: none"> <li>No limitations</li> </ul> <b>Off-Campus Contact</b> – <ul style="list-style-type: none"> <li>Permissible</li> </ul> <b>Official Visit</b> – <ul style="list-style-type: none"> <li>Opening day of</li> </ul>
<b>Evaluations and Contacts</b>	130 recruiting-person days during academic year  ~Not more than seven recruiting opportunities (contacts and evaluations combined) during the academic year per prospect  ~Not more than three off-campus contacts during prospect's senior year  ~No off-campus contacts during junior year  ~Practice/competition site restrictions	100 recruiting-person days during academic year  ~Not more than five recruiting opportunities (contacts and evaluations combined) during the academic year per prospect and not more than three of the five opportunities may be contacts  ~Practice/competition site restrictions	42 evaluation days during fall evaluation period (FCS and FBS) 168 evaluation days during spring evaluation period (FCS and FBS) ~Limit of three evaluations during academic year <input type="checkbox"/> One evaluation during fall <input type="checkbox"/> Two evaluations - April 15 through May 31 (one evaluation to assess athletics ability and one evaluation to assess academic qualifications)  ~Not more than six off-campus contacts per prospect at any site ~FBS head coach or head coach-in-waiting; No off campus recruiting, off-campus coaching clinic, visit to a prospective student-athlete's educational institution, or meeting with a prospective student-athlete's coach at an off-campus location during April 15 through May 31 evaluation period. ~Practice/competition site restrictions	50 evaluation days – Softball between August 1 – July 31  80 evaluation days – Women's Volleyball between August 1 – July 31  ~Seven recruiting opportunities (contacts and evaluations combined) per prospect and not more than three of the seven opportunities may be contacts  ~Practice/competition site restrictions	~No restriction on the number of evaluations  ~Contacts restricted at the site prospect's practice/competition site until such time as the competition has concluded and the prospect has been released by the appropriate authority	~No restriction on the number of contacts and evaluations  ~Contacts restricted at prospect's educational institution during school hours unless permission obtained from institution's executive officer. Contacts restricted at prospects practice/competition site until such time as the competition has concluded and the prospect has been released by the appropriate authority

# NATIONAL LETTER OF INTENT (NLI)

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Over the years, the basic goals of the NLI have been to:

- Reduce and limit recruiting pressure on student athletes
- Promote and preserve the amateur nature of college athletics

## **What is the National Letter of Intent (NLI)?**

The NLI is a binding agreement between a prospective student-athlete and an NLI member institution.

- Prospective student-athlete agrees to attend the institution full-time for one academic year (two semesters or three quarters).
- An institution agrees to provide athletic financial aid for one academic year (two semesters or three quarters).
- Basic penalty for not fulfilling the NLI agreement: Serve one year in residence (full-time two semesters or three quarters) at the next NLI member institution and lose one season of competition in all sports.

## **Division III does not have National Letter of Intent.**

The NLI has many advantages to both prospective student-athletes and participating educational institutions:

1. Once the letter is signed prospective student-athletes are no longer subject to further recruiting contacts and calls.
2. Student-athletes are assured of an athletic scholarship for one full academic year. If not for the NLI program, a student could find his or her scholarship taken by a more highly recruited student only weeks or days before classes begin.
3. Institutions can be certain that once the student-athlete has signed a NLI, there is no need to continue recruiting for that position.
4. By emphasizing student-athletes' commitment to educational institutions, not particular coaches or teams, the program focuses university athletics on educational objectives. The program promotes student-athletes' academic objectives and helps sustain the amateur nature of college sports.

All information above is from <http://www.national-letter.org>

Marketing  
the  
Student-Athlete

**PART 3**



KNOXVILLE CATHOLIC HIGH SCHOOL

# MARKETING PLAN FOR THE COLLEGE ATHLETE

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Unless you are a Division I athlete you will probably need to market yourself to prospective college programs in your sport. Most Division II, III, NAIA and NJCAA programs have a very limited recruiting budget and often rely on referrals and/or scouting services for their prospective athletes. An athlete and his/her parents can maximize their exposure to colleges by organizing and executing a plan to market the athlete. In this section, an approximate timeline has been listed for completing key parts of a marketing plan to insure maximum exposure and opportunity. Also listed and described are several services that can be used, along with a well-conceived plan, to provide a complete marketing plan for you. It is imperative that athletes and parents study each option available to them in order to make decisions that best serve the student athlete.

## Three-Step Process

### STEP 1: Assess athletic ability

- Most Important!
- Students must be realistic about their athletic talent. They must get an honest evaluation of their ability from a coach.

### STEP 2: Identify appropriate colleges

- Identify what you are looking for in a college (*e.g.* location, size, academic major, campus setting, and level of athletic competition).
- Talk with your School Counselor about schools that meet these criteria.
- The final college choice should be based primarily on the quality of academics and overall “fit”, not athletic interests.
- Think beyond the next four years – apply the “Broken Leg” test. If you broke your leg while attending that college, would you still want to go to college there?

### STEP 3: Communicate with the college coach

- Identify the names of the head coaches.
- Athlete sends an email to the coach expressing interest in that college.
- Athlete creates an athletic resume that summarizes their academic and athletic accomplishments.
- Athlete should promptly return a coach’s request for information (always be truthful).
- Athlete should be seen (summer camps, recruiting showcase events, travel teams, summer leagues, etc.).

## How Can I Communicate to Coaches?

### College Scouting Services:

These are professional services which can provide a complete marketing service for the athlete. There is usually a fee involved for these services. These services can be very beneficial to the parent and athlete who feels inadequate in executing a plan themselves or does not have the time to do an adequate job. However, note that these services can be expensive. You do not have to utilize scouting services to get recruited. Important questions to ask if you decide to pursue this service:

- Is it an individualized service or are you packaged with others?
- Will you get a copy of what is sent out to coaches?
- How many other athletes does this service work with and what will the average scout’s caseload be?
- Has the service had any recruiting violations with the NCAA?

### Online Scouting Services:

Each year there seems to be more services of this kind becoming available. Basically, for a fee, the athlete completes a written profile. This profile, often including a picture, is reviewed for accuracy and then put online for colleges and coaches to review. If they find an athlete in whom they are interested, they will make contact with the athlete.

Important questions to ask if you decide to pursue this service:

- Does the service market to coaches? Or do coaches have to find the site?
- Will you have a direct website to refer coaches to, or will they have to navigate through several pages first?
- Can you get a print copy of what is published?
- Is this an individualized service or are you going to be packaged with others?

Here are some free services which are in compliance with NCAA legislation:

- beRecruited – [www.berecruited.com](http://www.berecruited.com)
- PrepChamps – [www.prepchamps.com](http://www.prepchamps.com)
- Rivals – [www.rivals.com](http://www.rivals.com)
- Scout – [www.scout.com](http://www.scout.com)

### College Questionnaires:

Both the athlete and his/her high school coach may receive questionnaires to be completed for an athlete. It is important to respond to each of these questionnaires and to include your athletic resume with the questionnaire. This athletic resume is described on page 39.

### Personal Contact and Marketing Plan:

1. Personal marketing plans can be developed by athletes and their parents or they can be developed by professional services whose expertise lies in the development and execution of marketing programs.
2. Even if you choose to use any or all of the above services, to maximize your potential of being recruited by any college at any level, you must make personal contact with the coach of all schools in which you are interested or who contact you.
  - a. Make a list of all schools that you are interested in attending or who have shown interest in you.
  - b. Contact each school by phone to get the name, address, and phone number of the head coach of your sport. You may also do this via the college sport's website, but you need to make sure that the information is current!
  - c. Create your "Athletic Resume" and send it to each coach according to the suggested timeline or in response to their contact of you.
  - d. Create follow-up letters including updates on both your academic and athletic accomplishments and continue to express interest in their program. Send letters to the coach as often as necessary to keep them apprised of your accomplishments.
3. Develop this marketing program early to use whenever contacts with colleges are made.

**"What if your students don't hear from a college recruiter?"**

**They need to market themselves!**



# CREATING THE ATHLETIC RESUME

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The following documents should be created and used at the time described in the “Timeline” (on p. 4) and returned with any questionnaires.

## 1. **Introduction Letter:**

This is a letter introducing yourself to the coach or recruiter and is generally describing your credentials and accomplishments, both academic and athletic, and sincerely expressing your interest in their program. It should also include off season and summer team information, other co-curricular and other leadership activities, future development plans in your sport and a brief description of your family and financial needs.

Your letter should include the following information:

The letter should be in a business format. It should be clear and concise with contact information in the letterhead. It should be single spaced with a double space between paragraphs and in a 12 point easy to read font (Times New Roman, Courier, or New Century Schoolbook). You should cover these four items:

- Thank the coach for their interest in you (or their time if you are initiating contact). Remember that you are hoping for a scholarship and they have few to give.
- Tell the coach why you are interested in their college and athletic program. One thing that can set you apart from the crowd is your interest in his school, and your initiative. Do your research!
- Tell the coach how you would contribute to their program. Remember that the coach is looking for the best student/athletes, with the best character, who will specifically fit into her program. Include relevant team and individual honors, awards, and statistics here.
- Thank the coach again for their time. Remember humility. "Thank you," and "Please" are attributes and terms which are rarely used these days.

## 2. **Resume:** Information can include as much of the following as you'd like -

- **Personal Information**-Name, graduation date or ‘class of’ date, date of birth, location of birth, address, phone, name of mother, mother's occupation, mother's work phone number, name of father, father's occupation, father's work phone. If anyone in your family has a history in sports as a player or coach include the details.
- **Academic Information**-Current school, school address, school phone number, Principal's name, School Counselor's name, coach's name, coach's work phone number, coach's home phone number, GPA, PSAT score, ACT/SAT scores, academic interests, academic awards and if applicable, any previous schools.
- **Academic Honors, Extra-Curricular Activities, Service, Clubs, Employment** – complete resume with all activities completed in high school. Keep in mind this will show that you’re interested in many things and potentially give you a leg up over another candidate.
- **Athletic Information**-Position, personal statistics (height, weight, arm span, etc), sport specific statistics, annual statistics, feature statistics against ranked teams, and honors/highlights.

## 3. **Video and or Webpage:** Though this is not required it can be especially helpful for the lower division colleges who don’t have the staff and budget to recruit like the DI schools. Make sure the video is clear, doesn't have distracting audio (such as cameraman yelling at the referees, or making negative comments), and the view includes all players (not zoomed in on one player). As long as the following format is followed, the quality of the tape is not as crucial as you may think. Obviously coaches need to be able to identify numbers on the tape, so dark images and distance may not be good. **An expensive, professional quality tape with special effects, music, and graphics is nice but certainly not necessary.**

The following is an outline for an ideal video. Only # III is mandatory.

**I. Brief personal introduction:** Dress casual/nice and introduce yourself on camera. State your name, position, school and coach, club team and coach, and any other information you want, such as some pertinent academic and athletic statistics, what number you are and what the following games might be. Be out-going, well-spoken, and friendly.

**II. Individual highlights:** Less than a minute at the beginning of the tape. Coaches do not want to see just highlights, but rather continuous action of you playing.

**III. Game video:** When sending a videotape to colleges you want to highlight your positive attributes. Believe it or not, some coaches also view parts of a tape when you are not in the game to evaluate your "body language" on the bench in hopes that it can help them assess your attitude. Include at least three (3) or four (4) continuous sessions of play (halves, quarter, inning, etc.). Pick your best play that display a variety of things that you do (shooting, passing, defense, rebounding, fielding, batting, etc). These should be your best performances that will catch their eye immediately. If you don't do much for the first eight minutes or so, the coach is likely to stop watching. Remember, he has dozens of other tapes to watch. Optional: maybe finish with another thirty seconds of highlights containing a voice over regarding you collegiate goals.

**Final thoughts on a video:**

Be clear, concise, have good sound, no cheesy music, good quality music, and be clearly labeled with name and jersey number. Announce to the coach ahead of time that you are sending it. Send directly to the coach and not to the Admissions office or the Athletic Director's office. Put contact information **on the actual video** and not on an extra sheet or on the envelope.

**Webpage:** More and more athletes are turning to this option as technology advances. This can be a great option because you can create a visual player profile, upload recent videos, maintain statistics, and direct coaches to your schedule. However, if you choose this option, you need to make sure that it is an easy to navigate website, with clear areas to retrieve information. You typically would just want three main areas of information:

**Schedule** – keep updated and include recruiting camps, combines, showcases, tournaments.

**Player Profile** – contact information, important statistics (athletic and academic), picture, character information. You could also have letters of recommendation put into PDF format and uploaded.

**Video** – refer to the outline above for quality videos.

4. **Reference Letters:** Include at least one reference letter from your coaches, counselors, teachers, employers, or those who know you well. To get high-quality reference letters you should provide the writer with a copy of your *athletic* and *personal* resume and ask them to comment on your relationship, the length of time they have known you, their experiences with you, skills and abilities they have noticed, attitudes you display and an estimation of your potential as a college student-athlete. It is also highly encouraged that you send a hand-written thank you note to anyone who writes a letter on your behalf.
5. **Follow-Up Letter to Coaches:** This type of letter should be sent as often as necessary to keep the coach posted as to all academic and athletic accomplishments. Sending follow-up letters indicate to the coach your continued and sincere interest in their program. Always make sure you mention your continued interest in their program.

\*\*\* Samples of several documents can be found at the end of this handbook \*\*\*

If there is a school in which you are very interested but you have not heard from them or there has been no response to your mailings, try to make contact with the coach by phone confirming the fact that he has received your information and at the same time expressing your interest in their program.

**Other Marketing Concerns:**

- What does your e-mail name say about you?
  - Make sure you have an appropriate email address to give out to coaches and colleges. It is probably time to let go of emails such as FootballKing@gmail, baseballpimp@gmail, or basketballprincess@gmail. Your email needs to be simple: first name, last name or vice versa.
- Do you check your email address frequently? That includes looking into the spam folder at least once a week!
- What type of language do you use when you communicate via email? Do you text? Avoid using 'txt language' such as 'how r u doin'. Write in complete sentences with correct spelling and grammar.
- What does your outgoing ring tone (often called a ring back tone) on your cell phone say about you? Make sure that you have appropriate songs.
- What does your outgoing greeting (voicemail) say about you?
- What does your text signature say about you?



“A goal is a dream achievable only with a well designed game plan.”

- David Hill



# RECRUITING TIMELINE

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## Freshman Year

1. Make sure you are attaining the best grades possible. Freshman courses are 25% of your overall GPA.
2. Research and locate summer teams, club teams, and camps where you can continue development in your sport.
3. Attend the KCHS Fall College Athletics and Recruiting Seminar on participating in college athletics and recruiting regulations.
4. Attend athletic sports camps at the schools in which you may have an interest. This can give you a feel for the campus, the coaching staff, and enable you to view facilities.

## Sophomore Year

1. Make an appointment with your School Counselor and calculate your NCAA Core GPA from your Freshman year and make sure you are taking an adequate number of core courses your sophomore year. Develop an academic four year plan with your School Counselor.
2. Continue your development program in your sport with off season and summer programs.
3. Begin investigating colleges in which you may be interested and review their admission requirements.
4. At the end of your Sophomore year you should prepare your athletic resume which should then be updated as needed.

## Junior Year

1. Make an appointment with your School Counselor and calculate your NCAA Core GPA from your Sophomore year and make sure you are taking an adequate number of core courses your Junior year.
2. Make a list of all the colleges in which you may be interested, contact those schools, and obtain the name, address, and phone number of the coach in your sport.
3. Send out your athletic resume to all schools in which you have an interest and send a copy of your resume along with any questionnaire response cards that you may receive.
4. Register and take the ACT/SAT (typically in the Spring of Junior year). Make sure you have your scores sent to the NCAA Eligibility Center or NAIA. You can send the scores by using the code "9999" (for NCAA) and "9876" (for NAIA) on the test form.
5. Prepare a video or website and send to colleges recruiting you.
6. Send an updated resume with your new academic and athletic accomplishments.
7. Make plans to take unofficial visits during the summer to the campuses of colleges in which you are seriously interested.
8. Phone contact from coaches is permissible at various times after your Junior year.
9. Register with the NCAA Eligibility Center or NAIA Eligibility Center at the end of your Junior year.

## Senior Year

1. Make an appointment with your School Counselor and calculate your core GPA from your Junior year and double check your course selection for Senior year.
2. Send out an updated resume with new academic and athletic accomplishments. Make sure you include accomplishments from summer or club teams as well as camps. Make sure you include a schedule of your high school team's games.
3. Send out resumes to any new schools you are considering.
4. Schedule and make any "official visits" to colleges you are interested in attending. You are allowed five official visits (those paid for by the college). You may make an unlimited number of "unofficial visits" (those you pay for).
5. Begin reducing your list of schools and submit an application for admission to all schools you are still seriously considering.
6. Also have another list of schools you are interested in attending should sports not be an option.
7. Parents - complete your taxes as soon as possible after January 1<sup>st</sup> so that you may complete the FAFSA (Free Application for Federal Student Aid – <http://www.fafsa.gov> ) to insure maximum eligibility for financial aid.
8. Make sure that when you apply to schools you complete all scholarship and financial aid applications by the deadlines listed.
9. Make sure you keep a pen and paper by your phone at home to write down all information given to you by coaches. Keep a log of the time, date, and name of the coach or person who contacted you.
10. Find out the "Letter of Intent" day for your sport.
11. Make sure you formally thank your high school athletic department, high school coach, School Counselor, and anyone else who helped you execute your plan for your final decision.

## FINAL THOUGHTS

- Determine your academic and career choice
- Determine what type of school you are looking for, regardless of initial cost
- Determine what level you are able to play (NCAA – DI, DII, DII, NAIA, NJCC)
- Most teenagers procrastinate – develop a timeline
- Return questionnaires, send video/website information, and transcripts
- Visit as many schools as possible (unofficial)
- Prioritize schools:
  - Contacts by coaches, your impressions of the schools based on visits/reputation, the interviewing of students from your area who attend the institution, etc. should give you adequate information for prioritizing purposes.
- Send your admissions applications as early as possible
- Work to get the best price possible
- Commit and celebrate!

# SAMPLE INTRODUCTION LETTER TO COACH

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Date

Soccer Coach

School

Address

City, State, Zip Code

Dear \_\_\_\_\_,

My name is John Doe and I would like to take a moment of your valuable time and introduce myself. I am a Junior at Knoxville Catholic High School in Knoxville, TN. I am sending my athletic resume to you in hopes that it will familiarize you with me as a student, an athlete, and a prospective candidate to your institution. I know your time is very precious; therefore I appreciate your attention. I also know that as a coach, it is imperative that you find and create the best possible players for your team. I hope to show you that I am an outstanding candidate.

During these last few weeks I have spent time with my School Counselor researching on which colleges would be a good match for me both academically and athletically. I am very interested in your college and feel it would a great fit for me. I have researched your institution and your team and would like you to consider me as a future player.

I have played soccer for Knoxville Catholic since the 9<sup>th</sup> grade. As a Sophomore, I was moved to the varsity team where I started every game and played several different positions. In my Junior year I had an excellent season, scoring 13 goals with 5 assists. My team won the TSSAA District Championship with a record of 12 wins, 2 losses, and 1 tie, and I was selected to the All-District team. Attached are letters from my varsity junior varsity coaches. If you are interested in seeing a film of one of our games I will be happy to send one to you.

Academically, I am a strong student with a B average, and have no trouble balancing school and athletics. I am an active volunteer with the Salvation Army and a KCHS service club, Interact. Upon graduation I will have met all NCAA DI, DII, DIII, and NAIA academic requirements.

Thank you so very much for your time. I cannot imagine what a complicated process this is, but I really appreciate you considering what I have to offer your team in spirit, energy, and capabilities. I look forward to hearing from you in the near future.

Sincerely,

John Doe

1234 Main Street

Knoxville, TN 37921

# SAMPLE ATHLETIC RESUME

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## Profile of John Doe

John Doe  
1234 Main Street  
Knoxville, TN 37921  
(H) Phone – 865-555-1234  
(C) Phone – 865-555-1233  
Date of Birth: 5-5-92  
Email: [JohnDoeTN34@gmail.com](mailto:JohnDoeTN34@gmail.com)

GPA: 3.24/4.0 scale  
ACT Score: 24  
Graduation Date: May 2012  
Ht: 5'7" Wt. 146

High School: Knoxville Catholic High School  
9245 Fox Lonas Road  
Knoxville, TN 37923  
865-560-0313  
CEEB Code: 431-095

High School Counselor: Katie King, 865-560-0504, [kking@knoxvillecatholic.com](mailto:kking@knoxvillecatholic.com)  
High School Fax: 865-560-0314

College Academic Interests: 1. Business  
2. Psychology

Varsity Sport: Cross Country and Soccer

### Personal Best Performances:

Event	Distance	Time	Date	Meet	Place
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### Soccer Career Highlights:

Goals	Assists	Games Started	Win/Loss Ratio
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### Honors/Awards:

All-District  
All-Region  
All-State Selection  
MVP  
Team Captain

# EXAMPLES OF ATHLETIC STATISTICS TO PROVIDE:

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## Basketball

- Assists per game
- Rebounds
- Free throw percentage
- Points per game

## Baseball & Softball

- Batting average
- Fielding average
- ERA (for pitchers)
- Win/Loss record (for pitchers)
- Runs batted in (RBI)
- Extra base hits
- Stolen bases

## Soccer

- Goals
- Assists
- Blocked shots or goals against average (for goalies)

## Cross Country, Track and Field

- Time and distance
- Distance in field event (shot put, discus, long jump, triple jump)
- Height in field events (high jump, pole vault)
- Major conference, Invitational, or State places

## Tennis

- Record and position
- Major Conference, Invitational, or State places

## Golf

- Scores
- Major Conference, Invitational, or State places

## Lacrosse

- Goals
- Assists
- Blocked shots or goals against average (for goalies)



# SAMPLE FOLLOW-UP LETTER TO COACHES

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This type of letter should be sent as often as necessary to keep the coach posted regarding all academic and athletic accomplishments. Sending follow-up thank you letters indicate to the coach your continued and sincere interest in their program, and it's polite! Always make sure you mention your continued interest in their program.

Dear Coach,

I am writing this letter to update you on my Senior year accomplishments. Academically, I have been on the honor roll the first two quarters of the school year, attaining Principal's List (all A's) the second quarter. I have led our Spirit Week food drive this year and it has proven to be one of the most successful in the school's history sending out over 1500 pounds of food to needy families in the Knoxville Area.

Athletically, I completed my soccer season earning second team all-league honors for my play as a midfielder. I was also chosen as my team's "Most Outstanding Offensive Player". I have begun our basketball ball-conditioning program, which involves a plyometrics and a weightlifting program. I also attended the University of Cincinnati hitting clinic over the Christmas Holidays.

I hope that you have had an opportunity to review my resume and evaluate my potential as a student-athlete in your program. My baseball coach is going to help me prepare a videotape demonstrating my baseball skills. This tape should be ready by the end of January. I plan on sending you a copy when completed.

Thank you again for taking the time to consider me as a potential player in your program. I am very interested in visiting your school at your convenience. Please feel free to contact my coach (see contact information below) or me if you have any questions or need any further information.

Sincerely,

John Doe

Head Coach – John Doe  
Knoxville Catholic High School  
9245 Fox Lonas Road  
Knoxville TN 37923  
865-560-0513  
jdoe@knoxvillecatholic.com

# RESOURCES

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NCAA – [www.ncaa.org](http://www.ncaa.org)

Excellent resources specific to all sports and recruiting/eligibility rules

NCAA Eligibility Center – [www.eligibilitycenter.org](http://www.eligibilitycenter.org)

NAIA - [www.naia.org](http://www.naia.org)

National Association of Intercollegiate Athletics

NJCAA – [www.njcaa.org](http://www.njcaa.org)

National Junior College Athletic Association

Women’s Sports Foundation – [www.womenssportsfoundation.org](http://www.womenssportsfoundation.org)

To advance the lives of girls and women through sport and physical activity.

National Letter of Intent - [www.national-letter.org](http://www.national-letter.org)

National Directory of College Athletics – [www.collegiatedirectories.com](http://www.collegiatedirectories.com)

Commonly called the ‘Yellow Pages of College Sports’, this is the most popular college sports reference. It contains directory lists of colleges that compete in intercollegiate athletics. It costs to order the book, but there is a reduced fee for online viewing.

Link Athletics – [www.linkathletics.com](http://www.linkathletics.com)

Links you to over 18,500 Collegiate teams

Naviance – [www.connection.naviance.com/kchs](http://www.connection.naviance.com/kchs)

KCHS utilizes this online college search and admissions tool for keeping track of your data, build a resume, take learning style inventories, and search for colleges.

College Navigator – [nces.ed.gov/collegenavigator](http://nces.ed.gov/collegenavigator)

Prepared and managed by the US Dept. of Education’s Center for Education Statistics. Provides the largest statistical data source for college searching.

## Suggested Reading

(Always check the publication date; you want the information to be at least in the last 3 – 4 years)

### **College Match: A Blueprint for Choosing the Best School for You**

Antonoff, Steven R. (2009) Alexandria, Virginia: Octameron Associates

### **The Student Athlete's Guide to Getting Recruited: How to Win Scholarships, Attract Colleges and Excel as an Athlete**

Brown, Stewart (2008) Supercollege, Llc

### **Athletes Wanted: The Complete Game Plan for Maximizing Athletic Scholarship and Life Potential**

Krause, Chris (2009) Quality Books Inc

### **Moving the Chains: A Parent's Guide to High School Football Recruiting**

Meiklejohn, Dr. Todd S (2011) Recruiting Doctor.com Corp.

### **Put Me In, Coach: A Parent's Guide to Winning the Game of College Recruiting**

Richter, Laurie (2009) Right Fit Press

### **Don't Blame the Coach: Getting a High School Student-Athlete to the Next Level**

Smith, Freddie (2010) CreateSpace

### **The Sports Scholarships Insider’s Guide: Getting Money for College at Any Division**

Wheeler, Dion (2009) Sourcebooks, Inc.

# NOTES

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