

“We are what we repeatedly do. Excellence, therefore is not an act but a habit.”
~ Aristotle

10 Reforms To Athletic Recruiting & Career Education

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Reform begins with parental support and unconditional LOVE: The key note to a child's success in life and sport

1. **Parents must stay neutral and support their student athletes and accept the recruiting responsibility and utilize coaching staff for letters of recommendations.** Although this is a reform that is the easiest to resist it is the most important. Student – athletes must truly feel their parents are behind them regardless of what happens during the season or with recruiting. It is imperative that parents do not compare, live vicariously or compete with the high school coach. Moreover, simply accept that they are responsible for recruiting their kid and graciously ask coaches for support by way of letters of recommendation.



2. **Student-Athletes should pursue and achieve the highest possible GPA/ACT/SAT scores; it qualifies them for additional academic scholarship aid.** Student – Athletes must realize that higher GPA and college entrance scores can qualify

for additional academic scholarship aid. For example, a zero EFC (expected family contribution) means your family is not expected to help pay for your college expenses because they can't afford to help. It means you are eligible to receive the maximum amount of need-based financial aid. Therefore if you are offered an athletic scholarship to a college and you have exceptional grades, you have the potential to have a scholarship aid package to cover the cost of attendance to most colleges.

3. **Student-Athletes must adhere to the Highest Code of Conduct.** Student-Athletes lose scholarships and/or are denied acceptance into college everyday because of a Facebook comment or picture and/or Youtube videos that were discovered by college coaches and/or admissions counselors. Furthermore, many local newspapers make their papers available online and therefore a college coach and/or admissions counselor can Google your name

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and find good or bad information about you. Keep in mind; a picture, a sentence and/or video that are not complimentary to you can cost you THOUSANDS of dollars in scholarship aid!

4. **Accept the responsibility of recruiting yourself; don't expect high school coaches to do it**, get help from a total student – athlete recruiting company, if necessary. High School coaches are most often teachers. Therefore they spend most of their day teaching class, another section of their day preparing lesson plans and grading papers, another part of their day preparing to coach and coaching and finally the end of their day with their families. To



expect them to be totally responsible for whether your son or daughter receives a scholarship aid package is a whole lot to ask of them

5. **Student-Athletes list and interview 10 professionals who you would like to be like beyond the sports competition realm.** Talk to your parents and/or family members to

find as many different professionals as possible and ask them questions about their careers, how they got there and what is new with their career that you should be prepared for your career path.

6. **Be a student of the athletic recruiting and career education game; download the NCAA, NAIA or NJCAA rules for college bound student athletes.** Start compiling a list of what you want from a college, go on unofficial visits to colleges and assess your results. The aforementioned guides are free and provide you with the rules by those governing associations. Those rules include academic requirements and recruiting policies and procedures. Furthermore they are updated on an annual basis. Go to NCAA, NAIA and/or NJCAA.org to get your copy.

7. **Perform over 300 hours of community service/volunteerism in a profession or activity you enjoy** – Basically: Build your experience for your resume. Why volunteer? Volunteering by definition is working without expectation for payment or reward. This type of action

reflects a person who is performing an act that they love and therefore the more they do it, the better they get at it. If you start doing this in a profession that you have found to be of great interest you will graduate high school with a great deal of work experience. That experience



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will then be complimented by your college studies and become the foundation of a fulfilling career. Malcolm Gladwell wrote in the book *Outliers* that Bill Gates had been working on computer programs and codes for 10,000 hours before he ever attended Harvard. He loved writing code and programs. Find your professional interest and the money will come. Remember, according to a survey by nonprofit Project on Student Debt performed a survey that reflected that unemployment for recent graduates between 20 – 24 years old was 10.6% the highest of record.

- 8. When you receive offers from a college coach don't stop! Continue to seek additional offers and then be prepared to negotiate between coaches to get the highest scholarship aid package.** If there is scholarship aid available that a coach may be holding



out on, being able to leverage him/her against another school is imperative. There are far more partial athletic scholarship offers than there are full scholarship offers. Furthermore, having your name in as many pools as possible can provide you with the convenience of not only choice but leverage to create discussions about

increasing scholarship aid packages. Division II, III and NAIA aid packages can significantly lower the cost of attendance and can sometime pay for the entire cost of attendance to a college/university if your grades compliment your athletic potential.

- 9. Sending videos to colleges to be evaluated by college coaches is a good idea as long as the coach requested it.** This can be a huge waste of money if you have a tight budget. Coaches receive a lot of films in the mail and they have a lot of responsibility themselves, therefore if they want to watch your video, they will ask you for it, if not, it has the propensity to be placed in a corner and never evaluated. This is why it is so important to develop a promotional recruiting packet and email or mail it to college coaches; promotional recruiting letter & athletic resume and follow-up with a phone call to the coach
- 10. Promote, Perform, Prepare:** It can be beneficial to parents and aspiring student athletes to get as much exposure as possible from college coaches by promoting themselves to as many colleges as possible with recruiting packets (athletic resume & promotional letters), performing admirably at football camps, combines, in the classroom and during sporting events. Be prepared for the financial, career and athletic challenges you can face that are unique to your situation. Prepare through solid study habits; exercise skills and vocations in your community that you enjoy and be a student of the game you play to advance the welfare of others to reach fulfilling goals.

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Quick Facts:

- Less than 1% of all student-athletes are fully funded at the Division 1 level
- National Center of Education Statistics reports that 50% of college students have an average of \$10,000 in student loans
- The National Center of Education Statistics reports that 40% of college graduates in 2007 that were not enrolled in graduate school were working in jobs that did not require a college education
- According to the NCAA, 1 Billion Dollars in college Aid is rewarded per year to more than 126,000 student-athletes

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- Athletic Recruiting Services – All Sports (System)
- Athletic Recruiting Seminars
- Book: Guide to Athletic Recruiting and Career Education (see picture on the right)
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