



CUP COLLEGE RECRUITING COMMUNICATION PLAN

DAVE SIMEONE

CUP COLLEGE RECRUITING
"BRINGING THE BEST TOGETHER"

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COMMUNICATING WITH COLLEGE COACHES

College coaches use a number of means to identify and communicate with prospective student athletes. Because of the guidelines established by the NCAA and the accelerated nature of the recruiting process in the women's game it's necessary for prospective student athletes to initiate contact and follow up communication.

These emails, phone conversations can convey information related to:

1. Your interest in the university and soccer program
2. Playing schedule of events, competitive matches for college coaches to see you play
3. Academic interests and needs (ACT, SAT, PSAT)
4. Graduation year
5. Demonstrating that you have done some research and have insight into the university and program. You can gather information from the athletic website. This might include conference, playing schedule, accolades, game results, recruiting. Including information about the school and the soccer program is important in your communications.
6. These communications allow coaches to get to know you and an opportunity to develop a relationship with them! They are as interested in learning about you as a person as they are about you as a player.

SAMPLE EMAIL:

Coach _____

My name is _____ and I play my club soccer at Cincinnati United CUP with the U ____ (Gold/Black) team. My uniform number is _____. I'm currently a (freshman, soph, junior) at _____ high school and will graduate in _____. Please feel free to contact either the CUP Girls Director of Coaching and / or the head coach of my team both of whom are listed below with contact information:

Dave Simeone, CUP Girl's DOC, E-mail: soccrstrat1@gmail.com , Cell: 954.288.5951

Team Coach: _____ E-mail _____ Cell _____

I'm in the process of considering a number of colleges and universities in determining what meets my needs in terms of soccer and academics.

I (have / have not) taken the (PSAT, SAT, ACT) (add scores if you have) and am interested in pursuing (area of study) for my bachelor's degree.

In looking at your athletic web site I see that (this is where you add in information regarding their program, conference, results, etc.).

I'm interested in learning more about what you feel your needs will be in 20____.

Our games includes the upcoming at (MRL. Showcase Tournament, Add dates).

Sincerely,

College recruiting is somewhat regionally driven. Many players make decisions on attending college geographically and many college coaches begin their recruitment REGIONALLY.

Your ongoing communication with collegiate coaches need to reflect;

1. Being concise, 2 – 4 paragraphs that are no more than a half page long
2. Who you are; college coaches are trying to figure that out (commitment, priorities, etc)
3. The level of academics you are looking for, suited with
4. Your interest in their soccer program (they are consistently trying to gauge this)
5. Personalize your communication

Contacting College Coaches by Phone

Contacting college coaches via phone is another means to communicate with them. It's personal, it connects you with them directly. Talking with college coaches requires an acquired confidence so being prepared is essential.

It's a good idea to script out conversation and information for two separate scenarios:

1. Leaving a voice message
2. Question and talking points in the case of a coach answering your call

Some areas to discuss in your initial conversations with college coaches;

1. Where are they in identifying their needs and watching players in your graduating class? If they've seen you play how your qualities compare to what they are looking for.
2. Talk about what interests you about the school academically. Ask them about your specific academic interest.
3. Talk with coaches about the school entrance requirements and how you fit with that standard. This includes ACT / SAT.
4. What's the best way to follow up with you after upcoming games, events?
5. Confirm whether you have filled out a questionnaire on the website.
6. Possibility of dates for an unofficial visit.
7. Be prepared to talk about their team's results, games you've seen on the internet or TV, their conference, injuries to players, announcements on their athletic website.
8. Listen attentively and TAKE NOTES during the conversation.

Remember, you may call college coaches as often as you like. They may ONLY return your call until after July 1 after your junior year.

Utilize the Director of Coaching or your team's coach to help connect you with the college coach in setting up day and time to call them.

Some Tips For Email Communication in the Recruiting Process

Email has become such an important piece of communicating with college coaches. You need to approach using email effectively and professionally.

1. Dedicate ONE email account for the recruiting process. This eliminates any mix ups with personal email.
2. Choose an email name that represents you well. Email may be the FIRST IMPORTANT way a college coach identifies with you!

3. Organize your correspondence into folders: programs, coaches.
4. Create a signature for your email that includes all your contact information.
5. Ensure your email is correct on your profile.
6. Check your email diligently, respond promptly.
7. Since recruiting starts early be proactive and contact them first(freshman, sophomore)

Reasons to Follow Up With College Coaches

1. New You Tube video, highlight video
2. Tournament schedule, changes to schedule
3. When you receive accolades: athletic, academic
4. Establishing new personal "bests" (class rank, fitness, academics)
5. Recent results against substantial, ranked opponents
6. Updated ACT, SAT, standardized test scores
7. Completion of season, beginning of your season
8. When one of the players in THEIR program receives a reward
9. When they have a big win, championship
10. When they have a difficult loss
11. Reconfirming an unofficial visit
12. That you are accepting an offer from another institution
13. When you have completed the admission application
14. Letting them know you are working and training in the off season
15. New references to contact
16. Information on ID camps they are hosting
17. When they receive an accolade for coaching
18. When you have decided that they are where you see spending four years to earn a bachelor's degree and play four years of college soccer
19. When you have narrowed down your choice of schools
20. At the start or completion of their season
21. When they sign recruits
22. When you have registered for the NCAA Eligibility Center
23. If the institution gets an award or recognition
24. If another athletic program at the school is successful and is recognized

Social Media

College coaches pay attention to social media. Social media provides another means for college coaches to get to know you:

- Double check your friends, photos and subject matter
- IF you have friends that are living on the edge on social media you should probably de-friend them

Ways to Use Social Media to Your Advantage in the Recruiting Process

- LIKE their college program on Facebook
- Follow them on Twitter
- Subscribe to their You Tube channel

Unofficial Visits

You can set up an unofficial visit to any institution by either going through the Admissions Department for campus tours or arranging your visit directly with the coaching staff.

You should plan on meeting with Admissions, Financial Aid and someone in the department associated with your planned course of study.

On your unofficial visit and meeting with coaching staff:

1. Talk about where they are in the recruiting cycle of your graduation year
2. Discuss where you fit in
3. Ascertain what their expectations are for their athletes in season, off season. This includes travel, training schedule, game schedule, academic support, academic advisors and community service projects.
4. Are they fully funded if NCAA DI or DII?
5. How are academic grants in aid combined with athletic monies if NCAA DI or DII?
6. Can they give you an idea of how they see athletic grant in aid being appropriated to incoming freshman?
7. Learn about the institutions application and admission timeline and process.
8. During your unofficial visit if you are attending a game talk about the game they are about to play. Ask about their team and the opposition.
9. If possible spend some time with team members on campus.
10. If they've seen you play ask coaches for their input on your qualities, what you need to improve on relative to their program.

Other Considerations

- Tour housing, dining and dorms during your unofficial
- Tour training and game facilities
- Check out the student union, bookstore
- Sit in on a class