



## **HOW TO START THE RECRUITING PROCESS**

The more you know about the recruiting process—and the more effort you put into getting the results you want—the better chance you have to fulfill your dream of competing at the university/college level. The good news is that many have gone through this complicated process before you, and there are many resources available to make it less overwhelming.

### **When does the recruiting process begin?**

Recruiting is starting earlier and earlier each year, and it's no secret that top athletic programs are leading the charge. They look for freshmen who have varsity or elite club film, were ranked as a top-tier recruit at a tournament or showcase or receive invitations to provincial select teams. If this is you, you're probably ready to start the recruiting process as early as Grade 9.

For athletes who hit their stride later in their Grade 10 year, this could be a better time to get the process going. In most cases, we advise that these athletes start the recruiting process before their Grade 11 year.

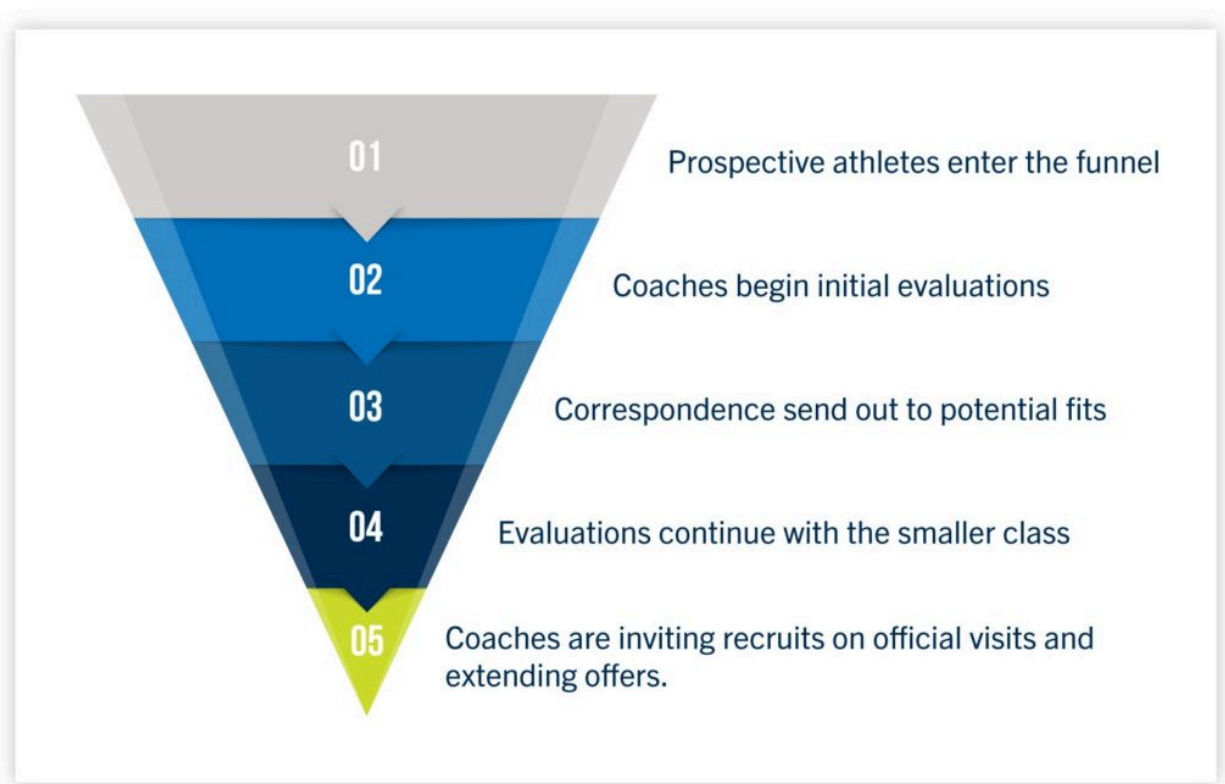
Think of it this way: If you want to compete at the USPORTS, NCAA D1 or D2 level, the sooner you can confidently start the recruiting process, the better off you'll be. However, if you're a late bloomer or just not sure you want to make the commitment to compete in college, it's OK to wait a little longer.

Many families decide to delay the start of their athlete's recruiting because they think that recruiting starts with contacting college coaches. And, they argue, their athlete just isn't ready to take that step. However, there's so much more that athletes need to do before they begin reaching out to coaches.

We've outlined the research and groundwork that families need to establish at the beginning of the recruiting process to ensure they are set up for success. If you're unsure whether or not it's too early to start the recruiting process, check out our guide to why your student-athlete should start the recruiting process and reasons why they just might want to wait by grad year.

One of the best ways to impress college coaches early in the recruiting process is by taking initiative. Rather than waiting for coaches to reach out to you, be proactive during the recruiting process.

### Understanding the recruiting funnel



Understanding how to get recruited starts with learning how college coaches look at recruiting. Think of the process like a funnel.

At the top of the funnel, thousands and thousands of potential recruits of various levels are tossed in. Coaches begin initial evaluations—focusing on basic requirements like height, weight, grad year and position.

Then, coaches send out correspondence to those they've identified as potential fits to see if there's mutual interest.

The funnel is beginning to narrow. Evaluations continue with the smaller class of potential recruits, which narrows it down even further.

Near the bottom of the funnel, coaches are inviting recruits on official visits and extending offers.

### **How can university recruits get on a coach's radar?**

Getting noticed by college coaches requires student-athletes to take initiative. This starts with an introductory email that allows coaches to get to know an athlete, their academic and athletic achievements and why they are interested in the program. For getting on a coach's radar, body language, coachability, positive leadership, and good energy on the pitch are all important.

For most sports, sending highlight videos to coaches is also important. You should understand:

- When and why you should send your recruiting video to coaches
- Who to send your highlight or skills video to
- How many times you should follow up with coaches after sending your highlights
- Tips for sharing your highlight or skills video on social media

### **Learn about the different levels**

Once you've determined your level of interest, talent and expectations surrounding college athletics, it's important to consider the various division levels available to compete in:

- USPORT—The national sport governing body for universities in Canada, comprising the majority of degree-granting universities in the country and four regional conferences: Ontario University Athletics (OUA), Réseau du sport étudiant du Québec (RSEQ), Canada West (CW), and Atlantic University Sport (AUS).

- CCAA—Competes in seven sports at 10 CCAA national championships, each hosted by a CCAA member institution. CCAA has 98 member institutions including colleges, universities, technical institutes and cégeps located in nine provinces and regionally governed by six member conferences.
- NCAA Division I—This is the highest level of college athletics and, thus, the most competitive. D1 schools typically have large budgets, expensive facilities, and the student-athletes are expected to train and travel extensively.
- NCAA Division II—While still a competitive division, D2 athletes are provided more balance in their lives, as training and competition for Division 2 schools aren't as intense. Scholarships are also offered at this level.
- NCAA Division III—No athletic scholarships are offered for D3 student-athletes, but there are many other forms of financial aid. The competition levels at Division 3 schools are still very high, but practice seasons are shorter, and there's more of an academic focus.

### **Understand academic eligibility requirements**

Academic eligibility is one of the most important aspects of the recruiting process and can be overlooked by families who aren't sure how to get recruited.

There are different eligibility requirements for NCAA, USPORT and CCAA schools—and each school will also have its own entrance requirements—so it's crucial to actively work to maintain your grades. A great GPA and/or standardized test score can be the difference-maker between you and another recruit.

Think about it: A college coach wants to fill their roster with athletes who will work hard. If you can prove you have the academic chops, they have less to worry about. Being academically sound will also open more doors for you scholarship-wise.

### **References**

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