

Building a Recruitable Brand



Bloomfield Hills High School

Presented by Dave Sichterman, M.Ed.

Overview

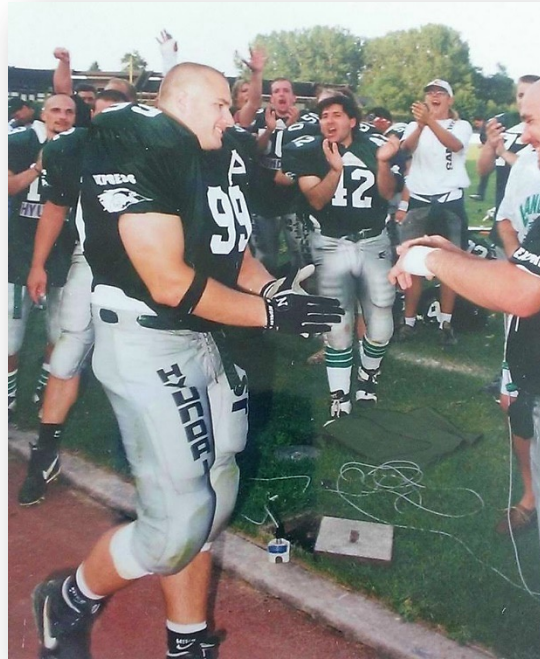
1. Leadership creates opportunities
2. NCAA and NAIA initial eligibility
3. Recruiting insights



Dave Sichterman



NCAA Division I Football
Walk-On



International Professional
Football Player and Coach



NCAA and NAIA Athletic Director
NAIA Head Basketball Coach

Leadership Potential



The Brand of a Leader

The ABC's of Branding

- **A**ppealing
- **B**elievable
- **C**onsistent
- **D**istinct
- **E**volving
- **F**un

ABCDEF
GHIJKL
MNOPQ
RSTUV
WXYZ

The Brand of a Student-Athlete

The brand of a college-bound student-athlete:

- **A**cademically sound
- **B**aller
- **C**oachable
- **D**isciplined
- **E**nergy
- **F**ocused

What leaders do

1. Vision
2. Set Goals
3. Take action

Why focus on “Student”

Student-Athletes	All Sports
High School Student-Athletes	7,200,000
NCAA Student-Athletes	499,000
% Moving from HS to NCAA	7%
% Moving from NCAA to Major Professional	2%

*NCAA.org. August 2020



Start with Academics

- Academics have the biggest IMPACT
- Take ownership - ID with counselor & coach
- Take the SAT and/or ACT early & often

Colleges award
7 times

MORE

Academic-based aid
annually

Athletic Scholarships

NCAA D-1

Average amount awarded:

\$17,142

*Debt.org

Headcount vs. Equivalency

Headcount: Each athlete on scholarship counts toward maximum headcount

Women: basketball, gymnastics, tennis and volleyball

Men: basketball, football

Opportunities for Women in College Sports

Sport	%	Scholarships		Schools
		D-I	D-II	
Badminton	0.3%	6	10	15
Bowling	2.3%	4.5	4.5	62
Volleyball	3.3%	12	8	1,666
Softball	4.3%	12	7.2	1,118
Outdoor Track	4.4%	18	12.6	962
Tennis	5.1%	8	6	1,194
Golf	5.5%	6	5.4	706
Water Polo	6.6%	8	8	97
Gymnastics	6.8%	12	12	85
Soccer	6.9%	14	9	1,364
Swimming	7.3%	14	8.1	582

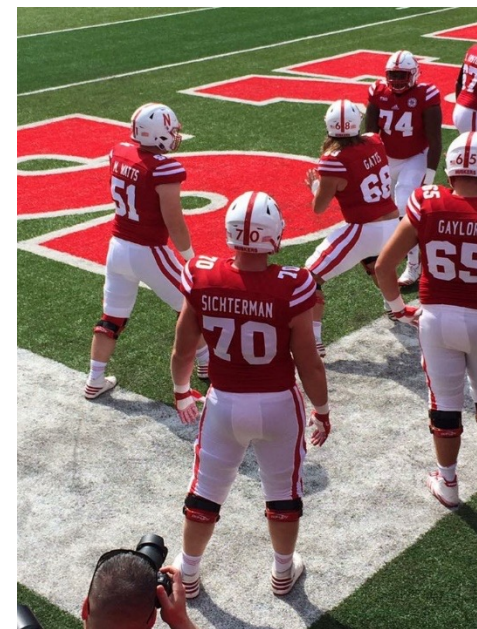
Sport	%	Scholarships		Schools
		D-I	D-II	
Cross Country	7.4%	18	12.6	1,309
Basketball	8.2%	15	10	1,810
Field Hockey	8.7%	12	6.3	255
Skiing	11.2%	7	6.3	42
Lacrosse	13.7%	12	9.9	268
Ice Hockey	21.6%	18	18	73
Sync Swimming	22.3%	5	5	7
Indoor Track	34.5%	18	12.6	769
Fencing	55.7%	5	4.5	44
Equestrian	172.7%	15		41
Rowing	244.1%	20	20	145

Opportunities for Men in College Sports

Sport	%	Scholarships		Schools
		D-I	D-II	
Wrestling	2.5%	9.9	9	311
Waterpolo	2.8%	12	8	78
Basketball	2.9%	15	10	1,826
Outdoor Track	4.1%	12.6	12.6	911
Golf	4.7%	4.5	3.6	1,170
Tennis	5.1%	4.5	4.5	1,003
Soccer	5.4%	9.9	9	1,201
Cross Country	5.7%	12.6	12.6	1,223
Football	5.7%	85*	36	812
*Football D-I AA 63 Scholarships				

Sport	%	Scholarships		Schools
		D-I	D-II	
Baseball	5.8%	11.7	9	1,485
Volleyball	5.8%	4.5	4.5	78
Swimming	7.7%	9.9	8.1	454
Skiing	8.6%	6.3	6.3	39
Rifle	9.5%	3.6	3.6	31
Ice Hockey	10.5%	18	13.5	143
Lacrosse	13.1%	12.6	10.8	238
Gymnastics	17.0%	6.3	5.4	246
Indoor Track	33.7%	12.6	12.6	711
Fencing	45.8%	4.5	4.5	38

Initial Eligibility



Initial Eligibility

Common Terms

Freshman Eligibility Requirements

There are three possible academic outcomes:

- **Full qualifier:** You can accept a scholarship, practice and play your freshman year
- **Academic redshirt (2.0-2.29):** Scholarship, ONLY practice first semester or quarter but you may **NOT** play
- **Non-qualifier:** NO scholarship, NO practice and NO competition the first year



Initial Eligibility

What does **Redshirt** mean?

Redshirt describes a student-athlete who does not participate in competition in a sport for most/entire academic year.

Redshirt athletes can practice and receive athletic \$

- *Advantage* – Student can get acclimated to college life, grow physically, socially, and academically

Initial Eligibility

What's a **Walk-on**?

- A non-scholarship student-athlete
 - Preferred vs. non-preferred
- Reasons for walking-on
 - Under-sized athlete until graduation
 - Under recruited athlete
 - Turned down D-II & III hoping for D-I offers
- Walk-ons may receive athletic \$ in future years

NCAA Division I



NCAA Division I

Freshman Eligibility Requirements

“Full Qualifier”

- Graduate from high school
- Complete and pass 16 core-courses – 10 prior to Sr. year
- 2.3 Core GPA and 900 SAT/75 ACT
- 4 yrs. – English I +
- 3 yrs. - Algebra I +
- 2 yrs. – Science
- Register with the NCAA Eligibility Center

NCAA Division II



DRAKE BAAR

PHOTO BY ANDRIS VISOCKIS



PHOTO BY RICKY BASSMAN

NCAA Division II

Freshman Eligibility Requirements “Full Qualifier”

- Graduate from high school
- Complete and pass 16 core-courses
- Earn a 2.2 Core GPA and 820 SAT/ 68 ACT
- 3 yrs. - English I+
- 2 yrs. – Algebra I+
- 2 yrs. -Science
- Register with the NCAA Eligibility Center

NCAA Division III

- No NCAA minimum requirements
(Each school sets their own standards)
- 80% of student-athletes receive financial aid
- Average enrollment 2,600
- Average # varsity sports on a DIII campus: 19
- 193,814 student-athletes

What is NAIA?

PLAYNAIA

ELIGIBILITY CENTER
REGISTER | FORGOT PASSWORD

SIGN IN



Your NAIA college sports experience starts here.

Check out NAIA schools

The NAIA has hundreds of campuses in the U.S. and Canada. Find one that's right for you.

Attend a Showcase

NAIA Showcase events are one-day, one-stop recruiting opportunities to showcase your skills in front of NAIA coaches.

NAIA
SHOWCASE

NAIA Eligibility Center

Register today to determine if you're eligible to play in the NAIA.

NAIA

- 250+ institutions
- 77,000 student-athletes
- 1 in 7 college athletes are NAIA
- \$800 Million in scholarships



NAIA Initial Eligibility

Freshman Eligibility Requirements

YOU MUST meet two of three entry level requirements:

- Achieve a minimum of 970 on the SAT or an 18 on the ACT
- Achieve a minimum overall HS GPA of 2.0 on a 4.0 scale
- Graduate in the top half of your high school class
- Register with NAIA's Eligibility Center, www.PLAYNAIA.org



Academic Timeline

FRESHMAN YEAR

- Establish strong academic base
- Ask counselor for list of core courses
- Read 'Guide for College-Bound Student-Athlete' (NCAA.org)

SOPHOMORE YEAR

- Register with NCAA & NAIA EC's
- Meet with HS Guidance Counselor
- Research colleges & academic programs
- Attend college fairs and visits

JUNIOR YEAR

- Get HS Transcript Evaluated – 10 Core?
- Take SAT/ACT
- Send HS Transcript and test to EC
- Coaches can contact you
- Unofficial Visits

SENIOR YEAR

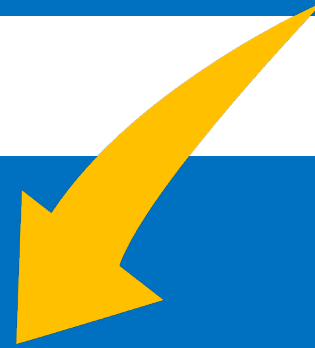
- Complete amateurism certification
- Take SAT/ACT (if necessary)
- HS counselor sends final transcript
- Official Visits (5 allowed)

*Mickey Nuzzolese, Assistant Athletic Director, University of Dayton



Recruiting

Make an Impact



KNOW *WHERE* YOU **FIT** IN

Recruiting

- 70% of **ALL** athletic opportunities come from D-III, NAIA, and Junior College
- Evaluate your talent level

SMART Goals - **REALISTIC**

- Take ownership, build relationships, be persistent

Know Your Area

Michigan

D-1: 7
D-2: 10
D-3: 8
NAIA: 10
JC's: 21

Indiana & Ohio

D-1: 23
D-2: 14
D-3: 29
NAIA: 24
JC's: 49

“Athletically, the biggest challenge for incoming freshman are adjusting to the speed and physicality of play”

Brad Stevens, Boston Celtics Head Coach



Women's Volleyball

Women's	Division I	Division II	Division III
	3+ Yrs. Varsity 5+ Yrs. Club Exp. Nat'l Tourn. Plcemnt	2+Yrs. Varsity 3+ Yrs. Club Exp. Nat'l Tourn. Exp.	1-2 Years Varsity 2+ Years Club Exp. Attend Nat'l Tourn.
Libero	Ht. 5'5" – 6'0", 125 lbs Vertical – 28"+	Ht. 5'2" – 5'8" Vertical – 22"+	Ht. 5'0" – 5'8" Vertical – 20"+
MH	Ht. 6'0" – 6'4", 155lbs Appr Touch – 10'0"	Ht. 5'10" – 6'2" Appr Touch – 9'8"+	Ht. 5'9" – 6'1" Appr Touch – 9'6"
OH / RS	Ht. 5'11" – 6'2", 140lbs Appr Touch – 9'10"	Ht. 5'8" – 5'11" Appr Touch – 9'6"+	Ht. 5'9" – 5'10" Appr Touch – 9'4"
Setter	Ht. 5'8" – 6'1", 130 lbs Appr Touch – 9'5"	Ht. 5'7" – 5'10" Appr Touch – 9'2"+	Ht. 5'4" – 5'10" Appr Touch – 9'0"+

*The Student-Athlete & College Recruiting Handbook, R. Wire

Track and Field

Event	Division I		Division II		Division III / NAIA	
	M	W	M	W	M	W
55M	6.4	7.11	6.6	7.5	6.8	7.8
60M	6.8	7.65	6.95	7.95	7.3	8.2
55MH	7.4		7.65		8.0	
60MH	7.8	8.6	8.07	9.2	8.3	9.5
110M High Hurdles	13.95	14.5	14.9	15.2	15.5	15.5
300M Hurdles	37.0	43.1	40.0	46.5	42.0	48.5
400M Hurdles	51.0	60.0	54.5	63.0	56.00	1:07
100M	10.5	11.9	10.0	12.5	11.0	12.5
200M	21.25	24	22.00	26.2	22.15	25.8
400M	47.5	54.5	49.0	59.0	49.5	59.5
800M	1:52	2:10	1:57	2:20	1:57	2:20
1500M	3:55	4:40	4:00	4:50	4:05	4:40
1600M	4:15	5:00	4:30	5:15	4:30	5:30
3000M Steeple	9:34	10:45	9:45	11:00	9:45	11:40
3200M	9:10	11:00	9:30	11:30	9:45	11:50
High Jump	7'0"	5'10"	6'4"	5'4"	6'1"	5'1"
Pole Vault	16'6"	12'6"	15'6"	10'6"	15'0"	10'6"
Long Jump	24'6"	19'6"	22'6"	17'0"	21'9"	18'0"
Triple Jump	51'0"	40'0"	45'0"	35'0"	44'6"	36'0"
Shot Put	60'10"	45'0"	50'0"	38'0"	50'0"	40'0"
Discus	185'0"	149'0"	150'0"	120'0"	150'0"	120'0"
Javelin	210'0"	140'0"	170'0"	120'0"	160'0"	110'0"
Hammer	210'0"	170'0"	170'0"	140'0"	160'0"	136'0"
Decathlon	7000		6000		5800	
Heptathlon		5000		4500		3600

*The Student-Athlete & College Recruiting Handbook, R. Wire

Football

Division I – A						Division I – AA & NJCAA				
Pos.	Ht.	Wt.	40	Bench	Squat	Ht.	Wt.	40	Bench	Squat
QB	6'2"	200	4.6	260	425	6'2"	190	4.7	250	385
RB	6'0"	210	4.5	315	415	5'11"	190	4.55	280	390
WR	6'2"	185	4.5	235	315	6'1"	185	4.6	225	295
TE	6'4"	240	4.7	300	440	6'4"	240	4.8	285	420
OL	6'4"	280	5.1	320	450	6'3"	275	5.2	305	425
DL	6'4"	250	4.8	315	450	6'3"	250	5.0	305	415
LB	6'1"	220	4.6	315	445	6'2"	220	4.7	300	435
DB	6'0"	185	4.5	260	385	6'0"	185	4.6	250	380
S	6'2"	200	4.6	270	405	6'2"	200	4.7	260	400
Division II & NAIA						Division III				
Pos.	Ht.	Wt.	40	Bench	Squat	Ht.	Wt.	40	Bench	Squat
QB	6'2"	190	4.8	225	345	6'0"	175	4.8	205	315
RB	5'11"	190	4.6	270	375	5'10"	180	4.7	265	350
WR	6'1"	185	4.6	205	275	6'1"	180	4.7	200	265
TE	6'3"	220	4.85	275	415	6'2"	215	4.9	270	405
OL	6'3"	290	5.4	300	410	6'2"	275	5.5	295	405
DL	6'2"	260	5.1	305	405	6'1"	250	5.2	295	395
LB	6'0"	210	4.7	295	405	5'11"	195	4.75	275	395
DB	5'11"	185	4.65	250	380	5'10"	180	4.7	240	295

Recruiting = Marketing

- ID yourself early with your coach and counselor
- “Recruit Me” link on schools’ athletic sites
- Cover letter, S-A info sheet, articles, reference letters
- Create and send a quality highlight video/DVD
- Profile on recruiting sites: Rivals.com, 247Sports, Hudl, etc.
- Attend camps and showcases - judiciously
- Follow-up is required - Build relationships

Highlight Video Tips

- A **fireworks** show in reverse
- Cut the music
- Self-interview
- Start with the **vitals**, jersey #
- Show versatility, multi-sports
- Email subject line (grab attention)

Subject Line: [Joe Sample, 2020 Grad, S/CB 3.95 GPA 4.52 40-yd dash, highlights included](#)



Recruiting Visits

Unofficial Visits

- Prospect pays all expenses
- Unlimited visits allowed
- Communications with coaches are limited/not allowed
 - Each level and sport has unique recruiting calendars
- Focus on academic interests, campus size and athletic fit

Recruiting Visits

Official Visits

- College or university finances all or part of the visit
- Prospects may take a maximum of 5 official visits but **ONLY ONE** official visit per school
- Duration of the visit cannot exceed 48 hours in length
- Academic requirements for visit:
 - Division I: Test score and transcript
 - Division II: Test score



Recruiting

National Letter of Intent

- NCAA NLI program coordinated by the CCA, 652 schools
- NCAA NLI & NAIA NLI are completely separate
- Once signed, an NLI ends the recruiting process

www.nationalletter.org



Recruiting Timeline

FRESHMAN YEAR

- MBB/WBB/Base/FB– You can only call coaches, they cannot call you
- All other sports – Coaches cannot answer your call or call you. You are only permitted to call and leave a VM
- WBB/FB: Unofficial visits

SOPHOMORE YEAR

- 6/15: All sports except SB/Base/FB/MBB/WBB: You are able to call coaches and they are able to all you. Coaches able to send recruiting materials/texts/emails
- 8/1: MBB start of unofficial visits
- WBB/FB: Unofficial visits

JUNIOR YEAR

- 8/1: All sports except SB/Base/FB/MBB:WBB: Start of unofficial and official visits
- 8/1: MBB start of official visits
- 9/1: WBB/Base/SB: coaches able to call you. Coaches able to send recruiting materials/texts/emails

SENIOR YEAR

- All sports: unofficial and official visits/recruiting materials/texts/emails

*Mickey Nuzzolese, Assistant Athletic Director, University of Dayton

- ALL Can ALWAYS send questionnaires, camp information, NCAA materials, nonathletic publications
 - Unlimited amount of unofficial visits for all sports
 - All sports except MBB: Limit of 5 total OFFICIAL visits
- MBB: 5 OFFICIAL visits permitted junior year and an additional 5 permitted senior year



Set Goals. Plan. Act.

- Be sure you're on track academically
- Evaluate your talent – Choose the right level
- Develop a marketing/recruiting plan
- Research, reach out and visit
- Be conscious of timelines
- Have a vision, set goals, take action