From Summer to Signing Day: How Seniors Can Finish the Football Recruiting Process Strong

Introduction

First off, I want to thank you for supporting Recruiting-101 and purchasing this e-book. I have put a great deal of time putting this together in hopes of helping you and your family during the recruiting process.

The reason that I have written this e-book is to expand upon exactly what I believe are the crucial areas for senior football recruits to finish the recruiting process strong. You really are competing for a scholarship offer with other athletes throughout the country so take that to heart during this time.

Many of the top senior recruits have already landed scholarships and some have even made college decisions. These are the same athletes who end up being ranked by Rivals, 247Sports, Scout, and ESPN. But what about the rest of seniors who know that they want to play college football but have not done enough to impress college coaches into scholarships? There may or may not be attention from colleges, but this e-book was written to help you navigate through the process and figure out the best way to get official visits and receive scholarships before February rolls around.

Here are a few other resources that we currently have available as well:

Recruiting E-Books

Guide to the Athletic Recruiting Process for Parents

How Juniors Can Get a Head Start on the Football Recruiting Process

How Seniors Can Finish the Football Recruiting Process Strong

Position by Position Football Recruiting Advice

Producing a Scholarship Worthy Highlight Video

Specific Recruiting Packages
Junior All State Package
Junior All Conference Package
Senior All State Package
Senior All Conference Package

Again, thank you for purchasing this e-book and taking the time to read it. If you have any questions, please feel free to comment on any of the Recruiting-101 articles and I will get back to you as soon as possible. We do also offer <u>individualized recruiting consulting</u> for those athletes who need more personalized guidance.

August of your Junior Year

Time has flown but your senior season is nearly here. Depending on the state you live in, some will start official practice very early in the month to gear up for a great season on the gridiron. Recruiting will still be weighing heavily on athletes. While that is an important thing to always be thinking about, don't let that get into the way of having a great season overall.

The majority of your focus should be on your own football season. College coaches will be doing the same as they have multiple practices every day getting their own team ready for a big upcoming season. There certainly are going to be coaches at every school that still send out letters and tickets for upcoming games but the focus is on their own season.

It is also far enough along in the recruiting process that even if one of their top recruiting targets does commit to another program, the coaches may just hold off on offering and wait to see your senior video. The key is for you to make progress from the summer camps to the fall games and it is something that hopefully your tape is able to show. The more progress you made for what they specifically said you need to work on, the better your overall chances are in the journey for a scholarship offer.

After what hopefully was an excellent summer of improvement as an athlete and in the weight room, August will likely be the start of your senior year of high school as well. If you have already taken care of business in the classroom and have shown the abilities to potentially be a scholarship athlete, this should be a fun time. Enjoy your final go around in high school because it will be over before you know it.

The month of August will also provide you with the time to figure out what your plans are for getting video to coaches. You need to figure out what exactly the college coaches are going to want to evaluate from the season. Do they want the first three full game tapes or a compilation of your best plays from that time span? The hope is that they have already seen your junior year highlight video so it is important to know what exactly the college coaches want you to send them after your first three or four games of the year.

Your family also should be helping you work out a solution for your eventual highlight tape. Again, the end goal is to have a scholarship offer after those first four games but you have to be ready to put together a highlight video. Who made the video for your junior season? Was it is a coach, yourself, or a professional? Can you do n Hudl? Depending on who did it, talk to that person about putting together two videos for the season. One can be a midseason update and the second can be a full season update with the best highlights included in all of them. Cost may be a concern for using professionals and time may be something to consider if you have a coach or a friend doing it. But putting these together will allow you to showcase your video footage the best that you can to college coaches.

The college football season is also just around the corner and getting onto campuses is a great way to see what these programs have to offer. If you did not get an opportunity to take these game day visits as a junior, the coaches will give you three free tickets (per NCAA rules) to get into the game. These are called unofficial visits. There is normally a tour around the campus, a talk from the coaches, an

opportunity to see the players warm up on the field, and you will end up sitting in a recruiting section during the game. It is just another chance to learn more about this school. The majority of the coaches will be focused on the game but they still do realize the importance of these unofficial recruiting visits.

Coaches should have sent out the information regarding tickets to their recruits by mid-August so it should give you a good feel for what options you have. Check the schedule and see what games work best for you and your family. If you are unhappy with the lack of schools sending tickets, then contact them and speak to them about it. You may be paying for the travel to get to the game but the cost of tickets does add up pretty quick for three adults. Also make sure that you can work it out if you have a Saturday football practice. Some coaches will let athletes out and others won't. It just depends on the high school.

Be very careful when making unofficial visits to schools that have not yet offered that are over a few hours away from home. I have heard athletes tell me stories about how a school 15 hours away from them invited them to a game so they took an unofficial visit there. The cost of travel, a rental car, and a hotel had to be in the thousands for a school that has not given you anything outside of three free tickets to the games. If this school doesn't offer you, are your parents going to be happy that they made the trip? If the answer is no, then don't go. Just be honest with them about the cost of travel but let them know how great you think their school is overall.

August Recap

- Continue preparing yourself for the best possible season year on the gridiron.
- Finalize who you will be using to put together your highlight video.
- Schedule out some unofficial visits early in the fall.

September of your Senior Year

Overall as an athlete and a high school student, there will likely be few other moments where you feel like a bigger man on campus than you do now. Your final year in high school is underway and you are among the oldest students at your school. Most importantly, your senior year of football has also kicked off and that means you should have an opportunity to showcase your abilities.

Your number one focus must be performing on the football field. Above recruiting, friendships, or your girlfriend, in order to help your overall stock in the eyes of college coaches you need to be able to get the job done on the gridiron. The more productive you are athletically, the better your chances are in the race for a scholarship.

It may not seem like much for athletes but you also need to make sure you go hard every single play of every single game. That does get difficult for the athletes who play on both sides of the ball and also handle special teams as well. When coaches watch your game tapes, they will keep a very close eye on this. If you are taking multiple plays off at the high school level, coaches will assume you take other shortcuts during your conditioning and weightlifting. You may be tired, but is taking one play off worth losing your dream of a scholarship?

The schools that are serious about you will likely be requesting your first three full game tapes around this time. If you are on their radar, getting this request is a good thing. Taking the time to learn more about you through a full game tape says a lot because this is a large investment of the coaches' time. That is where bringing it every single play will help you on the recruiting front.

When sending out your full game tape, make sure first that the coach wants it. Cold sending a link to your highlight video leads to very few watches from coaches. The odds of getting a coach to watch full game tapes who did not request it are actually very low.

Getting this video together is something you should have worked on before the season. If you are getting the footage from the high school coach, he should be aware of this and should be willing to help you overall. If the video is available on Hudl, then get to work. In the end, the biggest thing is that you have a quick turnaround after the third game of the year and get your tape into the hands of the coaches as soon as possible.

Be patient after sending this your tapes. I would recommend waiting at least two or three weeks before following up with the coaches. The hope is that college coaches will get back to you about it via a phone call (which we talk about more shortly) but that doesn't always happen. Once there has been sufficient time, give them a call or drop them an email looking for feedback. Ask them specifically what can be improved upon and what their thoughts are overall. Chances are if you are asking them this, they are not planning on offering but it certainly doesn't hurt when trying to get a better feel for what coaches think of your abilities.

On the recruiting front, there are a lot of exciting things that change once September 1st of your senior year hits. The most important change is that colleges are able to now call you. These coaches were able to call during the spring evaluation period (April 15th through May 31st) and the hope is that they

continue following up with you over the phone after a busy summer of camps. If you followed the rules discussed on Recruiting-101, then you would have likely attended the camps of the schools that called during April or May. If these schools are still interested in you, then they will likely be keeping in contact via phone.

Official visits can legally start also on the first of September, but unless an athlete is likely to make a fall decision, chances are that most Division I schools will be trying to line up your official visit for much later in the fall or early in the winter. College coaches know the importance of recruiting as the lifeblood of their program but they also know that to continue making gigantic salaries they must win on the football field. That means their focus right now is on their season and getting it off to a strong start.

The majority of schools will be getting their season underway in late August or early September so this provides athletes with an optimal time to take unofficial visits. Carpooling with teammates or recruits in your area will allow you to save on travel costs depending on distance.

If you have let the college coaches know the games that you will be attending, they can provide you with three complimentary tickets to the game. These invites are normally sent out during the late summer or early fall. By NCAA rules, three is the maximum amount of tickets they can release to each recruit so you will need to figure out if parents or friends will be joining you.

So what happens on an unofficial visit? The majority of athletes who come to an unofficial visit get on campus hours before the game begins. This allows the coaches to meet the athletes in person (another time for the coaches to check over athletes with the eyeball test) and tour the campus. Most of the discussions are small talk simply because of the time limitations of the coaches but it is a great opportunity to introduce yourself and learn more about the school you are visiting.

Taking trips to these schools and seeing their game day atmospheres is an important part of the recruiting process. Official visits in December are a great thing to do but they cannot match what a school does or doesn't do on game days. It gives you the truest sense of what a school would be like if you were to attend the following year. You will also get an opportunity to see the campus, go down on the field during warm-ups, and see traditions that you may have never known about it. On top of that, you also receive free tickets which can get extremely pricey if you were paying face value for them.

The question that has been asked frequently over the years is what's the best way to determine which schools to unofficially visit? The first rule of thumb is do not go on an unofficial visit that requires a plane trip if the school has not offered. The reason this rule should be applied is that no matter how inexpensive you fly, the cost of plane tickets, car rental, and a hotel will be in the range of at least one thousand dollars depending on how many people go and how extravagant the trip is. That money could be better served helping in another area of the recruiting process (the highlight video is one that quickly comes to mind). If the school does eventually offer you a scholarship, then you will be invited for an official visit later on. You may miss the game day atmosphere but the total cost combined with the gamble of no scholarship offer on the table does not make it worth it.

If the school is within a five hour drive each way from your home, then chances are that you can make it to and back from the game within one day. These types of trips are strongly recommended when the coaches are providing free tickets.

This may be sucking the fun out of the event but there is homework that needs to be completed after you take the visit. Here are some things to keep in mind and discuss as a family on the way home:

- Can I see myself fitting in? Think about the size of the school and all the fans that were there.
 Few athletes will admit that a school is too big. They will however leave a Division III or even
 Division II program feeling like the overall support around football and crowd was just too small.
 In a lot of situations, especially at the Division III level, high school games will receive more support and attendance.
- How were the coaches? Their time may be limited overall but this visit should have given you
 time with coaches in small groups. If these coaches had called previously and you have taken
 visits there before, the hope is that this trip will only help foster your relationship. It will also
 provide you with ample time to ask questions or address concerns that you have about their
 program.
- Did the coaches show me much interest? This question almost needs an asterisk because the focus for college coaches on Saturdays during the fall is doing what they can to put their team into the best position that they can to win. However, that doesn't mean they want to hurt their ability to win down the road by not focusing on recruits. Getting a gauge of how much time coaches spent with you versus other athletes should be an indicator regarding where you really sit on their recruiting board.

There is no doubt in my mind that making unofficial visits are a fun thing to do for athletes. But remember, getting tickets to these games mean very little in the overall recruiting process. Coaches don't want to miss out on any prospects so they are known to mass send out tickets for opportunities to watch their team play. They do this because it is better to over send and reach on some athletes than under send and miss out on local players who can play at their level.

It is also important early in September to have as many things squared away academically and with the NCAA as possible. If you have not taken your ACT/SATs yet, it is imperative that you take those as soon as possible. If you are into your senior year and haven't taken them, you are a step behind your classmates. As for your GPA, it is hard as a senior to make much of an impact overall so the hope is that your work over the last three years will help you be fully qualified at the collegiate level.

For the NCAA portion of this, you must be cleared by the NCAA Eligibility Center. This was formerly called the NCAA Clearinghouse but their certification is needed if you want to compete in athletics at the college level. In the long run, it is only needed for scholarship level programs, but if you are being recruited by schools at the Division II level or higher, getting registered early on is worth it.

Overall, the month of September will give you a better feel for where you sit in the college recruiting process. The hope is that there is a great deal of interest, offers, and visits already completed. In

reality, you still may be searching for these things. As long as you keep focused on shining on the field and follow the advice in this e-book, you will be headed in the right direction.

September Checklist

- Spend most of your energy focusing on the football season.
- Send out video from your first three or four games for the college coaches requesting it.
- Learn more about the schools recruiting you by taking unofficial visits and keeping notes on what you see.
- Register with the NCAA Eligibility Center.

October of your Senior Year

It is tough to find free time with school, football, friends, and family but it is vital in the month of October to be able to assess where you sit in the recruiting process. What would make this process much easier is if you have been tracking your overall recruiting attention (more on this later). If you did that with a computer file or folders, you can sit down as a family and go through the information. Go all the way back to the spring and see which schools called and where they sit now. Did the same schools call come during the month of September?

Along with this assessment, it is vital to be realistic in regards to where you sit. If State University unofficially invited you to some games and sends you basic form letters, are they really recruiting you? By definition, they are recruiting you but deep down that is not serious recruiting when you are a senior. A true definition of recruiting is when college coaches call you and make sure you know that you are wanted at their school. They touch base with you frequently on social media to ensure that a bond is being built. An offer may not be on the table but calls show that you are on their radar for a scholarship. That scholarship doesn't always pan out but you are at the very least in the running.

If you are happy with the amount of attention you are receiving and the schools that are recruiting you, make sure to keep the college coaches up to date about how the season is going. There is a fine line between being aggressive and annoying so do no more than one email per week. DO NOT mass email the coaches the information. This shows you are not all that interested in their school so please avoid doing this.

Also parents, please don't just write the emails for your son and sign your kid's name. It is obvious when it is done as I have seen it over and over again. Write something specific together about each school that you've seen or learned about in recent weeks. Congratulate the program on a recent victory and let them know how you rushed for 200 yards or had 20 tackles. Keep it short and to the point.

Overall, stay focused on the schools that are recruiting you. If you have followed the advice on Recruiting-101, you should have options at all levels. Unless there is at least one offer on the table, make 100% sure you have schools that you like at the Division I, II, and even III levels. Schools may be telling you that you are a scholarship player but if they haven't offered, those words means nothing in the grand scheme of things.

If you are unhappy with the lack of calls or schools that are after you, go back to the drawing board and broaden your horizons. If you had focused your search on just Division I-A programs within state borders, start looking much harder at Division I-AA and Division II schools in your state and those in adjacent states. Spend more time researching new schools in order to find the best overall fit for you.

Free time may be tough to find but if it is available, talk with your family about what your interests are for a major in college. All parties need to be there. Remember parents, kids change their mind weekly and don't bother pressuring them into a major that they are not interested in. Doing so will lead to more time in college when your son changes his major, leading to more expenses if you are helping pay the bills. Here are a few questions to consider:

- What are your favorite subjects to study in high school?
- What areas interest you?
- What do you feel like doing for the next 10 plus years of your life?
- Do the majors you are interested in have a specific career to go into?
- Are you interested in doing extra schooling (graduate programs) after you receive your undergraduate degree?
- What is more important in college: a good football program or a school offering your specific major?
- Are you okay paying student loans until you are 40 years old?

These questions and any others that you think of should give your family a better feel of what you want to do in college and beyond. Sitting down as a family may seem impractical but it is worth it to help get everyone on the same page. Similar discussions can actually be had when the family is on their way home from a game day visit as well.

Your high school season is also nearing an end so that means you need to be focused on doing everything you can to help your team win games. The further your club goes in the playoffs, the better your chances are to be seen by college coaches who wouldn't have seen you if you had lost the previous round. Coaches at all levels like to go to State football in their state and at the very least, in surrounding states. Many athletes have found their college home after performing well deep in the playoffs in front of a coach who had not been recruiting them before. If this athlete hadn't led his team to the state title game, then chances are that door would have never opened.

College visits are great to do in October but make sure you are not burning yourself out. October allows you to see what the game day atmosphere is like but going from your game on Friday night (in most situations) and then driving lengthy distances to the college on Saturday is a tough turn around weekend after weekend. Athletes need to make sure to have some down time to relax with friends instead of going on trips every single weekend. Balancing the two is important for the overall sanity of an athlete who has little free time as-is.

Athletes also need to have their highlight video plans lined up for after the season. If Hudl is not an option that you are confident with, start the process to look around for other options. This legwork must be done by parents so figure out who will be doing it, whether it be the family, a coach, or a professional. Many parents have the best of intentions to do it but never are able to pull through. If you haven't done it before, try pulling highlights from one game over the past few years. If your son approves it, then you can likely do it yourself when the season wraps up. If there are any question marks, make sure to speak with the coaches and/or a professional about it.

High school coaches are sometimes a difficult proposition because they don't have much free time. Coaching, teaching, and having a family means that they only have so much time every day to devote to a making a highlight video even on a simple system like Hudl. And if your team has multiple athletes who want highlight tapes to aid the recruiting process after the year, getting it done in a timely fashion is risky and it is best to make alternate plans.

Turnaround time of submitting the highlight video is crucial, especially at the bigger levels. Schools at the BCS/Division I-A level want to have recruiting done as early as possible (look up the commit list at some of the elite programs in the country for an example of this).

As soon as the video is complete, get the link either on Hudl or youtube and begin sending it out. It is still a waste of time you are sending these video links to programs that didn't request them. Wait until coaches ask for them but make the footage available on an easily accessible online video website. Before sending the footage, make sure to send it to all of your family and friends to ensure no issues that could occur. College coaches have limited time for recruits so an error with the video is likely not something they will spend much time trying to figure out.

Once everything has been approved by multiple people, send it out to college coaches, post it online, and try to get it added to your profiles on Rivals, Scout, 247Sports, and ESPN if possible. If you do not have online database profiles on the recruiting site, email publishers in your area or state and be persistent about how you can get added. Once your profile is added, ask them what needs to be done in order to have video included with your profile. This may not get you a scholarship but having it available in as many spots as possible certainly will not hurt your overall recruiting.

Some coaches may ask for full game tapes instead of a highlight video. If your family can afford it or has the time to create it on Hudl, I feel strongly that getting a highlight video done is worth it because it can help get your foot in the door at a lot of schools. Having access to the full game tapes via your coach is important to have at your disposal because you don't want to keep a college coach waiting simply because your high school coach doesn't have the time to make copies within a short time frame.

The more work that you have done before college coaches start asking for these materials, the more money you will actually save in the long run. If you need copies of full games and don't have them, you may be paying much more to get a copy from the local news station (this depends greatly from area to area). Most of this work should have been done during the summer but making sure you have the videos needed at your disposal is vital to relieve stress and save money at the same time.

October Checklist

- Assess what schools are really recruiting you and figure out if you are happy with the interest or need to start over.
- Look into academic areas of interest. Match those up with the schools recruiting you.
- Finalize your highlight video production plans and put that into action once the season is over.
- Avoid being burned out by taking too many unofficial visits during the football season.

November of your Senior Year

The hope for all athletes reading this is that your team is still alive in the month of November and battling through the playoffs. There are a number of different reasons why this is a great thing. The more games you play, the more opportunities there are to get a chance to play in front of coaches who had not been recruiting you. That may open up new doors that could help you land at a school you never dreamed of. Depending on how your state handles the semifinal and final games in your class, college coaches from surrounding state may make visits to these contests.

The extra games will also allow athletes to put up bigger numbers statistically. Those stats could help your highlight video to be watched by a college coach and spark the recruiting process. Also with the bigger the numbers you put up, the better your chances are to get postseason honors. The hope would be to earn all-state honors and that recognition is something that we strongly recommend be added to your recruiting profile. The more accolades that an athlete has to sell, the better the chances that coaches will think you can play at the scholarship level.

Playing ten games and losing in the first round of the playoffs is much different compared to having fourteen games under your belt and battling it out for a state title. Exposure, bigger individual numbers, and a better opportunity to be seen by statewide media members who vote for all-state teams are all huge reasons why advancing in the playoffs can be huge in the long term scheme of things.

As far as your highlight video goes, refer to the month of October in regards to what you should do. As I said previously, it is important that you have a quick turnaround on the video so that college coaches will know exactly what skills you have and what you bring to the table. The hope is that the more they know, the better your chances are in regards to official visits, calls, and scholarships down the road.

The weather will be getting downright cold in some states but if your season is over, try to do what you can to make unofficial visits to the schools that are calling and showing serious interest. With your college decision coming in the very near future, don't waste November weekends on dream schools. It is fine to go to a State University game in September but if they are not serious about you as a recruit, go to a school that's a more realistic fit. As hard as it may be, sometimes you'll have to pass on the free tickets.

The best way to gauge what schools are serious about you is by tracking the phone calls. These coaches can call by NCAA rules once per week (there are certain quiet periods and dead periods) but that is what they are allowed for most of the fall. If a school that you are interested in hasn't called you yet and it is already November, chances are strong that you need to abandon that dream. There is no reason to continue pursuing something that is not realistic because it a waste of your time and effort.

November is an excellent time for athletes to mention official visits to college coaches. As will be discussed later in this month, athletes rarely are brought on campus officially in November, but opening the dialogue will help give you a better feel for where you sit with them. If they balk at the idea, that is something you should be concerned about.

If you like the pool of schools that are recruiting you, then it may be time for you to really put some time into researching their website. I must stress that the athlete needs to be involved in this process. If a recruit is spending their time after the football season playing video games while their parents feverishly put together packets of information about the schools, then there may be questions about how dedicated an athlete will be at the college level. Make sure this is a group effort and involves the entire family.

Keeping detailed notes about the schools are a great way to help narrow things down as your decision nears. You should have been taking notes after calls, emails, and mail is received in order to have a true feel for the school, their coaches, and what their football program has to offer overall. It will be up to the parents to keep these notes organized (I am not expecting *that* much out of a high school athlete) but the player needs to share feelings about the school and what the coaches said during the calls. If you are able to use file folders, these may be worth taking when you take unofficial visits. These folders will have emails from the coaches, notes about what they said, and what you expect out of your trip to their campus.

Being serious about a school means that the athlete has a very good feel for what they have to offer athletically. What needs to be done, if it hasn't already, is looking more in depth into the different areas of study that this school offers. This has been mentioned frequently but it is important to pick a program that has what you are interested in majoring in. It may be hard to narrow down exactly what you want to study in college but you should have a strong idea.

If you are lucky enough to be an athlete who is getting a portion or all of his college education paid for, take advantage of it. You will graduate by the time you are 24 at the very latest so that means there is 40 years ahead of you in the work force. You already have a head start with your scholarship so keep that advantage during the next phase of your life by hitting the books hard and proving that there really are student-athletes still alive.

For those athletes that are unhappy about where the recruiting process sits, now is the time to press restart and go back to the drawing board. It is important to broaden your horizons each and every time you do this. The last time, you may have looked at just Division I-A and I-AA schools in your state and bordering states. Since Signing Day is less than three months away for most of November, look at Division II programs and continue seeking new schools to contact. Again, please don't mass contact schools in search of any scholarship that could come your way but find new programs that could be a strong fit academically and athletically. Regardless of what some may think, quality football is played even at the Division III level so don't rule them out before looking more into what they can offer. There may not be any football scholarships available but some of the smaller schools have the ability to award things like leadership grants that can greatly reduce the intimidating price tag of the school.

The earlier you can contact these new schools, the better because they are also feeling the pressure of Signing Day around the corner. Scholarship programs continue to do everything they can to narrow their database into the eventual 20-25 athletes that they will sign on the first Wednesday of February. Coaches will be somewhat wary of an athlete contacting them this late in the process simply because

they wonder why no other schools have stepped up with offers if you rushed for 2,000 yards or you had 150 tackles. The key to getting noticed is your highlight video, which can prove if you can play or not. You can move the process forward by sending them a simple link to Hudl, YouTube, or your personal website.

The month of November, for the most part, doesn't provide college coaches with the time needed to bring athletes on campus for official visits. There always are exceptions but with the Thanksgiving holiday weekend out of the question and coaches focusing so diligently on finishing their season strong, the distraction of bringing athletes on campus for official visits is something that they usually will push back into December and January. Obvious exceptions always apply but the majority of official visits happen during the final two months leading up to February.

Overall, the focus for November should be helping your high school team win football games and make a deep run in the postseason. The longer your team continues winning, the better it will help you in the recruiting process. For athletes who are done with the season, researching, taking unofficial visits, and learning more about the schools recruiting you should be the focus. Things are really about to start heating up so enjoy the slower pace while you can.

November Checklist

- The further your team can go into the playoffs, the better your chances are in recruiting.
- November is a great month for unofficial visits.
- Continue sending out your highlight video and post it online.
- Bring up official visits to college coaches that are calling.

December of your Senior Year

With the majority of college coaches wrapping up their regular seasons, the month of December is a great time in the recruiting process. At the Division I-A/BCS level, the coaches can take a breather from focusing so intently on their scouting and team preparation. They always need to give recruits attention but they usually have some down time in preparation for bowl games which allows them to hit the recruiting trail hard. The coaches who are now in their off-season due to a lackluster regular season will really be working the phones hard in order to sign a new crop of high school athletes in February that will allow them extend their season at least a few weeks by making a bowl game.

One unique opportunity recruits at the Division I-A/BCS schools do have is the ability to attend bowl practices. In a lot of situations, athletes haven't had a chance to see a college practice up close, so doing so will give you a much better feel for what is expected of you along with how talented their players really are. It may be an eye-opener overall but is an opportunity that should be taken if possible to the schools recruiting you. Things to look for: Pay very close attention to your potential future position coach. Do you like his coaching style? Will it help make you the best player that you can be? If you pick that program, those are important questions to think about and could be included in the notes you jot down in your recruiting file on the school.

This down time for these coaches also is a great opportunity for official visits. Coaches will strive to do this early in the month so that the general college population has not left for the holiday break. Most coaches strongly prefer to do these visits when other students are on campus because the city and the school will feel like a ghost town if thousands of their students have gone home.

The schools that seem to bring in official visitors during the month of December the most are the Division I-AA/FCS programs. Unlike at the Division I-A/BCS level, these schools have a limited amount of scholarship dollars. Bringing athletes onto their campus during the first or second weekends of December only works if they missed the FCS playoffs or lost early in the postseason. Deep runs will push back official visit dates for the top programs at this level year after year.

Division I-AA coaches know that it is likely a waste of their time and resources to recruit players who hold Division I-A scholarships. They also will do everything they can to snag the next-best athletes possible so they try to bring these players onto campus in December. Depending on the school and the situation, chances are solid that if you are brought in during one of the first two weekends in December, a sizable scholarship offer will likely be on the table before you leave.

Again, each school is different so don't come in expecting a full ride to come your way. I have heard athletes after a December visit were told that the coaches thanked for visiting and that they will be doing more evaluations before scholarships are extended. Official visits are the closest thing there is to a scholarship offer and the NCAA limits the overall number of athletes a school can host officially (few ever get near the limit) so it would seem likely that the coaches are not wasting your time. Even if they are, the school will either pay for the flight or reimburse your family for mileage so all that is wasted by taking an official visit is time.

Division I-AA coaches know what they are doing so they will usually pressure you to make a decision by mentioning that the scholarship money could potentially go to another athlete the following week or after the holiday break. The sooner they get a commitment, the better because it will allow them to build a strong relationship with you if a Division I-A school comes calling with an offer in late January. While I have talked to many athletes that have changed their mind and decommitted, I have seen a number of players hold true to their word and stay committed to the Division I-AA program because of this relationship.

One of the hardest decisions to make is should you take the guaranteed offermoney right now or wait to see if State University comes calling with a scholarship? In my opinion, it is smart to take the money. While I do not support or recommend decommitting to a program, if a school pressured you into committing, I feel differently. Remember that even if money is on the table, the biggest things you are looking for are a fit with the school and the right academic programs that you are searching for. That is much more important than a scholarship in the long run.

Recruiting basically slows down with the holidays at the end of the month. With some coaches playing in bowl games and the dead period hitting, don't expect too many phone calls from December 20th to December 26th. The dead period doesn't end until early January (depending on the year) so don't expect things on the recruiting front to play itself out until then.

If you were not one of the athletes invited on any official visits during December, talk to the college coaches about it for January. Again, this opens the dialogue regarding an official visit that could potentially happen the following month. As will be discussed, most Division II schools wait until January to bring athletes to campus.

For those athletes who are not thrilled about the recruiting attention they are getting, one thing that could help your overall attention is by sending all of your information to schools that have named new coaching staffs in previous months. In many situations, new head coaches can be named in November, December, or even January. Regardless of the time period that they receive the job, it is difficult for them to avoid scrambling to sign a class. Chances are that they are losing athletes who had already committed and some of the players that they were fighting for are not longer considering the school.

Keep in mind to be realistic about this approach. If you are only getting calls from Division III schools, a school in a major Division I conference that just fired a coach likely won't help you get a scholarship offer. It would be more realistic if you have Division I-AA offers and a smaller Division I-A school fires their coach. That could open a new door and help your overall recruiting attention.

December Checklist

- Bowl practices allow athletes to see their team practice during school break.
- If possible, take official visits in December as there may be more scholarship money left at the Division I-AA level.
- Look more into schools that fit exactly what you are looking for in college.

January of your Senior Year

With most bowl games out of the way by early January, it is make-or-break time in the world of recruiting. For those athletes who did not take official visits in December, the earlier you take them in January, the better overall. This is true at all levels. Most Division I-A schools wait until the end of January to potentially bring walk-on athletes onto their campus for official visits. Division I-AA and Division II programs bring the best recruits they can on officials early in the month so that they can offer the maximum scholarship money available within their budget. The longer they wait to invite you, the less scholarship dollars that will be available.

If a Division I-AA program plans 20 kids in February and ten have already verbally committed, how much scholarship money do you really think will be available for other players in late January? At that point, many schools are offering 10% scholarships or just the opportunity to walk on at their school. Some athletes do take that and others are offended that their time was wasted with the visit.

The Division II schools are doing the exact same thing as the Division I-AA programs. They are waiting to figure out who the top DI-AA recruits are and going after the next best athletes. Some Division II schools can compete regularly against Division I-AA schools on the recruiting front but that is usually the exception rather than the rule.

One interesting thing that college coaches at the Division I-AA and II levels do is make athletes come on campus for official visits to make an offer or to specify the total of how much a scholarship that has already been offered. Division I-AA coaches all over the country are willing to extend a scholarship in the spring, summer, or fall leading up to Signing Day but they rarely ever let the athletes know how much the offer is for. In the end, it could be for 10% or 100%. You really don't know until they tell you and that normally happens on an official visit.

A downside of this is when a school leads an athlete on regarding a scholarship amount. Here is what one athlete said regarding a Division I-AA visit he had in late January. "They didn't offer while I was up there. They said they have scholarships extended to people and they'll know within the next week if they are going to commit or not. I'm right on the fringe. I'm one of two people that if guys don't commit, we'll see a scholarship come our way. We won't know until a couple of days before Signing Day so it'll be a crunch." The following week, here is what he said about this school. "State School is putting together a scholarship package but they are not 100% sure how much it'll be for." In the end, the athlete never received an offer and ended up heading to the junior college ranks.

This is unfortunate but it does happen. As I said, the later the visits happen in the month of January, the less scholarship dollars there will be available. Schools bring in their top recruits first and then continue down the list from there. The closer to Signing Day, the more likely that all you will get is an opportunity to walk-on.

Another athlete that I spoke with committed to a Division I-AA program after he took an official visit there in December. The problem is that a Division I-A school in his backyard had continued to sound close to extending him a scholarship. "They pretty much told me that they love how I play. Coach wants

me as a defensive end in college. I'm 230 pounds right now so he predicts me getting bigger. They are going to try and get a defensive end scholarship for me." By the end of December, that Division I-A/BCS offer still hadn't come. "Basically I take an official visit there in January and they have already got a grayshirt scholarship for me. It is my decision but I don't want to lose the scholarship with the Division I-AA so I committed to them." In the end, he spurned both schools to attend a junior college. He didn't have any hard feelings for the school that didn't offer him. "I can see their thought process. They really had no idea where to put the scholarship for me. They don't know how fast and big I can get. They were telling me that the whole process. They wouldn't know what position I'd play."

Strange things happen in the month of January on the recruiting front. I have seen athletes pick up scholarships from a college that was not recruiting him because they were watching one of his opponents on tape. In the end, the college came away impressed with his play and that led to him getting a major Division I scholarship offer. This offer quickly turned into three in-state scholarships as the saying goes scholarships breed scholarships.

If you have already distributed your film and information to the college coaches recruiting you, then there are likely only two reasons a school at the Division I-A level ends up offering at this point if they haven't already. The first is that an athlete rated higher on their recruiting board picked another school. Rivals, Scout, 247Sports, and similar recruiting sites will let you track which players are going where for college. If you want an offer at that school, I would strongly hope that all the athletes at your position end up picking another program. The same can be said about a decommit. If you are an offensive tackle and one of their recruits at that same spot decides on another program late in the process, you may be the one that benefits from it.

The other reason that you may receive an offer from a new school is if another school steps up and offers you a scholarship. I have seen time and time again that recruiting is a copycat game and college coaches know this. The offer may be from a Division I-AA school and that makes the Division I-A program realize that they don't want to lose you (it has happened multiple times that I've seen in the past decade). I witnessed a situation where an athlete received a scholarship from a program that had just changed coaches. An in-state rival realized that his position was an area of importance and ended up offering him. It seems to be the right move, as the athlete accepted the second offer and he will be their starting quarterback for the upcoming season.

Coaches should know by January if you are a recruit that can play at that level. The hope is that if they don't think you can, they would cut ties simply to not lead you on. It may be a tough pill to swallow as an athlete when a college either disappears or tells you that they are no longer interested in recruiting you. In the long run however, it is a great thing. It makes you focus on the other schools that are actually interested in your skills and can end a pipe dream about a program that may have been a stretch to begin with.

As with every month, reevaluating the recruiting attention that you are receiving is important. If the Division I-AA calls are drying up, get your information to the Division II coaches quickly. If the Division II coaches are dropping like flies, look more into the Division III and NAIA levels. If you have some skills

and a desire to play, there will be a program that wants you. More than anything, it is the desire to play that will open the door for playing college football.

Coaches will do everything they can in order to pressure you into a commitment, but you will have an advantage if multiple schools at their same level have offered you. If there are three Division II schools that have given you scholarship packets, you can very easily have the three schools compete against one another. Be honest when doing this but it is a great way to increase your scholarship dollars. The most important thing in a final college decision should be a comfort level and academics, but lowering the money paid out-of-pocket at the Division II level is something that can easily be done.

Before making a final decision, it is vital that you review all your notes and information that you have compiled over the last year about the schools that are recruiting you. If you are a detail-oriented family, then this likely will include some thick file folders on all of the schools you are serious about. These notes, print outs, and information that you have received will be a great thing to sit down with when making a final decision as a family.

In the end, parents must leave the final decision to the athlete. But in order to make the best decision possible, feedback from parents must be taken into account. Any 18-year old thinks that they know everything. While that may be true, getting opinions from wiser adults who have been around much longer is a very important thing. Your high school coach and people close to you may also be encouraged to share their knowledge on the situation.

One of the toughest things that must be done after committing to a school is calling the other programs that were recruiting you and inform them of your decision. This has been said by many athletes to be the most difficult part of the recruiting process, but it is something that must be done. All you need to say is thanks for recruiting me and all the time you have spent. It is a stand up thing to do and something that will allow these coaches to move on in the recruiting process. Again, it is difficult to disappoint a coach who you have grown close with but it is vital for all parties involved. And again, do it over the phone.

For 95% of athletes who are scholarship level players, the month of January will finally help you get the peace of mind of making a final college decision. Schools still may be wrapping up their recruiting classes during the first few days of February but for the most part, most athletes are committed and know where they are going.

January Checklist

- The month of January should be about making official visits.
- If possible schedule your official visits as early in the month as possible.
- Use your detailed notes about each school to help come up with a final decision.

February of your Senior Year

In the perfect world, heading into the month of February of your senior year you know where you are going and your biggest worry is your Signing Day party. Your play on the field hopefully was able to secure you a large scholarship and it is a decision that you are not second guessing. Even if there are second guesses that come to mind, trust yourself and your family in regards to the decision that was made.

One of the most interesting things you may encounter is last ditch efforts by other schools to get you to commit to their programs. The entire recruiting picture is a game of dominoes. If State University sees their tight end decommit from them and pick a rival program, chances are they will be scrambling to sign a tight end in that class. This may lead them to go after recruits that they had previously been after but weren't comfortable enough offering.

I have seen firsthand three athletes who had previously committed to a Division I-AA powerhouse over the last decade be swayed when State University came calling with a scholarship offer. One of the cases was so dramatic that the head coach at State University talked to the family and the recruit for much of the evening before Signing Day. In the end, two of the athletes who made the switch had opportunities in the NFL and the other is early in his college career at State University. Don't expect things like that to happen but also don't be shocked when they do.

Here is a great example of what a specific athlete went through regarding the days leading up to Signing Day. You may think the pressure is off of your shoulders when you decide but that didn't seem to be the case here:

"Tyler committed to (a Division I-AA school) last Monday. A Big Ten school called last Tuesday telling us to send a senior tape because they suffered two decommits at defensive back. Ty actually drove out there himself Saturday. No offer ever came, and the coaches haven't returned calls since.

Today was crazy. A Big Ten, a Pac 10, and a another power conference school all invited Ty to be a preferred walk-on. All three were coaches he had great relationships with. One of the schools was his top choice all along. However, none of the schools could offer a grayshirt or guarantee a scholarship down the road. Even Ty understood he couldn't pass up a full ride to walk-on, no matter how tempting.

Then about 9pm a smaller Division I school calls to say they had a decommit, only to call back 30 minutes later and say never mind. Not to mention playing phone tag with two other Division I schools too.

He is completely happy with (the Division I-AA school). He has several friends attending school there and he'll play with a former teammate. I think any player headed to D1-AA would have listened to the big schools that were calling.

I'm sure many other recruits had similar experiences Monday and Tuesday. I expected a little action, but not to the extent we saw. It made for a long night, with some good debates between Ty and me. He seems to trust my opinion. "

In a lot of situations, Division I-A schools know that a late scholarship offer will likely land them a player if they are committed to a Division I-AA program. If this does happen to you, here are a few things to keep in mind.

- Had the Division I-A school been recruiting you for some time?
- How is your relationship with the coaches at both schools?
- Is there really a chance for you to play in two to three years or are you just another body?
- Will they be trying get higher rated prospects at your position in years to come?
- In your dream scenario, which school would you prefer to play at?
- Would you regret passing up the larger school?

Nothing against Division I-AA schools but it is very difficult to compete against Division I-A programs. Division II schools have the same issue when trying to snag a recruit who has a Division I-AA scholarship offer. The higher the level, the more likely there is a bigger fan base around the program. There are always exceptions to this rule but even Division I-AA national champs don't have nearly the fan base as almost any football program at the BCS level.

For the athletes that haven't made a decision by early February, what exactly is going on with the recruiting process? Did the schools that you felt might come through with offers not show up? Are there chances for you to walk-on? My feeling is that by the time Signing Day rolls around of your senior year and you haven't made a final college decision, it would be worth it to focus your attention to Division III, NAIA, and Junior College programs. Many of the NAIA and Junior Colleges still have scholarship dollars to award to athletes that they want. As mentioned previously, the Division III programs may not have athletic scholarships to offer but they have creative means to reduce tuition costs to athletes that they greatly want.

Athletes who spent the recruiting process having Division I eyes and a scholarship or even a walk-on didn't come through, you need to think long and hard if you want to play college football. Would you really be happy playing in front of 1,000 fans each week? There is great football played at the Division III level but the support is less than what most big time high school programs have. You also are not getting paid a dime to play so make sure your heart is in it before wasting your time and the time of your family.

If you still want to play, the sooner you acknowledge the mistakes you have made, the better. Contact Division III and NAIA schools. Regardless if you were not kind to them before, touching base with them, may be enough to mend the relationship. Some schools won't want anything to do with you while others will be interested in your skills. College coaches seeing an 18-year athlete acknowledge a mistake is something that may be hard for them to turn away, especially if you can play.

Regardless of where you go or where you sign with, athletics will for the most part be the focus of your time in college. Make sure you are prepared mentally, emotionally, and physically to do it. If you do it, it will be something you will be proud of for the rest of your life, regardless of the level or where you played.

The hope is that if you have been following what Recruiting-101 has preached from day one, then you will have options at these levels because you considered options at all levels. If that is the case, then hopefully you have already established relationships with the coaches and are familiar with them. If those relationships have been on hiatus for some time, then it may be worth rekindling them by calling them and expressing interest.

Once you have mutual interest between schools, then it may be time to start taking overnight visits and applying to the school. There will likely be an application fee involved with the process but it is worth doing so that you can confirm that you will be accepted at their school. After that, all families seeking federal student aid will be required to fill out the FAFSA. For those curious, here is exactly what the FAFSA will be asking your family for:

Student Information

- Marital status
- Citizenship & state residency
- Education history
- Major course of study
- Expected course workload (number of credit hours)
- Interest in student loans & work study
- Income taxes and deductions (including spouse's)
- Spouse's income
- Assets
- Dependency status
- Household
- List of schools you are interested in attending

Parent Information

- Level of education
- Income taxes & deductions
- Household assets
- Number of family members
- State residency
- Age

There are certain restrictions for families that either have too many assets or make too much financially but filling out this form will likely help you get on track to receiving a final tuition cost at the school you end up deciding on. If you do not receive a full athletic scholarship, it is likely worth filling out the FAFSA so that you can do everything you can in order to reduce costs. Even if your parents are handling your college bill, it is important to save them as much money as possible.

The time that you receive your final financial aid package will depend on when you applied to the school, when you filled out the FAFSA, and how quick the school normally does it.

This was previously mentioned but pitting schools against one another in order to get the most inexpensive education possible is something that is worth doing. If it doesn't work, that is fine, but most coaches are creative enough to find ways to lower the tuition cost of athletes that they really want.

Most of these financial aid battles are Division III schools versus Division III schools. I have seen others pit NAIA schools against Division III schools and both have worked. The NAIA schools are on average more cost-effective than the Division III programs so it is worth taking the time and letting the coaches know how they compare to other programs recruiting you. When doing this, please be ethical and don't fudge the numbers. That is questionable and not a way you want to start your relationship with a college coach before you attend the program.

One athlete that I knew used a fake Division II offer to greatly lower the costs of the Division III program. Again, this was extremely unethical, particularly because this athlete had no serious thoughts about continuing football beyond high school. At the Division III level, they cannot pull your scholarships or grants regardless if you are playing sports or not. This first team all-state athlete was fully aware of this and used that to his advantage to lower his costs in college. Not something I would recommend, especially since some schools request to see information from an opposing school, but things like this do happen.

As was discussed earlier, do try to take overnight visits at lower level schools in order to get a better feel for what the school is like. You can also schedule visits where you can attend a class to see what college will be all about. If possible, try to do it on a weekend in order to see what the nightlife is like in college and if it something that you can see yourself fitting in with. Your final decision should weigh the costs, the school overall, their academics, their athletics, and where you get the best feel. Using your file folders and the information you collected about the programs will help you and your family come up with the best decision. Again athletes, listen to what your parents have to say. You will be the one making the final decision but their input is valuable.

February Checklist

- For those signing, enjoy your time even if new schools come calling late.
- Make 100% sure that college football is something you want to do.
- Look more into Division III, NAIA, and Junior College programs if zero scholarship offers came your way.

Conclusion

The recruiting process is a difficult journey for families. There will always be questions about what you need to do to impress college coaches at all levels, from Division I to Division III. That is why Recruiting-101 was created. We are here to do our best to help those with questions and figure out how they can help themselves in front of college coaches.

For parents unfamiliar with the recruiting process, things can get stressful in a hurry. But in order to prepare yourself as much as possible, I recommend getting a better feel for the recruiting process and do all of the reading that you can. If you use the information that was provided in this e-book, you will help your son in the battle for a scholarship offer. These methods have worked in the past and they will continue to work in the future.

Make sure to stay on top of everything that needs to be done on a monthly basis. There may be only a few key pieces, but the majority of these tasks need to be completed in order to determine where the recruiting process stands for you individually. While you can start the process whenever you want, it is best to begin early from square one.

Here are a few other resources that we currently have available as well:

Recruiting E-Books

Guide to the Athletic Recruiting Process for Parents

How Juniors Can Get a Head Start on the Football Recruiting Process

How Seniors Can Finish the Football Recruiting Process Strong

Position by Position Football Recruiting Advice

Producing a Scholarship Worthy Highlight Video

Specific Recruiting Packages
Junior All State Package
Junior All Conference Package
Senior All State Package
Senior All Conference Package

Again, thank you for purchasing this e-book and taking the time to read it. If you have any questions, please feel free to comment on any of the Recruiting-101 articles and I will get back to you as soon as possible. We do also offer <u>individualized recruiting consulting</u> for those athletes who need more personalized guidance.

What happens on official visits?

One question that has come our way a lot is what exactly happens on an official recruiting trip. We have talked to a number of athletes who have made these officials at all levels. Names were taken out of for privacy reasons. These are real quotes and should give you a better feel of what to expect:

"We got up there late Friday because we had a basketball game. Saturday morning, we had breakfast and then went to the football building. We checked out their equipment and had to fill out a sheet. We got to pick out our helmet and shoulder pads in case we were to go there. We met with academic advisors and saw all the facilities. Then we went to dinner with our hosts and the coaches. The coaches are nice and they make you feel like you are right at home. We hung out with the players at night and then in the morning their coach had individual meetings with the six players on their official visits. He had one-on-ones one-on-one with you and your family. He told you what the scholarship was and trying to get us down there. It was pretty good."

"I went up there and got there around 8:30. They had a bunch of coaches walking around and introducing themselves. We got to talk with the coaches a little bit and then they formally introduced themselves once everyone got there. I got to talk to Coach for a little bit. After that, we toured a bunch of different facilities to see what they had. Then we drove around camps, took a campus tour, ate lunch, and met the president of the University. After that, we checked into our hotel and Coach did a few one-on-one meetings with some of the players. I met with an academic advisor about what I need to get this semester to improve my GPA and make sure I qualify fully. Then we ended up getting dinner around 5 or 6 and went to the basketball game. I hung out with my host, a couple of the other players, and some of the recruits. They showed us the dorm rooms and we just hung out."

"They flew me out on Friday. They picked me up and there were eight guys on our visit. They had a dinner for us with wings and pizza. The coaches and some of the players were there. I was assigned with two guys and they took me around the campus. We went to the hockey game and hung around the house of one of their senior guys. The next day they had breakfast for us and we talked to the professors. We were able to get a tour of the campus and the facilities. We went back and had a meeting with the head coach and position coach. In my case I watched film with the quarterback coach for an hour and a half. We basically had the rest of the day to do whatever we wanted with our hosts. They had another banquet dinner for us. Then they took us to the airport on Sunday morning."

"It was great. It was just like a typical visit. You get there and they introduce everybody. We took tours of the campus and tours of everything. We talked to their academic advisors in the field we want to major in. We talked a lot of football and saw the basketball game against Weber State. Then we went out with the team at night and came home."

"It was a great trip. We started out touring the campus and saw all the athletic facilities. We got a look at what we'd be going through if we were to go there. We talked to the coaches and teachers then split into groups. I am a Biology major so I went to the science building and talked to the head of the Biology department. I met the coaches in the morning. We met the position coaches and had 1 on 1s with them."

"We talked to an academic guy and that was really informative. We talked to the head of the Business and that was really good. The coaches were gone and they had a player panel where we could ask any question. They gave us a facilities tour. That night, we went out and hung out with the players. It was good to get to know the other recruits and players better."

"We walked around and saw all the academic buildings, the dorms, and then the rest of the campus. The coaches took us around and showed us all of the athletic stuff. Then we went to dinner with the players and hung out with them. The next day, we came back from breakfast, talked to the coaches, and left."

"We started off talking to Coach. Then we went to tour the campus. We split into groups and saw the campus. We went and talked to the academic advisors then split up for lunch. We toured around the weight room and the locker room afterwards. We talked to all the coaches and that included talking to our position coach. After that, we wrapped things up."

"It was pretty busy. I toured the campus and saw all that stuff. I followed some of the guys on the team to see what their day was like on a game day because they had their playoff game this weekend. I met all the counselors, advisors, caches, and strength coaches. We went out to dinner all the time and was really busy."

"We got there and ate. Then we visited with academic facilitators. We visited with the athletic trainers and did all the tours. Then we went to the game and went out with the players. We had one-on-ones with Coach before we left."

"I talked to a professor in Biology and got a feel for it. We came back and met with the coaches for about half an hour or so. After that, we went to the hotel. Then we ate supper and hung out with the players. We got to know them better."

"They took us out to eat for breakfast, lunch, and dinner. In-between those, you had meetings with an academic advisor and your professors in the major of your choice. Then you had an athletic tour and met with the coaches. At night, you went out with your hosts."

"On Saturday, we started with academics and then did a campus tour. I went to the Business side of things because I am thinking about Sports Management. I toured that a little bit. We did a facility tour of the dorms. We did all of the football stuff in the evening."

"We got there on Saturday and went to lunch. We toured basically all the facilities and saw the campus. I met a professor my area of study. Then we got to hang out with our host and that was pretty cool."

"I got there and we toured the campus. I talked to a professor and just talked more with the coaches. We watched some film, saw the weight room, talked to academic advisors, and did stuff like that."

"First we got there and toured around the campus. We went back to the hotel then to a basketball game. After that, we went with our hosts."