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## Local CPOA PA News

### New Representatives

I am pleased to announce the following full time representatives to the CPOA PA team:

Robert Naylor

JoAnna Naylor

Chris Danchek

Don Yates

All four of these individuals have extensive sports backgrounds and are very knowledgeable about the recruiting process. Look for full bios on each in the January newsletter.

### Coach Bill Conley exclusive speaker for College Prospects of America

Coach Bill Conley, ESPN recruiting analyst and long-time assistant football coach and recruiting coordinator at Ohio State, is now working exclusively with **CPOA as the only recruiting and marketing service he recommends** to prospective student-athletes.

“We are thrilled to have coach Conley exclusively recommending CPOA to parents and athletes,” said Tracy. “He is highly regarded in recruiting circles and his profile is growing significantly because of his association with ESPN.”

Coach Conley's promotion of CPOA will occur primarily during his recruiting seminars scheduled at high schools throughout Ohio & Pennsylvania and soon on our web site.

Watch the [cpoa.com](http://cpoa.com) home page for more on coach Conley and his exclusive relationship with CPOA!

## **Financial Aid News**

### **Unbowed By Economy, College Costs Keep Rising**

The price of a college education rose substantially last year, despite a 2.1 percent decline in the Consumer Price Index from July 2008 to July 2009.

Hit hard by state budget cuts, four-year public colleges raised tuition and fees by an average of 6.5 percent last year. Prices at private colleges rose 4.4 percent, according to the College Board.

With room and board, the average total cost of attendance at a public four-year college is now \$15,213. At private nonprofit colleges, which enroll about one in five college students nationally, the average total cost of attendance is now \$35,636.

Over the last 30 years, college costs have risen steadily, especially at four-year public universities, once considered the affordable route to higher education. At such universities, the last decade's increases, adjusted for inflation, have been the steepest. At private universities and public two-year institutions, the rate of increase has slowed over the last decade. The 4.4 percent rise in tuition at private colleges last year, for example, was smaller than in past years, when it has been about 6 percent.

Patrick Callan, president of the [National Center for Public Policy and Higher Education](#), told *The Chronicle of Higher Education* the increases are "hugely disappointing." "Given the financial hardship of the country, it's simply astonishing that colleges and universities would have this kind of increases. It tells you that higher education is still a seller's market. The level of debt we're asking people to undertake is unsustainable. A lot of people think we can solve the problem with more financial aid, but I think we have to have some cost containment. For all the talk about reinventing higher education, I don't see any results."

The College Board, which owns the SAT and is a membership group consisting of schools, colleges, universities and education organizations, emphasized that only about one-third of all students pay the published sticker price. Most pay a lower net cost because they get some kind of assistance, whether in the form of a scholarship from the university, a federal Pell grant or state aid.

This year, full-time students at private, nonprofit four-year institutions — those with the most expensive tuition — are receiving about \$14,400 in grant aid and federal tax benefits, reducing their net tuition and fees to about \$11,900, from the published \$26,300.

Full-time students at public four-year colleges and universities receive an estimated average of about \$5,400 in grant aid and federal tax benefits, reducing their net tuition and fees to about \$1,600, from the published \$7,000. And full-time students at public two-year colleges actually get an average \$3,000 in grant aid and tax benefits — enough to pay the average \$2,500 tuition and fees and still have \$500 left toward living expenses.

At public four-year colleges, two-thirds of the grant money is given as merit aid, that is, without considering the recipient's financial need. Public universities have been forced to raise tuition largely because state governments, facing huge budget shortfalls, have reduced spending on higher education. Schools claim they cannot drastically cut spending because they are paying for health insurance for university employees and energy costs to heat dorms and classrooms, among other things.

With college costs so high, borrowing is increasing as well. Although grant aid has risen significantly (including the federal Pell Grant program), student borrowing — and the gap between available resources and the overall cost of attending college — continues to increase. The borrowing has changed, though, with a significant shift away from private loans as the credit markets froze and federal loans expanded. According to the College Board, private loans declined by about half last year, to about \$11 billion, while federal loans increased by about \$15 billion.

### **Client FAFSAs in January**

Early filing of the FAFSA is crucial. Schools are routinely requesting that the Student Aid Report (SAR) arrive ASAP. We do not want any of our clients to miss an important financial aid deadline. Let this serve as a reminder that you **do not need to wait for your 2009 income taxes to be completed before filing the FAFSA!**

CPOA clients should call our corporate office if they have any questions about the FAFSA. The process can be intimidating, but we will take the time to assure parents of the importance of going through the FAFSA process, even if they realize that they are not going to be eligible for need-based financial aid. Then why do it? Because almost all colleges require the FAFSA in order to consider the student for all types of financial aid, including athletic or merit-based awards.

## **RECENT ADDITIONS TO CPOA Pennsylvania**

Tristan Tedford – Beaver Area – Football

Jake Reed – St. Mary's - Soccer

Craig Fontana – Hopewell – Golf

Blake Friday – Mars - Baseball

## **NCAA News**

### **NCAA Settles Suit With Athlete**

The NCAA will pay a former baseball player at Oklahoma State University \$750,000 to settle his lawsuit challenging a rule that bars college athletes from using legal advisers in negotiations with professional teams.

The settlement occurred about two weeks before the case was scheduled to go to trial last month. The pitcher, Andrew Oliver, sued the NCAA last year after it revoked his eligibility for allegedly having violated the "no agent" rule.

The suit was filed in Ohio, Oliver's home state. A judge here previously reinstated his eligibility after the NCAA ruled him ineligible just before Oliver was to pitch for Oklahoma State in last year's College World Series Super Regionals. In June the Detroit Tigers drafted Oliver in the second round.

The settlement allows the no-agent rule to remain in place, so student-athletes may still have "advisers" who may counsel them on a limited basis, but they cannot sign an agreement with an agent without losing their eligibility.

### **NCAA Grad Rates Climb**

The NCAA reports college athletes continue to graduate at higher rates than ever. Graduation rates are now higher than at any time since the NCAA began calculating the rate eight years ago.

The latest federal graduation rates, which is calculated differently than the NCAA graduation rates, also show that athletes in the biggest college-sports programs continue to graduate at rates higher than those of their nonathlete peers.

Seventy-nine percent of all Division I athletes who entered college from 1999 to 2002 graduated within six years of enrolling, according to NCAA data. That marks an increase of one percentage point from last year's figures, and an increase of six points from data released eight years ago. It is just shy of the 80-

percent goal that the NCAA's former president, Myles Brand, who died in September, had long advocated.

Men's basketball, which tends to lag behind most other sports in its graduation-success rate, posted a two-point increase from last year, graduating 64 percent of its players who enrolled from 1999 to 2002.

The latest rates are proof that tougher eligibility standards for incoming college athletes, as well as more-stringent requirements on athletes' progress toward their degrees, are gaining traction, said Walter Harrison, chairman of the NCAA's Division I Committee on Academic Performance.

The NCAA uses its own formula to calculate the graduation-success rates of Division I athletes. The figures are different from the graduation rate calculated by the U.S. Department of Education. The NCAA statistics, unlike the federal ones, do not penalize institutions when athletes transfer to other colleges, as long as they depart in good academic standing.

For those athletes who entered college in the 2002-3 academic year, the graduation-success rate was 79 percent. (The federal graduation rate for that cohort, by contrast, was 64 percent. The federal rate for the entire student body was 62 percent.) In the high-profile sports of football, baseball, and men's basketball, the latest graduation-success rates showed modest changes, if any, from data released last year.

In addition to the two-point gain in men's basketball, the sport of baseball showed a slight increase: 69 percent of athletes graduated in six years, compared with 68 percent last year.

Division I-A or Football Bowl Subdivision (FBS) teams, which are the largest and most competitive in the nation, showed no change in their 67-percent average graduation-success rate. Division I-AA (Football Championship Division) teams, meanwhile, slipped slightly: 64 percent of their players graduated in six years, compared with 65 percent for the previous class.

Graduation-success rates vary by sport and by gender. Some women's sports, for instance, had graduation-success rates just shy of 100 percent, while other men's sports graduated fewer than two-thirds of their players.

Among men's sports, lacrosse teams posted the highest graduation-success rates, with 88 percent of their players graduating in six years. Ski teams were second, at 87 percent, followed by water polo, at 86 percent. Among women's teams, ski teams led, with 98 percent of their athletes graduating in six years, followed by gymnastics (94 percent) and lacrosse (94 percent). Women's bowling, with a graduation-success rate of 74 percent, was the lowest.

The academic success rate in Division II was 71 percent. Division III does not use the same methodology due to the absence of athletic scholarships.

### **“Yes” on Amateurism Questionnaire**

The NCAA has done an about-face on one question on the Amateurism questionnaire required for student-athletes who register for certification.

The question relates to prospects who have used a service like CPOA to market their information to college coaches. It typically reads:

**· In any sport, have you ever:**

- 1. authorized anyone (other than your parent, legal guardian or coach) to market your athletics skill or reputation?...**

**Previously, the NCAA told us to instruct our clients to answer "No" to this question because services like CPOA that are regulated by NCAA Bylaw 12.3.3.1 are permitted to "distribute personal information (e.g., high school academic and athletics records, physical statistics) to member institutions without jeopardizing his or her eligibility...". In effect, companies like ours were initially given a waiver.**

Now our clients must this question in the affirmative. The NCAA staffer we spoke with did not know why the interpretation has changed.

**We want to make sure our clients understand they have not done anything to jeopardize their eligibility by contracting with CPOA! If asked to provide details of who has helped market their information to schools, the client may need to send a copy of the CPOA Contract to the Eligibility Center to verify what services we are providing and that they fall within the range of Bylaw 12.3.3.1 (The NCAA confirms that our services definitely do!!)**

Any client who has already completed the questionnaire but answered "No" to this question does not need to change the answer, but if asked to verify by the NCAA Eligibility Center, should answer "Yes" and provide the explanation stated above.

This change is bound to create confusion, but we feel it is better now for our clients. Some were apprehensive answering the question "No", though it was the right thing to do at the time. Since the client has had assistance, "Yes" has been a more comfortable answer for most.

The question is an attempt to make certain that prospects have not entered into a relationship with anyone who can jeopardize their eligibility. There is a clear distinction between a marketing service and an agent. We have never had a client who has had a problem once they have provided the NCAA with a copy of our contract. We are confident that will still be the case.

### **Reminders For Clients**

Two important reminders for seniors regarding the NCAA Eligibility Center:

### **Test Scores Must Be Sent Directly**

Official SAT or ACT scores must be sent directly from the appropriate testing agency to the Eligibility Center in order to certify a prospective student-athlete's initial eligibility. Per NCAA legislation, scores for all tests a prospect has taken are required to be sent. This will aid in using the best scores from each exam in the certification of prospective student-athletes.

Prospects can be sure the scores are correctly sent by entering the code "9999" as one of their free test-score recipients in the box provided when registering for the SAT or ACT. If a prospect forgets to use the "9999" code, he or she will need to contact the testing agency directly to have the scores sent.

At times, information from the testing agency and on file with the Eligibility Center does not match (i.e., the student's name is Christopher for the test, but with the Eligibility Center he registered under the name Chris). If a student-athlete has requested his or her test scores be sent to the Eligibility Center, but the score is not showing on the account, the athlete should call the Eligibility Center to make sure the score is received. The toll-free number is (877) 262-1492.

### **Register With the Eligibility Center Prior to an Official Visit**

Before taking an official visit, prospects must register with the Eligibility Center.

Registration must take place online at [www.eligibilitycenter.org](http://www.eligibilitycenter.org).

Prospective student-athletes must complete all of the sections of the registration, including payment (or affirmation of fee waiver), to be considered registered with the Eligibility Center.

### **NCAA Eligibility Center Update**

The NCAA Eligibility Center advises high school seniors to ask their guidance counselor to send all academic transcripts through their junior year to the Eligibility Center now so that they can begin doing preliminary academic certifications.

Preliminary academic certifications will be prioritized by the date a file is "Ready to Process" and Institutional Request List (IRL) activation date. The ready to process date is when the Eligibility Center has transcript(s) with coursework through six semesters and a test score. This can be important so there is no delay later in final certification.

Please note that preliminary certifications are just that, preliminary. All coursework is subject to further review.

### **Residency Waiver Available for Certain Transfers**

Some NCAA Division I athletes may be eligible to play immediately after transferring to a new school if the school they are leaving is subject to a postseason ban because of long-term poor academic performance.

This waiver is in effect in all sports, meaning a football or basketball prospect in good academic standing would not be forced to sit out a year after transferring if he or she is leaving a school that is being penalized with no post-season play due to failing academics.

The residency waiver is not automatic; a student-athlete will need to go through an appeals process to receive it. This policy has been in place for athletes with only one year of eligibility remaining, but the NCAA is now making it available for all no matter how many seasons the athlete has remaining.

The Committee on Academic Performance will decide whether to allow permission to contact during the penalty waiver process. The decision regarding permission to contact will be communicated when the penalized institution has exhausted all appeals. The institution will be required to notify student-athletes if permission to be contacted was granted, though it must also inform the student-athletes that though they have been granted permission to be contacted, they still must meet certain standards to qualify for a waiver of the transfer year-in-residence requirement.

In general, the committee will not grant permission to be contacted to a student-athlete who contributed to the team's academic underperformance.

## **Sports Sponsorships**

**Hilbert College**, NCAA Division III located in Hamburg, NY, is adding men's and women's lacrosse teams for the 2010-11 school year.

**Concordia College**, NCAA Division II in Bronxville, NY, adds men's and women's golf for 2010-11

**The University of Maine** announced that it will cut the men's soccer and women's volleyball programs. Soccer had 26 players and 7.5 scholarships, and volleyball had 15 players and 12 scholarships.

Men's golf, outdoor track and women's volleyball were cut at **Quinipiac** (Connecticut). The girl's volleyball team is suing the school.

**The Brandeis University** golf team was told in January that their sport was going to be cut. They asked what their budget was and were told 22,000 dollars year and that if they wanted to save the program they had 2 months to raise the money.

The **Northern Iowa** baseball program is being cut due to budget reasons.

**Rogers State University** (Oklahoma) has won nearly 70 percent of its games in all sports since adding athletics in 2006, so the Hillcats will play even more games. The school is adding men's and women's golf programs.

YORK (Nebraska) - **York College** is re-instituting track and cross country for men and women in their 2009 fall athletics schedule.

This just in, **Harvard University** received 29,000 applications last year for only 1,700 spots

**Northeastern University** in Boston, Mass., is dropping its football program. The Huskies were competing in the Football Championship Subdivision (I-AA) and the school announced it was dropping football as a cost-cutting move. The team won its final game over Rhode Island on November 21<sup>st</sup>.

**Lake Erie College**, NCAA Division II in Painesville, Ohio (near Cleveland), is adding wrestling for men and swimming for both men and women. Our Cleveland area franchise owner Gary Kadow informs us that Lake Erie has increased its number of sports teams from 10 to 23 in just two years!

**Coker College**, NCAA Division II in Hartsville, South Carolina, adds a women's golf team to its sports roster. The team will begin competing in the fall of 2010.

**Thiel College**, NCAA Division III in Greenville, PA, is adding men's volleyball to begin play in 2010-11. The new program will allow the NCAA to schedule a national championship for men's VB in Division III, which requires a minimum of 50 teams for a championship tournament.

**Augustana College (Illinois)**, NCAA Division III will field a women's lacrosse team to begin play next year.

Though the school is not discontinuing its program, Division III Notre Dame College in Maryland has cancelled its remaining women's basketball games this season due to a number of injuries. After dressing only six players in its final game last month, team officials decided to shut down for the season and resume next year.

## **CONTACT SHEETS**

Remember to keep track of all questionnaires, calls, etc from college coaches with the contact sheets found in your **STUDENT PACKET**. Email me at [martin.rock@cpoapa.com](mailto:martin.rock@cpoapa.com) if you need additional copies!

## **INTERNET UPDATES**

If you have update information for your Internet profile, please forward to [martin.rock@cpoapa.com](mailto:martin.rock@cpoapa.com). Remember that you automatically receive (2) two free updates per year. If you've upgraded your program to receive

unlimited updates you can send updates every day/week if you'd like. Updates take approximately 72 hours to be made online.

### **REFERRAL PROGRAM**

Do you know of a high school student athlete with the ability to perform at the collegiate level? A teammate from high school? Club team? From the newspaper? If so, contact your CPOA representative at [martin.rock@cpoapa.com](mailto:martin.rock@cpoapa.com) and if that athlete signs with CPOA PA, you receive a \$50 referral fee!

### **Season End Updates**

Attention all spring sport athletes, your season end update forms which were mailed to you are now overdue. There are hundreds of coaches out there awaiting an update on your stats, awards and accomplishments from the past season. Please complete these and return to your CPOA representative immediately.

### **RECRUITING SEMINARS**

CPOA Pennsylvania is planning to conduct several recruiting training sessions over the next few months. These sessions will include the basics of the recruiting process, how to choose the right college, review of NCAA rules and regulations, and how to best navigate this important process of college selection. Please let us know if you have interest in hosting one of these sessions for your teammates (students/parents) or teams/booster clubs (coaches).