

OCTOBER ISSUE CONTENTS

- Important Recruiting Dates
- Additions to CPOA
- NCAA News
- CPOA PA Topic of the Month
- Contact Sheets
- Internet Updates
- Referral Program
- Season End Updates
- Monthly Meetings
- Seminars

IMPORTANT OCTOBER RECRUITING DATES

3 – ACT late registration postmark date for October 25th test

4 – SAT Test

10 – SAT late registration postmark date for November 1st test

25 – ACT Test

RECENT ADDITIONS TO CPOA Pennsylvania

Maria Montini – Hempfield – Basketball
Cory Broughton – Elkins HS – Football
Christian Angotti – Thomas Jefferson – Soccer
Lauren Maline – Jeannette – Softball
Mike Yavorsky – Ringgold – Golf
Conor McCaffery – Seneca Valley – Golf
Chris Ludwicizak – Knoch – Soccer
Ethan Bryan – Slippery Rock – Soccer
Alexa Habenbrock – Mt. Lebanon - Softball
Ryan Uhl – St. Mary's – Baseball
Kaitlyn Geci – Elk County Christian – Basketball
Emily Detsch – Elk County Christian – Basketball
Anthony Andres – Elizabeth Forward – Football
Erin Wallace – Penn Hills – Basketball
Alyssa Ross – Thomas Jefferson – Soccer
Dustin Uhlman – Butler – Baseball
Kristin Walker – Hempfield – Tennis
Joey Stefanini – Soccer - Hopewell

CPOAPA Adds New Representatives

Daniel Jay has joined the CPOA team and is covering Lawrence, Butler and Beaver counties.

NCAA News

Growing a College Through Athletics

For many years, we have stressed that one of the responsibilities college coaches are charged with is “enrollment builder”. Whether it is through standard athletic recruiting or simply bringing in as many students as possible to boost the number of bodies on campus, coaches are counted on to promote their school perhaps unlike any other representative of a university.

One small college in Michigan has hitched their enrollment wagon to the “star” that is athletics recruiting, and the results have been amazing!

In a story reported in *The Chronicle of Higher Education* as part of a continuing series on athletics and education, Adrian College is demonstrating that sports has tremendous power when it comes to bringing in college students. And money.

Since 2005, enrollment has surged 57 percent at the small, liberal arts, private college near the Michigan-Ohio border. Today there are 1,470 students at Adrian, the highest number in at least two decades. **More than half of those students play varsity sports! Coaches have quotas they must hit or lose their jobs!** And the tuition dollars that athletes bring have already enabled the college to make much-needed improvements in academic buildings and to hire more faculty members.

The college has also become more selective: Three years ago, Adrian accepted 93 percent of the 1,200 students who applied. This year it accepted 72 percent of its 4,200 applicants. Faculty members, pleased with the trend, say the caliber of students in their classrooms has improved.

Administrators are optimistic that athletics recruiting is the panacea that turned the school around. But it's a means to an end. "I have all the sports I need every time I turn on the television," says Jeffrey R. Docking, Adrian's president and a chief architect of the plan. "I would not have started one of these sports if I didn't think it was good for enrollment and the future of the college." **The use of athletics to drive enrollment, he says, could well be "the fountain of youth for small liberal-arts colleges."**

Docking arrived at Adrian in 2005. In three years, in addition to building new facilities, Adrian has added five varsity teams and six club teams. It has hired 11 new full-time head coaches. His plan requires the 16 head coaches of varsity sports to bring in a total of nearly 200 athletes each year. "We say to these coaches, 'You have one job: Recruit,'" Docking says. "We've had to let go of

coaches who haven't made their numbers." Several coaches, many of whom are in their 20s and have joined the college in the past two or three years, say meeting the numbers is well within their reach.

Money helps, too. The athletics department's operating budget has more than doubled since 2005, from \$300,000 to \$800,000. And recruiting expenses have grown even more significantly. In the 2006-7 academic year, Adrian spent \$31,000 on recruiting, compared with \$2,800 in 2001-2, according to the U.S. Department of Education.

The additional revenue from higher enrollment has enabled Adrian to make significant improvements in academic buildings and in faculty hiring. As its operating budget has grown to \$43-million from \$23-million since 2005, the college has modernized two academic buildings, expanded the campus dining hall, and hired 16 tenure-track faculty members.

It's not surprising that athletes as a group are one of the largest on campus. In August, the 300 or so athletes who returned for preseason workouts far outnumbered the entire freshman class from just three years ago. And nearly half of this year's incoming class of 581 — the largest in Adrian's 149-year history — is composed of varsity athletes.

If schools like Adrian are not already using this enrollment model, there is no reason to believe they won't begin to do so if they want to survive.

There is tremendous competition for tuition dollars. Colleges, like all businesses, must adapt to survive.

CPOA PA News

The Travel Team Debate

I Play on Elite Teams outside of High School, therefore I will get all of the exposure that I need to be recruited.

Believe that and you are setting yourself up for a huge letdown. Everyday I hear about student-athletes that spend money to play AAU, Junior Olympic, Cup, ODP and so on.....

They travel all over the country playing in front of college coaches and spend thousands of dollars and hours of time to do so. All with the notion that this alone will get them recruited.

The sad reality is that I saw families invest all of this money and then they didn't get any interest from any college coaches. Why? They didn't know how to play the recruiting game. They were relying on the information and mis-information

that always permeates parents part of the bleachers. Most families need expert help to make that investment in travel teams pay off.

While playing on these elite teams is a good idea, it is not the only thing that they need to do.

I have spent my share of time at these events and being who I am, I interact with college coaches of all levels. When I ask them, "Who are you here to see, they always have a short list of student-athletes on their radar. They are there for one reason and one reason only:

To Validate Talent – Not Discover New Talent!

Think about it, if a college coach goes to a showcase or tournament they are using money on their shallow recruiting budget. Therefore they are not going to waste this money by showing up at an event to hope someone stands out. They are going to see certain players.

Players that are on their tracking boards.
Players that they already know about.
Players that they know will be there.

Playing in these events is one step in the seven-step process of getting recruited. It does not ever guarantee that you will be recruited!

So before you have your parents spend thousands of dollars and countless hours running all over the country, you better make certain that the coaches that are there are going there to see you.

How do you make that happen?

You need to make sure that every coach in the country in your respective sport is aware of you and your talents. You need to have your athletic and academic credentials in front of them as early and as often as possible during your playing career.

Recruiting Do's and Don'ts

I have spoken with hundreds of families and heard every recruiting story that there is to hear.

With all my experiences I have composed a list of recruiting do's and don'ts that will help you in your quest to find a college that best suits your needs.

Do: Use a service like College Prospects of America to start contacting coaches and find out how much they know about you. Get your name out there and use all of their resources to gain exposure.

Don't: wait for a college coach to call you. By having CPOA initiate contact you will accelerate the recruiting process and find out what coaches are interested.

Do: give every college the respect they deserve regardless of the level they compete at.

Don't: neglect small schools. By not responding to college coaches says "I'm not interested." Keep every school in the fold until you are 100% positive. Remember that your last choice may be your best one!

Do: be as professional as possible during this time. There is no second chance at a first impression. Look and act respectful.

Don't: use inappropriate e-mail addresses, voice mails, or ring back tones. Recruiting is very similar to an interview process. Show maturity at all times.

Do: start building relationships with college coaches (and maintain them). Just because you received a letter from a school doesn't necessarily mean they are recruiting you. By following up and checking in with college coaches will express interest and find out where you stand on their board.

Don't: leave a voicemail and let months go by. Remember, you are not trying to date this college coach. It's ok to leave a voicemail and call again.

Do: all the leg work involved in your recruitment along with your CPOA coach.

Don't: expect your parents to write e-mails or make phone calls for you. By making calls on your own shows courage and guts. The bottom line, you are going to be the one on the field playing for that coach and not mom or dad.

Do: be realistic on your athletic ability and where you can compete. Understand that there are millions of high school athletes in our country. Do your homework and know where you can play early and get a great education.

Don't: automatically think you are a blue chip prospect and that college coaches will be asking for your services. College coaches recruit off potential and how you can help them win games. Do you want to go to a big school and ride the bench, or play at a smaller school?

Do: your homework on every school that is in contact with you.

Don't: get caught up with what schools play every Saturday on TV There are hundreds of schools that offer competitive sports with great educations. Take visits, research what schools offer your major and find a place where you will be happy for your collegiate life.

Remember “You only have ONE chance to be recruited, do not waste it!”

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 if you need additional copies!

NCAA ELIGIBILITY CLEARINGHOUSE

Every CPOA PA Student-Athlete has received a NCAA Guide for the College Bound Student Athlete as part of the STUDENT PACKET you received when you joined the program. In this guide, you find instructions on how to apply for your NCAA Eligibility Clearinghouse Number. Eligibility is based on what core courses have been completed, SAT scores and overall GPA in core courses. NCAA approved core courses, by high school, can be found at <http://actrs7.act.org/ahs>. STUDENTS APPLY FOR THEIR NCAA ECN AT THE END OF THEIR JUNIOR YEAR. HOWEVER, IT IS A GOOD IDEA TO REVIEW ELIGIBILITY AS EARLY AS THE SOPHOMORE YEAR TO ENSURE THE CORRECT COURSES HAVE BEEN COMPLETED! For more information about the process, email martin.rock@cpoapa.com for a NCAA Guide or call 888-ASK-CPOA (CPOA Program Members Only).

INTERNET UPDATES

If you have update information for your Internet profile, please forward to 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 and if that athlete signs with CPOA PA, **you receive a \$50 referral fee!**

Season End Updates

Attention all 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).