



Find The Perfect College For YOU!

**LINK
SHARE
CONNECT**

The Sport Source®
2425 North Central Expressway -Suite 458 – Richardson, Texas 75080
Toll Free: 1-866-829-2606 - Telephone: 972-509-5707 Fax: 972-984-1777
Email: sports@thesportsource.com - Web: www.TheSportSource.com

NOT FOR DISTRIBUTION OR COPY
MATERIAL PROVIDED BY THE SPORT SOURCE®

COMMUNICATING WITH COLLEGE COACHES

NARROWING YOUR FOCUS

Student athletes should contact several colleges. There are many factors to be considered when choosing colleges: **location, size, public or private, academic difficulty, courses of study, cost, availability of academic and/or athletic scholarships, and opportunities for need based financial aid.** Added to these are factors regarding the Sport's program: level of play, competitive-ness of the schedule, chance of making the team, and the competence and personality of the coach.

Once you have determined what your personal needs will be, some additional research is required. Obtain other college reference guides from a bookstore or a local library to assist you in your evaluation. Realistically, student athletes should not expect to find a college that is tailor-made for them, but rather ones that provide reasonable fit

STEP 1: WRITTEN COMMUNICATION

Having identified schools of interest, you should begin contacting the coaches for each program. Initially, this should be written communication that supplies the coaching staff with important information regarding you as a student-athlete.

CONTACTING THE COLLEGE COACH

Take the time to prepare your player profile/resume and create a note of introduction that is unique to each college coach. A personal note/email is very effective and better than a generic version for all coaches. When you introduce yourself, you should let them know your expectations in terms of education, the Sport's program, financial need, and scholarship requirements. Be sure to request literature about the college, and specifically, the Sport's program and camps. It is important in all instances of communication to use good grammar and correct spelling.

Remember coaches would rather read concise information about a player than page after page of trivia. If a player has a video, it may be listed on the Resume, and the link should be sent only at the request of the coach. If your video area is locked or requires a password – be sure to include this – if you make it difficult for a coach to assess your abilities, they will move on.

When creating our personal resume/player profile be sure to include your address, phone number, date of birth, height, weight, and high school graduation year and include a college and career objective. This is key to finding the right university!

An academic section with high school name, address and phone number; grade point average and/or class rank and standardized test information (SAT, PSAT, ACT scores).

An athletic section with a list of all Sport's teams on which the student athlete currently plays (high school, club, league, etc.), positions played, coaches names and team records.

List any Athletic honors that have been received. This section should include any other sports that the athlete plays and any honors in those sports. Sports camps recently attended are also helpful. If possible, ask your club coach to provide you an evaluation on your playing abilities and include this in the resume.

A reference section with the names of 3 or 4 people who can accurately gauge the player's character and ability. In other words, those who are knowledgeable of the game and the player as a person. References' addresses, email and phone numbers are necessary.

Editor's Note: If you are using MATCHFIT® to help you navigate the college maze – the resume creator is excellent and allows you to edit and update as needed. Remember providing information you feel is pertinent to helping a coach evaluate your abilities be honest in your communications.

COMMUNICATING WITH COLLEGE COACHES

Sample Resume



COLLEGE & CAREER OBJECTIVE

EXAMPLE: Academically my goal is to pursue a degree in business with an emphasis on International finance or law or finance. Athletically play for a collegiate program where my XXXXXXX will add value to the team.

EDUCATION

INSERT YOUR SCHOOL NAME

CITY - STATE

GPA: X.X ACT: XX – SAT: XXXX

Achievements/Awards/ Advance Placement & Honors

COMPETITIVE ATHLETIC EXPERIENCE

INSERT THE NAME OF YOUR ATHLETIC CLUB - 2018 - *PRESENT*

POSITION: XXXXXXX – JERSEY # XXXX

COACH: FIRST/LAST NAME –EMAIL XXXXXXXX

E: XXXX@EMAIL.COM

PHONE: XXX-XXX-XXXX

COACH'S NOTES: INSERT YOUR PLAYER EVALUATION HERE.

PERSONAL ACHIEVEMENTS

XXXXX

XXXXX

XXXXX

INSERT YOUR NAME

CLASS OF: XXXX

POSITION: XXXX

DATE OF BIRTH: x/xx/xxxx

HEIGHT: x'xx – WEIGHT: xxx

NCAA ID# xxxxxxxxxxxx

PERSONAL INFORMATION

Insert your home address

E: Insert your email address

PHONE: xxx-xxx-xxx

MOTHER: Insert your mom's name

FATHER: Insert your dad's name

REFERENCES

INSERT SOMEONE HERE

INSERT WHERE THEY WORK

E: INSERT EMAIL ADDRESS

INSERT SOMEONE HERE

INSERT WHERE THEY WORK

E: INSERT EMAIL ADDRESS

INSERT SOMEONE HERE

INSERT WHERE THEY WORK

E: INSERT EMAIL ADDRESS

HIGH SCHOOL ATHLETIC EXPERIENCE

XXXXX HIGH SCHOOL – VARSITY 2017 – *PRESENT*

POSITION: XXXXX – JERSEY # XXX

COACH: XXXXX

E: COACHNAME@THEIREMAIL.COM

PHONE: XXX-XXX-XXXX

COACH'S NOTES: Insert your player evaluation

ACHIEVEMENTS

FRESHMAN YEAR: XXXX

SOPHOMORE YEAR: XXXX

JUNIOR YEAR: XXXX

SENIOR YEAR: XXXX

PERSONAL ACCOMPLISHMENTS

Insert your personal accomplishments here

COMMUNITY SERVICE

Insert your community service here

COMMUNICATING WITH COLLEGE COACHES

EXAMPLE E-COVER LETTER

Insert Your Name

October 5, 2022

Name of University
Coach's name
Address

Dear XXX:

My name is XXX and I am submitting my resume which includes my academic and athletic accomplishments for your review and consideration a potential student-athlete for your recruiting class of 2016.

Currently, I am junior in high school and attend XXX High School in XXX, Texas. My GPA is a 3.37 and my SAT score is a 1920. I had the opportunity to participate in the National Youth Leadership Institute Conference as teen male panelist and identified to participate in the Kids Across America Champions Leadership Program for 2013-2014 and I am also a member of Health Occupational Student Organization.

Academically, I am seeking a college where I can pursue health care with an emphasis on epidemiology or perhaps something in the pharmacological field and from what I can tell, your school offers this and more which is great.

Athletically, I play (Insert Your Team/Club/Sport) and my coach is XXX. Our team plays in the XX league where we are ranked XXX nationally. My goal is to be a well-rounded student-athlete and find the right college where I can play at a championship level and graduate with a meaningful degree.

My goal is to take an "un-official" campus visit with my family and spend time talking with you about your player needs and how I might fit within your recruiting schedule. Any guidance and information you can provide prior to my visit would be appreciated.

I will give you a call next week to make sure my letter and resume reach you and hopefully at that time, learn more about your program.

Sincerely,

XXXX

Upcoming events:

1531 My Street – My City, Texas 75115
Phone: 214- 000-0000 – Email: myemail@tx.rr.com

COMMUNICATING WITH COLLEGE COACHES

Step 2: TELEPHONE CONTACT

The single key variable that separates a single student-athlete from all of the other solicitation received by a college coach is **regular follow-up**. Be sure to call the coach and follow up if you are emailing information to make sure it is received, and your email was not trapped in SPAM.

It is important to note college coaches are being sent bulk emails from “recruiting services” and ultimately a college coach wants to hear from you the prospect not a recruiting service, your parents or a coach. It is up to you to show interest in the school and the program. Never send form letters to numerous programs with the hope that some interest will be generated. While there are over thousands of collegiate sport programs, college coaches talk to each other, and they can spot a form letter/email quick. **REMEMBER A specific email followed by a telephone call indicates a sincere interest in each program.**

The athlete should have a specific purpose in calling; most often it is to update the coaching staff on key games, tournaments, or other opportunities to see you compete. It is also an effective way to directly express interest in the program and to ask questions regarding information not readily available from published sources such as college brochures or the program website. Most coaches will be happy to answer questions that aid in the decision process but may be less enthusiastic regarding information that is readily available from other sources, i.e., school size, degree programs, and athletic conference. Remember - Direct conversation allows the coach and athlete to assess personalities and interest levels.

The well-prepared student athlete will have assembled this information prior to the telephone call. NCAA rules permit high school athletes to call the coach without restrictions. However, be aware that NCAA rules might prohibit a college coach from returning messages. We encourage players to take “Un-official” college visits, make an appointment with admissions and staff coaches. This shows interest on your part, and this clears everyone from any NCAA rule violation.

CALL NOTES

THE STUDENT ATHLETE'S ROLE IN CHOOSING A COLLEGE

The diversity and abundance of opportunities for young men and women to participate in a college Sport's program is overwhelming when considering the full range of classifications from NCAA Division I, II, III, NAIA, NCCAA, USCAA, U-Sports, CCCAA and NJCAA.

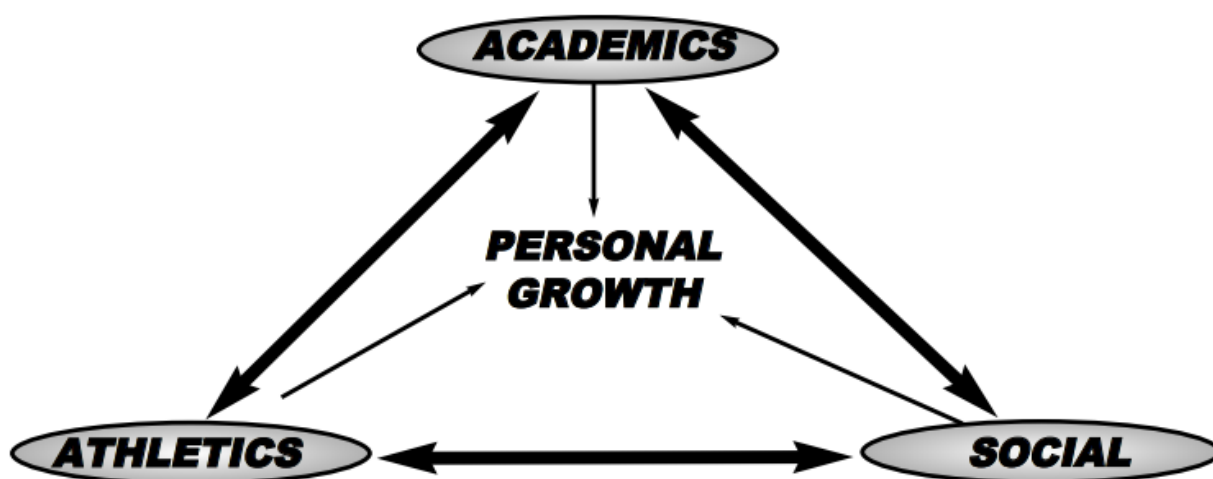
Each of these schools is unique in three key areas: academic programs, social and environmental factors, and athletic standards. The obvious result of any comprehensive search is that a positive match for the prepared and well-informed student-athlete does certainly exist.

The recommended process involves a focused effort in three areas. These are simply referred to as **THE THREE P's**.

- 1) **BE PROACTIVE:** Take a proactive approach to gathering information beginning the freshmen year. This should involve a system for prioritizing choices and a continuous evaluation of personal athletic and academic goals.
- 2) **BE PERSISTENT:** Once prioritized, be persistent in communicating your goals and personal interests to the program(s) of choice.
- 3) **BE PREPARED:** Prepare both athletically and academically to meet necessary eligibility and admission requirements.

THE WELL-INFORMED STUDENT ATHLETE

What are the variables to consider in selecting a college? The most frequent questions and discussion topics encountered may be generally categorized as academic, social and athletic related. Essentially, the student-athlete should be attempting to set a variety of immediate and long-term goals for their own personal growth in each of these key areas. Matching a college opportunity to these goals is a vital step in achieving them.



ESSENTIAL QUESTIONS TO CONSIDER

ACADEMICALLY...Will I have the desire, support, and ability to succeed here?

SOCIALLY...Will I be comfortable with my surroundings and able to grow as a person?

ATHLETICALLY...Will I contribute and become a better player?

THE STUDENT ATHLETE'S ROLE IN CHOOSING A COLLEGE

ATHLETIC ELIGIBILITY

Each Division (I, II, III) of the NCAA has some variability in eligibility requirements. The NAIA, NCCAA, USCAA, U-Sports, CCCAA and NJCAA are also significantly different from the NCAA. As mentioned before all classifications differ significantly from each other in athletic eligibility requirements, however the NCAA contains a few basic rules that could be used as a baseline. For specific athletic eligibility rules and regulations visit each classifications website or contact them directly. (All Classifications Contact info can be found on Page 11)

KNOW THE RECRUITING RULES

- Register with the NCAA Eligibility Center if your goal is to play NCAA Division I or II at the start of your Junior year of High School and follow all instructions provided by the NCAA Eligibility Center and Staff.
- A recruit may not practice with an NCAA Division I college team on a campus visit.
- Players may not accept payments for playing for any club team.
- A recruit should not accept any financial rewards for attending an institution outside the formal scholarship opportunities
- Recruitment must be made by members of the institution's academic and athletic staff only.

Rules for NAIA, NCCAA, USCAA, U-Sports and junior college associations are different. Therefore, the recruit should always seek advice directly from the association's governing body if something seems too good to be legal. Also, NCAA Division III rules vary from NCAA rules at other levels. If a recruit has questions, he/she should obtain a current copy of the NCAA Guide for the College-Bound Student-Athlete which is published annually by the NCAA.

Choosing a college or university is a big decision and should not be taken lightly. As a student athlete you need to enhance your opportunities for recruitment by helping in the process. The more knowledgeable and organized you are, the better your chances will be. Obviously, this process doesn't take the place of pure athletic ability and hard work, but if you have the talent and dedication to play at the collegiate level you need to communicate this to the coaches directly.

ADMISSION STEPS

STANDARDIZED TEST RESULTS: (SAT or ACT) These standardized tests represent common admission criteria. It is recommended that as a student athlete you take the preliminary (PSAT or PACT) exam as a sophomore or earlier for two very important reasons. One, students have a tendency to improve their scores by repeated attempts at the exam, and secondly, the exam is a prerequisite to an official campus visit to NCAA Division I and Division II schools. As you are probably aware the SAT has a new look. The test's maximum score is now 1600 points, with each section worth a possible 200-800. Topics include Critical Reading, Math and Writing. Estimated time to take the test 3 hours and 50 minutes. **Note that currently 1,700+ colleges and universities have gone test optional, including all Ivy League institutions, with more expected to follow.**

PHOTOCOPIES OF UNOFFICIAL HIGH SCHOOL TRANSCRIPTS: Once you have established an open dialogue with a coaching staff, you should provide a copy of your academic history. Many athletic departments have access to qualified people who will analyze these transcripts and assess the probability of admission to the school well in advance of the official notification.

THE ADMISSIONS APPLICATION: We encourage you to check with the admission staff and site regarding application deadlines. We suggest you begin submitting your college application during the first few months of the senior year. Remember, the college coach is not the admissions official - the final decision for admission is the role of the admissions office, not the coach or the athletic department. In this regard, the Sport's coaching staff is typically delighted when notified that a student-athlete has been responsible for completing the admission process on his/her own. Be aware that in some cases an application may be "coded" by the athletic department to speed the process, or in some special cases to aid in the admission process. This is a specific question that should be asked of the coaching staff prior to making an application.

COLLEGE ELIGIBILITY REQUIREMENTS FOR THE STUDENT-ATHLETE

ACADEMIC ELIGIBILITY REQUIREMENTS

This section is categorized separately because it is, in fact, a separate issue. Know the rules and visit www.ncaa.org

The NCAA and NAIA have established an Eligibility Center from which all decisions regarding an athlete's eligibility will be determined. If the athlete is not registered and certified through the Eligibility Center, he or she will not be able to participate in Division I or Division II athletics. All student-athletes who plan to plan NCAA and NAIA Division I or II athletics should register at the conclusion of the Junior year of high school. For Eligibility questions regarding the NCCAA, USCAA, U-Sports, CCCAA, and NJCAA contact them directly. Also make sure to research each college and university that you are pursuing for their academic/athletic eligibility requirements. (All Classifications Contact info can be found on Page 9)

The Key steps:

Freshman through Senior Year: Academic Requirements
NCAA Division I Qualifier Standards (Before August 2025)

If you want to participate in athletics or receive an athletics scholarship during your first year, you must: Graduate from high school and Complete these 16 core courses:

- 4 years of English
- 3 years of math (Algebra 1 or higher)
- 2 years of natural or physical science (including one year of lab science if offered by your high school)
- 1 extra year of English, math, or natural or physical science
- 2 years of social science
- 4 years of extra core courses (from any category above, or foreign language, comparative religion or philosophy)
- Earn a 2.3000 grade-point average in your core courses; and
- Earn a combined SAT or ACT sum score that matches your core-course grade-point average and test score sliding scale (for example, a 2.400 core-course grade-point average needs an 860 SAT).

Requirement to graduate with your high school class: You must complete the 16 core-course requirements in eight semesters, which begins when you initially started high school with your ninth-grade class. If you graduate from high school in eight semesters with your class, you may use one core-course unit completed within one year after graduation (summer or academic year) to meet NCAA Division I initial-eligibility requirements. You may complete the core course at a location other than the high school from which you graduated and may initially enroll full-time at a college or university at any time after completion of the core course.

Division I Qualifier

Being a qualifier enables you to:

- Practice or compete for your college or university during your first year of college.
- Receive an athletics scholarship during your first year of college; and
- Play four seasons in your sport if you maintain your eligibility from year to year.

NOTE: You may be able to play only three seasons in your sport if you maintain your eligibility from year to year. To earn a fourth season, you must complete at least 80 percent of your degree requirements before beginning your fifth year of college.

Division II Eligibility for Students Enrolling on or After August 1, 2025

If you enroll full time in a Division II college on or after August 1, 2025, and want to participate in athletics or receive an athletics scholarship during your first year, you must: Graduate from high school and Complete these 16 core courses:

- 3 years of English
- 2 years of math (Algebra 1 or higher)
- 2 years of natural or physical science (including one year of lab science if offered by your high school)
- 3 additional years of English, math, or natural or physical science
- 2 years of social science
- 4 years of additional core courses (from any category above, or foreign language, comparative religion or philosophy);
- Earn a 2.200 grade-point average or better in your core courses; and
- Earn a combined SAT score of 900 or an ACT sum score of 68. For individuals enrolling at a college or university in Puerto Rico, earn a combined Prueba de Aptitude Academic score of 730.

NOT FOR DISTRIBUTION OR COPY

MATERIAL PROVIDED BY THE SPORT SOURCE®

COLLEGE ELIGIBILITY REQUIREMENTS FOR THE STUDENT-ATHLETE

Division II Qualifier

Being a qualifier enables you to:

- Practice or compete for your college or university during your first year of college.
- Receive an athletics scholarship during your first year of college; and
- Play four seasons in your sport if you maintain your eligibility from year to year.

Division II Partial Qualifier

You will be considered a partial qualifier if you do not meet all the academic requirements listed above, but you have graduated from high school and meet one of the following:

- The combined SAT score of 900 or ACT sum score of 68; or
- Completion of the required core courses with a 2.200 core-course grade-point average.

NAIA: Qualification criteria is based on any 2 of the 3 requirements outlined below.

1. A minimum GPA of 2.0 on a 4.0 scale
2. A combined score for the SAT of 860 or ACT of 22
3. Rank in the top 50% of high school graduating class

If your goal is to compete in the NAIA, you must register with the NAIA Eligibility Center. Go to www.NAIA.org

NJCAA: Qualification criteria is based on these basic guidelines:

Graduate from high school or earn your General Educational Development [GED]

As you consider which option is best for you, remember if you ever choose to transfer from one institution to another you will need to be sure your selected course work or classes will be transferable credits and you remain on track academically as you pursue your chosen degree program.

IMPORTANT CONTACTS

NCAA RULES

NCAA Eligibility Center - Certification Processing.
P.O. Box 6222. Indianapolis, Indiana 46207-7136
Phone: 317-917-6222

Website: <http://www.NCAA.org>

NAIA RULES

NAIA Eligibility Center — Transcripts.
120 W. 12th Street. Kansas City, Mo 64105
Phone (816) 595-8300

Website: <http://www.NAIA.org>

NJCAA RULES

National Junior College Athletic Association
8801 JM Keynes Drive- Suite450
Charlotte, NC 28262
Phone: 719-590-9788

Website: <http://www.NJCAA.org>

CCCAA

California Community College Athletic Association
2017 O Street. Sacramento, CA. 95811
Phone: 916-444-1600

Website: info@ccaasports.org

NCCAA RULES

National Christian College Athletic Association
302 West Washington Street | Greenville, SC 29601
Phone: 864-250-1199

Website: <https://thenccaa.org>

USCAA RULES

United States Collegiate Athletic Association
811 Boyd Avenue, Suite 201, Pittsburgh, Pa 15238
Phone: 757-798-9536

Website: <https://www.theuscaa.com/landing/index>

U-SPORTS RULES

Canadian Collegiate Athletic Association
45 Vogell Road, #701, Richmond Hill, L4B 3P6, Ontario, Canada
Phone +1 (905) 508-3000

Website: <https://usports.ca/en>

Editor's Note: Please be aware that NCAA - NAIA, NCCAA, USCAA, U-Sports, CCCAA, and NJCAA rules and regulations regarding recruitment of high school athletes are under constant review. Contact the governing organization directly for clarification of any rules regarding recruiting practices. Remember, college coaches and admissions officers are recruiting student-athletes not parents or recruiting services. Never pay a recruiting service to help you get into a college or on a roster, this could result in a prospective student-athlete forfeiting his or her Amateur status. It is the responsibility of the student-athlete and his or her family to know the recruiting rules, complete all necessary forms and submit required paper work required by the university and or athletic association.

NOT FOR DISTRIBUTION OR COPY

MATERIAL PROVIDED BY THE SPORT SOURCE®

BE IN THE KNOW OF THE CURRENT ERA OF COLLEGIATE ATHLETICS

A Guide for Incoming College Student-Athletes - Name, Image, and Likeness (NIL)

Name, Image, and Likeness (NIL) has become one of the most prominent parts of collegiate athletics today and is still a very fluid legislation. Currently, NIL allows for athletes to be compensated for their Name, Image, and Likeness without violating pay for play rules that are still in place throughout collegiate athletics.

Key Rules and Regulations (As of 2025)

1. NCAA Guidelines
 - The NCAA no longer prohibits athletes from receiving compensation for NIL.
 - However, pay-for-play and recruiting inducements are still not allowed.
 - Athletes must follow their schools and state's NIL policies, which can vary widely.
2. State Laws
 - Each state has its own NIL laws. Some are more restrictive than others.
 - Always review your state's legislation and how it aligns with your school's policy.
3. School/Conference Policies
 - Universities and conferences may have specific rules about:
 - Use of school logos and facilities in NIL deals
 - Required disclosure of NIL contracts
 - Restrictions on alcohol, gambling, or adult-industry partnerships
4. Disclosure Requirements
 - Most schools require athletes to report NIL agreements to their athletic compliance office.
5. International Athletes
 - Student-athletes on F-1 visas may be restricted from participating in NIL activities due to immigration laws.
 - It's essential to consult with legal experts or school advisors.

Need-to-Know Before Signing Any NIL Deal

1. Understand the Contract
 - Read everything. If you don't understand it, consult a lawyer or NIL advisor.
 - Watch out for:
 - Long-term exclusivity clauses
 - Restrictions on future earnings
 - Rights over your content and image
2. Know Your Value
 - You don't have to accept the first offer.
 - Work with trusted advisors or family to evaluate offers.
 - Build your personal brand to increase value.
3. Taxes and Financial Literacy
 - NIL income is taxable. You'll need to file taxes, possibly quarterly.
 - Consider working with a tax advisor to understand:
 - Income tax obligations
 - Self-employment tax
 - Deductions and write-offs
 - Open a separate bank account for your business or NIL activities.
4. Agents and Representation
 - You may hire a marketing agent or NIL representative—not the same as a sports agent.
 - Ensure they are licensed and experienced with NIL law.
 - Avoid anyone charging exorbitant upfront fees.
5. Time Management
 - NIL deals require time for brand-building, content creation, and marketing.
 - Prioritize your academics and athletics—NIL should enhance, not hinder, your goals.

BE IN THE KNOW OF THE CURRENT ERA OF COLLEGIATE ATHLETICS

Tips for Maximizing NIL Opportunities

1. Build Your Brand Early

- Use social media professionally—be consistent and authentic.
- Share your journey, training, and personality.
- Stay mindful of what you post—brands will check your online presence.

2. Diversify Revenue Streams

- Examples of NIL income:
 - Sponsored social media posts
 - Personal merchandise (T-shirts, gear)
 - Sports camps and clinics
 - Autograph signings
 - YouTube or TikTok content monetization
 - NFTs or digital collectibles

3. Learn Basic Business Skills

- Budgeting, saving, taxes, contracts, marketing—get familiar.
- Many schools now offer NIL education programs—take advantage of them.

4. Protect Your Identity

- Register your name or brand as a trademark if you have long-term goals.
- Consider creating an LLC to separate personal and business finances.



Red Flags to Avoid

- Being promised money to commit to a school (against NCAA rules)
- Being asked to keep deals secret from your school
- Unregistered or unverified agents
- High-pressure offers or contracts that demand immediate signing



Checklist for NIL Readiness

- ✓ Review state and school NIL policies
- ✓ Set up professional email and social media profiles
- ✓ Consult legal and tax advisors before signing deals
- ✓ Track all income and expenses
- ✓ Disclose all NIL activities to your school
- ✓ Stay informed with ongoing education



Final Thoughts

- NIL can be a life-changing opportunity for student-athletes, but it also comes with real responsibilities. Approach it like a professional—build a strong support system, stay compliant, and never lose sight of your academic and athletic goals.