

Episode 60 – Shownotes

The future of sports Scholarships

the whole college recruitment game is changing pretty quickly. Even in my (Jacob's) last four years of being here I have seen so many things change.

We will start with a big one. Databases. We have touched on it a few times before. The whole idea that having a profile on a database will get you recruited is finished.

Back in the day, even before I (Matt) was a coach in the US, there was a time where coaches would look through databases and video footage. Because the College system was not as big internationally as it is now.

- Now you have literally thousands of recruitment agencies around the world with millions of athletes looking to head to the US.
- All of them have a database filled with their athletes. Now look, I am not saying that you will never get contacted directly from college coaches if you are on a database because it does happen, just not often.
- Not many coaches have the time to sit there, scroll through profiles and watch video footage. They don't need to do that, and they don't have time to do that.

How many times did you do it when you were a head coach? (Matt)

Not once.

- Now this is especially true if you are a Basketballer, or a baseballer, or an American footballer. Not a chance that coaches are scrolling through databases in Australia looking for Australian kids. Why would they?
- But it's truer now with all sports. If this is something that you want to happen, it's going to take a lot of work.
- Databases and relying on that is the past. The future of recruitment is all about research and personalised communication. You need to be personally contacting coaches.

Now personally contacting coaches doesn't mean just creating a list, or buying a list of coaches, which you can do, and just mail merging them all. Just because you can personalize with their names that doesn't mean it's "personalised".

The schools and coaches you do personally contact need to be places that you have researched and know you will fit in. What is the point of mail merging 500 schools if you can only get into 40 of them. That's pointless.

- Look, millions of athletes and companies do that. Which is why it is becoming more and more difficult to get a hold of coaches. It's why coaches have secondary emails that they put on websites.
- You need to research and research and research. Personally contact schools that you know you can get into academically, where you feel like you can compete, which is hard if you are doing it on your own because you always tend to think you are better than you are. And, somewhere, that after doing research, you know is going to be affordable.

So just to sum up Matt, databases are dead. That is the past. The future of college recruitment is all about research and personalised communication.

Education is huge. The more educated you are on the pathway the less wastage there is on things that are unnecessary. So, for example, this is something that we know, but not too many people are aware of. The NCAA eligibility centre. Less wastage on the eligibility centre.

You have no idea how many people from around the world go through the NCAA eligibility centre, pay their fee and never go to the US, the NCAA, or are even eligible for the NCAA to begin with.

- A lot of agencies will direct you to the NCAA eligibility centre when there is absolutely no need.
- We do not direct our athletes there, unless they are eligible first and foremost.
- We don't direct them there unless they are going to get offers from an NCAA school
- You can go through the eligibility centre after receiving an offer.
- But like we said, the future is all about research and personalised communication. You wouldn't be contacting an NCAA school if you knew you weren't eligible. Which is what we are trying to educate people on.

So, less wastage on the eligibility centre. This ties in with school applications as well. In the future, we want there to be less wastage on school applications. We see this all the time. Students that have contacted us that have already begun the process. "I have applied to, UCLA, Penn State, Ohio State, Stanford etc"

Okay well why have you applied there? "Because they are the schools I want to go to"

It's not about where you want to go. Its about where you can get it, where you are going to be able to compete, and where is going to be affordable.

After doing your 'research' which is the future, you would never apply to schools you cannot get into. Why waste that time. Focus your effort on schools that you know you can get into first and foremost.

Over the next few years you will see more and more internationals in the junior college system as it builds up notoriety and you will see more female athletes heading to the US because of title 9 and the endless number of opportunities there are for females.

The junior college system is gaining more and more attention internationally. It has always been big in the US, and Americans understand the importance of the junior college system, but internationally it has always been seen lesser than other divisions and competition.

There are so many opportunities in the US for females and at the moment there aren't enough females to fill those positions. More and more females are heading to the US however because they are starting to understand the system and what is actually available for females.