

EXPRESS

COLLEGE PLAN

SIMPLIFYING THE PROCESS

www.columbusexpress.com



COLLEGE PLAN

INTRODUCTION **What Is the Goal?**

One of the most common questions every high school student will get asked is, "Where are you going to college?" After the typical, "I'm not sure yet" answer, a whole lot of questions are asked by the student:



"Where do I want to go to school?"
"How do I get recruited?"
"What should I do?"
"Do I need a better test score?"
"Did I even take a test yet?"

Panic ensues. And we haven't even started with Mom or Dad's anxiety.

It doesn't have to be this way. In the following pages, CESC is working to alleviate the doubt and craziness that comes with the recruiting and college process.

Ultimately, the goal of the college search is to find a place where the student-athlete is going to thrive athletically, academically, and socially in college. We want our athletes to be put into an environment where they are continually growing, improving, and becoming better people on and off the field.

In summary, we want our player's to find the right fit.



COLLEGE PLAN

DO YOUR RESEARCH: BE INFORMED

Your Path to College Soccer is Your Path: Make the Best Decisions

There is no clear-cut or one-size-fits-all way to college soccer. Each journey is different. The path of a current or former college player, does not have to be your path.

Knowing what you want in a school will be really helpful. Most players will not know what they want in a college or soccer program until they see it. This is why it is pivotal to do your research, in-person and online.

How can you know if you can play at a particular school if you have never watched them play? Take the time to watch the level of play at your prospective school. If you can, go watch them train. See how training is ran. Observe the players and coaches.

Coaches are going to take their time to study the player. They are going to expect student-athletes and families to do the same about their program and university. So brush up on the information guides, hit the Google search, and ask questions so you better understand.





COLLEGE PLAN

TIPS FOR SUCCESS

Take Ownership & Responsibility

The responsibility of the recruiting process relies on the player and the family. While many think that the club or high school coach should be doing the heavy lifting, it is really the player and family that should guide the way in pursuing colleges. The player, with the guidance of coaches, counselors, and mentors, should be the key factor in recruiting.

Responsibilities Include:

- Researching and Evaluating Schools
- Contacting College Coaches
- Visiting College Campuses & Coaches
- Maintaining Academic Standards
- Watching the Program Play
- Staying Current with All Communication

Be Engaged & Proactive

Soccer will not be the only thing you need to take into account when looking at a school. Academic, social, and financial factors should all be heavily weighed before making a decision on your college destination. Be engaged when it comes to the programs and financial expenses of college. Research and study the fields of expertise you'll be pursuing. Do your homework on loans, grants, and scholarships offered at each university.





COLLEGE PLAN

TIPS FOR SUCCESS

Be Realistic

Many players and parents are unrealistic or admittedly inexperienced regarding the college and soccer process. Often times, players are unaware about the chances of admission into certain schools and the level of play that is needed to play at certain college programs. Ivy League caliber schools are going to turn down some of the brightest students in the World in their next admissions class. NCAA Championship-tier programs will be getting highlight films and emails from some of the best soccer players in the country wanting scholarships. The competition for a great education and soccer-experience is fierce. Please be realistic with the type of academic standards, soccer standards, and student-athlete abilities needed in each aspect of the college search.

Scholarships are a rarity in college soccer. Very few athletes will be given athletic aid. College coaches have the task of recruiting players to come to their university and will often entice players with scholarships. However, unlike NCAA Division I basketball where a scholarship is always 100%, soccer scholarships are often times divided amongst multiple players. It is very common for a player to get 10% or no scholarship at all. The likelihood of your scholarship money coming from outside of soccer is going to be extremely likely.





COLLEGE PLAN

DEBUNKING THE MYTHS

"My cousin got a full ride to play."

Doubtful. Your cousin may have gotten full tuition, but the likelihood of it being solely athletic aid is slim. In cases where a student-athlete has been given a full scholarship, need-base or academic aid has provided a large portion of the assistance with the remaining bill being paid through a combination of athletic and other resources.

"If I don't play for the National Team, I can't play there."

False. Each program recruits kids that fit their style. The better the program, typical the better the player. Rarely recruited CESC players have played on National Championship teams with US National Team players. As CESC coach Dave Green used to say, "There are piano players and piano carriers." Programs rely on all types of players and you may be the type of teammate they need.

"I have to play at a bigger club to play at a higher level."

Fifteen years ago, that may have been the case. Today, this is not true. If you market yourself and are diligent about the recruiting process, you'll put yourself into a great position. If you are good enough, you are good enough regardless of your club size. College coaches want good players and a good player is a good player.

"College coaches hate high school soccer players."

False. High school soccer gives players an additional opportunity to play, lead, and improve. Though most college coaches recruit club players because the college and high school seasons coincide, high school players are still valuable to college programs.

"This school wants me. They invited me to ID Camp."

They might, but likely, every kid within a 200-mile radius of that school got the same email.



COLLEGE PLAN

DEBUNKING THE MYTHS

"If I'm a walk-on, I'll never get to play."

Soccer players that are walk-ons can be some of the most valuable players on the team. Walk-ons have been leading scorers, starting goalkeepers, and All-Region performers. While a basketball walk-on is pretty much a benchwarmer, a soccer walk-on may log the most minutes on the team.

"I only want to play D-I. They have the best soccer."

Not always true. In recent years, Big Ten conference schools have been beaten by NAIA and NCAA DII programs. Some of the superior academic institutes playing in NCAA Division III have housed future professional players and acquired some of the nation's top talent. So while most of the top MLS players do hail from elite NCAA Division I programs, there are a lot of teams in NCAA DII, DIII, and NAIA that have stronger soccer programs than DI teams.

"My Coach knows their coach. I'll for sure get on the team."

While your coach is going to want to help you, your coach is going to be honest in your assessment. If he/she believes you can play at a certain level, your coach will guide you in the right direction. A suggestion to take a player that goes well will keep that college returning to get more players, but a suggestion gone wrong could be a loss of credibility with your coach and that college.

"I played on the same team with their starting back. If he can play there, so can I."

While you may have a former teammate playing, that doesn't mean you are a suitable player for that program. College coaches have specific roles and needs that are to be filled for their program

"I'll get into that school. I scored 30 goals last year."

If you can't make the grades academically, it doesn't matter how great you are at soccer: you're not getting recruited.



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PREPARE YOURSELF ACADEMICALLY

Academic Honors Diploma

Any and all students that plan to attend a college should strive to earn the Academic Honors Diploma. To earn this diploma, students have to take a certain number of AP and/or dual credit classes as well as earn some additional credits. Earning an Academic Honors Diploma helps students be prepared for the rigors of college and is advantageous when being reviewed for admissions. Earning an Academic Honors Diploma is not required for college admissions as many colleges will also accept the Core 40 Diploma.

Review & Research

Anyone planning to go to college should begin reviewing college websites early in high school to learn the course requirements to be considered for admissions to colleges and universities in which they are interested. All colleges post this information on their websites. They also typically post the average GPA and test scores for those who have been most recently admitted.





COLLEGE PLAN

COLLEGE IS EXPENSIVE

Tuition

College tuition varies between each school. Some schools are public, others are private. If you are receiving in-state tuition, that can be far cheaper than out-of-state tuition. Some schools may offer reciprocity if your state borders their state. Typically, a public in-state university is going to be cheaper than a private in-state school or any out-of-state college. It is important that families weigh all factors that will account for your total tuition.

Other Opportunities to Pay

Additional opportunities to garner more money can come from these categories:

- Community Service Work
- Religious Affiliation
- Other Sports
- Work Study
- Endowments & Grants
- Departmental Opportunities
- Fine Arts
- Leadership
- ROTC

Grades Are \$

Sensibly, your grades are going to earn you more scholarship money than your ability on the soccer field. Colleges will offer academic and merit scholarship money based on your high school GPA and SAT/ACT test scores. The higher your GPA and test scores, the greater the possibility to receive more scholarship money. A prospective student-athlete with a 3.5 or higher GPA combined with a high SAT score could earn a generous scholarship from specific universities. Often times, universities will honor the scholarship over four years.

Apply on Time: November 1

Typically, the deadline to apply for merit based aid is November 1 of a high school student's senior year. Check with the colleges in which you are applying to ensure you meet your deadlines.



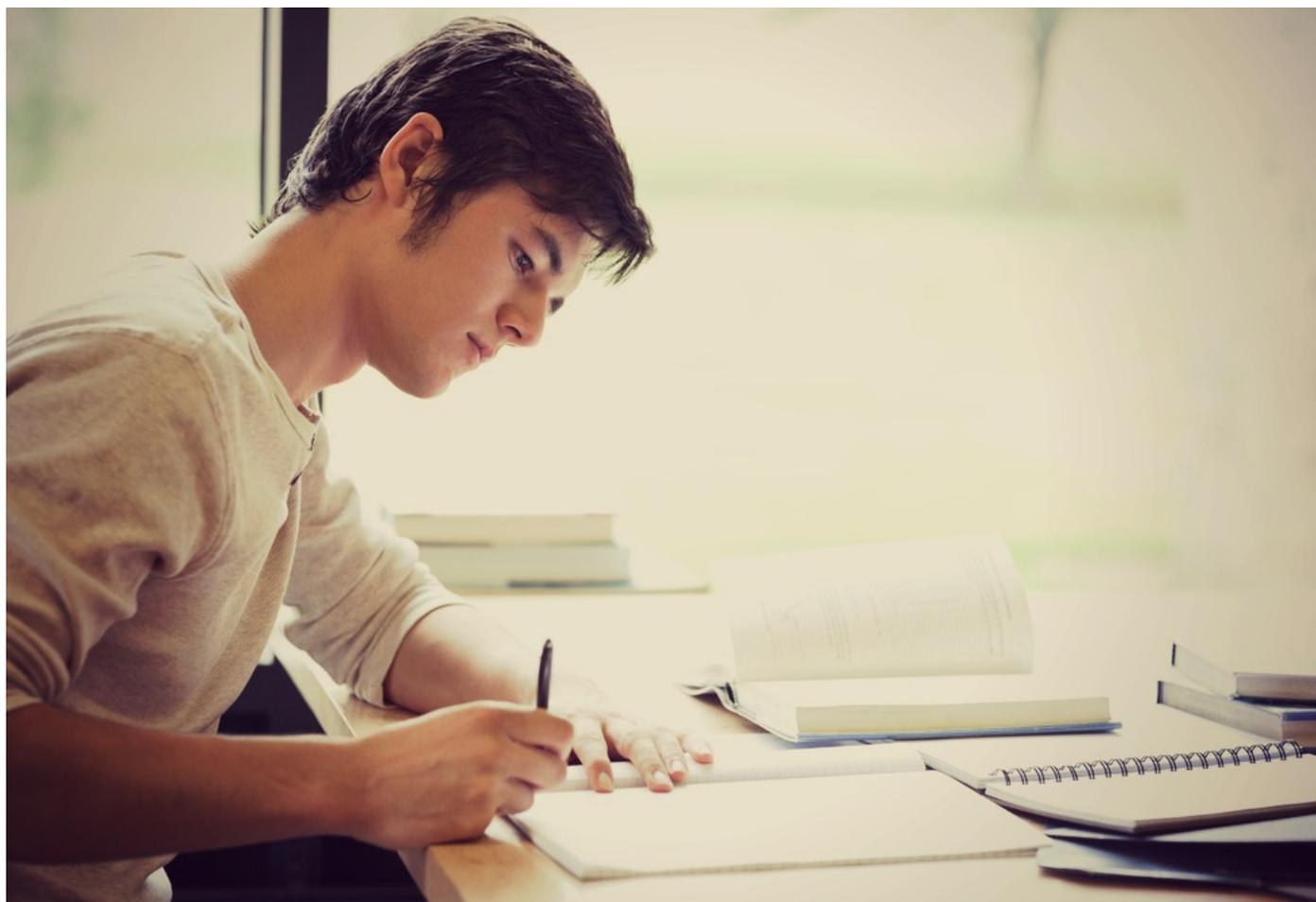
COLLEGE PLAN

COLLEGE IS EXPENSIVE

Twenty-First Century Scholars

Twenty-First Century Scholars is a need-based scholarship program. Applicants must register in their middle school years. Students enrolled in the program must complete a Scholar Success Plan (a series of activities to help prepare for college), have at least a 2.5 GPA on the 4.0 scale, and complete the FAFSA on time. The Twenty-First Century Scholarship covers the tuition for an in-state public college. Twenty-First Century Scholars can attend private colleges, but will only receive an amount that would cover the public college tuition rate. Many colleges, both public and private have additional scholarships for Twenty-First Century Scholars. These typically help with room and board costs.

For more info, visit this link: <https://scholars.in.gov/parents/enroll/>





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MARKETING: CREATING A PROFILE

Email Account

Create an email account for college communication. This account should be only used for the college search. Be professional in choosing your account, preferably using your first and last name, graduation year, or jersey number. A Gmail email account will also provide you to Google Drive and a Youtube account (See Video Footage below).

Good Examples: JohnDoe2021@gmail.com
 JaneDoe7@gmail.com

Bad Example: SwagDiesel357@hotmail.com
 BigSoccerKickerXOXO@aol.com

Video Footage

If you have access to game footage via your club coach/team or high school coach/team, creating a brief highlight film is a great resource to send to coaches.

Create a YouTube profile

- 10 Minutes Max of Unedited Game Film
- Create Some Highlight Clips with a Variety of Skills
- Field Players: Passing & Receiving, Finishing, Shooting, Dribbling, Speed of Play, Defending, Heading, Your Strengths
- Goalkeepers: Crosses, Shot Stopping, Footwork, 1v1, Distribution, Goal Kicks, Punts, Goalkeeper Training

Video Tips

- Use a Tripod
- Video Does Not Need to Be Professionally Made
- Contact Your High School Audio-Visual Department for Help
- Put a Table of Contents and Contact Email on YouTube Description and in Video Introduction



MARKETING: CREATING A PROFILE

Social Media

One of the first things that coaches do once they get an email from a prospective student-athlete is a Google search looking for Twitter, Facebook, and Instagram profiles. Adding a player to a program is a big deal for a coach as that player will be a member of their university's athletic family for four or more years. A coach's job security is directly correlated to results, academics, student safety, and graduation rates. If a coach sees a tweet, picture, or post that does not reflect the type of athlete that they want in their program, they will end the recruitment immediately.

Make sure that you are not posting things on the internet that will put you in a poor position.

Social Media Tips & Advice

- Clean Up Your Profiles
- Set Your Profile to Private
- Have a High Moral Standards
- No Matter How Funny, Don't Like or Retweet It
- Don't Angry Tweet or Post
- Would You Say This In Front of Grandma?
- Be Positive





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MARKETING: CREATING A PROFILE

Player Profile Sheet

Creating a player profile that you can email to coaches is a great way to get your information to programs in a clean and concise manner.

Jane Doe #7

janedoe7@gmail.com 812 777-7777

South High School, 2021: Columbus, IN
Columbus Express Soccer Club
5'7" Right Wing
3.7 GPA 1370 SAT / 29 ACT 15/322 Rank



Columbus Express Soccer Club - 03 Orange Girls

Member of club since 2012... Team captain (15-18)... Played primarily as right wing, but also saw time at center forward and outside back... E8 Invitational Champs... team gained promotion to US National League's Great Lakes region... five-time Indiana Soccer League Champions... Midwest Classic Tournament Champions... Columbus Express Playoff Champions... State Cup finalists... Selected for the 2003 Indiana ODP team... Coached by John Johnson, Ralph Ralpherson, and Willie Williams.

South High School - Varsity Soccer

Sophomore Year: First Team All-Area... First team All-Conference... second team All-District... Sectional Champions... Starter in 21 games as right wing...team finished with 15-4-3 record... Scored 12 goals and had 8 assists... had three game-winning goals... led team in assists... second on team in goals scored.

Freshman Year: Made appearances in 15 varsity games, starting 7 games... played primarily as a right back... team finished with 12-3-5 record...Scored two goals and had three assists... was second on team in assists... Coached by Sally Stevenson.

Personal / Extracurricular

Honor Roll student... Class Vice-President... Spanish club... Algebra peer tutor... Student Council member... Varsity track runner (200 M Dash)... Track team earned Conference Championship... Mentor for Foundation for Youth... Volunteers at Columbus Youth Soccer Camp during summer... Active within student ministry at Northside Church... Parents are Jim and Janet Doe... Has one sister, Jane... Father played baseball at World College.

References

John Johnson
Coach, Columbus Express Soccer Club
john@columbusexpress.com
812 666 6666

Ty Smith
Director, Columbus Express Soccer Club
ty@columbusexpress.com
812 767 3092

Sally Stevenson
Head Coach, South High School
sally@south.edu
812 333 3333

Upcoming Schedule

November 18-20: Castlevania Challenge
Fort Washington, FL

December 20-22: Santa Claus Showcase
Frankenmuth, MI

January 13-15: Heritage Classic
Toronto, IN

Schedule Available at www.columbusexpress.com
Video Highlights at www.youtube.com/janedoe7



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COMMUNICATION WITH THE COACH

Questions to Ask

Academics & Admission

- What are your most popular majors?
- Are there any majors popular with athletes?
- Will my major interfere with soccer?
- What are the admission requirements?
- Is there anything I should improve to get accepted?
- Does your program have a full-time academic advisor?
- Do most of your players graduate in four years?
- Can an application fee be waived for athletes?
- Should I apply online or otherwise?
- Do you recommend I interview with Admissions?

Athletics & Soccer

- What are the key positions you're looking to fill in my recruiting class?
- Have I been evaluated by your coaching staff?
- Do you have any feedback for me?
- How many players are you recruiting at my position?
- What type of player are you looking for at my position?
- What is your recruiting timeline?
- When would you like to have your recruiting finished for my recruiting class?
- What is your coaching style/philosophy?
- How many athletes make your team as a walk-on?
- What type of off-season activities are expected?
- Am I allowed to participate in other sports?
- Do you intend to invite me for an official visit?
- What is a typical day for an athlete during the season?
- What is a typical day for an athlete during the off-season?
- What goals do you have for you team during the next 4-5 years?
- Do you plan to pursue other coaching opportunities?
- Are student-athletes allowed to be in a fraternity/sorority?



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COMMUNICATION WITH THE COACH

Scholarships

How many scholarships do you still have available for my recruiting class?

Are you considering me for a scholarship?

What determines if a scholarship is renewed?

What type of academic scholarships or grants are available?

Do I have to apply before a scholarship can be offered?

What happens if I were to get injured?

Will I be eligible to receive an increase in scholarship in future years?

College & Student Life

Are your players close with each other outside of training and matches?

Do teammates typically live together?

What type of housing is on campus?

Do many student-athletes live on campus all four years?

Is it realistic to work part time, study, and play a sport?

What are the biggest challenges for a student-athlete at your school?

What type of orientation program is offered for incoming freshmen?

Questions a Coach May Ask

Academics

How are you doing in school?

What is your favorite subject?

What is your least favorite subject?

What about our school interests you?

What are you looking for in a school?

What would you like to study?

Athletic & Soccer

What other schools are recruiting you?

Have you visited our campus?

Have you watched us play?

Do you plan to visit?

What is your biggest strength as a player?

What do you need to improve on?

What is your upcoming schedule?

Do you play any other sports?



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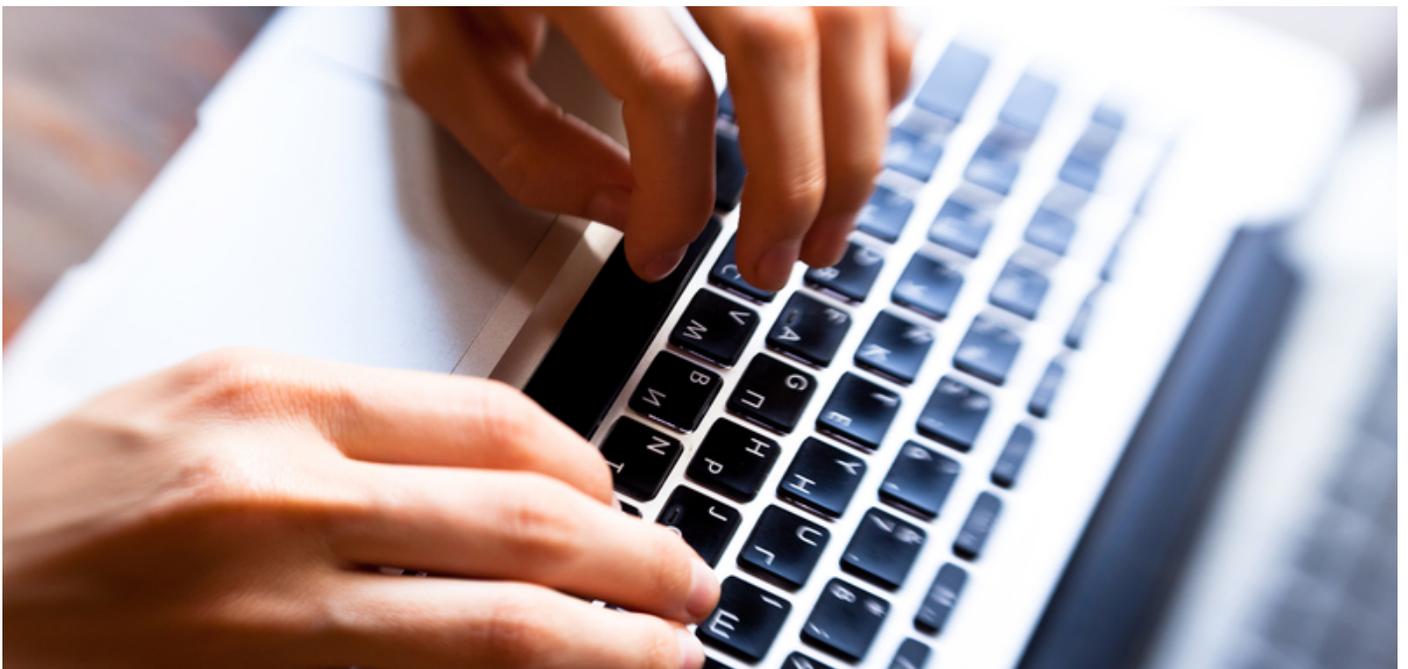
COMMUNICATION WITH THE COACH

Sending the Coach an Email

The most common way to contact a coach will be via email. Coaches get countless emails with requests from players to come watch them play. Be professional at all times when emailing coaches. In your initial email, address the email by using the coach's last name and provide an explanation as to why you're interested in their school and program. Keep your email succinct and simple as coaches don't have time to read a three chapter email. Including your GPA, test scores, and soccer specific details are always good. Be honest and avoid exaggerating as the soccer world is small and one phone call can out you as a phony. Use your coach as a reference and list his/her contact info in your email. Links to a player profile, video footage, or schedule are ideal.

As mentioned, coaches get a ton of emails. If you don't get a response, don't fret. Due to NCAA rules, many coaches will not be able to send you anything other than questionnaires and ID Camp invitations.

If you feel the need to reach out, please know that coaches can take your phone calls, but they cannot call you back.





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COMMUNICATION WITH THE COACH

How to Get Your Email Noticed

- Put your name and the school's name in the Subject
- Sending an individualized email with detail
- Mentioning the academic program you're interested in pursuing
- Using proper English
- Including necessary information: game details, jersey number, coach, kickoff time
- Including a connection to the specific school: alumni, coach, current player, relative

How to Get Your Email Deleted

- Putting the wrong school in the email
- Putting the wrong coach in the email
- Omitting your name, graduation year, school, and team name
- Sending the same email to every coach
- BCC'ing every coach at the event
- Omitting key details such as: game location, time, jersey number, etc
- Using informal language: sup, lol, yo





COLLEGE PLAN

COMMUNICATION WITH THE COACH

Email Example

Here is an example of a short and simple email from player to college coach.

Dear Coach Smith,

Greetings from Indiana! My name is Jane Doe and I play as a winger on the Columbus Express SC 03 Orange team. I am still very interested in attending State University in 2021 and playing soccer for the Seals! I attended your game this fall against City College and was impressed with your style of play. As a winger, I enjoyed your team's ability to create chances down the flank. I have also been able to catch a couple of your games online. I enjoyed the game with Urban University.

I wanted to give you a quick academic and athletic update: Through the first semester of my sophomore year, I hold a 3.7 GPA while playing both at CESC and South High School. I was named All-Area and All-Conference this past fall and our club team was accepted in National League.

Attached is my player profile with some more details about my athletic and academic background. Additionally, here is a link to my YouTube page with video highlights: [LINK](#)

We are starting to prepare for the club season and I am really excited to be playing in the Castlevania Challenge. Below is our team's schedule. I hope you can attend.

Castlevania Challenge, November 18-20 - Castlevania, FL

Friday	November 18	9:00 AM	CESC 03 Orange vs Badlands FC	Field 3
Saturday	November 19	10:30 AM	CESC 03 Orange vs Coyotes	Field 6
Sunday	November 20	2:00 PM	CESC 03 Orange vs LaRama	Field 1

I would be thrilled if someone from your staff could watch our team play in the event. My jersey is #7. Our team will be in Royal or White jerseys. My coach is Ty Smith and he can be reached at ty@columbusexpress.com or 812-767-3092.

Thanks for your time,

Jane

Jane Doe #7

Columbus Express 03 Orange

janedoe7@gmail.com

812-777-7777



COLLEGE PLAN

COLLEGE SOCCER BY THE NUMBERS

Facts & Figures on Programs, Scholarships, & High School Athletes

It is important to understand the opportunities to play college soccer and receive athletic aid. Dependent on the competitive association and the school's athletic department, programs can differ greatly in what they may have to offer prospective student-athletes.

	Men's		Women's	
	Teams	Scholarships	Teams	Scholarships
NCAA Division I	205	9.9	333	14
NCAA Division II	215	9	267	9.9
NCAA Division III	415	No Athletic Aid	441	No Athletic Aid
NAIA	206	12	208	12
NJCAA	239	24	226	24
Totals	1280	Based on Dept	1475	Based on Dept

Here are figures based on a 2018 study from the NCAA on the amount of high school athletes that move on to play within NCAA soccer.

	Men's	Women's
High School Soccer Players	450,234	388,339
HS Players to College Soccer Players	24,986	27,638
HS Players to College Soccer Players %	5.5%	7.1%
HS Players to NCAA Division I %	1.3%	2.4%
HS Players to NCAA Division II Soccer %	1.3%	1.9%
HS Players to NCAA Division III Soccer %	1.5%	2.8%
Indiana HS Players to NCAA Division I Soccer %	2.7%	2.6%



COLLEGE PLAN

TIME TO COMMIT: WHAT TO DO

Once you've come to the decision as to where you want to attend college and continue your soccer career, it is time to inform the coaches that were recruiting you.

Before acting on any decision, make sure you have consulted with your family and coaches.

The Fun Part: Contacting Your New Coach

*Coach Johnson,
This is Jane Doe. I wanted to let you know that I am committing to play at Coast College next season. I am excited. Please let me know about the next steps.*

Now, while you think that the journey is over, it is really just beginning. More hard work is to come as you want to be physically, mentally, and academically prepared for the rigors of college soccer.





COLLEGE PLAN

TIME TO COMMIT: WHAT TO DO

Once you've shared the good news, you have to share the bad news.

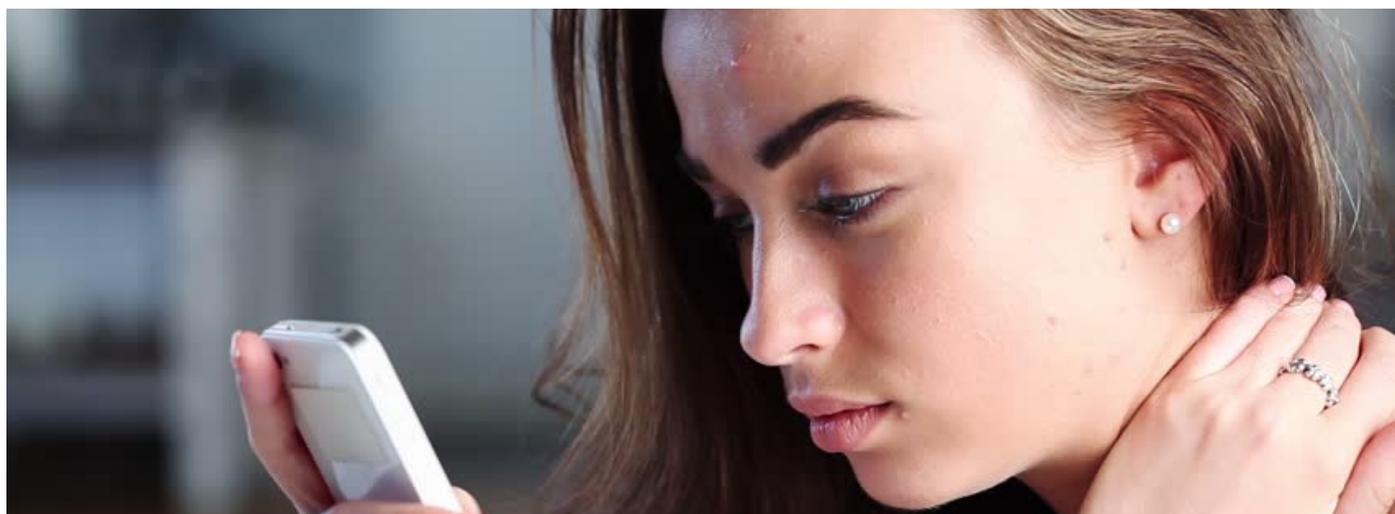
The Not So Fun Part: Contacting Coaches That Recruited You

YOU MUST CALL THEM. Do not text or email them. They took time to recruit you and you considered their school, so please be considerate and make the call. It is not a fun conversation, but one that is important to make. Be professional as you never know if you need to transfer, want to get a coaching job, or this coach becomes the new coach at your future school. The coaches will understand.

Coach Smith,

I have decided to attend Coast College. I want to thank you for recruiting me and my family and I appreciate everything you've done for us. If anything changes in the future, I will be in touch.

Make sure you have contacted the schools in which you've had regular correspondence or had been on campus to visit BEFORE you post where you're going to attend on social media. A coach doesn't want to find out about a missed recruit they recruited for over a year via a tweet.





COLLEGE PLAN

ACADEMIC TIMELINE

Freshman Year

- Meet with your high school counselor about wanting to play collegiate athletics. The counselor will help to make certain you are taking the proper courses.
- Check for information on eligibility and recruiting at www.ncaa.org and in the NCAA Guide for the College Bound Student Athlete.
- Prepare yourself academically to attend a NCAA Division I university to ensure you are meeting all academic requirements. While NCAA Division I may not be an option, you want to ensure you are covered if the opportunity arises.

Sophomore Year

- Meet with your high school counselor to make sure you are on target to meet all of your academic requirements.
- Search for national testing dates to take the Pre-ACT and/or Pre-SAT.
- Check for any rule changes with the NCAA by browsing www.ncaa.org and downloading the newest NCAA Guide for the College Bound Student Athlete.

Junior Year

- Meet with your high school counselor to make sure you are on target to meet all of your academic requirements.
- Search for national testing dates and register to take the ACT and/or SAT.
- Request to send your ACT or SAT scores directly to the NCAA Eligibility Center.
- Check for any rule changes with the NCAA by browsing www.ncaa.org and downloading the newest NCAA Guide for the College Bound Student Athlete.
- Register with the NCAA Eligibility Center.
- Have your high school counselor send your transcripts to the NCAA Eligibility Center at the end of your junior year.



COLLEGE PLAN

ACADEMIC TIMELINE

Senior Year

- Meet with your high school counselor to make sure you are on target to meet all of your academic requirements.
- Ask your college coach or potential colleges about applications, application deadlines, waivers, and anything regarding application and financial aid.
- Complete and submit FAFSA (Free Application for Federal Student Aid) at www.fafsa.ed.gov.
- Research and apply for outside scholarships.
- If you need to retake the ACT or SAT, register to do so.
- Request to send your ACT or SAT scores directly to the NCAA Eligibility Center.
- Check for any rule changes with the NCAA by browsing www.ncaa.org and downloading the newest NCAA Guide for the College Bound Student Athlete.
- Register with the NCAA Eligibility Center.
- Have your high school counselor send your final transcript and Proof of Graduation to the NCAA Eligibility Center at the end of your senior year.



COLLEGE PLAN

WHERE DO I WANT TO GO TO COLLEGE?

ACADEMICS

1. Four Year College / Two Year College
2. Majors / Areas of Study
3. Class Sizes
4. Student to Faculty Ratio
5. Graduation Success Rate: Team & Athletic Department
6. **Can I Succeed Here?**

LOCATION

1. In-State / Out-of-State
2. Urban / Rural
3. Traveling On Campus / Off Campus
 - a. Nearest Airport
 - b. Nearest Bus/Train
4. Weather

EXPERIENCE

1. Public / Private
2. Big / Medium/ Small
3. Culture: Commuter vs. Community
 - a. Campus Life vs. Off-Campus
4. Dormitories / Campus Housing / Student Life
 - a. Athlete Dorms / Student Dorms
 - b. Roommate Options
 - c. Food: Dining Halls / Cafeteria
5. Off-Campus Living
 - a. Apartments / Rentals
 - b. Meals: Can you cook?
6. Campus Safety
 - a. Police / Fire on Campus?
 - b. Crime & Safety Statistics
 - c. Proximity to Hospital / Medical Services
 - d. Emergency Situation Protocol

COST

1. Tuition
2. Room & Board
3. Books
4. Other Fees
5. Payment for College: Do I Need a Scholarship to Play?
 - a. College Fund: Do I Have One?
 - b. How Much Student Loan Debt is Okay?
 - c. Can I Pay This Back Upon Graduation?
6. **Do I Want a Degree From This School with Student Debt?**

FINANCIAL AID

1. Need Based Aid
 - a. University Grants
 - b. Federal / State Grants
2. Academics Merit Based Aid
 - a. University Scholarships
 - b. Outside Scholarships
3. Athletic Scholarships
4. Student Loans

WHAT DO I WANT FROM A SOCCER EXPERIENCE?

SOCCER

1. Can I Play Here?
 - a. Will I Qualfy for an Athletic Scholarship?
 - b. Can I Walk-on?
 - c. Am I Willing to Sit the Bench & Wait My Turn?
 - d. Do I Want to Play Right Away?
 - e. What Division of Soccer?
 - i. NCAA Division I, II, III
 - ii. NAIA
 - iii. NJCAA
 - f. What Style of Soccer Do I Want to Play?
 - g. How Do the Coaches & Players Interact?
2. Coaching Staff
 - a. Head Coach
 - b. Assistant Coaches
3. Support Staff
 - a. Director of Operations
 - b. Athletic Trainer / Team Doctor
 - c. Strength and Conditioning / Sports Performance
 - d. Nutritionist
 - e. Mental Coach / Sports Psychologist
4. Technology
 - a. Video Analysis
 - b. Heart Rate Monitors
 - c. GPS Tracking
 - d. Recovery Systems
 - e. Body Composition
5. Athletic Facilities
 - a. Stadium / Home Field
 - i. Capacity
 - ii. Typical Crowd
 - iii. On or Off Campus
 - b. Locker Room
 - c. Practice Facility
 - d. Weight Room / Strength & Conditioning
 - e. Training Room / Medical Facilities
6. Roster Size

7. Position Breakdown
 - a. Graduating Class Breakdown
 - b. Travel Roster Size
8. Competition
 - a. Conference Schedule
 - b. Non-Conference Schedule
9. Team Travel
 - a. Typical Travel Schedule
 - b. Transportation: Vans, Bus, Commercial Air, Charter Flight
 - c. Hotel and Meals
10. Time Commitment
 - a. Typical Season Schedule
 - b. Off-Season Schedule
 - c. Vacation / Break Expectations
11. Apparel
 - a. School / Team Sponsor (adidas, Nike, Under Armour)
 - b. Equipment Provided by School
 - i. Footwear, Apparel, Gear, Backpack

COMMUNICATE WITH COACHES & COLLEGES

THE BASICS

1. The Rules

- a. I Can Contact Coaches at Any Time
- b. NCAA DI Coaches: Can Contact Athletes After July 1 Entering Junior Year
- c. Questionnaires & Camp Information: Exception to Rules

2. Ways to Contact College Coaches

- a. Email
- b. Handwritten Letter
- c. Social Media
- d. Video
- e. Phone Call
- f. Through a Coach

3. Writing an Email

- a. Personalized Introduction
- b. Body: Explain Why I Would Be a Good Fit
- c. Invite to Watch a Game with Upcoming Schedule
- d. Signature
- e. Include the Following:
 - i. Full Name
 - ii. Email Address, Phone Number
 - iii. Graduation Year
 - iv. Team Name, Age Group, Jersey Number
 - v. Coach Name, Email Address, Phone Number
 - vi. Social Media Handles (Twitter, Instagram, SnapChat)
- f. Attach a Player Profile Sheet
- g. Tips for Email
 - i. Appropriate Address
 - ii. Personalize Email
 - iii. Get Attention
 - iv. Be Brief & Sharp

4. Mail / Handwritten Note: Easy to Personalize, Hard to Ignore

- a. Personalized Introduction
- b. Body: Explain Why I Would Be a Good Fit
- c. Invite to Watch a Game with Upcoming Schedule
- d. Signature
- e. Include the Following:

- i. Full Name
 - ii. Email Address, Phone Number
 - iii. Graduation Year
 - iv. Team Name, Age Group, Jersey Number
 - v. Coach Name, Email Address, Phone Number
 - f. Attach a Player Profile Sheet
 - g. Tips for Email
 - i. Appropriate Address
 - ii. Personalize Email
 - iii. Get Attention
 - iv. Be Brief & Sharp
- 5. Social Media
 - a. Follow / Like: Teams, Coaches & Players
 - b. Coaches Can Follow / Like Your Content
 - i. Coaches Want to Research You
 - ii. College Admissions Are Checking Social Media Accounts
 - c. Direct Messages Are Same as Email / Mail
 - d. Marketing for Coaches
 - i. My Image
 - ii. What Am I About?
- 6. Video
 - a. Put Together Video with Highlights & Game Footage
 - b. Have Coach Approve
 - c. Show All Aspects of My Game
 - d. Video vs Comparable Competition
- 7. Phone Calls
 - a. Be Prepared
 - i. Greeting / Introduction (Full Name)
 - ii. Express Interest
 - iii. Invite Coach to Game
 - iv. Have Questions Prepared
 - b. Refer to Email I Sent
 - c. Stand Up, Speak Up, Talk Clearly
- 8. Contact via Club Coach
 - a. Club Coaches are a Great Contact
 - b. College Coaches Want Club Coaches Point of View
 - c. Club Coaches Can Be More Objective
 - d. Club Coaches Can Get More Information
 - e. Club / College Coaches Have an Ongoing Relationship



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