

What Steps Do College Coaches Normally Take During The Recruiting Process?

Scouting for talent can take more than you might initially realize. Here are the steps college coaches generally follow these steps during the recruiting process:

Compile a List of Prospects

This first step is to gather a list of prospects whose athletic skills and academic abilities meet the college's needs. This list is compiled by self-nomination, coaches' referrals, or recruitment lists of other colleges.

Send Recruiting Letters

Once the list of prospects has been compiled, coaches send out recruiting letters, questionnaires, and invitations to their camps. The recruiting letters and questionnaires give the prospects information about the school, such as academic requirements, financial aid offerings, athletic facilities, and schedules. They also remind prospects that they are under consideration for an athletic scholarship.

Conduct Evaluations

After receiving responses from interested recruits, the college coaches will then conduct evaluations on prospects. This is used to determine whether or not they are ready for collegiate athletics. A coach will also determine whether or not the college is a good fit for the prospect. Prospects can do this by attending a camp or conducting a personal visit.

Extend Offers

After evaluations have been completed, college coaches will then extend a verbal offer and a scholarship to those they wish to recruit. They will do this by phone and during campus visits.

Officially Sign the Recruits

After verbal offers have been extended, the college coach then sends an official offer letter of scholarship funding and a National Letter of Intent. The National Letter of Intent is a federally-binding contract between the athlete and the college, which outlines the specifics of the scholarship offer.