



How High School Prospects Use Social Media in Recruiting

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NCSA Athletic Recruiting
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A Summary of the Study's Results

We know that the way teenagers communicate has changed drastically in the last five years. Especially if you are a college coach trying to foster a conversation with them during the recruiting process.

For that reason, Tudor Collegiate Strategies and NCSA Athletic Recruiting embarked on a detailed study to answer a basic, but vitally important, question:

How do teenage prospects use social media to communicate with the coaches who are recruiting them?

The two organizations partnered to perform a study into what social media usage was like amongst potential high school recruits that were currently going through the recruiting process, and had not yet made their final decision; this study involved a survey of 2,821 high school recruits over the course of the summer 2013.

We received some very clear answers and insights to our primary question.

For example, it became very apparent in the early results we analyzed from the study that the most popular social site, not surprisingly, is Facebook. At 70 to 80% daily usage by prospects, Facebook has woven its way into the fabric of this demographic's culture and way of life; therefore, it is essential for recruiters serious about connecting with the recruits that really matter to their prospects who will take their program to the net level that they understand how social media is used by those same recruits.

Below are the big picture take aways from the various sport categories that were part of our 2013 National Social Media Study.

Male High School Recruits

FACTS:

- ❖ The majority of the 775 male non-basketball and football high school recruits we surveyed use social media on a daily basis; the most popular sites were (in order) Facebook, Twitter and Instagram.

- ❖ The majority of male high school recruits do not spend a great deal of time on social networks, checking in just 1-3 times a day. Also, over 48% spend less than an hour on social media a day.
- ❖ 82% of male recruits responded that it would be ok for a coach to contact them through Facebook; while no other social network received a majority response, Twitter garnered 48%.
- ❖ When asked about what social sites recruits wanted to follow coaches on, a majority responded with Facebook and Twitter.

Summary:

Throughout the study, recruits emphasized a need for understanding and privacy when being contacted through social media. Recruits were asked what rules or guidelines they would suggest to coaches trying to contact them; the plurality of 33% responded that they actually had “no rules”. The male recruits seemed much more open to being contacted by coaches through social media compared to female recruits, who seemed to respond more cautiously.

Male recruits also wanted to see interest from recruiters through social media. It may seem cliché, but it’s vital for coaches to understand as they formulate their recruiting strategy in the years to come: Recruits want to be wanted. This can cut both ways, too, as some athletes may feel bombarded with recruiting communication, so recruiters should be careful in the type of message put forward, as well as the frequency of that communication. Along with this point, recruits stressed the importance of recruiters being professional and only using private or direct messages when contacting them.

When a recruiter makes contact, the big topics the recruit will likely be interested in, based on the study, will be the coach’s program, the program success and how the coach sees the prospect being a part of the plan for continued success after they come to compete for the coach, and information about how the team interacts. Through the study, recruits seemed very interested in hearing about inside news about the team, a behind the scenes look at potential future teammates; pictures and video are a great way to tell this story. This matches the long term focus group studies conducted by the staff at Tudor Collegiate Strategies on campuses and with clients that use the company to help formulate their recruiting communication and strategy. Recruits want a coach, through social media and other communication, to showcase the personality of his or her team, and make the case that the recruit should want to be a part of it.

Female High School Recruits

FACTS:

- ❖ According to the 613 non-basketball prospects we surveyed, the most popular social networks are Facebook, Instagram and Twitter; Facebook and Instagram scored a statistical dead-heat at 69.1% and 68.5% respectively. Pinterest is far more popular amongst female recruits versus male recruits
- ❖ A majority of female recruits check social media more than once per hour, which is more frequent than male recruits.
- ❖ The plurality of female athletes responses indicated daily time spent on social sites is between 1-2 hours, also more than males.
- ❖ Facebook was the preferred method of contact if a recruiter was to contact through social media at 84%. If recruits were follow a coach or program through social media, the majority would use Facebook and/or Twitter.

Summary:

Similar to the male recruits, female recruits were asked what rules they would suggest to recruiters for contact on social media. These young women were much more cautious compared to the boys on giving “no rules”. Only 18% of females said that they would not suggest rules to recruiters as they contacted high school prospects via social media.

Female recruits seem very much to want professionalism from recruiters. Comments suggested that the recruiter clearly and professionally identify themselves (links to their bio on college website, for example, is recommended as it will be one of the things that they look to initially to learn about who that coach is) before communicating with them further. Also, many female recruits would like the parents contacted as well; parents are an important part of the process for all recruits, but especially so for female student-athletes. The vast majority want, and expect, their parents to take a lead in helping them maneuver through the recruiting process. All communication should be through private or direct messages if done through social media.

The big interest female recruits have when talking with a recruiter is the team.

Respondents wanted to know everything from workouts to team activities to how the teammates get along.. The success of the program is very important as well. The study also revealed that pictures can tell the story much more effectively than words; respondents wanted more content through pictures and video to tell the story of the team and program.

Football Recruits

FACTS:

- ❖ The majority of the 1.058 football recruits we surveyed check social media *more than once per hour*.
- ❖ Facebook is the most popular social network amongst football recruits; a majority also use Twitter and Instagram.
- ❖ The majority of football recruits are o.k. with a coach contacting them through Facebook and or Twitter. Also, if a football recruit were to follow a coach or program it would likely be on Facebook or Twitter as opposed to some of the new, emerging social media properties.

Summary:

In terms of what football recruits expect from recruiters, the answers are very similar to other groups; in short, recruiters should be professional, use a private message, be honest, be understanding and respect the recruit's privacy.

What football recruits want to *see and hear* through social media is actually a bit different than the average male recruit in that there is much less concern about the inner-workings of the social aspects of the team. Instead, the football respondents mentioned over and over the desire to have pictures and videos of the facilities, the weight room in particular, as a way to justify interest in that particular college. They also wanted to see game film or clips of the team. Information about the academics of the school were important. Roster openings, and what the plan for that particular prospect would be should he choose to play for that program, was repeatedly mentioned as something that was important to football recruits.

It is important to note that while the study's results clearly describe what social media can do to capture the initial attention of a recruit, there are other more important long-term

factors that are described by recruits after they commit to a school. Those factors, based on the thousands of individual focus group responses we've collected over the past decade of research, include what the recruit felt the team thought about him as a potential teammate as he went through the recruiting process, as well as what the coach has planned for them once they commit to their program.

Male High School Basketball Recruits

FACTS:

- ❖ Facebook, Twitter and Instagram are all popular with most of the 255 men's basketball recruits that participated in the survey.
- ❖ The number of times per hour for checking social media is almost evenly split between those who use social sites less than an hour and those who use social sites over 2 hours a day.
- ❖ Facebook and/or Twitter would be acceptable sites to contact through according to the majority of male basketball recruits. These sites are also one through which a majority of the respondents would follow a coach/program.

Summary:

Male basketball recruits generally agree with other groups with respects to social media "rules" for recruiters: Be professional, use private/direct messages, be honest, follow NCAA rules, etc. One "rule" that did stand out a bit specific to this group was the idea of not to going overboard with communication, especially if it has the danger of being perceived of being done just for the sake of sending something to the recruit.

When contacting a men's basketball recruit on social media, the subjects that seem most important are the success of the program, scholarship details, the workouts and coaching philosophies, as well as roster openings and how that prospect will fit into those plans. These are very similar to a football recruit, but in this study, male basketball recruits wanted pictures and videos not just of the athletic facilities, but the campus as a whole. This is interesting because it points out the subtle but important differences in recruiting between different sports. We would also suggest that this is because many facilities being to look the same to a recruit going through the process, and they quickly search for other aspects of the college as a tiebreaker for determining which college they should pay attention to

early on.

Female High School Basketball Recruits

FACTS:

- ❖ Among the 119 actively recruited high school women's basketball prospects we interviewed, Instagram scored slightly higher than Facebook in terms of usage, which is an important trend to keep in mind if you recruit female student-athletes; a majority also use Twitter.
- ❖ A majority of female basketball recruits use social media 1-3 times a day, but 75% use social media for at least one hour a day, much more than other female recruits.
- ❖ A majority responded that Facebook would be acceptable for a recruiter to follow or message them, but responded Facebook and Twitter would be good options to follow the coach or program.

Summary:

Female basketball recruits have similar rules to the average female recruit and other sports mentioned. There is an expectation of professionalism and sticking strictly with basketball and school. Consistently, recruits have asked messages be kept private. The communication needs to be brief, specific and to the point.

In contacting these recruits, the responses indicated they really want to know about the team. They want pictures of the team, pictures of the team interacting, a sense of what it is like to be a part of that team, team activities, etc. Also, they would like pictures of the campus as well as the basketball facilities. Recruits will want to know about the success of the program, so have some good stats ready. Basically, the recruits are looking for a behind the scenes look particularly as it relates to the team as a way to determine if that's the kind of program they would want to be a part of after high school.

Many responses indicated a desire to see pictures of the campus, team, facilities, and other aspects of campus. Given that Instagram is one of the top social sites for these female basketball recruits, it may be very beneficial to be active on Instagram in particular as a way to visually showcase a campus and program.

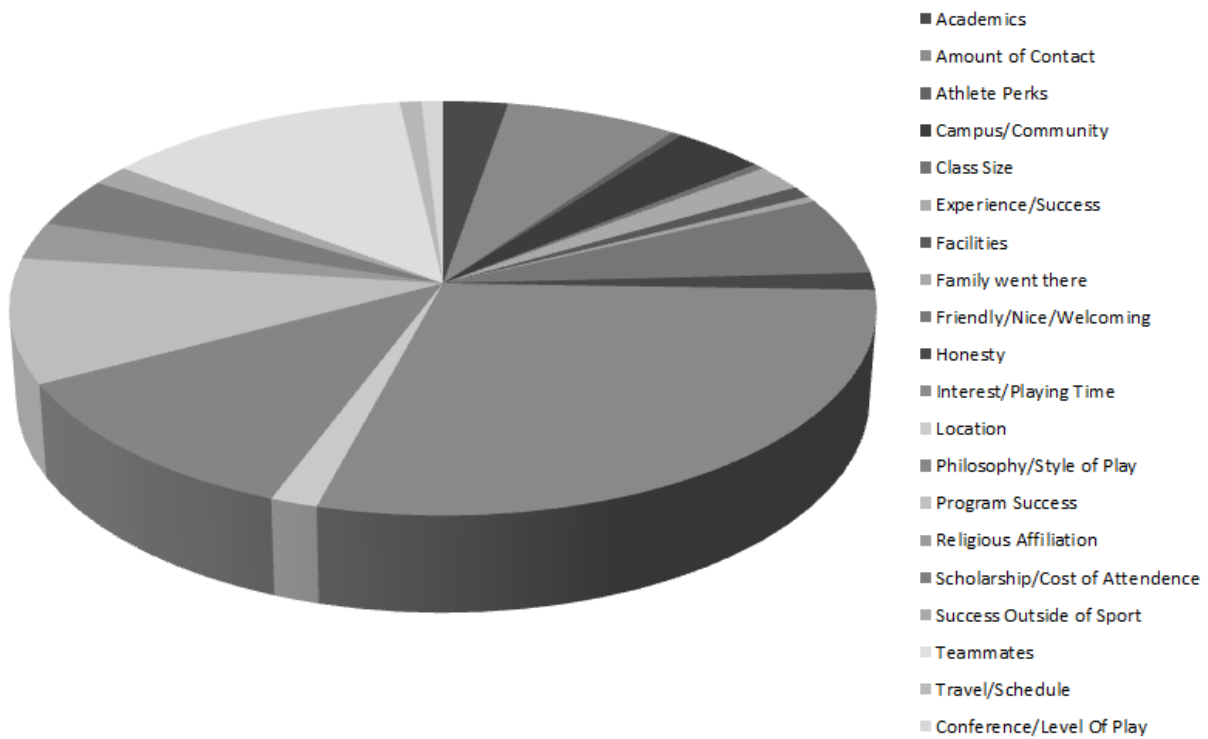
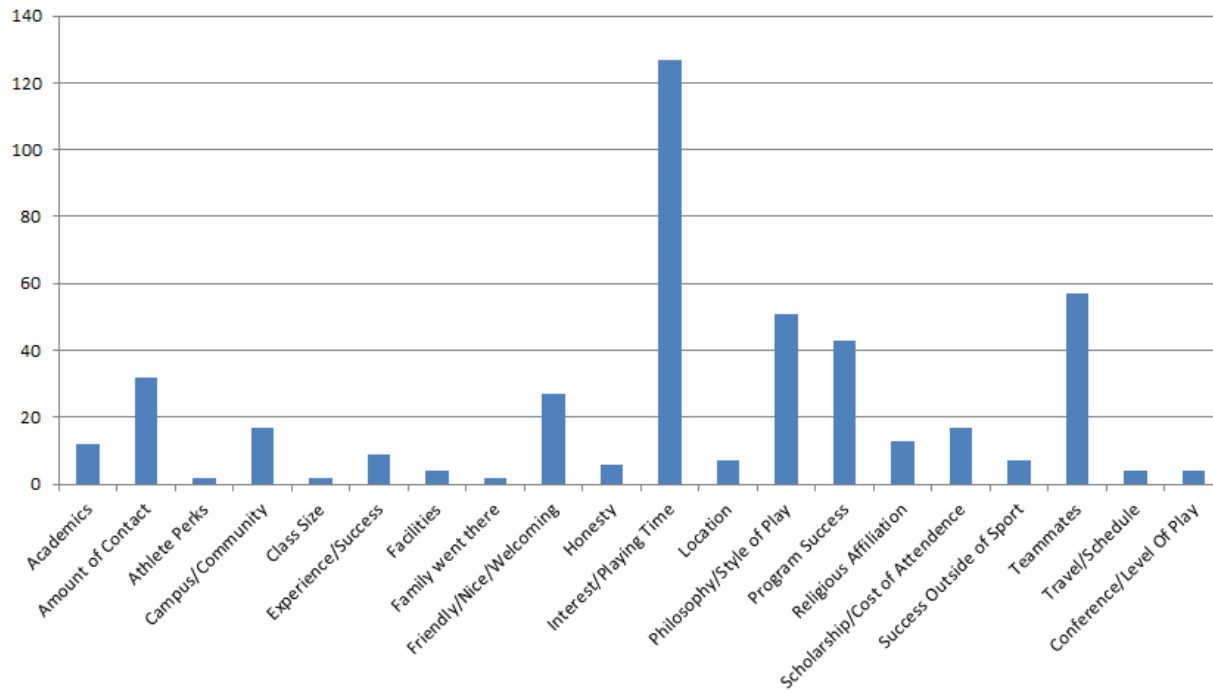
SEVEN KEY SUMMARY POINTS FOR COACHES

- **Be professional when using social media, do not try to be a “friend” - especially at the start of the process.** Some prospects will have no problem becoming friendly with a coach over time on social media, but use caution as you develop the relationship and respect the separation that they initially desire in their new relationship with a coach who is recruiting them.
- **Do not comment or like posts or picture message that do not pertain to school or the sport for which he or she is being recruited.** Social media is a very “permission based” platform, and we would advise coaches to tread carefully when it comes to initiating familiar contact with a recruit on social media.
- **Always use a private or direct message.** This conforms with the idea of gaining permission from the prospect you want to talk to, and keeps your conversation private. In addition, this is the most NCAA compliant way to contact a recruit.
- **Clearly identify yourself at the beginning.** Take a conservative, respectful approach as you initiate communication with your prospect.
- **Involve the parents.** In all groups we surveyed, prospects identified their parents as being the most influential in helping them make their final decision. In addition, we found that many recruits want their parents to act as a communication agent for them early on in the process to help them filter through which colleges to pay attention to and which colleges to ignore.
- **Give the recruit a behind the scenes look into your program, especially how your team interacts.** Coaches who focus too heavily on just facilities and their campus run the risk of boring their recruits quickly. A suggested long term communication strategy would be to focus on the personal aspects of your team, bringing that recruit behind the scenes of your program and making them feel like your team is the one that is the best fit for them.
- **Recruits really like pictures and videos: Campus, facilities, and especially.....the team!** Clearly, there is a place for statistics, facts and figures related to your campus. But social media isn’t that place. Since it is a relational forum, make that the focus of your future social media campaigns.

What Got Their Attention:

- More than double the next most popular response (29% to 13%), personal interest shown and demonstrated in the athlete by the recruiter is the top response.
- Recruits want to know the coach cares about them personally (beyond just athletic performance) and is really interested in their personal success in the classroom and in life after college.
- Recruits do not want to feel like a number or one of many recruits, so the recruiter must be able to connect in a way that is personal, *not* just a part of the process.
- Coaches have to have passion and enthusiasm for what they do, this is a positive aspect with recruits. Your prospects are looking for you to demonstrate that through your social media campaign.
- Be professional: Coaches must let the recruit know they take their job seriously and work hard.
- Make the process as easy as possible for the recruit, giving a very clear and detailed course forward for the recruiting process.
- Overall, facilities did not rate highly in terms of what got recruits attention. It's o.k. to showcase a facility in your social media campaign, but try to tie that facility personally to the prospect and how it will help them achieve their goals.
- Your team was the second most popular response at 13%. Showcasing *who* your team is successfully is one of the major keys to executing a smart social media recruiting campaign.
- Other popular responses as to what recruits wanted to see on a college program's social media website: The coach's philosophy or style of play (12%) and the program's past success (10%)

What Got Recruits Attention



What Got Recruits Attention:

Academics	3%
Amount of Contact	7%
Athlete Perks	0%
Campus/Community	4%
Class Size	0%
Experience/Success	2%
Facilities	1%
Family went there	0%
Friendly/Nice/Welcoming	6%
Honesty	1%
Interest/Playing Time	29%
Location	2%
Philosophy/Style of Play	12%
Program Success	10%
Religious Affiliation	3%
Scholarship/Cost of Attendance	4%
Success Outside of Sport	2%
Teammates	13%
Travel/Schedule	1%
Conference/Level Of Play	1%

N = 398

margin of error = 5%

Methodology:

The focus of this analysis was on question 8 of the 2013 Incoming Freshman Survey, "What did the coach do or say to get you initially interested in coming here? What was one of the big themes that got your attention early on?" Open ended responses were gathered from 398 participants from 51 institutions and/or teams. These responses were manually categorized into the above topics for analysis. The margin of error is 5%.

SOCIAL MEDIA TRAINING POINTS FOR COLLEGE RECRUITERS

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HOW TO USE HEADLINES TO GRAB YOUR PROSPECT'S ATTENTION

In the give-it-to-me-quick-just-the-facts world that we (and your prospects) live in, what and how you communicate is crucial.

Think about it: How easy it to tune something out that isn't worded just the way we want it? Or skip reading something that isn't easy to read visually?

Most social media recruiting we see when we begin working with a new client ignore this common sense rule...the same holds true for most recruiting letters and emails. And the price to those who send out messages and information that look and sound the same as they did in 1983 is heavy: This generation of athlete will tune out a coach quickly if the message doesn't match their need for fast, accurate, interesting information when interacting with your social media website.

The fix?

Something they did really well back in the 1930's: Creative, bold headlines.

No, you don't want to make your social media recruiting look like an old fashioned newspaper...that's not what I'm getting at. What I mean is that your text needs some guideposts to keep your reader (the 17 year old impatient kid that you're trying to recruit) engaged in what you're saying, and not bailing on your message ten seconds into it.

The best way to do that online is to insert a headline that is creative and attention-grabbing. A statement, in bold type, to give your reader an idea of where you're going and what's in it for them if they stick with you. Something like this:

There are some AMAZING benefits to coaches who write with headlines:

Does that make you want to read more? Does it give you a little taste of what's to come? Does it create a little bit of curiosity?

That's the power of a well written and well placed headline on your social media post.

So, if you think you'd want to start to use these powerful, easy-to-use weapons in the war of attention you're fighting with your recruits online, here are some tips that we see working for the coaches who are beginning to use them:

- **Try a “How To” Headline.** They work. We all want to know how to do something, and if there is one group of people who are looking for how to do something (namely, play college sports) it's your recruits. Whenever you want to highlight an action you want your prospect to take, start with “how to” to do it.
- **Give them a promised result.** If you are tempting them with a “how to”, don't stop short...finish it off with a result they can expect once they follow your recommended action. Let them know what will happen next, what they'll get from it, and why they should follow your direction. It's critical that you give them an idea of what's in it for them when you if they stick with you.
- **Visually, they help guide your readers' eyes.** Headlines will cause your reader to jump down the page and stay engaged with what you're saying to them (or get them to the video or picture you want them to see on your social media site). For this generation of teenager, they need all the visual cues they can get to tell them what to do.
- **We remember headlines.** They are a short summary of what we want the reader to know about our topic. If they don't happen to read your entire message, the headlines have a powerful way of helping them to remember your take-away from that message. That's really crucial as you fight to get your prospects to remember your message instead of your competition's, as well as adding much needed context for how they're supposed to understand the point you are trying to make on your social media site.
- **They break up your message into logical sections.** Not only does that help your prospect “digest” your message more easily on Facebook, Twitter and other social media platforms, we find that it helps coaches stay on topic and keep their message simple and on point. So, if you're a coach that struggles with what to write, this trick should help you to stay on topic.

Take a fresh look at your overall recruiting message you're putting out on social media using this proven, easy-to-use strategy. The result should be a more engaged, interested recruit reading – and understanding – your next social media post.

VIRAL VIDEOS, SOCIAL MEDIA, AND THE LESSON FOR COLLEGE COACHES

This article is really all about a video made by the Harvard University baseball team in 2012 that has logged over 14,000,000 views on YouTube, but we'll get to that in a moment...

Let me address the big picture first: College coaches are constantly trying to come up with an elaborate strategy to dominate social media, and thereby become beloved destinations of every five star recruit in the country.

Maybe you're one of them. Or, maybe you wish you were one of them – but truth be told, you're doing good just to answer the email sitting in your Inbox every day. Or, maybe you see the whole thing as way too complicated for you, and better left to someone else in your athletic department.

Regardless of how you'd label yourself, one thing seems to be universally true in the minds of most coaches: Social Media is a complicated puzzle that takes more planning, expertise and know-how than you could ever muster during your coaching career.

Let me show you why it's exactly the opposite of the scenario I have just outlined, and why it's easier than ever for you as a coach – Division I, small college, tech-savvy or social media dinosaur – for you to use easy-to-use free websites like YouTube, Facebook and Twitter to promote your program and connect with your recruits.

Which brings us back to that Harvard baseball team video I mentioned at the start: It's a video they put together in their team van on the way back to campus after a game (just Google "Harvard baseball call me maybe"). They got the idea on that road trip, practiced a little, and then shot the video the next day.

It exploded online, went viral, and made their team an Internet sensation. Soon, another team challenged with their version. Soon, dozens of teams were all trying to equal what the Harvard baseball program had achieved online. Harvard's baseball team and one of their social media video challengers, the rowing team from Southern Methodist, were featured on The Today Show. All in all, not bad promotion for the teams, and the colleges.

So, what does all this have to do with you? Everything.

Here are the lessons that I think every college coach can take away from my original points, and this amazing lesson in the power – and ease - on how social media can and should be used in recruiting:

- **What they did cost nothing.** That's in your budget, so invest in it.
- **It was done with no outside consulting, and no 50-page strategic plan.** Not that there's anything wrong with consultants that will help you with a plan; if that's what you need to get started, then by all means use one. But you don't "need" one to be successful.
- **It was created by college athletes.** Not many college coaches could come up with something so mind-numbingly simple and catchy. My point, Coach, is that you don't need to come up with the big ideas that will turn your team into the next online sensation...*let your team handle that for you.*
- **Social media - when done correctly, following the advice and direction in this national study - showcases a team's personality better than anything you or I could come up with.** That's what social media is all about: Fun, personality and

interaction. So if the majority of what is showing-up on your Facebook or Twitter team sites is electronic news releases or game summaries, I wouldn't be waiting by the phone expecting a call from The Today Show, Coach.

- **It achieves something that most teams fail to answer for their recruits: Why they'd want to play for you on your team at your college.** And isn't that one of the central goals of any coach who is aiming to bring as many great prospects in as possible?

All five of these end results can be achieved with no money, and very little time. Starting team accounts, if allowed by your compliance office and division level rules, can be done in about 10-15 minutes. Still intimidated? Bring one or two of your athletes in to help you...they'll be happy to do it.

The big lesson for college recruiters is that this isn't hard, and it's the future of communicating effectively with your prospects in conjunction with the right mix of letters, emails and phone calls.

Ignore it at your own risk.

THREE REASONS WHY YOU SHOULD EMBRACE THIS NEW FORM OF COMMUNICATING WITH YOUR TEENAGE PROSPECTS

In the good old days of college recruiting, it was all pretty straight-forward.

You wrote a letter, and they'd read it.

You called them on the phone, and they'd talk to you.

You went on a home visit, two parents and a polite, enthusiastic recruit were there to meet with you. (And the parents let their kid do the talking). That's about the same time we Liked Ike, and gasoline was 25-cents a gallon.

Today, as this latest social media study proves, things are different.

Parents are acting as agents and public relations representatives, recruits mumble on the phone because they're busying talking with their thumbs on multiple social media networks, and they'll only read your letters and emails if you're telling them the things they want to know and the way they want it told to them.

Talking to recruits – something many college coaches are preparing to do with a new class of prospects in the not-too-distant future – has become a new and more complicated adventure. So today, I wanted to give you some advice on how best to launch your new communication plan with your new class of recruits - especially through social media. You'll have to pick and choose

which ideas apply best to you, the way you talk, and your approach with your prospects, but I think you'll find this a good beginning to developing a better roadmap to connecting with this generation of teenager (and maybe even their parents who are acting as their kid's agent):

- **Embrace the idea of asking them which social media platforms they use, and if it's permissible to communicate with them through those networks.** Our expanding research on this topic indicates one very important "rule" that this generation seems to gravitate around: There are different rules for different kids. About half of the recruits we are hearing from indicate that they have absolutely no problems with a coach communicating with them through following them or direct-messaging them on social media. The other half, on the other hand, have big problems with coaches who want to use social media to follow them or communicate with them. My advice: Ask your prospect what they'd be o.k. with. Keep it simple, keep it direct, and let them know the reason you're asking them is because you want to be a coach who wants to communicate with them the way they want to be communicated with (they'll appreciate it more than you can imagine).
- **Embrace the idea of talking to your prospect's parents.** As we explain in our On-Campus Workshops we conduct for athletic departments and coaches, one of the big differences between this generation of recruits compared to past generations of recruits is this: Not only do they *want* their parents to be involved in the recruiting process, they *expect* their parents to be involved in the recruit process. While this is a frustrating fact for coaches, it's a fact nonetheless. So, my advice is probably what you'd expect: You should be o.k. with talking to your prospect's parents in place of your prospect. Not every time, all the time...but most of the time. They'll usually accurately speak for their son or daughter, and actually give you more intelligent, useful information.
- **Embrace the idea of texting instead of talking.** In an effort to make you hate where this conversation is going even more than you did after reading the first two pieces of advice, I present the pièce de résistance: Most prospects would probably prefer to "talk" to you via text messaging instead of talking on the phone with you. I think you shouldn't make too much of this inconvenient new fact of life; I guess the question I'd ask is, would you rather have a rather one-way six minute conversation on the phone where you do 90% of the talking? Or, would you want to have an information-rich exchange over an hour by text message? I know which one will carry the recruiting process forward (and so do you). If you sense that a prospect is not going to be comfortable talking on the phone, ask them if they'd rather have text message sessions with you. It's not a sign that they are deficient or poor communicators, it's a sign that they've grown up using different methods of communication. Don't over-think it, Coach.

Those are the three most important beginning communication strategies as you attempt to deepen your connection with this next class of prospects, especially through social media. Just make sure you're playing by *their* rules as much as you, and not necessarily yours.

Have additional questions? Contact Dan directly by email at dan@dantudor.com.



ABOUT NCSA ATHLETIC RECRUITING AND HOW THEY PARTNER WITH COLLEGE COACHES

NCSA Athletic Recruiting, the nation's premier prospect database of verified college prospects, is committed to helping college coaches recruit as efficiently and effectively as possible. Their experienced team and extensive digital technology combine to help coaches find the athletes that their program's needs.

NCSA partnered with Tudor Collegiate Strategies, providing the college coaches we mutually serve with this first-ever national study of how high school prospects use social media to choose a college during the recruiting process, providing the TCS researchers thousands of their top prospects to be interviewed as a part of this national focus group study.

The NCSA Team. The NCSA Network consists of over 350 employees, many of which are former college athletes and coaches that are dedicated to helping athletes and coaches develop meaningful relationships. For the NCSA class of 2013, relationships such as these resulted in over 16,000 commitments and 1.2 billion dollars in scholarship and aid.

NCSA Athletes. Upon joining the NCSA Network, all NCSA athletes are pre-screened to demonstrate a strong desire to compete at the college level. Once cataloged in the NCSA Database, further athletic and academic evaluations are used along with an extensive questionnaire to help them target specific colleges. This information can help coaches target qualified recruits that have expressed interest in their program.

NCSA's Technology. NCSA provides college coaches the opportunity to access our online database that uses state-of-the-art digital technology to make it extremely easy for coaches to find and connect with student-athletes. It allows coaches to use multiple recruiting tools with just the click of a button or swipe on a touch screen.

To register for a free college coach account and to view thousands of verified profiles and videos, go to <http://recruit-match.ncsasports.org/fasttrack/coachrms/login>.

Contact NCSA. You can also call and talk one-on-one to an experienced Recruiting Coach who understands the specifics of your sport, and can personally search the database for exactly what you need. Contact NCSA toll free at **866-495-7089** or email them at collegerelations@ncsasports.org.



ABOUT TUDOR COLLEGIATE STRATEGIES AND HOW THEY PARTNER WITH COLLEGE COACHES

Tudor Collegiate Strategies has been partnering with college coaches and athletic departments since 2005, teaching them effective sales and communication techniques that helps them recruit more effectively. They also work with several hundred individual college programs on an individual client basis, helping those coaching staffs to develop highly effective recruiting text to use in their letters, emails, phone calls and social media communication.

Become a Total Recruiting Solution client. We will work with you one-on-one to apply the same cutting-edge research and innovation to your recruiting messaging. We'll conduct unique recruiting research with your team, plan your messaging campaign, and construct the suggested content for your messaging. Programs that have adopted this systematic, research-based approach for recruiting messaging have experienced big increases in the amount and the quality of the types of feedback from their top recruits.

Host an On-Campus Workshop at your school. Our recommended option for athletic department leaders who are searching for expanded professional development training for their coaches. We will spend two days on campus working one-on-one with your coaches, teaching them how to communicate the unique aspects of what you have to offer - and how to overcome their most common objections.

Attend the annual National Collegiate Recruiting Conference. This three day conference in June is one of the most intense, interesting, thought-provoking investments you can make for your individual recruiting skills. It features coaches and speakers from around the country, and is a great way to gain proven ideas and strategies for your next recruiting campaign. Visit www.dantudor.com/conferences for more information

Make our resources part of your recruiting library. Our recruiting guides for college coaches, research studies, and premium member options should be a part of every serious recruiter's library. Go to www.dantudor.com/shop for more information.

More questions? Call us at 866-944-6732 or email Dan at dan@dantudor.com.