

MY STEPS TO SUCCESSFUL COLLEGE SELECTION

1. Sit down with Woody to get unbiased view of skills and level of school (DI, DII, DIII or club program)
2. Get video done sooner than later – can always edit, but all coaches want to see video.
 - a. I showed assists before best shots knowing coaches would wait to see good shooting. Showing assists first illustrated skills beyond shooting.
3. Build initial spreadsheet of schools based on area of study, success of program, potential to be offered spot, distance and other important criteria
 - a. Include coach's name, email address and phone number
 - b. Include all schools that could be considered (15+ schools)
4. Build schedule of tournaments, showcases, school camps based on initial spreadsheet
 - a. Review what schools will be at which showcases and mark on spreadsheet when possible
 - b. Good events/showcases
 - i. All Burning River Tournaments
 - ii. CanAm (good Midwest representation)
 - iii. OSU showcase (good Ohio representation)
 - iv. BlueChip (well run event with several schools)
 - v. Any school sponsored camp for top 10 schools on spreadsheet)
5. Continue to re-rank each school on spreadsheet as process continues
6. Build email communication program
 - a. Include all schools on preliminary list initially
 - b. Build ongoing cadence of emails for every reason possible (more communication is better than less since it keeps name top of mind)
 - i. Link to video with every email
 - ii. HS. Lacrosse results weekly (goals, assists, GBs)
 - iii. Grades, SAT/ACT scores
 - iv. School or athletic honors
 - v. Personal results from BR tournaments
 - vi. Email about what has occurred at college (big wins, tournament results, important recruits, etc.)
 - c. As schools are narrowed down, don't be afraid to use texts as communication
7. School visits
 - a. Visit as many schools as possible (possibly during lacrosse camps)
 - i. Let Woody know in advance because he will communicate on your behalf
 - ii. Don't be afraid to ask if you would actually make the team
 - iii. Don't be afraid to ask where you stand on their list of potential recruits and how many will be recruited for your position
8. Post-Visit Communication
 - a. Every visit (school or for camp) should be followed up with handwritten note card to coach(es).
 - b. Cards can be personalized with your name, position and graduating year (sets you apart from the masses)
9. Try to move your spreadsheet from 15+ to <5 most wanted to focus your efforts (still communicate to all, but focus on most desired schools)

Overall, the objective is to be known by as many good programs as possible. It is better to over communicate than undercommunicate. Personal note cards and phone calls set you apart. Leverage the connections and power of Burning River!!!