

Maine Softball Coaches Association Presentation
Helping Student Athletes with the Recruiting Process
45 min

Recruiting is a complex process, and one which changes depending on which level your players want to compete at in college- NCAA DI, DII, DIII, NAIA, or a Junior College.

The most important thing in the recruiting process is this: DO YOUR HOMEWORK.

There's nothing that makes a college coach more likely to delete a player's intro email than a clear indication that the player in question has not bothered to find out anything about the coach's school. (ex. email for coach of the Michigan Institute of Tech, etc)

The second most important thing: BE PROACTIVE

Players cannot wait for college coaches to contact or approach them, they have to make coaches aware of their interest and skills.

Step One

Help your player decide what kind of school, and what level of softball, they are looking for.

What are they interested in academically?

Do they want to be at a place where softball is their priority, school is their focus, or some combination of the two?

Where do they want to be geographically?

Encourage them to begin going on visits and campus tours- their freshman and sophomore year is not too early to do this!

Once you have decided these things, you should have a general idea of what division you are looking for, and possibly a rough idea of what specific schools.

The biggest difference between the divisions in the recruiting process is TIMING.

The timeline for DI and many DII schools is accelerated compared to DIII- in other words, if you have an athlete who is seriously considering DI they need to be contacting college coaches by their sophomore year AT THE LATEST.

Step Two

Help your players who are interested in playing college softball compose their initial contact emails

Hold a post-practice session to teach them how to write a basic introductory email

Example: [intro email](#)

- Where they are from
- Playing background- positions, ASA team, school team
- Academic background- classes taken, GPA, any standardized test scores
- ASA and school ball schedule
- Brief personal note on why they are interested in the school being emailed- MAKE THIS AS SPECIFIC TO THE SCHOOL BEING EMAILED AS POSSIBLE

Step Three

Help your players get seen

They should be on a competitive, traveling ASA team- if they are not on one, help them find one, or start one yourself.

Help them film a skills video- this can be done by a professional, or by YOU, the coach

- For more help with this, please see me after the presentation (handout)

Be sure they are playing for a team that travels to tournaments that are attended by college coaches- the RI Thunder tournaments are some of the best in New England, but there are many others

Check out College showcases- individual and team. Some showcases also are geared towards athletes with excellent academics (example- Pennsbury)

College Camps- For DI and DII team this is possibly the most important way to get seen- and also has the benefit of allowing your players to be coached by the staff of the school they are interested in. This can determine whether your player really wants to play softball at that school or not.

- Look for a “Camps” tab under a school’s general athletics page, or in the softball page.

Step Four

Email the college coach

For schools your player is serious about applying to, email the head coach (remember to copy the assistants! They may be the ones who will be responding!) and let them know you are happy to provide information on the player in question

- Keep this short and to the point- [Example](#)

Step Five

Encourage your athletes to stay in touch, and keep coaches updated

Beyond encouragement you don’t have much control over this- but advise them to update academic and athletic info via email, and to re-film their skills video if their skill set significantly improves.

They should always remind a coach where they’ll be playing and when prior to a tournament- ESPECIALLY if they know the coach will be there

Encourage the athlete to follow up with the coach via email or phone call after any type of contact- if they come watch a game, your athlete goes for a visit to their campus, etc.