



# **ADVNC RECRUITING**

**HIGH SCHOOL PLAYER & PARENT GUIDE  
TO COLLEGE RECRUITMENT**



## MINDSET

Before we dive into the nitty gritty of recruiting it is important to say a few things about the mindset in which this process should be approached. The recruiting process is a marathon, not a sprint. Having the right perspective on the process will yield better results, less wallet fatigue, and less stress for players and parents.



- Lacrosse is a means to an end, not the end itself. Lacrosse is a vehicle to help players: 1) get into schools they may not otherwise be admitted to, 2) develop deeply meaningful personal relationships that will last the rest of their lives, and 3) develop character traits that will serve them well as professionals, husbands, and fathers. When players choose a college they are making a 65-year decision not a 4-year decision. Although lacrosse will figure prominently in the first 4 years it will most likely not be a huge part of the next 61.



- When looking at schools it is important to ask the question: “Will I like it here if I never get to play lacrosse?” Make sure schools are a good fit in every aspect: academics, social environment, extracurricular activities, proximity, etc. Depending on the level of play there may be anywhere from a two to a four hour daily time commitment. At the high end this still only represents 1/6 of your day.



- Players should visit as many schools as possible starting at a young age so that they can have a better understanding of the differences in schools. These differences include:



College demographics



Geographic location



Academic programs offered



Big vs Little



Rural vs Urban



- The recruiting process is a great way for players to challenge themselves to be the best. Wanting to grow, and ultimately play with and compete against the best is a critical piece to any successful athlete and person.



- Don't play lacrosse to get recruited. Recruitment will happen for those who love the game and continue to get better. A player's focus should be on what he can control: getting better everyday!



## RECRUITING REALITIES

There are only 73 Division 1 lacrosse programs with about 800 total spots per class and about 40,000 graduating seniors playing lacrosse in high school. Just under 2% of high school lacrosse players will get the opportunity to play D1 lacrosse. Most players who end up playing in college will play at the Division 2, 3, or MCLA level. There are 313 combined D2 & D3 teams (approximately 3,150 spots per year).

## TIMELINE

Everyone's recruiting timeline varies. Positions get prioritized differently by college coaches. Attackmen, and dominant offensive midfielders will go before defensemen and more two-way type midfielders.

The April 2017 NCAA decision to prohibit all contact prior to September 1 of a players Junior season has dramatically changed the recruiting landscape and timeline. There are several trends we have noticed:

- 1- Commitments in the early Fall will be limited as schools wait for players to develop.
- 2- Coaches are continuing to recruit players who have already verbally committed to another school. This trend looks like it will continue to gain acceptance and help push the timeline back for most other players.

**Division 1-** Sophomores (observation only), Juniors, and some Seniors

**Division 2-** Juniors and Seniors

**Division 3-** Juniors and Seniors

**MCLA-** Seniors





## PROCESS

### IDENTIFICATION

This is the initial visceral attraction to a player who exhibits some “wow” factor. Things coaches are looking for include: foot speed (both straight line speed in the open field and lateral change of direction), skill, speed of skill, physicality, and decision making.

Players can use highlight film as a first step in the identification process but will need to be seen live in order to advance the recruiting process. For West coast lacrosse players this means getting back East to tournaments or showcase events approximately six times a year.

### CONTACT

College coaches cannot directly contact a player prior to September 1 of their Junior year. However, college coaches are allowed to talk to players at instructional camps or clinics, like Best In The West or a college prospect camp.

Starting September 1 of a player’s Junior year, college coaches can begin communicating. This includes direct contact through phone calls, emails, IM, and text. When speaking with coaches make sure to use more than yes and no answers. Coaches want to know who you are and what you are interested in.

Despite coaches not being allowed to contact players, players are allowed to email coaches. Coaches will read your email and watch your highlight video, but will not reply to you prior to September 1 of your Junior year.

### MEETING

Provided the first steps have taken place it is now time for the recruit to get on campus. Prior to the beginning of a player’s academic Senior year colleges are not allowed to host recruits on “official” visits. The biggest difference between an “official” and an “unofficial” visit is that schools are not allowed to pay for anything on an “unofficial” visit. Players are allowed an unlimited number of “unofficial” visits but are limited to one “official” visit per school to no more than five Division 1 schools. There are no restrictions on the number of Division 2 & 3 schools. Given the current recruiting timelines coaches are designing and operating unofficial visits to run and feel like official visits. Players will have the opportunity to meet with current team members, meet coaches, and attend classes.



Be prepared with well thought out questions.

Here are some potentially valuable questions:

- Where do you see me fitting in? What role do you anticipate for me on the team?
- What sort of academic support does the school offer?
- How much will you be able to help in the admissions process?
- How does the program use strength and conditioning?
- What does the program do to help players connect with alumni and help advance players professionally?
- Does the team do any community service?
- Does the team allow study abroad in fall?

## OFFERING

If you have made it this far in the process it is still not a guarantee you will receive an offer. There will be other players who play the same position who will be going through the same process simultaneously. If and when a school does make an offer, be honest with coaches about what your timeline is and ask that they do the same for you. Different schools will approach the commitment timeline differently. Some will give you an open timeline and others will ask for a decision within a week.

## SCHOLARSHIPS

Lacrosse is not like football and basketball; there are only 12.6 scholarships available for a varsity lacrosse team per NCAA rules. Different schools will allocate their scholarship dollars differently. Approach the recruiting process with no expectation of a scholarship. If you are fortunate enough to get one be prepared for it to be a partial scholarship. Your chances of getting help with paying for school are much better with merit and academic based aid.





## LIVE EVENTS

There are three types of live events for a player to be seen in: Tournaments, Showcases, and Prospect Camps. Each event has its advantages, and where you are on the recruiting timeline will dictate which option makes the most sense.

### RECRUITING TOURNAMENTS

A good way to be seen is by playing in strong recruiting tournaments with your club team. ADVNC club teams play in some of the most competitive, highly recruited tournaments in the country including: Crabfeast, Big 4, NXT Summer Invitational, and Naptown Challenge. These tournaments serve as the underlying baseline to be seen by a wide swath of college coaches. Even as players ramp up their individual event schedule it is important for players to continue to be seen with their teams.

### INDIVIDUAL SHOWCASES

Showcases are a great way to be seen by a ton of coaches in a short time window. However, not all showcases are built the same. We work hard to keep up on the constantly changing showcase landscape. That being said we are trying to hit a moving target. In our opinion the best showcase events are:

**Philly Showcase**

**Maverik Showtime**

**NLF Futures**

**Blackcard**

**Duke 160**

**Prep 175**

**Lacrosse Masters**

**3d D3 Showcase (Fall and Summer)**

**High Rollers**

**Best In The West** - BITW is an event that we have created to help our players get recruited by bringing college lacrosse coaches to Northern California. BITW is a must attend event for Northern California lacrosse players. BITW will take place at Sacred Heart Prep on July 17-18, 2019.



## PROSPECT CAMPS

Colleges hold their own recruiting events called prospect days. Generally, a college will directly invite 12-25 of the players they are currently recruiting and then send generic emails to kids who are in their database to help fill up the camp. If you are as far as the communication process in the recruiting timeline then a prospect camp makes sense. Otherwise you should be focused on showcases and tournaments. Prospect camps also make sense if you have a very tight, focused group of schools that you are interested in. Prospect camps are a great way to get better, see a school, and interact with college coaches. For prospective D1 players, attending prospect camps for your top five schools Sophomore through Junior year is a good approach. Make sure to be realistic about the schools you are targeting.

**“Showcases are like buying a mutual fund where as prospect days are more equivalent to buying an individual stock. Unless you know the stock is going to be a winner you are better off diversifying.” -Lars Tiffany UVA**

## FILM

Most players spend way too much time building professional looking film that waits too long to get to the good stuff. Here is a simple guideline to your highlight tape:

- get to the good stuff right away....put your best highlight first
- if the first 30-45 seconds aren't great then the rest doesn't matter!
- give your name, position, gpa, height & weight, and coaches contact information at the beginning of the film
- Don't waste people's time- coaches don't need to see the lead in...just give them the goal, assist, hit, etc... and coaches don't need to see a slow-mo replay.

## DIRECTLY CONTACTING COACHES

Players are encouraged to reach out directly to schools that they are interested in, but should not expect to hear back from them especially prior to September 1 of their Junior year. An introductory email is an important first step in beginning the recruiting process. These emails help create awareness of a player and make it easier for coaches to find players at live events. However, players and parents need to be realistic about the overall effect these emails will have and the level of engagement they will generate. Just because an email goes unresponded to does not mean that it was unread!



**When emailing a coach directly your letter should include:**

- a quick introduction of yourself
- academic information
- coaches contact information (remember they will not be able to reply to phone or email for almost another year).
- upcoming events you will be attending
- FILM - remember, college coaches are busy and do not have more than a minute to spend on your email and film.

**SAMPLE EMAIL:**

Dear Coach **XXX**,

My name is **XXXXXX** and I am a **Height/Weight** sophomore at **XXXXX** School in **XXXXX**, California. I currently have a **XXXX** GPA and have attached my freshman year transcript for your reference. I play **POSITION** on the **XXXXX** varsity high school team. I also play club lacrosse for ADVNC Lacrosse. I will be attending the **XXXXX** next week and I am very interested in **SCHOOL**. This summer I attended several of the top club tournaments on the East Coast, as well as **Insert Camp and Prospect Events**. This fall/winter I will be attending the following events:

**List Fall/Winter Events**  
**XXXXXX.**

Please find the link to my 2018 summer highlight reel:

**INSERT LINK**

I would also like to provide you with the contact information for my coaches (see below). Thank you in advance for your consideration and also for taking the time to review my highlight reel.

Sincerely,  
**XXXXXXXXX**

**Coach contact information:**

Chris Rotelli - Head Coach SHP & Founder/CEO ADVNC Lacrosse  
rotelli@advnclacrosse.com  
415-515-0478

When sending an introductory email make sure to address the head coach and CC the assistant coaches as well as either Chris Rotelli, or Greg Weigel.





## ACADEMICS

The importance of the academic component of recruiting cannot be overstated. The first questions we get from coaches are always about grades and character. The better your grades, the more options you will have in the recruiting process.

Another important aspect of the academic picture is standardized testing. Being prepared early for the ACT/SAT is critical. We recommend starting test prep no later than the Summer between your Sophomore and Junior year.

## CONTINUING SUPPORT

We at ADVNC will support the young men of ADVNC with continued recruiting advocacy, advice, and player development. This includes acting as the intermediary between coach and player to facilitate the recruiting dialogue. It also means making coaches aware of players through direct contact on behalf of the player when we feel the player and the school are a good match athletically, academically, and socially.

Part of our support will mean having some hard conversations with players and parents about where players can realistically expect to play in college. There is a college lacrosse home out there for everyone and it is our job to be honest with our players and help them find the right home.

**We are really excited to help you achieve your goals. Please feel free to reach out to any of us if you ever have questions.**

**Greg Weigel** - [greg@advnclacrosse.com](mailto:greg@advnclacrosse.com)

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