

The Next Steps To Earn A College Uniform - it's time to go to work

Dear Players and Parents:

There are three times each year I send out an email with The Next Steps: February 1 Harvey's Annual Camp Email with a list of the upcoming academic camps; the end of July after the Live-Period tournaments and "Academic Showcase" camps are over; and, October 1 when it is time to ask: "What are the next steps in my quest to **Earn A College Uniform?**"

A QUICK NOTE FOR JUNIORS and SOPHOMORES PLANNING AHEAD:

- All Juniors should – MUST, PLEASE – take the SAT or ACT test 3 times before the end of your Junior Year (including the June and brand new July tests) so the college coaches will know if your scores are in the range they can hope you will be accepted by their respective schools. This salient element cannot be stressed enough. Yes, the tests are given in the fall of your senior year but without knowing what your best score is a coach cannot fully plan on you being admissible. Applying ED1 is an important component of the recruiting process which does not affect non-athletes the same way. Some high school guidance or college placement advisors prescribe taking the tests only after you have completed the course material; for basketball players this will hinder your recruitment opportunities. So, please, take the test multiple times in your Junior year. Which test? Please consult a professional who can administer a diagnostic evaluation to predict whether the ACT or SAT is better for you. And, taking the test for the first time in the fall is not a bad idea as it will both give you a baseline score and avail you plenty of time to dedicate towards improving your score to the level you will need for the schools you want. Please do not go into a test "cold" without Proper Preparation as it Prevents Poor Performance ("PPPPP"). Rule #2 applies.

More for Juniors follows below in the section marked **For Rising Juniors**.

FOR RISING SENIORS:

The first steps are to look at the calendar, set up a plan - there is no need to rush out and hire a recruiting service to get your name out there (save your money until you know what you need). Getting your name out there is all most of them do. You need more. This is a long process with trips to several campuses in the spring and fall which will cost money, perhaps much better spent. The list of camps is emailed to you approx Feb 1 and available on my web site and updated often throughout the spring and summer.

Once the summer camps and July Live Period tournaments are complete you will soon know which coaches are already interested in you and use the following information - with your maximum effort - to **Earn A College Uniform**:

1. For the most part, the coaches head back to their offices to review their notes from seeing everyone over the last 7-8 weeks, build their lists of players in a variety of ways (most common is putting everyone onto a white board in 5 columns – “must have” (60-80), “impact” (80-120), “player who can make our team” (240-320 meaning about 520 on the first three boards who will all **Earn A College Uniform** at one of the academic schools), “recruit later” and “needs more”). Once they have sent out emails and letters to the players on their first 2 boards plus the top 5-10 players at each position on their 3rd board, many coaches give the list of recruits to their admissions department so the school literature can get put into the mail to you, and then the coaches take some well-deserved vacation time (with a stop at 1+ of the Ivy camps in August). They come back into the office a few days before the students arrive back on campus and are ready to greet their incoming players. Please note: the above is all a pretty standard operating procedure. Some schools will have already sent you an invitation to their camp while others ask you to please fill out their Prospective Athlete Questionnaire (“recruiting form”) which you should if you are interested in their school.

2. Several schools will hold a camp in August or September for the players they have identified during the spring and summer and want to bring them onto campus to see them play while meeting their team (who usually work their camp), see the campus up close and personal, and watch the players compete against each other. If you are interested in one of these schools, please consider going to their camp. Some, like Vassar, Middlebury, Bates, Swarthmore, Carnegie Mellon, Union and Claremont McKenna use their camp to look at every player who is interested in coming to their school and watch them carefully one final time before choosing. Other camps are intended to be large open events while others are intended to be very small for the players the coaches have identified and want to see at once.

www.academicbasketballclub.com/downloads/Academic%20Camp%20List.pdf

3. By the last days of August (and in other years, the first days of September – this summer’s calendar has an extra week at the end of August for campus visits) the coaches want to have scheduled all their first-list of recruits to make on campus visits during September and early October (before the 14th at all schools except the NESCAC which is by October 31). As they move through their first list, they figure out which positions they need to concentrate on and move through their recruiting lists to bring more players onto campus. **DO NOT**

BE ALARMED if you have not heard from a coach by September 1 – it just may not be your turn yet. Seriously. It may take another 2-3 weeks for your turn on their lists and PLEASE be ready to respond expediently. And if you find yourself in this position you can always do something about it – be proactive!

4. This means your goal is to be invited to make an on-campus visit during September and October in time for the Early Decision 1 deadline (every school varies, but November 1 and November 15 seem to be the two major days), or right afterward to begin the process for ED2 and Regular Decision deadlines which are often December 31 or January 15 with each school varying.

5. **Call or email me with any questions.** For parents who are feeling too much anxiety from the process, which can be overwhelming, please call me - perhaps I can help ease some of your anxiety by answering your questions and if you need more or ongoing assistance, you can hire me (certainly not required!) And, this is the entirety of my sales pitch: if you want me as a **College Advisor** (I am an advisor and **not** a recruiting service; I do not, will not, guarantee placement!) to advise you through the entire multi-faceted process including: 1) figuring out the right matches for academics; 2) which 5-6 schools you should visit in September and October without wasting time and money chasing an opportunity which may not be open or to a school which is a highly ranked, regarded, well known "right" school but not for your son for any of many reasons; 3) bottom-line cost for your specific situation as all colleges use different algorithms for financial aid and academic merit awards (some give none! While some give what you need and others give more or less depending on their way of figuring it out). And, **some colleges are going to be free** believe it or not. And then there is the anomaly of state schools not being cheaper than private schools for some people and out-of-state universities being cheaper than in-state schools. In other words, please know there are solutions if you need one.

6. Please keep in mind that you are going to want to make several visits in the fall to visit the campuses you are VERY interested in and where the coaches are seriously interested in you. You have 6-8 weekends to make these visits, being able to play with the team before they start practice – and you more than likely should be taking the SAT/ACT tests again on at least one of these weekends. For some of you, there will need to be choices made as to which schools you will visit (cross country travel is not easy and limiting it to 2 trips may be all you can do) - you may have 20+ schools asking you to visit or we may be able to come up with a list of the schools you should be visiting and the coaches will be happy to have you come. These trips can be expensive and we want to make sure you are spending money and time visiting the "right"

schools. DO NOT WAIT FOR COACHES TO COME SEE YOU PLAY DURING YOUR SENIOR YEAR HIGH SCHOOL SEASON. Academic D3 schools generally do not recruit this way. Scholarship schools do. Some D3s will come see you especially if you have applied. But this may be in February which is past most schools' application deadlines. Early Decision 1 (binding) or Early Action (non-binding) is highly recommended.

Please call or email me to discuss this if you have questions - the money and time you save will be important to most of you.

With the knowledge of when the coaches are back on campus and ready to receive calls, emails and letters/videos from you (you do not want to be too early - if you send an email or a package in June – late August, it may very well sit in a pile and be looked at quickly when they get back to campus. If you send it to them the last week of August or the first week of September your timing may be better), take the time now to prepare your tools.

Rule #2 is the key to your success. If the coaches at the schools you are interested in attending have not found you by the end of the first week of August, you should take charge of your future if you want it. My help and advice to **Earn A College Uniform** is a call or email away for YOU and your parents to make, please. You can do it yourself, most assuredly so:

1. Complete the Prospective Athlete Questionnaire on the web site of every school you are interested in.
2. Write an eloquent email or letter www.earnacollegeuniform.com/eacu_need.shtml to the coaches and include a pdf of your high school transcript for all years of high school, a PDF of your test scores and a list of the courses you will take your senior year.
3. Pick out your best full game which will showcase your ability and not have any negatives visible. Or put together a component full game of your best quarters, unedited.
4. Produce a highlight video to attract the attention of the coaches.
5. Study for the upcoming SAT/ACT tests in the fall so you can increase your scores. If you are in need of my guru please look below for their information.
6. Begin working on your Common App essays while you have free time in August. These essays may very well make the difference between you getting accepted at a highly selective school and being deferred on your ED application. Or in the case of the top-level schools, being accepted period. Yes, I have a guru for this, too.

7. Visit the schools you are interested in to figure out what the decision criteria will be from your list of schools you want to go to. Make it a family vacation!

FOR RISING JUNIORS:

Your list of to-do's is much simpler – fill out the Prospective Athlete Questionnaires, send the eloquent email along with your transcript and link to your highlight video. But, and this is critical, unless you are at one of the boarding schools where the college coaches will be coming throughout September and October to see the seniors, you do not want to have your email, information and video to be put aside by the coaches, so please do not send your emails until the week before your high school season will start. Your time is coming but not until the coaches have gotten their senior recruits to apply.

For an eloquent email, I propose the following and ask you to take on the challenge of all working together to improve my draft (please email me your proposed improvements and I will assemble a better email and share it with you): www.earnacollegeuniform.com/eacu_need.shtml

Dear Coach Smith (always do your homework and make a personal address):

I would like to introduce myself. My name is Norman Nolasname and I am a rising Senior at The Harvey School in Katonah, NY where I have a 3.83 GPA while playing the power guard position on the basketball team for Coach Scott. I am 6'2, 190 lb and play AAU for the Academic Basketball Club on Coach Krumins' team. I have taken the SAT twice and my Super Score is 1510 (Math = 780, Critical Reading = 730). I have taken two SAT2 tests (History = 720 and Math2 = 740). I plan on taking the SAT and ACT this fall. I am very interested in Exeter College and have filled out the Prospective Athlete Questionnaire on your web-site. My hope is that you saw me play well enough at the tournaments and Academic Showcase camps. I have put together a highlight video which you can view at <http://www.youtube.com/watch?v=uS-6TiLpr3o> If you feel I am at the level you are looking for I am very interested in making an on-campus visit during September or early October. You can reach me at 203-329-0707 and sportstv@aol.com. I look forward to talking with you. Thank you.
Best regards, Norman

Things to note which are NOT mentioned: anything historical which does not apply to the school - this includes stats. If you are a 20 pt/game scorer they will know about it or will see it in your video. If you are All-State or on a McDonald's

/ Gatorade nominee, they know about it already! If you are an Eagle Scout, have been awarded the key to your city or been honored for saving a life I would be tempted to include it but still wouldn't - they need to choose you based on what they feel you can bring to their Team. The admissions department will want to know the rest. And, you can bring it up when you meet with them. If you are not good enough to improve their Team, in most cases it matters not what else you bring. There are exceptions, of course. Using your best judgment will guide you well.

Video - Head Coaches will want to see a Full Game you played in - at least one. But the Assistant Coaches are the ones who will be watching a Full Game video if you send it in before they have decided you are a player they want to see more of. If you have a game where you have highlights in the first 45 seconds of the game - that is the game you want to send. But if you are like most people and your highlights come throughout the game but not in the first minute, please know that many Assistant Coaches are getting 600+ videos and the reality is they may not be paying attention or focusing on the video for too long. This is why I recommend sending a highlight video first to get their attention by showing them what you can do on the court. Once they are paying attention to you, they will likely be paying more attention to your full game video and love you more. Then, they will hopefully invite you for an on-campus visit and that is what your goal needs to be since that is the next step towards being offered a uniform and place on the team.

We have more information available for you if you want it
- www.EarnACollegeUniform.com

If you need Full Game video we have it from camps you attended - we shoot every game at the Elite Student Athlete Prospect Camp at Pomona, the Academic Basketball Camp at Sarah Lawrence and the All Academic Camp at Brandeis www.videoforcoaches.com/downloads/Videos%20by%20Crusader%2022%20-%20order%20form.pdf. We can produce a highlight video from these games - the value of the video coming from the games at the academic camps is that every player is being recruited and the coaches know who the players are, so they can quickly compare you to other players they know and your highlights have the value you want. We can also produce a highlight video from any of your high school games, aau season or from video someone shot at any of the other camps during the summer season - again, the importance of these are the coaches know who you played against. You can see example of videos www.VideoForCoaches.com Or, take a look at these videos and make one yourself!

SAT/ACT preparation can be done with your local tutor, professional or education center. We have found gurus who work with you, online, and have had tremendous success working with high academic student athletes. If you want information, please email Info@36Education.com and put "Harvey Sent Me in the subject line. For "local in person" tutoring, if you live in or near San Diego please contact Marla Lango for help mlango@san.rr.com 858-449-6887. If you live near Fairfield/Westchester Counties please contact Tyler Gruttadonia – he is also in Boston often tyler.sat.tutor@gmail.com 203-913-2472. The key difference between these three are two work with you locally while 36Education is an online (GoToMeeting or Skype) communication which works for almost everyone. The thing about these gurus which interests me more than the rest of the people I have met who do SAT/ACT prep is the gurus go beyond teaching to the test – they seem to have figured out the algorithm of the tests and explain the dynamics to you so you can identify the patterns and use them towards your success.

Similarly, with the college essays, I have found one set of gurus (so far) currently students at Duke who seem to understand what the school admission departments value – more than the storyline, grammar and writing ability. It comes down to more than writing a well-written essay and knowing what will work can help you write to the intended reader. And of course, a good editor is valuable. 914-574-7099 Dylan@DylanGambardella.com www.dylangambardella.com

You cannot avoid the application essays though most schools will have similar supplemental essays which you can reuse your essays with. **Regarding the SAT and ACT test: PLEASE KNOW THAT THERE ARE 971 colleges and universities which do not require test scores in all or some circumstances; 126 D3 schools are TEST OPTIONAL and of those, about half are very good to excellent academic schools.** This is HUGE for some of you so I will repeat it:

68 HIGH ACADEMIC D3 SCHOOLS ARE TEST OPTIONAL.

Quick quiz: What are the top 5 criterion to use when choosing a college?

By figuring out the answer you can make your search to **Earn A College Uniform** very efficient. I have combined the published lists of highly ranked schools with the basketball opportunities and applied the top 5 criterion to create a matrix - you can too - of the top schools for basketball players of all levels (scores, transcripts and ability).

The goal is Rule #1. Your success is what drives Rule #2.