



Chattanooga Elite Basketball Recruiting Manual

The Chattanooga Elite Recruiting Manual is used for members of Chattanooga Elite Basketball to take a proactive approach to the recruitment of prospective student/athletes.

Chattanooga Elite Basketball

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Table of Contents

<u>Content</u>	<u>Page Number</u>
How to Write an Introduction	1
Introduction	2
What Academic Information Should You Include in Your Resume?	3
What Contact Information Should I Put on my Resume?	4
Basketball Specific Resume Information	5
Finding Contact Information for College Coaches	6
How to Write a Great Email Subject	7
How to Format Your Resume	8
Sample Resume	9-10

Introduction

Elite Family,

Chattanooga Elite Basketball is committed to offering student/ athletes opportunities to pursue a college scholarship/ degree while playing a game they love at a level commensurate with their abilities. While scholarships are **not** guaranteed in any program, this manual is an attempt to provide the Elite Family with a tool to be proactive in the recruitment process. This should be used in conjunction with the NCAA Guide for the College Bound Student- Athlete which can be found at <http://www.ncaapublications.com/p-4236-2013-14-ncaa-guide-for-the-college-bound-student-athlete-sold-as-a-packages-of-25-due-summer-2013.aspx> . Free copies are available for download.

Please read over this as a family, and if you have any questions at all, visit our website and contact us. www.chattanoogabasketball.weebly.com

Don't be good, Be Elite!

How to Write an Introduction

A resume introduction is one of the most important aspects of having a great resume because it is the first thing a coach will see when he opens your email. Taking the extra time to write a good cover letter can be the difference between a coach responding to your email and ignoring it.

The first step you should take is to personally address the resume to the coach receiving it. Coaches prefer personalized emails as opposed to a generic one. If you send a generic resume it is tough for a coach to determine your level of interest in their university- which makes them less likely to respond. Starting your resume off with: Dear (Coach's Last Name) will go a long way.

The second step is to lead off with your best accomplishments first. If academics are your strong suit- lead off with your academic achievements. Highlight things like your grade point average (GPA), standardized test scores (SAT or ACT), honors/AP classes, favorite subjects, and any potential majors you are interested in. Many athletes think just because they are good at a sport that a coach does not care about their academic profile. The NCAA is increasing its academic standards and team academic performance is now more important than ever. Coaches are looking for athletes that will help raise their team's overall academic profile. If you fall under this category, coaches want to know it!

If athletics are your strong suit then start off describing your athletic profile. Talk about your history and experience as an athlete. You should highlight your athletic achievements on your high school team and Chattanooga Elite teams. College coaches love to see athletes play on AAU teams because generally the level of competition is much higher. This is a good place to mention any awards you have received. Coaches will also want to know your height and weight, and what position(s) you play. Doing some research on a school's athletic graduating class and past season and discussing it in your introduction is a good way to personalize your introduction.

Understanding the athletic needs and the academic profiles of specific institutions is the best way to market your skill set to a coach. If you have a specific major such as engineering or pre-med, you should do some research to make sure the school has that academic program. If not, you are just wasting that coach's time. Likewise, research about the basketball program's graduating class and incoming recruits. If you are a shooting guard and you see a program that has just recently signed a couple of shooting guards, it's likely that a coach will not be able to offer you a scholarship.

Finally, the introduction to your resume is a great place for you to put a link to your highlight video. You should upload your highlight film to a video-hosting site like YouTube. Putting the link in-between the academic and athletic paragraphs is one of the best ways to get a coach to see your video. Just say- "Link to online video: (place video link here)."

What Academic Information Should You Include in Your Resume?

Knowing what academic information you want to include on your resume is a big part of creating a resume that coaches like to read. Many athletes believe just because they are good at their sport their academic profile does not matter. This is not true. The NCAA is more focused than ever on increasing academic requirements and raising graduation rates, which translates into coaches being more focused on the academic profile of an athlete.

In the How to Write an Introduction article, we discussed the need to talk about your academic achievements in the introduction of your resume. Coaches are not only interested in what you can do for them athletically; they want to know what kind of student you are. Having good grades and hitting the books hard shows a coach that you are a hard worker. Most athletes love to play their sport, fewer enjoy studying. It's one thing to put in the extra hours in the gym; it's another to do it in the library. Putting in the time to study will not only help you with admissions- it will show coaches you are mature enough to handle the rigorous academic and athletic workload that comes with being a collegiate-student athlete.

On your resume you will want to include a section under your cover letter with academic-specific information. You will need: your high school name and phone number, cumulative GPA, desired major (if you have one) and SAT and/or ACT score. If you have already started the NCAA Eligibility Center registration process this is a good place for you to put your Eligibility Center number. It's also a good idea to list any honors or AP classes you have taken. For formatting help go to the How to Format Your Resume section (pg. 8) & the Sample resume.

By clearly summarizing your academic information in your resume, it allows coaches to easily figure out if you are a good academic fit for their program. There is a lot more that goes into the decision, but by clearly stating this information in your initial contact with coaches they can begin evaluating your academic profile.

What Contact Information Should I Put on my Resume?

If you email your resume to a coach they will already have your email address, but there is other contact information to consider giving them. While most coaches will be more than happy to communicate with you via email, others prefer different methods of communication.

Below your introductory cover letter you will need to insert a section with your personal contact information. You should include your home address so coaches can send you packets of information about their program and other correspondence. Also include your home phone number and a secondary phone number, like your cell phone if you have one. This is a good place to put your parents' or guardians' names since coaches may call your home; however, coaches will mainly want to talk to you, not your parents. It's also a good place to put down your date of birth. For formatting ideas go to the How to Format a Resume section.

You will want to include your high school and/or Chattanooga Elite coach's contact information such as phone number and email address. Many times college coaches will want to speak with your current coaches; sometimes even before they respond to you. You should make it as easy as possible for them to get in contact with your coach. Some high school and AAU coaches prefer email, some prefer phone. Make sure that you discuss the best contact options with your coach before sending your resume. It's important to notify your coaches that college coaches may be interested in speaking with them about you.

If a coach needs to verify any of your academic information you should make it as easy as possible for him. The key to a good resume is to make all your important information as accessible as possible. Include your school's contact information in your resume. Things you want to include are the name of your high school and its main address. Coaches could be interested in verifying your academic information. You can also include your guidance counselor's name, phone number and email address on your resume.

Basketball Specific Resume Information

Basketball is an extremely popular sport in the United States, making coaches hard to reach and scholarship offers harder to find than in other sports. Get an edge by proactively sending your resume out to coaches early in your high school career.

Lead-off your basketball resume with an introduction about your history and skills as a basketball player. You will also want to talk about your academic accomplishments. This is where you should sell yourself as a great fit for the program. Tell them why you deserve to be a scholarship athlete. Include your academic information as well; coaches look for complete student-athletes, not just athletes who will play a sport for them.

Physical and measurable statistics are one of the most important aspects of building a superior resume. Coaches are looking for big, athletic players. Highlight your ability by displaying your vertical jump, broad jump, 5-10-5 shuttle, and max bench and squat. Don't forget to include your height and weight. If you have exceptional height (6'6" and above) you should include that in your email subject line. For more information on what to include in your email subject line see the How to Write a Great Email Subject section.

Other stats to include are points per game, field-goal percentage, free-throw percentage, three-point field-goal percentage, rebounds per game, assists per game, steals per game, and blocks per game. It isn't necessary to include all of the stats mentioned above, just pick which ones are applicable to your position or style of play.

In basketball, evaluation periods allow coaches to scout multiple athletes at the same time via AAU tournaments and showcase events. Just like camps that schools hold, coaches scout athletes they are already familiar with- so get your resume out there as soon as possible! Tell coaches what showcases you will be playing in; let them know that you play for the Chattanooga Elite and what your schedule is and the location of the event. Make it as easy as possible for them to evaluate you in person.

Video is the best way to entice coaches to come evaluate you in person. Making a great video involves more than just putting your scoring plays on the video. Show some defense! Put some good shots of you boxing out and rebounding or some great assists to teammates. There is more to basketball than just scoring. Anyone can put together 20-25 clips of them making baskets. The best videos are a compilation of offensive and defensive plays, but coaches are turning to complete game footages. Be specific about the games you choose. You should choose games where you had a great 1st half. Coaches don't have a lot of time to watch video waiting for you to demonstrate your talents.

Finding Contact Information for College Coaches

Most NCAA, NAIA, and JUCO colleges and universities make coaches' contact information available online. They are located in several different places and can sometimes be challenging to find.

Start with a Google search. Most of the time, you can find coaches' contact information available on a school's athletic website. Type the school name into Google, followed by the word athletics. For example, if you are looking for contact information for Syracuse University, type Syracuse University athletics into Google. Click the appropriate link.

Once you are on the athletic web site, there are two main places where you can find the staff directory. First look at the tabs across the top of the web page. Common tab titles are sports, schedules, athletics or athletic department, fans, and facilities. On some sites you may have to search around to find the directory, but in most cases the staff directory will be under the athletics or athletic department tab. It may be titled as the staff directory, athletic directory, athletic staff, or even athletic department.

The tabs on some athletic sites run down the left side of the page. They will have similar names and titles as the tabs in the above sections.

Not all schools have coaches contact information located on their athletic page. For some schools you will have to search for coaches by name on the university's academic page. If you don't know the coach's name, start by again searching for the university's athletic page. Once you are on the athletic page, you will want to select the sports tab. Go to the sport you are looking for. Once you are on the sport page, look for either the roster or the coaches' tab. If there is no coaches' tab, then the coaches' names will be listed under the players' names on the roster.

After you have found the name of the coach or coaches you are looking for, you will need to return to Google. Search for either the university's academic page, or search directly for their staff directory. Staff directories are located in many different places on colleges' academic web pages, so it may take some time to search around for it. Once you have found it, enter the coaches' name. His or her contact information will come up.

How to Write a Great Email Subject

You will want to take some time to put together a great email subject. If this is your first time attempting to contact a coach, your subject will determine whether or not he or she will open your email. Presenting your best skills and attributes in a short, concise email subject will help ensure a coach opens your email.

Start off with your graduating class or your preferred year of enrolment. Class of 20XX is better than 20XX recruiting class because it is shorter. You want to put your graduating class in the beginning because it will help the coach initially identify if you fit his needs. Also, when you leadoff an email subject with numbers it makes your email more likely to get caught in a coach's spam mail folder. Leading off with words is always better than starting with numbers.

Next, carefully determine what your best attribute is. Consider the research you did when writing your introduction. If you are applying to a school that has rigorous academic standards, or if you are a better student than athlete, you may want to say something like: Class of 20XX (your position or sport) (height and weight) with a 3.9 GPA and 2300 SAT. Coaches look for good academics as much, if not more than athletic ability. If you are a better athlete than student then put your best athletic skills or information in the subject. For example, you can say: Class of 20XX PG 6'1" 185lbs w/ 16 pts. / 8 assts. Combining both academics and athletics works as well, just make sure you can still keep it short.

If you are struggling to concisely summarize your best attributes, you should keep your email subject as simple as possible. Sometimes just saying you have online video may get your email opened. Say something like: Class of 20XX (position or sport and height/weight) w/ Online Video. If you don't already have a highlight tape online, you should create one and upload it to a video hosting site such as YouTube.

Don't be hesitant to try different titles. Not all titles will work with all coaches. Try to tailor your titles as much as possible. If you don't get a response from a coach, try a different subject. Keep track of which subjects get responses and which ones don't because it will help you in the future if you decide to reach out to more schools.

- 2nd on team in scoring (16.0 ppg), and steals (3.0 spg)

2010-2011 Season Highlights (Sophomore):

- All-District
- All-District Tournament
- All-Region Tournament
- Led team to District Championship
- Led team in assists (7 apg), and steals (4 spg)
- 2nd Leading scorer on team (15.2 ppg)
- Led team to 4th consecutive Sub-State appearance

2009-2010 Season Highlights (Freshman):

- Helped team to a 20+ win season

Other Athletic Achievements

- Baseball
 - 2-Time MVP
 - 3- Time All District
 - 3- Time All District Tournament

Other Awards/ Activities

- Beta Club
- Honor Society
- FCA (Fellowship of Christian Athletes)
- 100 Black Men (Mentoring)
- FBLA (Future Business Leaders of America)
- HOSA (Health Occupational Student Association)