

# PREPARING KIDS FOR SUCCESS

## All Things College The Future Is Now

Hosted By:

Charlie Kadupski – Founder & CEO  
The Sport Source®



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

# The Sport Source®

Helping organizations implement a proven approach to ensure kids make the right college connection, tell their story, and maximize their potential on and off the field – since 1989.



## MAKING A DIFFERENCE



# People Inspiring Change

**Your Moderator Charlie Kadupski:**

Founder & CEO – The Sport Source® - *Former College & Professional Player*

**Sam Snow** - *Coaching Director for US Youth Soccer - Former College Player & Coach*

**Bill Ashby** - *Athletic Director University of Maine Ft. Kent - Men's Head Coach*

**Chris Price** - *President & CEO – Xara Soccer - Parent – Fan - Father*

**Jeff Solem** - *Global Markets Manager - Former College & Professional Player*

**Mike Woitalla** – *Executive Editor – Soccer America Magazine - Parent & Soccer Fan*

**John Markey** – *Head College Coach - Former College & Professional Player*

**Lula Bauer** – *Executive Director – College Advisor – Parent – Fan & Mom*

**Trey Gregory** – *Assistant College Coach - Former College Player*



**“In the absence of true leadership, people will follow any voice. In fact they’ll wander through the desert to a mirage and drink the sand.**

**They don’t drink the sand because they are thirsty; they drink the sand because they don’t know the difference.”**



# THE PROMISE



87% of all parents say a college education is the most important promise they will make to their child.



# The Numbers...

Nearly 1 million kids in grades 9-12 play soccer





**As “turf” wars are being waged by large organizations, it is becoming increasingly difficult for smaller clubs to attract and retain players, as large clubs promise a “better” opportunity for all kids.**

**For parents, its the allure of being told their child is an “elite” athlete and the prospect of being “recruited” by top Division I colleges.**

Some 21 million kids play under-17 competitive sports in the U.S., according to ESPN.com  
Families spend about \$5 billion a year on sports organizations  
Another \$7 billion on related travel



# po-ten-tial

adjective: potential

Having or showing the capacity to become or develop into something in the future.



According to US Soccer Federation  
Since its inception, only 93 Academy Soccer Players have signed professional contracts.



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)





# Lure-

presenting of an attraction so strong that it overcomes the restraints of conscience or better judgment, the persuasion or false promises

## THE R.O.I.

Return on Investment

The elite world of American soccer clubs  
 Young athletes play year-round  
 Private Lessons  
 Uniforms/Cleats  
 Camps  
 8 Events/Travel/Meals  
 Other

## Annual Cost

\*Annual Member Dues: \$3200.00  
 \*\$75 x 24 = \$1800.00  
 \*\$1200.00  
 \*\$2200.00  
 \*\$8600.00  
 \$1200.00

\*Total Annual Cost \$18,200.00  
 X 4 years  
 \$72,800.00



\* Indicates National Average – Excludes ECNL & DA Players

[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

# THE REALITY OF RECRUITING

The majority of students and parents believe talented  
*The reality is that only 2% of all these athletes are "actively  
high school athletes are actively recruited and  
recruited" by leading college coaches with the remaining 98%  
offered full-ride sports scholarships by Division I college coaches.  
left to "recruit themselves", via their own self-directed efforts.*

The fact is, where a player comes from will not define where he or she is going, or if they will play at the collegiate level or beyond.

In a recent poll of College Coaches, the majority of the ECNL players and parents had "unrealistic" recruiting expectations. The majority believed they were "entitled" to a "full-athletic" scholarship at top Division I programs.



## **e-ro-sion**

*noun:* the gradual destruction or diminution of something



## **“a game for all kids”**

The dream of representing the United States as an Olympic athlete, play at the collegiate level or be called up by the National Team, has become elusive.

As, clubs focus on the “elite” athlete, “competitive” and “recreational” players are left to “figure it out” - families are evaluating the cost /benefit of participation.

The average college athletic award = 20% of what parents spend on club dues and fees in one year.  
One year of club dues = 2 years of a college education for an in-state student at a public college.



# JUST THE FACTS

**US Soccer Participation 3.9 million**

Less than 1/2 of 1% of kids playing soccer will play professionally – Source NCAA.

**Collegiate Soccer Programs 2600**

2% of all youth soccer players are “actively recruited” and few receive a “full ride”  
Mathematical statics

**MLS Teams = 20 [17 US – 3 Canada**

MLS minimum salary \$50,000  
NWSL between \$6,000 and \$30,000 per year

**Americans Playing  
In Europe**

**27**

Source:  
US National Soccer

25.8 years is the average age when professional players retire – Source: FIFA



# THE REALITY

Less than 20% of all youth soccer organizations provide families any meaningful guidance or support when it comes to college readiness.

With student-counselor ratios nationally exceeding 491:1 parents are seeking organizations that provide college guidance.



# TIME TO **FOCUS!**



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)



## **TIME TO THINK!**

**Are your parents being “lured” into spending hundreds of dollars on recruiting?**

**Do you have a plan to help all your kids or just some?**

**How many staff coaches attended and played in college?**

**Are they actively helping your families with college?**

**Does your organization have a college page on the website?**

**Is it current and include US Youth Soccer College Tips?**

**How often does the organization host college prep forums?**

**Do you invite everyone or just the competitive kids?**

**Do you invite alumni players who have gone to college?**

**Did you know they are willing to “tell their story”?**





**Did you know .. With a GPA of 3.8 + SAT of 1800 a student-athlete could earn a Presidential scholarships at a number of Universities?**



According to the Federal Reserve: A College Education Is Worth \$830,000



**USYOUTHSOCCER.ORG**

# Collegiate Soccer

2,600 + college soccer programs covering men's and women's soccer



**National Collegiate Athletic Association**  
Divisions I, II, and III  
4-Year Schools - State - Private - Military  
Men's & Women's



**National Association of Intercollegiate Athletics**  
4-Year Schools  
State & Private  
Men's & Women's



**The United States Collegiate Athletic Association**  
4 - Year Schools - Public & Private  
Men's & Women's  
Dual Affiliation Members Include  
NCAA Division III - NAIA - NCCAA



**National Christian College Athletic Association**  
Divisions I & II  
4-Year Schools - Private  
Men's & Women's



**National Junior College Athletic Association**  
Divisions I and III  
2-Year Schools - Private & Community  
Men's & Women's

# COLLEGE SOCCER

Considered a "Non-revenue" sport

**The MYTH:** Everyone Gets a "Full Athletic" scholarship



College rosters might have **24 to 32 players**



# SCHOLARSHIP ALLOCATION



## Fun Facts ...

Not all programs are fully funded

Some schools only have 2 or 3 scholarships

College Coaches are looking for the brightest and best



# ELIGIBILITY GAME TIME



NCAA Eligibility Center  
#ELI.COME!

The NCAA Eligibility Center will not combine section scores from the SAT taken beginning in March 2016 with scores taken prior to March 2016. [Learn More](#)

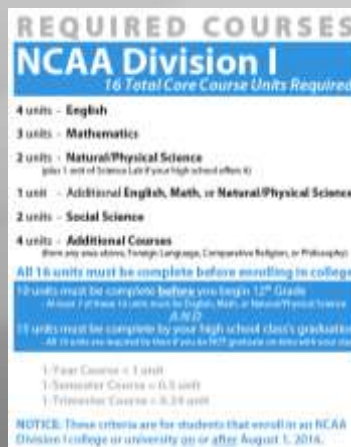
**NCAA COLLEGE-BOUND STUDENT-ATHLETES**  
ENTER HERE

**HIGH SCHOOL ADMINISTRATORS** ENTER HERE

NCAA App to view the additional requirements for this website.

Kids who plan to play NCAA Division I or II ...  
**SHOULD** register by the end of grade 10  
[www.NCAA.org](http://www.NCAA.org)

They **MUST** meet Academic & Athletic Eligibility  
Amateurism is essential to being “actively” recruited



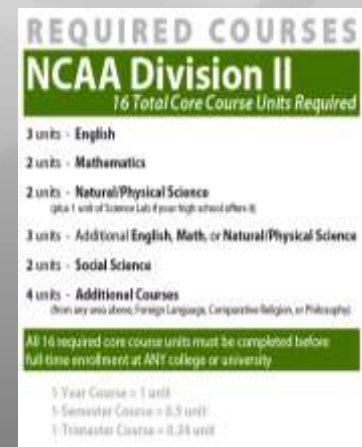
**REQUIRED COURSES**  
**NCAA Division I**  
16 Total Core Course Units Required

- 4 units - English
- 3 units - Mathematics
- 2 units - Natural/Physical Science  
(plus 1 unit of Science Lab if your high school offers it)
- 1 unit - Additional English, Math, or Natural/Physical Science
- 2 units - Social Science
- 4 units - Additional Courses  
(plus any area above, Foreign Language, Comparative Religion, or Philosophy)

**All 16 units must be complete before enrolling in college**  
10 units must be complete before you begin 12<sup>th</sup> Grade  
At least 7 of those 10 units must be English, Math, or Natural/Physical Science  
AND  
11 units must be complete by your high school class graduation  
All 16 units are required to meet if you are both a graduate or attend with your school

- 1-Year Course = 1 unit
- 1-Semester Course = 0.5 unit
- 1-Tri-semester Course = 0.25 unit

**NOTICE:** These criteria are for students that enroll in an NCAA Division I college or university on or after August 1, 2016.



**REQUIRED COURSES**  
**NCAA Division II**  
16 Total Core Course Units Required

- 3 units - English
- 2 units - Mathematics
- 2 units - Natural/Physical Science  
(plus 1 unit of Science Lab if your high school offers it)
- 3 units - Additional English, Math, or Natural/Physical Science
- 2 units - Social Science
- 4 units - Additional Courses  
(plus any area above, Foreign Language, Comparative Religion, or Philosophy)

**All 16 required core course units must be completed before full-time enrollment at ANY college or university**

- 1-Year Course = 1 unit
- 1-Semester Course = 0.5 unit
- 1-Tri-semester Course = 0.25 unit



**PLAYNAIA** ELIGIBILITY CENTER REGISTER YOUR PLAYERS

Your NAIA college sports experience starts here.

Check out NAIA schools  
The NAIA has hundreds of campuses in the U.S. and Canada. Find one that's right for you.

Attend a Showcase  
NAIA Showcase events welcome day-one recruiting opportunities to showcase your skills in front of NAIA coaches.

NAIA Eligibility Center  
Register today to determine if you're eligible to play in the NAIA.

Kids who plan to play NAIA ...  
**SHOULD** register by the end of grade 11  
[www.NAIA.org](http://www.NAIA.org)



# HELP YOUR PLAYERS TELL THEIR STORY

Provide a personal resume ...

A spot on a college roster is just like ...

## GETTING A JOB

A Student-Athlete MUST be ...  
Talented  
Qualified  
Apply

College coach's are not searching "recruiting" websites looking for players

## Player Résumé

**John Doe** - class of 2020

**STUDENT-ATHLETE PROFILE**

**Name:** John Doe  
**E-Mail:** Sport@TheSportSource.com  
**Phone:** (555) 555-5555 (Home)  
**Address:** 123 Main Street  
Apt. 1234  
Richardson, Texas 75081  
**Parents:** John Doe, Sr. & Jane Doe  
**Highlight Video URL:** <http://www.TheSportSource.com>

**Jersey #: 26**  
**Position:** Defensive Center  
**Height:** 5' 9"  
**Weight:** 180 lbs  
**SCAA #: 11**  
**NCAA ID #:** 123456789

**College And Career Goals:** My long term goal is to attend a top-tier university and graduate with a degree in Mechanical Engineering.

**ACADEMIC**

**Graduation:** class of 2020  
**High School:** The Sport Source High School  
**HS Address:** 123 Main Street  
Apt. 1234  
Richardson, Texas 75081  
**HS Phone:** (555) 555-5555  
**GPA:** 3.882 (out of 4.0)  
**Class Rank:** 29 / 432  
**SAT Score:** 2100 (out of 2400)  
**ACT Score:** 32  
**AP Courses:** Math, Science, English

**CLUB**

**Club Team:** The Sport Source Football Team  
**League:** TSS League  
**Coach:** John Doe  
**Position:** Defensive Center  
**HS Phone:** (555) 555-5555  
**HS Address:** 123 Main Street  
Apt. 1234  
Richardson, Texas 75081

**John is an excellent leader of the game. He knows the rules and always knows what he wants to do on the field. He is very good in the air and will win almost any 50/50 challenge. Good speed and foot skills.**

**John's Achievements:**

- TSS Cup - 2013 Champions
- 2014 U-17 Regional Team (Region 3)
- 2014 U-18 Regional Pool (Region 3)
- Multiple Tournaments & Camps
- TSS Cup - August 2016
- The Sport Source Showcase - December 2016

**HIGH SCHOOL**

**HS Team:** The Sport Source Football Team  
**Coach:** John Doe

**COMMUNITY & REFERENCES**

**Employment:**

- The Sport Source - College Member  
July 2013 - January 2014
- The Sport Source - College Member  
April 2014

**Community Service:**

- The Sport Source Food Drive  
March 2014 - April 2014
- Helping Children Read Program  
June 2014 - August 2014

**References:**

- John Doe - College Member  
Ask Area 1st Team  
[Sport@TheSportSource.com](mailto:Sport@TheSportSource.com)
- John Doe - Former Boss at The Sport Source  
[Sport@TheSportSource.com](mailto:Sport@TheSportSource.com)

COLLEGE RECRUITING

WHAT YOU CAN DO TO HELP

# Say Hello ...

Provide sample letters ...

## Cover Letter



Seldom does anyone get a second chance to make a first impression.

Student-Athletes should make their story personal  
Academically & Athletically  
Personalize their message

**Follow up .. is essential**

Never take a "wait & see" approach



## **The Future Is Now**

**All kids deserve a fair and equal opportunity to pursue their dreams.**

For FREE College Tips - visit US Youth Soccer

If you need help or more information call toll free 866-829-2606



**USYOUTHSOCCER.ORG**