PREPARING KIDS FOR SUCCESS

All Things College
The Future Is Now

Hosted By:
Charlie Kadupski – Founder & CEO
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.
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.”
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, it’s 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.
potential
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.
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

Lure - presenting of an attraction so strong that it overcomes the restraints of conscience or better judgment, the persuasion or false promises.
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.
US Soccer Participation 3.9 million

Less than ½ 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
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!
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
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

NCAA Division I
Men = 9.9
Women = 14

NCAA Division II
Men = 9
Women = 9.9

NJCAA Division I
Men = Varies
Women = Varies

USCAA
Men = Varies
Women = Varies

NAIA
Men = 12
Women = 12

NAIA
Men = Varies
Women = Varies

NCCAA
Men = Varies
Women = Varies

College rosters might have 24 to 32 players
SCHOLARSHIP ALLOCATION

**NCAA Division I**
- Men: $9.9 \div 4 = 2.47$
- Women: $14 \div 4 = 3.5$

**NCAA Division II**
- Men: $9.0 \div 4 = 2.25$
- Women: $9.9 \div 4 = 2.47$

**NCAA Division III**
- Academic Only

**NAIA**
- Men: $12 \div 4 = 3$
- Women: $12 \div 4 = 3$

**NCCAA**
- Men: Varies
- Women: Varies

**USCAA**
- Men: Varies
- Women: Varies

**NJCAA Division I**
- Men: Varies
- Women: Varies

**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
Kids who plan to play NCAA Division I or II ... SHOULD register by the end of grade 10
www.NCAA.org

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

Kids who plan to play NAIA ... SHOULD register by the end of grade 11
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
Say Hello …  
Provide sample letters …

Cover Letter

February 5, 2015
Scott Calabrese
Head Men’s Soccer Coach
FLORIDA INTERNATIONAL UNIVERSITY
Golden Panther Arena
Miami, FL 33199

Dear Coach Calabrese,

After speaking with my club coach, high school coach and my family, I would like to submit my resume and credentials as a potential student athlete for your University.

I currently attend [NAME OF FCPS HIGH SCHOOL] and I am enrolled in the Executive Assistant Program at Florida International University. My Major is in Business Administration with a focus on Finance and my SAT score is 1220, which should qualify me for academic scholarships. I have applied to Florida International University and will be seeking additional financial aid support including FDL and any other means of financing to help me pay for college.

As I narrow my college choices, I am very interested in Florida International University and would be very interested in coming to your school and program to further my career goal of becoming a successful player in the hospitality industry.

I would like to request a meeting to discuss my potential package and how I might fit into your program. I would appreciate any information you can send me regarding your program in general and specific information that might be available at Florida International. I appreciate the time and consideration. I look forward to personally speaking with you in the near future.

Yours,

[Sample 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

COLLEGE RECRUITING

WHAT YOU CAN DO TO HELP
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