**Building a Student-athlete Profile, your Personal Resume**

*“The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks and then starting on the first one.”*

**Mark Twain, American Author, 1800’s**

NCAA Coach Seth Kaplan said it, “If we don’t know you, then we can’t recruit you.” We hear this all the time from college coaches. They tend to recruit from the pool of players who are active in searching them out. It is just so much easier for them.

Building a quality student-athlete profile is your first real task in getting started. Every high school student-athlete needs to have one and you can begin yours as early as in junior high school. Why? Because building a quality profile is about setting goals, achieving goals, and then recording your achievements in a simple to read format for college coaches and admissions counselors. No, the coaches are not interested in junior high achievements. But the athlete that gets good at this and makes it a routine, will learn accountability for themselves at a young age. Getting in the habit of setting goals, improving performance, and posting to their profile will serve them well in the recruiting process.

Your profile document, along with an introductory email, will by your way too introduce yourself and your intentions to college coaches. An effective use of a profile will serve to familiarize the coach with your intentions and qualifications, both academically and athletically. It will open the door for you to come through for a campus visit and coaches meeting one day.

The push to contact coaches begins in your sophomore year and accelerates substantially in your junior year. Your success will depend on building upon a solid foundation of preparation and organization, and presenting yourself to college coaches. It begins with your student-athlete profile, the introduction of you to a coach from a college of interest. It’s your first impression to the coach. Make it count, otherwise, it becomes your last impression.

**What is a Student-athlete Profile?** It is your personal resume, a collection of information that is important to college coaches. It is a one-page informational sheet with a brief summary of achievements that serves as your introduction to coaches. It presents small bits of information that allows a coach to quickly assess your qualifications academically and your status athletically.

The format for your profile is important. We expect the coach to only spend up to 30 seconds reviewing it, so we need to make sure the coach can easily find what they are looking for. And what are they looking for? Two things- first, your graduation year so the coach knows right away what their rules are for contacting you. This will be prominently displayed in your heading. Secondly, the coach wants to see your SAT score. Since it is a standardized test, they prefer that over your GPA. However, your GPA is still very important.

The profile is broken down into a few key sections, as follows:

* Heading: Your preferred name, Bobby as opposed to Robert, for example. Kathy as opposed to Kathryn, for example. Your graduation year. Your athletic positions or events displayed in the order of your preference for playing.
* Photos: Displayed along the left side. We recommend three photos- a head shot on top, plus two action photos beneath. Always have current photos, especially of the head shot.
* Contact information: Your complete contact information including your mom and dad’s name, home address, home phone number, cell phone number, and email address. Add in the contact information for your high school and club coach, personal trainers and instructors (excluding their home address and home phone number).
* Personal information: Include birth date, height, and weight. Include sport specific results such as 40- or 60-yard run times. Add the grade point average, the best SAT/ACT score, academic honors, club participation, and volunteer work, as well as, extracurricular activities such as music, arts, church, and school council.

* Statistics: Be accurate and never embellish. Keep a journal and post weekly statistics, which is particularly important in sports such as track, golf, tennis, and swimming. Separate statistics by year, and further separate high school stats from club stats. Keep this section neat and readable; avoid overloading it with insignificant information or single game information.
* Achievements: Leadership achievement, community involvement, charity work, church service, extracurricular activities, hobbies and special interests, clubs, etc

Remember, your profile is designed to quickly capture a coaches interest. It is not designed to entertain your grandparents. Keep it simple and easy to read. Highlight a few key points of interest and keep it current at all times. Save details for your meeting and phone calls.