



**RECRUITING  
PLAYBOOK**

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# Important Recruiting Vocabulary

Getting recruited to play sports in college involves understanding a range of vocabulary related to the recruiting process, athletics, and NCAA regulations. Here's a list of important terms to know:

## General Terms

**Recruitment** - The process by which coaches seek to attract athletes to their programs.

**Scouting** - The evaluation of potential recruits by coaches or recruiters.

**Athletic Scholarship** - Financial aid awarded to athletes to cover tuition and other expenses.

**Academic Scholarships** - Financial aid awarded based on students GPA, and/or SAT/ACT scores.

**Walk-On** - An athlete who joins a team without a scholarship; they try out for a spot on the roster. Must be enrolled as a full time student at the school.

## Evaluation and Communication

**Letter of Intent** - A document that signifies a student-athlete's commitment to a particular school and its athletic program.

**Official Visit** - A visit arranged by the school for a prospective student-athlete to explore the campus and meet the team.

**Unofficial Visit** - A visit by a prospective student-athlete to a campus that is not funded by the school.

## NCAA and Regulations

**Recruiting Calendar** - A timeline that outlines when coaches can contact prospective athletes. Only NCAA D1 and NCAA D2 schools must follow the recruiting calendar.

**Prospective Student-Athlete (PSA)** - An athlete who has started the process of being recruited but has not yet signed a National Letter of Intent.

**Transfer Rules** - Regulations governing how and when an athlete can move from one college to another.

**Eligibility** - The criteria that determine whether a student-athlete can compete in college sports.

**Redshirt** - A term used when an athlete does not participate in competition for a year to extend eligibility.

## Divisions

### NCAA

- National Collegiate Athletic Association
- Three Divisions - D1, D2, D3
- D1/D2 - Follow recruiting calendar, offer athletic and academic scholarships.
- D3 - Does not follow recruiting calendar, offer only academic scholarships

### NAIA

- National Association of Intercollegiate Athletics
- Do not follow recruiting calendar
- Offers both academic and athletic scholarships, varies by school.

### NJCAA

- The National Junior College Athletic Association
- 2 year schools
- Offers both academic and athletic scholarships, varies per school.

### NCCAA & ACCA

- National Christian College Athletic Association
- Association of Christian College Athletes.
- Offers both academic and athletic scholarships, varies per school.



# Recruiting by the numbers



Over **400,000** girls play basketball in high school



Overall a little over 7% of high school athletes (about 1 in 13) go on to play a varsity sport in college.



Less than 2% of high school athletes (1 in 57) go on to play at NCAA Division I schools.

Total number of women's basketball programs per division, and number of women basketball players in those divisions.

Division	Total Programs	Total Athletes
NCAA D1	349	5,588
NCAA D2	311	4,826
NCAA D3	442	6,675
NAIA	235	3,757
NJCAA	243	3,500
NCCAA	100	1,500
ACCA	60	900

**8 Million**

Total Number of High School Athletes

Total Number of college athletes:

**520,000**

**187,000**

Total Number of NCAA D1 athletes:

The numbers above are taken from various websites and are used to give athletes an idea of the number of spots that are available at the college level.

Numbers may not be 100% accurate and exact as it varies year to year.

# ACADEMICALLY, ARE YOU READY TO BE RECRUITED?

## NCAA DIVISION I AND II ACADEMIC STANDARDS

For Divisions I and II, your students must complete a total of 16 NCAA-approved core courses to be eligible to play their sport at the collegiate level.

To study and compete at a Division I school, your student-athletes must complete 10 of their 16 core courses (including seven in English, math or science) before the start of their seventh semester.

Division I requires a minimum 2.3 core GPA.

Division II requires a minimum 2.2 core GPA.

## NCAA DIVISION III ACADEMIC STANDARDS

Division III schools determine their own eligibility. Students should speak with the compliance office at the Division III school recruiting them for additional information.

**How to plan your high school courses to meet the 16 core-course requirement:**

**4 x 4 = 16**

9 <sup>th</sup> GRADE	10 <sup>th</sup> GRADE	11 <sup>th</sup> GRADE	12 <sup>th</sup> GRADE
(1) English (1) Math (1) Science (1) Social Science and/or other	(1) English (1) Math (1) Science (1) Social Science and/or other	(1) English (1) Math (1) Science (1) Social Science and/or other	(1) English (1) Math (1) Science (1) Social Science and/or other
4 CORE COURSES	4 CORE COURSES	4 CORE COURSES	4 CORE COURSES

## NAIA ACADEMIC STANDARDS

The academic requirement for first-time freshmen to be eligible to compete in their first season of college athletics is a minimum 2.0 GPA on a 4.0 scale in high school courses.

If the high school GPA is below 2.0, the student may need to meet one of the following SAT or ACT requirements (though many NAIA schools are moving away from standardized test requirements):

- ACT score of 18 or higher - SAT score of 970 or higher

## NJCAA, NCCAA AND ACCA ACADEMIC STANDARDS

The minimum GPA requirements is 2.0 on a 4.0 scale. Some schools or regions may have additional requirements, such as standardized test scores. However, in many cases, a GPA of 2.0 is sufficient for eligibility without the need for test scores (though this can vary by region or school)





# STAY ON TRACK!



## 9th Grade

» If you haven't yet, register for a free Profile Page account at [eligibilitycenter.org](http://eligibilitycenter.org) for information on NCAA initial-eligibility requirements. » Use NCAA Research's interactive map to help locate NCAA schools you're interested in attending. » Find your high school's list of NCAA-approved core courses at [eligibilitycenter.org/courselist](http://eligibilitycenter.org/courselist) to ensure you're taking the right courses, and earn the best grades possible!

## 10th Grade

» If you're being actively recruited by an NCAA school and have a Profile Page account, transition it to the required certification account. » Monitor the task list in your NCAA Eligibility Center account for next steps. » At the end of the school year, ask your high school counselor from each school you attend to upload an official transcript to your Eligibility Center account. » If you fall behind academically, ask your high school counselor for help finding approved courses you can take.

## 11th Grade

» Ensure your sports participation information is correct in your Eligibility Center account. » Check with your high school counselor to make sure you're on track to complete the required number of NCAA-approved core courses and graduate on time with your class. » Share your NCAA ID with NCAA schools recruiting you so each school can place you on its institutional request list. » At the end of the school year, ask your high school counselor from each school you attend to upload an official transcript to your Eligibility Center account.

## 12th Grade

» Request your final amateurism certification beginning April 1 (fall enrollees) or Oct. 1 (winter/spring enrollees) in your Eligibility Center account at [eligibilitycenter.org](http://eligibilitycenter.org). » Apply and be accepted to the NCAA school you plan to attend. » Complete your final NCAA-approved core courses as you prepare for graduation. » After you graduate, ask your high school counselor to upload your final official transcript with proof of graduation to your Eligibility Center account.



# Recruiting periods

## QUIET PERIOD

A quiet period is that period of time when it is permissible to make in-person recruiting contacts only on the member institution's campus. No in-person, off-campus recruiting contacts or evaluations may be made during the quiet period.

## DEAD PERIOD

A dead period is that period of time when it is not permissible to make in-person recruiting contacts or evaluations on or off the member institution's campus or to permit official or unofficial visits by prospective student-athletes to the institution's campus

## RECRUITING SHUTDOWN

A recruiting shutdown is a period of time when no form of recruiting (e.g., contacts, evaluations, official or unofficial visits, correspondence or making or receiving telephone calls) is permissible

## EVALUATION PERIOD

An evaluation period is that period of time when it is permissible for authorized athletics department staff members to be involved in off-campus activities designed to assess the academic qualifications and playing ability of prospective student-athletes. No in-person, off-campus recruiting contacts shall be made with the prospective student-athlete during an evaluation period. Live period events will happen during this time.

## CONTACT PERIOD

Authorized athletics department staff may make in-person, off-campus recruiting contacts and evaluations.

*This is for NCAA DI and D2 only  
All other divisions can contact athletes and attend games anytime.*

## **NCAA Division I Women's Basketball Recruiting Rules**

**Division I programs follow the most restrictive recruiting guidelines.**

# **NCAA Division 1**

### **At Any Time**

- **General materials:** Coaches may send non-recruiting information, such as camp brochures, school information, and NCAA-published materials.
- **Athlete-initiated phone calls:** Recruits may call coaches or staff at any time. Coaches may answer but cannot return missed calls or initiate contact in any other form (texts, emails, etc.).
- **Verbal offers:** Coaches may extend verbal scholarship offers at any time, though these are non-binding.

### **June 1 After Sophomore Year**

- **Athletes may receive personalized recruiting materials and questionnaires.**
- **Coaches may initiate contact by phone, text, email, and direct message.**

### **March 1 of Junior Year**

- **Off-campus, in-person contact is permitted from March 1 through the day before the official start of the WBCA Convention.**

### **April of Junior Year (Thursday After the NCAA Championship Game)**

- **Recruits may begin taking unlimited official visits, with one official visit per school.**
- **A second visit to the same school is allowed only if there is a head-coaching change after the initial visit.**

### **NCAA - Certified Profile**

- A NCAA-certified profile is a verified account with the NCAA Eligibility Center that provides athletes an NCAA ID and ensures schools can track, recruit, and eventually certify them for college competition.
- A Certification Account is required for athletes who:
  - Plan to compete in Division I or Division II
  - Need the NCAA to review and certify their academic eligibility and amateur status
- ✓ Required for official visits
- ✓ Required to sign an NLI (National Letter of Intent)
- ✓ Required to practice or compete as a D1 or D2 freshman
- ✓ Includes full academic + amateurism review

2025-26 NCAA RECRUITING CALENDAR

# Division I Women's Basketball



  QUIET PERIOD    
   DEAD PERIOD    
   CONTACT PERIOD  
  EVALUATION PERIOD    
   RECRUITING SHUTDOWN

## AUG 2025

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## SEP

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## OCT

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## NOV

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## DEC

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## JAN 2026

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29	30	31				

## APR

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## MAY

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31						

## JUN

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28	29	30				

## JUL

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



# NCAA Division 2 Recruiting

**NCAA Division II Women's Basketball Recruiting Rules**  
Division II rules are more flexible and consistent across all sports.

## At Any Time

- Coaches may call, text, email, or direct message recruits.
- Prospects may take unlimited unofficial visits.

## June 1 After Sophomore Year

- Coaches may conduct off-campus, in-person contact with recruits and their families.
- Athletes may begin taking official visits—one per college, with unlimited total official visits to DII programs.

### NCAA - Certified Profile

- A NCAA-certified profile is a verified account with the NCAA Eligibility Center that provides athletes an NCAA ID and ensures schools can track, recruit, and eventually certify them for college competition.

# NCAA Division 3 Recruiting

## **NCAA Division III Women's Basketball Recruiting Rules:**

Division III recruiting rules are the least restrictive in terms of communication.

### At Any Time

- Recruits may receive any recruiting materials.
- Coaches may call, email, text, or direct message at any time.
- Prospects may take unlimited unofficial visits throughout high school.

### After Sophomore Year

- Off-campus contact with coaches becomes permissible.

### January 1 of Junior Year

- Athletes may start taking official visits—one per college, with no limit on how many Division III schools they visit.



# NAIA Recruiting

## NAIA Women's Basketball Recruiting Rules

NAIA programs manage their own timelines and face fewer restrictions than NCAA schools.

### At Any Time

- Coaches may call, email, text, or otherwise contact recruits throughout high school.
- Although contact is allowed earlier, most NAIA recruiting activity typically begins during junior year when test scores become available and continues through senior year.

# NJCAA Recruiting

## Junior College (NJCAA) Women's Basketball Recruiting Rules

Junior college coaches follow an open communication model similar to the NAIA.

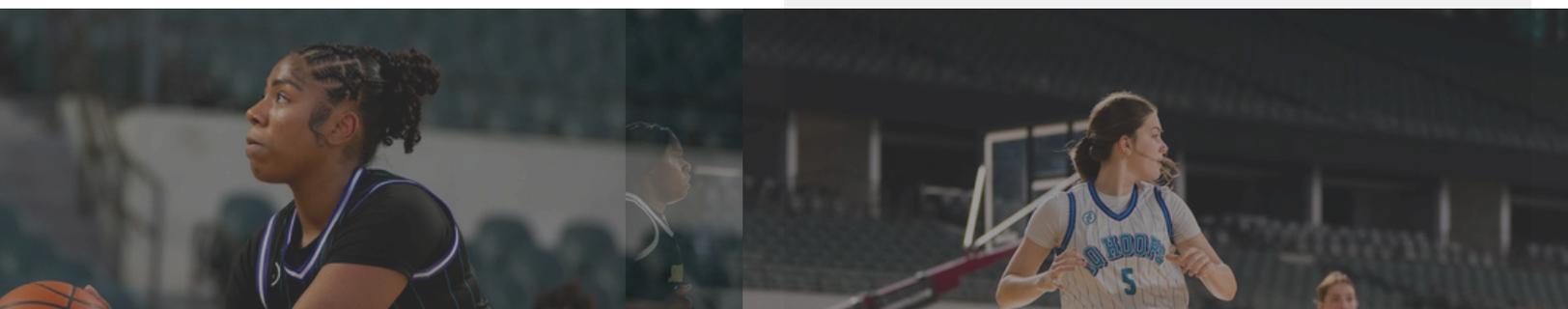
### At Any Time

- Coaches may call, email, text, or contact student-athletes via social media at any point in high school.

### Official Visits

- Recruits must complete their junior year before taking official visits to NJCAA schools.

Most JUCO programs actively recruit during athletes' junior and senior years.





# Average Tuition

## NCAA D1 / D2

- Four-year colleges can range from 12k-45k per year depending on the type of university.
- many student-athletes do not pay “full price.” Financial aid, scholarships (athletics, academic, need-based, or other), grants, payment plans, and so forth often reduce what the student actually pays — possibly substantially.

## NAIA / NJCAA

- Average tuition for a 4 - year NAIA university is \$5,099.
- Average tuition for a 2 - year NJCAA college is \$8,000.
- Many schools also report that a large share of their students receive financial aid: in fact, the same data source notes that about 81% of undergraduate students receive grants or scholarships (athletic / academic)

## NCAA D3

- First: many DIII schools do not offer athletic scholarships.
- DIII athletes pay roughly the same as non-athletes when it comes to tuition and fees.
- What you end up paying depends on tuition sticker price, living costs (room & board), and any financial aid or scholarships that you get (merit aid, need-based aid, grants, etc.).
- The price can range between \$30k - \$80k (before any aide)
- Always check the net price calculator on each college’s website to estimate what you might pay, based on family income, grades, and other factors.



# Marketing Yourself

## RECRUITING = MARKETING

**When you are getting recruited you must market yourself. Coaches can only make so many games and see so many kids. You can increase your chances of being seen if you market yourself!**

## RECRUITING = WORK

**Recruiting now days is more than just playing the game on the court. Yes, your skills and talent are a big part of your recruiting, but that's just the beginning. Once you get off the court then the job of recruiting begins.**



### Go to College Camps!

- Attend camps on their campus
- If not on a college campus confirm with coaches that they will be there.
- If a coach emails you an invite, reach out to the coach prior to attending camp.

## How to increase your visibility

### Play for your High School team

- Use Maxpreps to share your stats
- Use Hudl for full games and highlights

### Create Social Media Profiles

- Instagram and X (formally twitter)
- User names - your name, easy to find
- Post your highlights, game photos
- Also include fun appropriate post that shows who you are
- No foul language, or inappropriate activities
- Follow programs you are interested in, like and comment on post.
- Send coaches your schedules

### Field Level App

- Create a profile
- Add yourself to your HS and Club team rosters
- Target schools, add highlights, message coaches

### Email Coaches

- Email all the coaches on staff
- Include highlights, games and sports resume, game schedules.
- Tell them why you are interested in their program and school.

### Recruiting Questionnaires

- Fill out when available on programs website.



# Have all your information Available

When you begin communicating with coaches be sure to include:

- You full real name
- High School
- Club team
- Upcoming schedules
- Contact information
- View able profiles (highlights)



## Keep Your Profiles Updated



### Social Media

Have a sports profile. Keep it clean and post often. Name should be easy to find.



### Maxpreps

Claim your school profile. Make sure HS school coach is entering in Stats



### Hudl

Claim your school profile. Make sure HS school coach is uploading videos



### Field Level

Add profile to you HS and club team. Target schools, add highlights, and message coaches.



## DMs and Texting Coaches

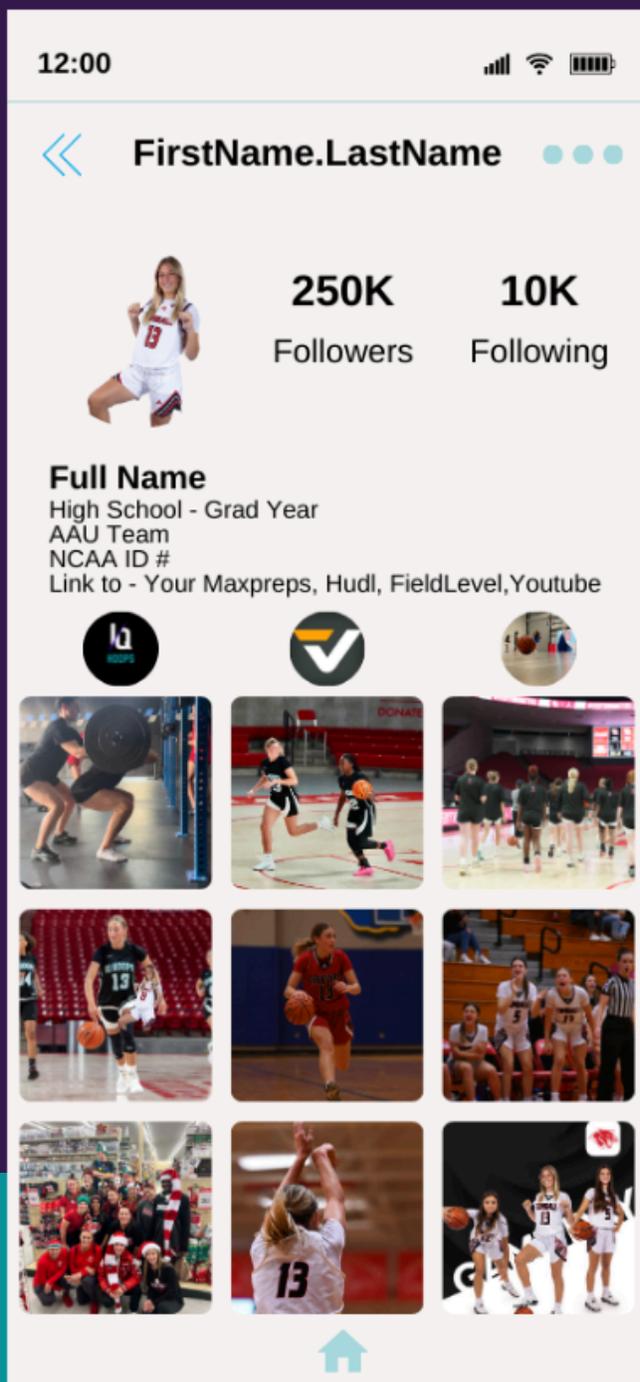
You can always DM, Text, or email a coach but they may not be able to respond depending on the recruiting calendar

- ✔ Use proper grammar
- ✔ Send your schedules
- ✔ Reply to coaches in a timely manner
- ✔ Ask questions
- ✔ Be respectful



# Social Media Best Practices for Recruitment

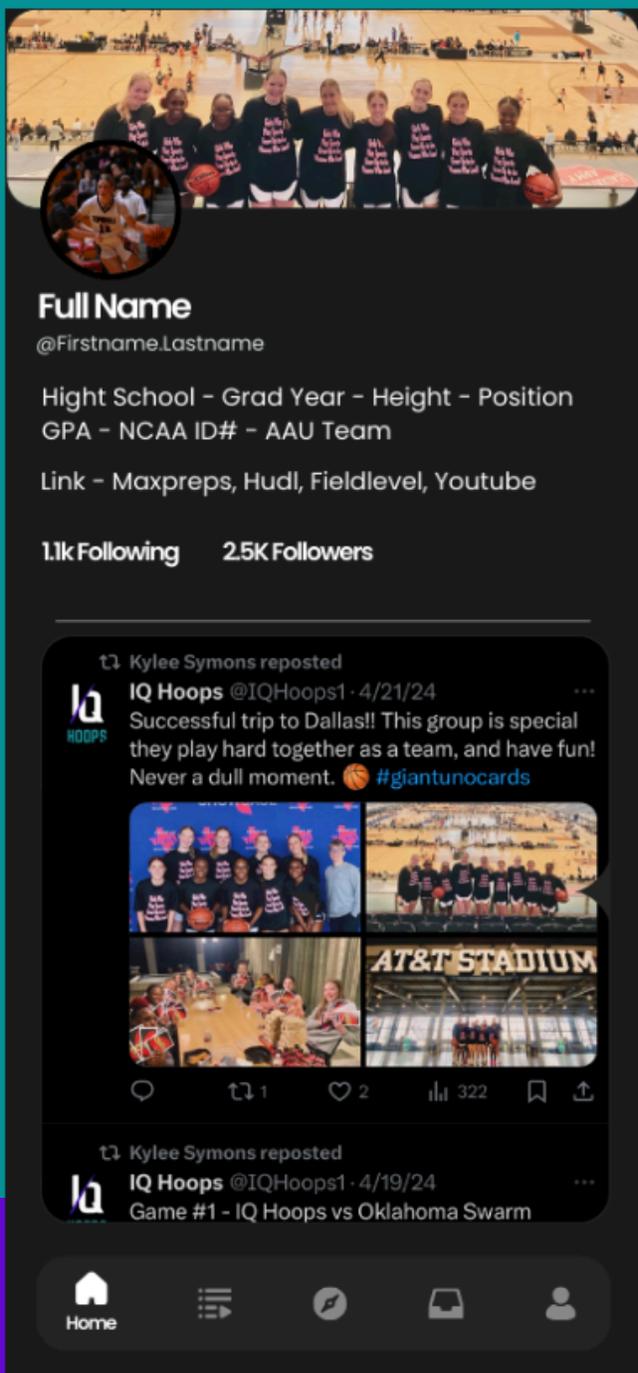
## Instagram Profile Example



- **Build a Positive Personal Brand:**
  - Use your real name, a professional photo, and ensure that your bio reflects your athletic and academic goals.
  - Follow your school, sports organizations, and reputable college athletic programs to show interest in college basketball.
- **Create and Share Quality Content:**
  - Share highlight reels, training videos, game stats, and other content that showcases your skills and dedication.
  - Post consistently, but focus on quality over quantity. A few strong, recent clips will have more impact than frequent low-quality posts.
  - Add captions to your videos that explain the play or showcase your role, such as “Defensive Play – Blocking and Rebounding.”
- **Showcase Your Character:**
  - Share posts that reflect your character and work ethic, such as team bonding, community service, or academic achievements.
  - Avoid negative or controversial content that may raise red flags with coaches. Keep comments and posts respectful and professional.



## X - Profile Example



- **Engage with Coaches and Programs:**
  - Like, share, and comment thoughtfully on posts from college coaches, athletic programs, and players. Avoid spammy or excessive comments.
  - Respond respectfully to any messages or comments from coaches, showcasing your communication skills and interest.
- **Use Hashtags Wisely:**
  - Use relevant hashtags like #RecruitingClass2024, #CollegeBasketball, #NCAA, or #HighSchoolAthlete to increase visibility.
  - Check to see if any specific programs you're interested in have hashtags or encourage followers to use certain ones.
- **Stay Aware of Privacy Settings:**
  - Keep your profiles public if you're actively seeking recruitment, as private accounts limit coaches' ability to view your content.
  - Use privacy settings wisely for non-sports accounts, or avoid posting content you wouldn't want coaches to see.
- **Highlight Academics and Character:**
  - Coaches look for well-rounded individuals; post about your academic achievements, volunteer work, or school leadership roles.
  - Display any academic awards, test scores (optional), or GPA updates to show that you're academically prepared.



# Best Practices for Emailing College Coaches

## EMAIL EXAMPLE

**Email Subject:** 6'2" Shooting Guard – Class of 2026 – Interest in [College Name] Basketball

Dear Coach [Last Name],

My name is [Your Name], and I'm a 6'2" shooting guard at [School Name] High School, graduating in 2026. I am reaching out because I am very interested in joining [College Name]'s basketball program and continuing my athletic and academic journey with [College].

This past season, I averaged 18 points, 6 rebounds, and 4 assists per game, earning All-Conference First Team honors. I currently maintain a 3.8 GPA and scored a 1240 on the SAT. Here is a link to my highlight reel: [link].

I have followed [College Name]'s team and really admire the fast-paced playing style and the competitive spirit I see on the court. I would love the opportunity to bring my skills and passion for the game to [College] and to grow further under your guidance.

Thank you very much for your time and consideration. I look forward to any opportunity to connect and discuss how I might contribute to your program.

Best regards,

[Your Name]

[Phone Number]

[Email Address]

[Links to social media, Maxpreps, Hudl, Fieldlevel, Youtube]

- **Use a Professional Email Address:**
  - Create an email address with your full name, if possible (e.g., `firstname.lastname@gmail.com`). Avoid using nicknames or handles that aren't professional.
  - Double-check that your contact information is correct, including your phone number and any links to highlight reels or profiles.
- **Research the Program First:**
  - Before reaching out, know something specific about the college and the basketball program. Mentioning a recent achievement, the coach's history, or the team's performance shows that you're genuinely interested.
- **Make the Subject Line Clear and Specific:**
  - Use a subject line that grabs attention and provides key information, such as:
    - "6'2" Shooting Guard - Class of 2024 - Interested in [College Name] Basketball"



# Best Practices for Emailing College Coaches

- **Introduce Yourself Briefly and Effectively:**
  - Start with a friendly greeting, then introduce yourself by name, position, high school, graduation year, and any notable stats or accolades.
  - Example: "My name is Sarah Johnson, and I'm a 6'2" shooting guard at Oakridge High School, graduating in 2024. I'm interested in contributing to [College's] basketball program as I continue to develop as a student-athlete."
- **Highlight Key Information:**
  - Provide a quick summary of your stats, GPA, SAT/ACT scores (if applicable), and any awards or honors. This helps the coach assess your potential fit for the team academically and athletically.
  - Link your highlight reel and athletic profile (e.g., Hudl, NCSA, or personal website).
- **Express Genuine Interest in the Program:**
  - Mention why you're interested in that specific school and program. Reference the team's playing style, academic strengths, or other unique aspects that attract you.
  - Example: "I admire [College Name]'s emphasis on both academics and athletics. I'm particularly drawn to the team's fast-paced style and the values Coach [Last Name] instills in the players."
- **Keep It Concise and Focused:**
  - Coaches receive hundreds of emails, so keep your message short and direct. Aim for 3-4 paragraphs, with all essential information covered.
- **Close with a Polite Call-to-Action:**
  - End by thanking the coach for their time and expressing enthusiasm about the possibility of playing for their program. Politely ask if there might be opportunities to connect further or discuss your potential fit.
  - Example: "Thank you very much for your time and consideration. I would be honored to discuss any opportunities to contribute to [College Name]'s basketball program and look forward to hearing from you."
- **Follow Up Respectfully:**
  - If you don't receive a response within 1-2 weeks, send a brief, polite follow-up email reiterating your interest. Avoid excessive follow-ups as it can come across as pushy.

**Go.**

**Be.**

**Great.**