

Palmetto Heat Recruiting Workshop



AGENDA



1. Introductions



2. Personal Branding



3. Parent Behavior



4. Investing in Your Future



5. Recruiting Avenues



6. Recruiting Stories



7. Other Information

Introduction



Position: Pitcher

Degree: Special Education Adapted Curriculum

- East Carolina University (2017-2021)
- University of South Florida (2021-2022)



Position: Catcher

Degree: Supply Chain Mgmt.

- University of Illinois (2018-2019)
- Weber State University (2019-2022)



Positions: MIF | Utility

Degree: Sports Admin / Arts Admin

- Tennessee Tech (2019–2022)
- Winthrop University (2022–2024)

PERSONAL BRANDING

Personal branding is the intentional way you shape and communicate your reputation—through your actions, performance, and presence—so people clearly understand what you stand for and what you consistently deliver, whether that's a reliable clutch performer in sports or a trusted problem-solver in your career.



MARKETING MYSELF TO REACH GOALS

Crafting a clear, consistent narrative about who you are, what you offer, and what you want to achieve to stand out and influence opportunities.



SOCIAL MEDIA AS A TOOL AND A MIRROR

Your online presence is a major part of your brand. Does it reflect the person you want employers, colleagues, or networks to see?



HOW DO YOU SPEND YOUR TIME?

The activities you choose—hobbies, volunteer work, extra courses, professional development—signal your priorities and dedication, acting as inputs into your personal brand.



WHAT DO I VALUE AND WHAT IS IMPORTANT?

Identifying your core values (e.g., integrity, creativity, collaboration) is the foundation of your brand.



CONSISTENCY IN ACTIONS (VIRTUAL & IN-PERSON)

Being authentic in recruiting—in interviews, on your resume, and in professional interactions—must consistently reinforce the brand you are building, translating to life skills at work.

PARENT BEHAVIOR IN RECRUITING



COLLEGE COACHES ARE LOOKING AT THE BIGGER PICTURE

- How does your player ask for help?
- What is parent involvement?
- Is your player taking ownership of their equipment and preparation?



HOW DO YOU AS A PARENT ACT AT THE FIELD?

- What type of verbiage do you use?
- Are you talking negatively about players, teams, coaches, the game?
- What's your body language?
- What are you wearing to the field?

INVESTING IN YOUR FUTURE



ASKING THE RIGHT QUESTIONS

- How can you make the most of this opportunity?
- What do you want to major in? Career goals after college?
 - Does the school you want to go to have the major you want to study?
 - Is this a credible school for this program?
 - What opportunities may arise from attending this University/School?



TAKING ACTION

- Research your possible interests in careers before visiting and committing to a school
- Talk to the coaches when on visits about the specific program you are interested in



Different Recruiting Avenues

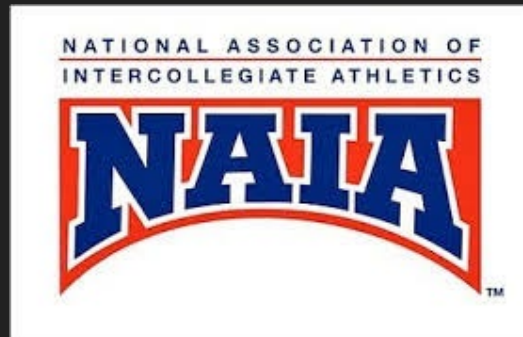
Division I: Elite commitment, time demands, national exposure

Division II: Competitive level with balance and opportunity

Division III: Academics-driven, no athletic scholarships

NAIA: Flexible timelines, strong fit-based recruiting

JUCO: Development path, re-recruiting, second opportunities



Division 1

Number of schools

363



Median undergraduate enrollment

8,960

Percentage of student-athletes in division

37%



Students who are athletes

1 in 23

Percentage of athletes receiving financial aid

57%



Multiyear, cost-of-attendance athletics scholarships available

Division 2

Number of schools

313



Median undergraduate enrollment

2,428

Percentage of student-athletes in division

25%



Students who are athletes

1 in 10

Percentage of athletes receiving financial aid

60%



Offers partial athletic scholarships

Division 3

Number of schools

442



Median undergraduate enrollment

1,751

Percentage of student-athletes in division



Students who are athletes

1 in 4

Percentage of athletes receiving non-athletics aid



Does not offer athletic scholarships

NAIA

Average full-time enrollment

438

Average number of student-athletes

293

Median athletics budget

\$3.21M

Average number of sports

16

Private institutions



Faith-based institutions



Institutions that qualify for a national championship



Operating budget

\$1.5M

Athletic aid

\$1.42M

DIVISION 1

DIVISION 2

DIVISION 3

JUCO

NAIA

NC

- Gardner-Webb
- Duke
- UNCC

SC

- USC
- Clemson
- Coastal Carolina

NC (Around 15 total)

- Wingate
- Lenoir-Rhyne
- Belmont Abbey

SC

- Erskine
- North Greenville
- Francis Marion

NC

- Brevard
- Guilford
- Pfeiffer University

SC

- Benedict
- Newberry

NC

- Gaston College
- Louisburg College
- Catawba Valley

SC

- University of South Carolina Union
- University of South Carolina Sumter

NC

- Carolina University
- Montreat College

SC

- Spartanburg Methodist College
- Columbia College

RECRUITING STORIES - ABBY, ERIN, & KD



**KD: TRUSTING THE PROCESS,
NOT THE PRESSURE**

**KD: TRUSTING THE PROCESS,
NOT THE PRESSURE**

- "I was recruited early, offered early, and chose to wait because I believed the right opportunity would come when the fit was right."



**ABBY: FOCUSING ON
THE FUTURE**

- How can this opportunity set me up for a life outside of softball?



**ERIN: LEVERAGING THE
RECRUITING COMMUNITY**

**ERIN: LEVERAGING THE
RECRUITING COMMUNITY**

- Other coaches will talk about you to other coaches
- Show up and play hard will get you noticed by many coaches even if they aren't coming to see you



Other Important Information

Recruiting Rules Change by Grade Level

- **Division I & II**
 - Coaches cannot initiate calls/texts until **June 15 after sophomore year**
 - Coaches may watch athletes compete before this date
 - Coaches may respond to emails **after the athlete initiates**
- **Division III, NAIA, JUCO**
 - More flexible communication rules
 - Often recruit earlier
 - Relationship-driven process

Important to Know

- Recruiting calendars vary by division

Camps vs. Showcases

- Camps = school-specific, skill & relationship building
- Showcases = exposure & evaluation
- Timing and purpose matter

How Palmetto Heat supports athletes and families

Questions?