

UGH, ATHLETICS!!

Aaron Boettcher
University of Illinois - Springfield

Goals

- Why does Athletics Hate Admissions?
- How Do Athletes Make Decisions?
- Ideas – Improve Your Recruiting

Athletics

- “Front Porch”
for the
University
- Looking for the
best



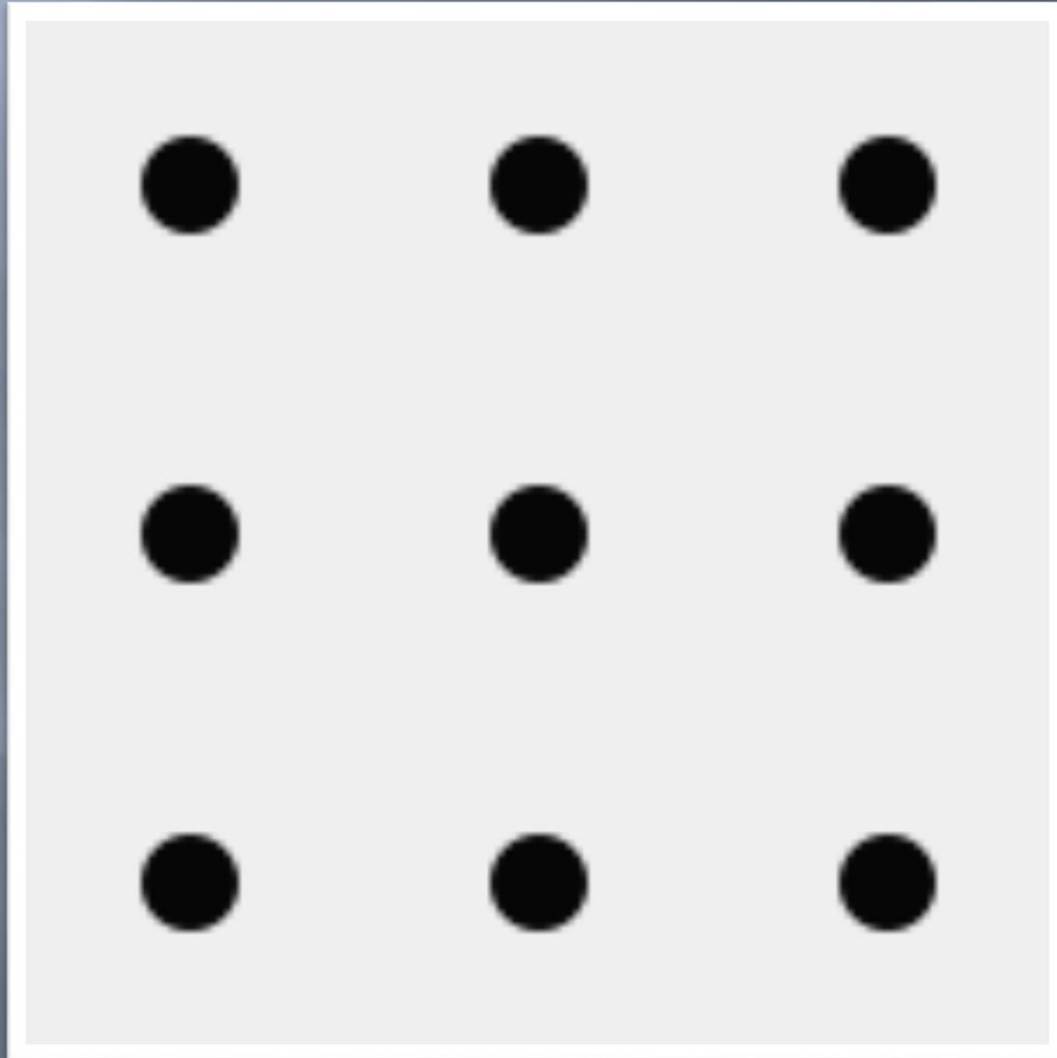
Why do they Dislike US??

- See many of us a ENTRY LEVEL EMPLOYEES
- Many see their way as the only way
- Admissions is NEVER around when we need them.
- After admissions talked to them ...

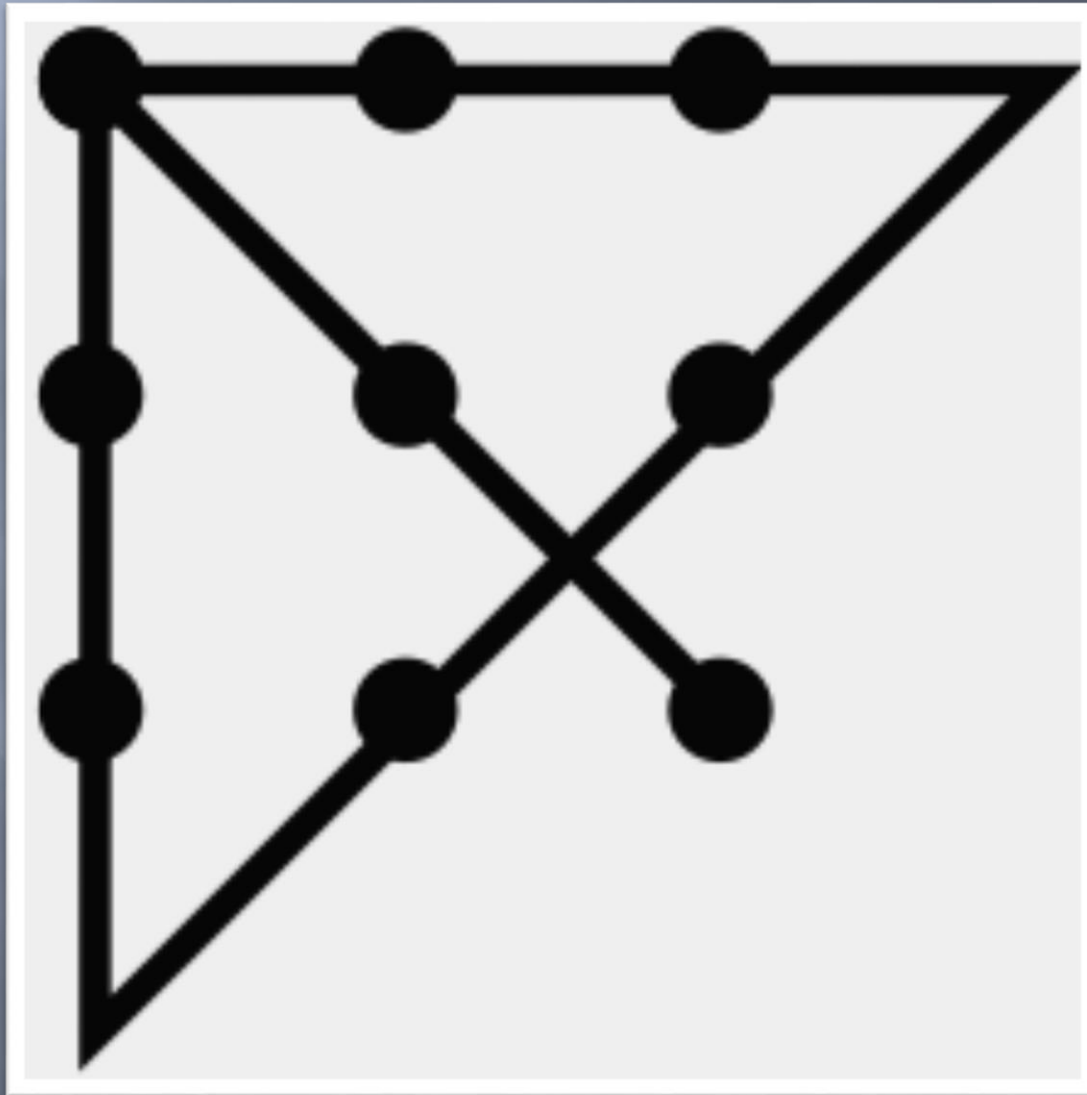
Athletes Make Decisions Differently

- Only 2 Factors are in play
 - How the Coaches Treat Them
 - How the Players Treat Them
- NOTICE SOMETHING – IT'S ABOUT THEM!
- Where is Admissions and other Staff???

How To Best Utilize Athletics



Think Outside of the Box



Meet INDIVIDUALLY with Coaches

- Ask them “ What can I do to help you do what you want to do?”
- Plan out your Message
 - Coach and Sport Specific

Set THEIR Brand

- One Liner
 - Marketing THEIR PROGRAM
- Easy to Remember
- Consistency of First Contact

Does your Coach even want Prospects??

- What is their Walk-on Policy???
- Does the coach want names??
- Why not contacting them
ACTUALLY hurts the university

No Sales Pitch

- When you are asked about athletics:
 - Do you play???
 - Compliment and say I am great friends with that coach,
 - Give me your name and I can get you in contact with him or her.
- Already heard sale pitch
 - Only if they ask

VIDEO

- “GOLD” for a Coach
- YouTube or Recruiting Profile

Why Use Admissions?

- We know High School Coaches
- Access to Grades
 - Ability to Rush Applications
- We meet with your Athletes
 - High Schools – College Visits

Why WE want to Know?

- Easier to track real interest
 - Non athletes
- Find Growth Areas
- So we don't Bother them

Find out the TOP 3

- Why?
 - 3 is Easy to remember
- We want a commitment as bad as you
- We can look out for them
 - Still interested or Changed Top 3

Most Important Talent

- What do you value MOST!
- Help Communicate that in High Schools
- Surprised who we know
 - Better relationships then you?

Admissions 9 to 5

- Perception of coaches
- How do we handle
last minute visits/questions
- Plan!!!

Same Challenges

- Selling the School
 - Same as you
- Brainstorm on how to Sell
- Our experiences selling certain features

Challenge to You

- Set up a meeting in Athletics
 - Just you and a coach, not all of athletics
 - Summer – Slow time
- Pick 1 or 2 Things
- What does Athletics want from YOU

Watering Bamboo



What are your Questions



Contact Information

- Aaron Boettcher
- aboet1@uis.edu
- 217-206-8298