

# THE SMART RECRUIT FRAMEWORK



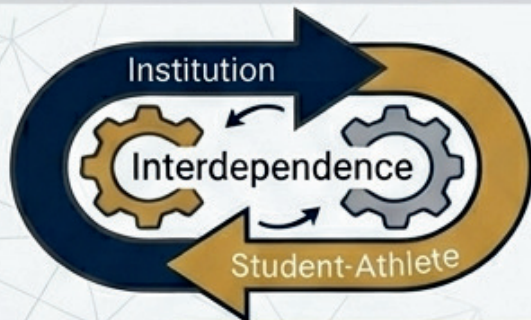
## TRACK 1: THE INSTITUTION

## TRACK 2: THE STUDENT-ATHLETE

Creating Accountability & Infrastructure

Developing Habits & Mindset

<b>S</b>	 <b>Systemic</b> Embedded across the school, not siloed in one department	 <b>Strategic</b> Understands the process, timeline, and decision factors	<b>S</b>
<b>M</b>	 <b>Measurable</b> Clear KPIs: completion rates, college placement, engagement	 <b>Motivated</b> Driven by personal goals, not just external pressure	<b>M</b>
<b>A</b>	 <b>Accountable</b> Staff roles defined, outcomes tracked, improvement cycles set	 <b>Authentic</b> Presents a genuine self—academically, athletically, personally	<b>A</b>
<b>R</b>	 <b>Resource-Rich</b> Tools, curriculum, and supports are actively provided	 <b>Resilient</b> Navigates rejection and uncertainty with confidence	<b>R</b>
<b>T</b>	 <b>Transformative</b> Changes the culture of how recruiting is understood schoolwide	 <b>Targeted</b> Pursues the right fit – not just prestige or proximity	<b>T</b>



### CONNECTION GUIDE

WHEN THE INSTITUTION IS SMART, IT CREATES THE CONDITIONS FOR STUDENT-ATHLETES TO BE SMART.

A SCHOOL THAT INVESTS IN THE INFRASTRUCTURE GIVES ITS STUDENTS PERMISSION AND CAPACITY TO INVEST IN THEMSELVES. THAT IS THE TRANSFORMATION CRS IS DESIGNED TO PRODUCE.



**EXPLORE THE FULL CURRICULUM**



# COLLEGE RECRUITING STANDARD TOOLS

Three Tools. One Mission: Every Student-Athlete Prepared.

The **College Recruiting Standard (CRS)** provides a comprehensive suite of three critical tools designed to prepare every student-athlete for the recruiting journey. Each tool operates within the school infrastructure to provide education, centralization, and visibility.

## 01 THE RECRUITING SUMMIT | An Annual Gathering That Changes the Conversation



### WHAT IT IS

- Structured, school-hosted annual event
- **TIMELINES TO MAKE CONTACT WITH COACHES**

### Key Deliverables

- Modular curriculum for full/half-day
- Panel sessions (coaches, athletes, admissions)
- Grade-specific pathways (9th-12th)
- Take-home action plans
- Concurrent parent track running

WHY IT MATTERS

### WHY IT MATTERS

- **CREATES SHARED RECRUITING LANGUAGE**
- **BUILDS TRUST BETWEEN SCHOOL & FAMILY**
- **EQUIPS STUDENTS BEFORE PROCESS BEGINS**



## 02 THE RECRUITING CURRICULUM | Semester-Based Education Built into the Academic Calendar

### WHAT IT IS

A structured, semester-based curriculum delivered through

- Structured, semester-based curriculum
- Covers self-assessment to commitment

### Key Deliverables

- 6-unit modular: Identity to Transition
- Age-appropriate tracks (intro to advanced)
- Digital tools and workbooks
- Aligned to school counseling & planning
- Guide for non-specialist teachers

WHAT IT IS

WHY IT MATTERS

### WHY IT MATTERS

- **TREATS RECRUITING WITH ACADEMIC SERIOUSNESS**
- **NORMALIZES PROCESS FOR ALL STUDENTS**



## 03 THE RECRUITING SYSTEM | A Centralized Hub for Visibility, Tracking, and Communication

### WHAT IT IS

- School-level & student-facing platform
- Centralized for student, coach, & counselor

### Key Deliverables

- Profile builder (academics, athletics)
- Dashboard with student status visibility
- Communication logs (dates & types)
- Deadline & milestone tracker
- Exportable recruiting resumes

WHAT IT IS

WHY IT MATTERS

- **RECENTRALIZES FRAGMENTED COMMUNICATION**
- **MIRRORS COLLEGIATE PROGRAMS**
- **CENTRALIZES ALL DATA & TRACKING**



COLLEGE RECRUITING  
**STANDARD**

