**Scouting Academy College Recruiting Syllabus**

As a result of participating in The Scouting Academy’s College Recruiting Course, you will have a foundation on the parties, processes and rules that govern the recruiting process in college football. This information is critical for you to make informed decisions about your future.

**Learning Outcomes:**

Our role as an educator is to work to understand what current organizations in the NCAA want from their personnel staff. We leverage this information to continually improve both the curriculum and the delivery of that curriculum. We understand that each of you comes from a different background and has a different set of experiences and career goals.

Building upon our film evaluation course, the College Recruiting Course is an 8 week learning program that provides insight into what it takes to identify, qualify and recruiting High School prospects for Colleges and Universities. The CFB landscape is wide open and there are more jobs available in college football than the NFL and CFL put together. Furthermore, the NFL sees college recruiting positions as a developmental space for their future scouts and have been heavily hiring those with that background. As such, we are here to provide insight in to what it takes to help a recruiting operations from identifying prospects, getting them through the NCAA Clearinghouse, how to help a coaching staff, and recruiting players while maintaining compliance with NCAA rules and regulations.

We will teach you how to think about the process and pipeline, not what to think, and will give you the tools necessary to hit the ground running in your career. We will not be teaching individual CFB program recruiting processes as they vary greatly and this would not be a productive use of your time. Instead, we are going to focus on presenting you with the vantage points of those engaged in the process, from coaching to personnel to Athletic Directors to compliance, so you have a well-rounded view of everyone involved.

**Format and Procedures:**

The course begins with a live, online webinar by lead instructor John Peterson and Dan Hatman, walking you through the various elements of the identification, qualification, evaluation, and recruitment of prospective student athletes. These sessions set the stage for our guest speakers

The following seven (7) weeks, we will have guest speakers who are currently working in the field who can speak to current opportunities and challenges and take us on a deep dive into their area of expertise.

Each session allows for back and forth between the students and the instructors/guest speakers to maximize the learning experience. In addition to hearing from current and former CFB recruiting leaders and coaches, the course is an experiential learning program, with the students bring assigned projects that ask the student to get into the field. We firmly believe that these experiences greatly improve the lessons and outcomes from the course.

**Course Requirements:**

The College Recruiting course is available to everyone with no prerequisites. There is no textbook to purchase; all course content and information will be presented in the class (and online classroom).

We ask the following of students:

* Attend each of the eight (8) live webinar sessions
* Produce a High School football scouting/recruiting notebook for your personal use
* Bring a passion and work ethic to improve yourself and the evaluation community

**Feedback Loops**

We pride ourselves on our feedback loops here at The Scouting Academy. As such, each live webinar session provides ample opportunity for questions to our instructors/guest lecturers and if questions come to you after the session has ended, we will work with our instructors/guest lecturers to get that information out to you.

We also feel strongly that feedback needs to move in both directions and we actively encourage you to reach out with comments or suggestions and will provide periodic surveys to better understand you all and how to best serve you. Please stay engaged here as well. Some of the best enhancements we have made to the curriculum to date have come from student suggestions.

**- Tentative Course Schedule -**

Speakers may change based on availability.

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| **Date / Topic** | **Material Discussed** | **Assignment** | **Speakers** |
| April 6th Identification, Qualification, and Evaluation | Player Personnel Philosophy, Duties and Responsibilities, Recruiting Calendars, Qualifying Rules, On and Off Campus Recruiting Rules, Home Visitation, International Recruiting, Walk on Programs | Take the curriculum from Class #1 to review and enhance the system(s) you are familiar with. | John Peterson and Dan Hatman |
| April 13th Mass Media and Graphic Design in the recruiting process | How has the landscape changed with the widespread adoption of graphic design in recruiting? How can the personnel, coaching, and graphics staff aid each other.  | Review the social media accounts of ten (10) college football programs and assess strengths/weaknesses of each program’s ability to capture recruits attention. | **Robert Judin***Graphic Designer* Previously with Oregon State and University of Miami  |
| **Date / Topic** | **Material Discussed** | **Assignment** | **Speakers** |
| April 20th The role of internal compliance and impact on recruiting staff | NCAA rules and regulations in the recruiting process. Tools/processes used by teams to stay compliant. How to avoid common pitfalls | Review the NCAA guidelines for Division 1 football and take 2020-21 Division 1 practice exam | Brent Blaylock*Associate AD for Compliance*University of Arizona |
| April 27th Mid-major recruiting: How to stand out and maximize smaller budgets | While still competing for a spot in the Bowl Championship Series, how do mid-major programs build competitive processes with smaller budgets and staff sizes? | Research NCAA team budgets and staff sizes. Compare your favorite team to 1 other in a Power 5 conference, 1 in a Group of 5 conference, and 1 in FCS. | **Ricky Ciccone***Director of Player Personnel/Recruiting Coordinator*University of Toledo |
| May 4thThe Intricacies of major College Football recruiting | Recruiting process from the personnel director’s point of view. How staff can assist/aid in those processes. | Review what nuanced aspects of the recruiting process seem most daunting and bring them to discussion. | **Saeed Khalif***Director of Player Personnel*University of Wisconsin |
| May 11thFCS and Division II Recruitment Processes | Each level of football presents its own personality and challenges as it pertains to recruitment. What is life like at these levels? | Research teams that have earned top seeds in the FCS tournament and look at their recruiting footprint. Where did they source players? | **Colby Carthal***Head Football Coach* Stephen F Austin State University |
| May 18th Coordinating the football program’s recruiting program | What does the coaching staff need from the personnel staff to maximize the ability to identify and recruiting the best prospects for the program? | Work to connect to a current college coach. Discuss how they have to build their schedule to properly develop current players while recruiting future prospects. | **Scott Vestal***Linebackers Coach and Recruiting Coordinator*Rice University |
| May 25th The Head Coach: How to aid the final decision maker | How each aspect of the program interacts, how to delegate/integrate, how staff can best make their lives easier.  | Review the notebook you’ve been building, looking at each speaker’s contribution to see what areas you still need to enhance. | **Mike Riley***Former Head Coach* Nebraska and Oregon State |