WHERE THE EVALUATION COMMUNITY COMES TO LEARN

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 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. This sessions set the stage for our guest speakers

For eight (8) 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.

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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.

Date / Topic	Material Discussed	Assignment	Speakers
April 2nd Managing Up (and Down): What Strategies Can Staffers Employ to Best Serve the Team? How Should They Approach Decision Makers?	How can evaluators and recruiters work with coaches to establish targets in the recruiting process? How can staffers at lower levels 'manage up' as they filter prospects and work to advance those, they feel are best equipped to make an impact? What do recruiting staffers need to understand about how decision makers view the process?	Take the curriculum from Mr Peterson's lecture to review and enhance the system(s) you are familiar with.	**Van Malone** *Assistant Head Coach/Passing Game Coordinator/Cornerbacks* **Kansas State University**

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April 9th Power 5 recruiting: Development of 'Pro Style' structures, Advance Scouting, Impact of Portal on HS/Transfer Ratios in Recruiting Classes	The team building strategy employed even 2 years ago is probably out of date due to new rules/opportunities. So how do staffs work to identify competitive advantages and work to maintain a cohesive operation while scaling up the scouting operation both on the roster building but also the advance scouting side?	Review the athletic staff directory of your favorite college football program and count how many coaches are listed vs how many recruiting/support staffers are listed. Then compare that to other programs in your school's conference	**Derek Miller** *Recruiting General Manager* **Texas A&M University**
April 16th Group of 5 recruiting: Importance of Scouting and How to Overcome Challenges	While attention is more heavily skewed towards a small number of Power 5 programs, there are more programs working with smaller staffs and resources, trying to accomplish the same goal. How do those constraints spark creativity and push the hard and soft skills of recruiting staff?	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.	**Will Cinelli** *Executive Director of Player Personnel and Recruiting* **Ball State University**
April 23rd How to team build in the NIL era	With new rules/regulations entering the space annually, how can staffers remain in compliance while working through the transfer portal, NIL, and traditional recruiting pipelines? Tools/processes used by teams to stay compliant.	Review the NIL articles shared and generate questions to bring to the discussion	**Saeed Khalif** *Former General Manager and Manager of NIL Collective* **Michigan State University**

	How to avoid common pitfalls.		
Date / Topic	**Material Discussed**	**Assignment**	**Speakers**
April 30th What is next?: How to ADs see the Recruiting Landscape and How Can Staffs Stay Ahead of the Curve?	Viewing the recruiting process through the lens of the Coaching staff and even the Personnel staff are more known viewpoints, but how is the recruiting process viewed through the lens of the Athletic Department? How is the landscape viewed and what may be on the horizon?	Review the notebook you've been building, looking at each speaker's contribution to see what areas you still need to enhance.	**Austin Thomas** *Senior Associate AD – Football Administration* **Louisiana State University**
May 7th Relationship Between the Recruiting Staff and the Position Coach/Recruiting Coordinator	As the depth and scope of recruiting and scouting staffs increase, how do the relationships between those staffs and on field coaches stay in balance and work together towards a common goal? How can evaluators and recruiters work with coaches to establish who they want to target in the recruiting process?	Review what nuanced aspects of the recruiting process seem most daunting and bring them to discussion.	**Bobby Merritt** *General Manager* **University of Nevada**
May 14th Mass Media and Graphic Design in the recruiting process	In an ever-changing landscape of graphic design, still and video-based media, how can a program build a brand while working to stand out to recruits?	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** *Lecturer in PR and Sports Journalism at University of Florida* **Previously Graphic Designer with Oregon State and University of Miami**

May 21st Recruiting Under Restrictions: What recruiting in FCS and Ivy League means for strategy	We hear about recruiting budgets and NIL, but not all programs even provide G5 resources. How can programs be creative and cultivate unique approaches to their recruiting process in light of elements like budget, but even just high academic standards.	Review the notebook you've been building, looking at each speaker's contribution to see what areas you still need to enhance.	**TJ Weyl** *Offensive Coordinator/Quarterbacks* **Marist University**