



## ***Kevin's Weekly Parenting Insights Video Transcript***

### ***The Summer Recruiting Process***

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Hi, its Kevin Cantwell and thanks for joining me for my Weekly Basketball Parenting Insights.

One of the biggest conversations I have with parents is about the recruiting practices of college coaches as they relate to travel ball tournaments.

And there is a reason for that. The travel ball concept is the most popular way college coaches evaluate and locate high school prospects.

And why not? It is the best way for coaches to see as many players in a short period of time. This type of competition gives them an ideal approach to determine talent levels.

But just because a coach attends these tournaments does not mean your child will be seen. Knowing how college coaches use this system is critical.

Let's start at the beginning.

College coaches only have 18 days to evaluate and recruit players in the off season. This is all dictated by NCAA rules. Those days are also split up, 6 days in April and 12 days in July.

With such limited time, this prevents coaches from randomly watching games. They cannot stay in one place long enough to identify players who are not already on their list. That means they only focus on sponsored team rosters – period.

And these travel team tournaments help set their agendas. Why?

Because college coaches no longer need to search for players to evaluate.

Sponsored team coaches have already spent their time and money finding and evaluating talent. Sponsored coaches spend the entire high school season recruiting players to fill their roster spots and scheduling what tournaments they will compete in.

College coaches stay connected with these team coaches to find out who is playing for them and where they will be playing. This type of information determines all the schedules for the college coaches.

As a college coach, I can remember our staff having daily meetings, talking about who we should evaluate and setting up each coach's itinerary so we could utilize the short period of time in the best way.

Another part of scheduling for college coaches is getting the game schedules from tournament organizers before attending an event. This information sets up their daily schedule making sure all the players to be evaluated get seen.

The travel team tournament format is so much more productive for college coaches than using the high school season to locate talent.

When evaluating sponsored teams, you are getting "best versus best" which gives coaches a better opportunity to make good judgments when determining a player's potential.

Another advantage for the coaches is each player can compete playing his correct position. Whereas in a high school game, players frequently play out of position.

As an added bonus for coaches looking to multi-task, sponsored team rosters have underclassmen. College coaches very seldom evaluate players in a younger age bracket because the best underclassmen are usually found on 17U-sponsored teams.

For some context, this system has been in place for 30 years. Over that time, with constant tweaking by the NCAA, coaches have had to adjust their approaches for how to use the system.

The number of days' coaches can evaluate players has created the way they use the system to their benefit.

With input from college coaches, the NCAA has created a calendar for when to schedule certified events. This means the largest travel team tournaments are scheduled on the dates college coaches can attend.

And why is this important to know – college coaches must use this short period of time in the best way possible because this is the aspect of their job that determines keeping it or getting fired.

And remember the games they are watching, coaches can keep a close eye on underclassman. This gives them a head start on recruiting future prospects.

Now that you know what today's coaches are up against on the recruiting trail, you can get a sense as to why they often look tense, exhausted and laser-focused if you see them.

To be honest, if your child is not on one of those sponsored teams, you are rolling the dice if you are spending the time and money to get on a coach's radar. And while it does occasionally happen, the small percentage of times it does is really overblown, becoming one of the great myths of grassroots basketball.

With these coaches focused on their agendas at hand, unless your child has been recruited to play on a sponsored travel team, you're better off finding more effective strategies to get your child in front of college coaches.

Let me know what you think. Don't hesitate to leave questions and comments.

Thanks for tuning in.

I look forward to talking with you again soon.