

7 Reasons Why You Should Create A RECRUITMENT VIDEO for College Scouts

1 BEFORE THE AGE OF 12

The results of a recent study conducted by the NCAA show that not only do many student-athletes begin specializing in their sports before the age of 12, but also that many are expected from a young age to play sports in college and beyond

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Tip

You should see your athlete's recruitment video as a foot in the door, their sports showreel and their best recruitment asset

2 7% OF HIGH SCHOOL ATHLETES

Overall a little over 7% of high school athletes (about 1 in 14) went on to play a varsity sport in college.

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3 646 COLLEGES & UNIVERSITIES

646 colleges and universities compete in scholarship-granting Division I and Division II sports leagues, according to the National Collegiate Athletic Association

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Tip

Brevity is of the utmost importance when creating the best recruitment video. Aim to show highlights in the first 30 seconds.

4 \$2.9 BILLION

NCAA Divisions I and II schools provide more than \$2.9 billion in athletics scholarships annually to more than 150,000 student-athletes

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5

Avoid poor-quality footage, amateur recording and editing, as well as mobile phone footage.

6 2% OF STUDENTS RECEIVE SCHOLARSHIPS

Out of the 7 million high school athletes in the United States, only 150,000 of them, or 2%, receive a full scholarship.

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7 QUALITY VIDEO

Most college recruiters say that a quality personal evaluation video is the single most valuable information source used in the scouting of an athlete. However, bad or incomplete videos, like the short video clips sometimes posted on the internet, are really useless. They do not show the types of abilities college coaches need to start the recruiting process. Usually, college recruiters cannot personally observe most prospects that they recruit and therefore they have to rely on good quality video to properly evaluate a prospect. Many prospects are eliminated from consideration at this stage of the recruiting process because prospects are unable to provide coaches with quality video to use for a more in-depth evaluation.

[View Reference](#)

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KICK-A-LICIOUS

Norwegian placekicker Havard Rugland signed a 3-year \$1.485 million contract with the Detroit Lions after the team's scouts discovered his trick shot video on YouTube.

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