

The Recruiting Video

Recruiting videos are one of the best ways your players can get exposure to collegiate coaches. Many college programs cannot afford to send a coach to see every potential student/athlete across the country, and they rely, somewhat, on the initiative of the high school players and coaches themselves. By taking the initiative, the player is showing the college coach he/she is interested in the program and willing take the first step in the recruiting process. The video also gives the recruiting coach a profile of the player's talents. For a small cost, there are individuals who make recruiting videos for a living and do a great job packaging and editing a quality product. They can put in graphics and do a neat job editing the material, but, speaking from a college coach's point of view, recruiters are looking at the ability of the player and don't care about fancy film work. If your players plan on saving some money by making their own videos, there are some key elements that should be included in the footage.

Introduction

As a lead in, have the player introduce her/himself and share a little personal information (i.e. grade, height, playing position, GPA, study interests, etc.). This portion should last no longer than 30 seconds, but is important so the recruiter can put a face with a name.

Skills

Serving: *(View from behind/side so camera can see footwork, positioning and trajectory of ball)*

- 10 serves (5 float 5 topspin) – Rapid fire one after another.
- 5 jump serves if the player is effective. Don't put it in if they can't do it.

Passing: *(View the player and where the ball is going- angled from side to capture passer and target)*

- 5-10 each of serve receive (underhand and overhand passing, run throughs & defensive digging.)

Setting: *(View the player in front of the net from back court to capture entire length off net.)*

Non-setters:

- 5 sets each - left side & right side, with or without hitters.

Setters:

- 5 sets each left & right sides, 31's, slides & 1's.
- Need to include hitters for middle attacks (3-1's, slides & 1's).

Blocking : *(View the net and player so you can see footwork and how high the player is reaching)*

- Briefly show footwork & blocking alone at net.
- 4-5 blocks vs. hitter. If blocking outside hitter - use 2 blockers, if blocking middle use 1.

Attacking: (View the player, net & where the ball is going- Side view to capture approach and contact point across the net)

- 4-5 hits from a variety of sets left side, right side & middle (include slide footwork if the player is capable).

Do not include skills that the player is totally incapable of performing. For example, do not have a 5'2" defensive specialist blocking or hitting middle, but you could have them attacking from the back row. Also, the skills portion of the video should move quickly and last 7-10 minutes.

Game Film

- Copy 5-10 minutes of unedited game footage on the end of the skills portion.
- Choose footage that is the highest caliber of play on both sides of the net.
- Indicate who the player is by number, position, knee brace, black kneepads, hair ribbon, etc.

Distribution

Send DVD's

Make at least 5 copies and include the player's resume and an introduction letter with the video. *Don't forget to put your contact information directly on the DVD (name, phone, email, jersey number).* Encourage the player to send a video to any school he/she is interested in. Sending a lot of videos can get costly, but players can buy blank tapes/cd's in bulk. Collegiate coaches will keep the videos.

Use the Internet

- Post your vide on YouTube (with proper privacy settings) and send links to coaches.
- Use recruiting websites to create profiles and post links to your video.

***** Start this process early (if possible during the player's SO/JR year). Take the time to help your players out, and remind them this is an investment in their college education.**