



Play Collegiate Golf

"creating academic and athletic success"

W. J. Bruce Fleming, EdD

Founder/Consultant

1725 Babington Way

Mt. Pleasant, SC 29464

T: 843.609.6201

E: bruce@playcollegiategolf.com

W: playcollegiategolf.com

How Do I Send Information to College Golf Coaches and What Do I Send?

Sending the correct information is critical during the college golf search process

Pairing a one-page résumé with a strong letter of interest and some savvy self-marketing through the use of a swing video will help you stand out amongst the other players that a specific coach is recruiting. Golf specific résumés are the main method of getting the attention of potential coaches and, along with the introduction letter, is the first opportunity to showcase your academic strengths and your golf talent. The swing video gives the coach a quick visual of how you swing the golf club and can peak his or her interest in you as a prospective student athlete.

The first thing to contemplate is where you *want* and *can* play college golf. Before you send out letters and résumés, make sure you have done your research so that you are targeting schools that are *both* academic and athletic potential fits for your abilities. *Be realistic in this process!* Take the time and look review the team website. Look at the players' scores, where they are recruited from, and what tournaments and courses they are playing. This will give you some basic information as to whether or not you should proceed in sending information to the coach. Coaches receive hundreds of emails each week from prospective student athletes with probably a small percentage actually being good enough to play for that program. Being realistic about your talent level and only sending out information to schools that you have a better than 50 % chance of competing for a spot on the team will save yourself some frustrating moments.

The letter should be brief and should include some specific statements of why you want to attend that college and play for that coach. Doing so will indicate to the coach that you have thought about where you want to attend school and play golf. Use the research you did on the team's website to best prepare the letter and speak to specifics of the golf program. The résumé should include contact information, swing coach information, high school information, SAT and/or ACT scores, and a list of your recent tournament finishes. Put all your scores on the résumé not just your best scores. Also, note each tournament's playing conditions because a 76 in high winds and cold temperatures may mean the same to a coach who sees 68s in perfect weather!

Using Your Introduction Letter and Golf Specific Résumé To Get Noticed

Step One: Choose your timing carefully

Coaches can begin calling you after July 1 (summer before your Junior year) and sending information after September 1. Therefore, junior golfers should send an initial letter and résumé near the end of their sophomore year outlining their interest in the school and the golf program, their athletic achievements to that point, a summer golf schedule (trying to play events near the campus is a great idea), and goals for the next year. Don't worry if you are behind in this schedule. The advent of email allows for quick contact and ongoing dialoguing with coaches as compared to using regular mail such was done only a decade ago.

Step Two: Follow-up with a second email

To ensure that your materials are reviewed, wait a week or so and follow-up with a second email. This accomplishes several things: it determines whether the coach received *and* reviewed your materials or not; it indicates to the coach that you are very interested in his or her program; it provides the coach an opportunity to clarify any information or tell you that he or she will be at a specific tournament; it allows you to "recruit" them and ask specific questions to help better understand their collegiate golf program; it ensures the coach now has you on his or her radar screen and, hopefully, will follow your results more closely throughout the season.

Step Three: Ask Pertinent Questions

The coach will be looking at several different players and it is your job to determine his or her interest in you as well as gauging your personal interest in his or her program. When you follow up with a second email, ask these specific questions:

- What other players are you recruiting from my graduating class?
- How do you interact with your players throughout the week, during practice, and on the golf course?
- What is a typical scholarship range for freshman players?

Step Four: Continue the Conversation

Take the time to send the coaches you have begun conversations with additional information from tournament finishes, when you have met and exceeded established goals, and any awards you may have won since your last conversation. Send the same résumé with the updates included and indicate in the email that the attachment is an updated version. Also, if you follow the team on their website or sites such as Golfstat and see a strong finish, email the coach and congratulate the team on their strength of play. Coaches refer to this ongoing conversation as “being recruited by the player” and it is as important as the contact they make with you. Anything positive you can do to keep your name in front of the coach will only enhance your opportunities to become a member of the varsity golf team. Lastly, take the time to write a personal, hand-written note, to each coach you have contacted. This will definitely make you stand out in your graduating class!

Doing the right things when you begin the recruiting process will only enhance your opportunities. Take the time to research the college golf programs you are most interested in and be realistic about your abilities in the classroom and on the golf course. Then, take the time to write a specific introduction letter to each coach and send it on to him or her along with a current résumé and swing video. This is a good start to the recruiting process!

Good Luck.

Dr. Fleming

Dr. Bruce Fleming is the founder of Play Collegiate Golf, created to mentor young women and men interested in continuing their competitive golf careers at institutions that support their academic, athletic, and personal goals.

For more information please visit playcollegiategolf.com

Important College Resources During the First Year

College Survival Tip



When you first arrive on campus take the time to locate the following academic and personal resources that can help you during your transition from the high school to college.

- *Academic Resource Center* - free tutoring, study groups, and academic support for all students
- *Career Center* - learn about writing cover letters and résumés along with internships and campus employment
- *Counseling Center* - every campus has trained counselors to help students work through the various challenges of day-to-day life in college
- *Student Center* - this is the hub of campus clubs and activities for all students
- *Residence Life and Housing* - switching rooms, roommate issues, etc. are all through this office
- *Academic Advising Center* - meet with your advisor at least once each semester to discuss classes and any academic challenges you may be facing