Recruiting- Step 1

- **What’s more important**- how you recruit players, or what players you recruit in the first place?

- **Evaluating is a skill** that we must constantly refine and improve.
  - Opening Questions...
    - What does our team need in this class?
    - What type of player does my head coach like at this position?
    - How do our current players at this position stack up?
    - What type of player is a fit for our school off the court?
  - What are the key parts of evaluating players?
  - How can we step up our game in evaluating? How can you stand out from a crowd sitting on a baseline?
  - Evaluating is all about gathering INFORMATION!

- **There are restrictions and limitations**- legislative, financial, time, geographic.
  - Organization is key.
  - Maximize your budget, and find more money if necessary.
  - Be creative!

- **The golden question** we all try to master
  - “Is player A better than player B?”
  - When- I will perhaps never see them play against each other on the same court, at the same time, long enough to make a fair evaluation.

- **It’s our responsibility** to work hard to be right.
  - Our coaching staff and our program’s future depends on our recruiting decisions in more ways than one.
  - COMMUNICATE the information you gather
  - Your honesty and integrity will carry you far in building relationships.

Travis Ponton
National Evaluator
Blue Star Media
(c) 804-920-5362
(e) twponton@gmail.com
(t) @travisponton