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How to contact a college coach – the MPS way.

We want all of our players to be as prepared and organized as possible for their college process. Mass Premier Soccer is the biggest club in MA and has an excellent reputation in placing its players at the college level. We also have built up an outstanding relationship with colleges locally and all over the country and we are happy to provide our players with the best college preparation in the country.

Step 1: Set up individual meeting with MPS Head Coach in January or February.

- MPS will schedule individual meetings with all players and parents to review the MPS player education package and also review the list of interested schools.

Step 2: Make initial contact. MPS Cover letter and player profile.

- Email cover letter and student-athlete profile. MPS will provide you a template for the cover letter and you can send a link to your profile on the MPS website.
- College profile – MPS will create a webpage for each individual student-athlete to fill in and edit as they move through the collegiate process. This webpage will be dynamic and will be easy to send directly to college coaches directly. This will provide our players with the most effective and up-to-date method of creating and sending profiles to college coaches.
- Be professional in this initial communication. Use the coach's name in the introduction – “Dear Coach Bradley” as opposed to simply “Dear Coach” and make sure that spelling and grammar are correct. “You don't get a second chance to make a first impression.”

Step 3: Follow up with a phone call.

- After a week, make a follow-up phone call to ensure that the coach received your information. Apart from being practical it now allows you to personalize the relationship and begin an open line of communication.
- Express why you are interested in the school and the soccer program.
- Ask some questions about the coach, the program and their philosophy. Talk soccer and show that you are passionate and knowledgeable about the college program and the game in general. Make them remember you.
- Be persistent. Call until you speak to either the Head or Asst coach. Try to be clever and call when they are most likely to be in.

MASS PREMIER SOCCER LLC

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Step 4: Set up Unofficial visits

- Process – you can visit as many schools as you like unofficially and meet with the college coaching staff when you are there. Always call in advance and let them know that you are coming to visit the campus and ask can you meet them whilst you are there.
- Be confident – have a firm handshake, make eye contact, engage and enjoy. Parents need to take a backseat and let the player make an impression. An over-zealous parent can quickly put a college coach off.
- Be prepared – have questions to ask about the program.

Step 5: Competitive Calendar – Effective Communication

- MPS Residential Showcase – College Forum. MPS will have its own club showcase event in MA where we will invite local D1, D2 and D3 college coaches to attend. We will invite college coaches to work with the players at this event and we will also put on a college forum where several college coaches from D1/D2/D3 schools will talk to players about the college process.
- College Showcase tournaments. MPS will ensure that players get exposure at a number of different venues based on team's history and in conjunction with the players and families.
- League play. Players will need to communicate their full schedule to college coaches to maximize the potential for their exposure.
- Go through NCAA Eligibility Center. Players wishing to attend D1 or D2 schools must do this – was formerly called the Clearing House.

Step 6: Narrow down selection

- Do your homework. Spend time weighing up the pros and cons of each school. Whittle your selections down to a smaller group that are of real interest to you.
- Use of MPS alumni. MPS has a storied past of players attending college at all levels and they can be a great resource for current players to glean some vital information.
- MPS Calls to college coaches. Once players have narrowed their choices down, the U17 Head Coaches will make calls to the college coaches on behalf of our players. These calls will be honest and informative and will ensure that our players are gaining maximum exposure to their colleges of choice.

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Step 7: Make Final Decision

- Official visits. Players can take up to 5 official visits where they get to see the college at very close hand. These are very helpful in allowing players to be confident in their final selection.
- Financial paperwork. Fill in any financial aid forms.

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