



College Recruiting

Where it all begins

In the classroom

Excel as a student athlete-percentages increase with higher GPA
Make a list of colleges you might be interested in-think big
Register with NCAA Eligibility Center
Meet with High School counselor
Complete NCAA Approved Core Classes (check specific schools)
Have updated Swim Cloud and NCAA Eligibility accounts

In the pool

Excel in the pool
Establish balance between school, academics and other
Swim a variety of events/have 3-4 primary events (swim cloud ranking)

NCAA Eligibility Center

[Eligibility Center](#)

NCAA ID #-why is this important
Registration Checklist-see recruiting info

Divisions and Governing Bodies

1, 2, 3

NAIA

Community College

Official Day to talk to College coaches

Division 1 and 2

June 15 after sophomore year (end of 10th grade)

College coaches can call, text, or email you directly.

You can also receive recruiting materials and start official/unofficial visits.

Division 3, NAIA and Community College

No contact restrictions.

Coaches can reach out at any time, though most wait until the end of sophomore year or junior year.

Recruitment Process

Swimmer

Email and text communication

Fill out college questionnaires [Sample](#)

Create a list of schools

Have questions to ask coaches

Be prepared to answer questions from coaches

Communicate with your club and high school coach

Social Media-review and decide how you want to be seen

Parent

Establish a budget for college

Assist with writing emails

Stay out of conversations with coaches until invited to attend

Coach-Club

Follow up with potential schools

Will communicate if invited to reach out or is contacted directly from college coach

Coach visits-practices in Solano

College Communication

Emails

Texts

In Person

Workout visits

Recruiting Trips

Official

The school will pay for a trip-stay on campus with other swimmers.

Experience campus life

Treat the experience like a job interview

Unofficial

School does not pay

Non-restricted in terms of number of trips

Division 1 and 2-Trips

Start Date: August 1 before junior year of high school

Starting August 1 before 11th grade, you can:

Take official visits (school pays for travel, meals, lodging, etc.)

Take unofficial visits involving athletic department staff (you can take unofficial visits earlier, but not with recruiting conversations).

Division 3, NAIA and Community College

No official start date.

Schools can host official visits anytime during high school, though most wait until junior or senior year.

What School is Right for Me?

Great Fit

Teams in which a swimmer can make an immediate scoring impact at the conference level for the team

Teams in which the swimmer will have a great shot of contributing on relays

Reach Schools

Teams in which some of your times might fit in but times don't meet conference scoring levels

Academic Schools

Attending school-opportunity may or may not exist.

Club swimming may be offered

Transfer Portal

How does this affect my decision

College Coaches jobs are based around performance.

You may have the nicest, hardest working swimmer around but they have to win.

Why can't they just add my kid as a "walk-on"?

College teams have restrictions on the number of participants on a team based around school gender size, funding amounts, and coaching staff numbers. Colleges are now dealing with updated roster sizes and have had to make cuts.

The Recruiting Process

Try to enjoy the process-there is stress involved

Time

Money

Establishing Relationships

College recruiting is a business

Think about it in terms of supply/demand – You may be a great fit for a school but they may not need a breaststroker that year.

Time Management and communication is key

Emails, texts, social media updates and phone conversations-schedule time

Recruiting calls by multiple coaches in a week can be a stressor in an already busy HS students schedule

Once you are 100% sure you are not interested in a school, let them know. It makes it easier on everyone. *They are recruiting 50+ swimmers for 6 spots, they are used to being told “no thanks”.*

Options are great but are stressful

In an already stressful teen mind, this can add more stress. Remind them that having great options and choices are a result of their hard work and they deserve it.

Money

College is expensive. Be upfront as much as possible with the swimmer/coach as to what the family can afford. It is much better to have these tough conversations up front that to have a swimmer commit to a school and then realize they can't afford it or have to take thousands of dollars in unexpected loans

Admissions-Communicate

Tiered Admissions-athlete must be admitted to the school
Financial Information

Don't always let the school price scare you. So much better financial aid for privates with high price tags.

Scholarship (DI, DIII) – 9.9 mens, 13 womens for fully funded programs. This means they usually have 2/3 boys or 3/4 girls scholarships per year.

Schools have financial resources that can assist with athletic as well as academic and need based financial aid. Scholarship can mean a balance of academic aid and swimming money

Scholarships and Cost of Attendance

Colleges have always been allowed to give athletic scholarships covering:

- Tuition and fees

- Room and board

- Books and supplies

- Cost of attendance stipends (extra money for travel, meals, etc.)

This is directly paid by the college and is the traditional way athletes are compensated.

NIL (Name, Image, and Likeness) Payments

Since July 1, 2021, athletes can make money from their name, image, and likeness (NIL).

That means athletes can be paid by outside companies, brands, or collectives for:

- Endorsements or sponsorships

- Social media promotions

- Camps or clinics they host

- Autographs, appearances, or merchandise

These payments do not come from the college directly (in most cases) — they come from third parties.

School-Organized NIL and Revenue Sharing (New for 2025–2026)

The NCAA and major conferences (Big Ten, SEC, ACC, Big 12) have begun allowing direct school payments as part of settlements and new revenue-sharing models.

Starting as early as fall 2025, schools may be allowed to share up to roughly \$20–25 million per year of their athletic revenue directly with athletes.

Details are still being finalized, but this marks the first time schools themselves can pay athletes for their participation beyond scholarships.

What Steps are Next?

1-Setup college meeting with Coach Ricky

2-Bring a list of 10-15 schools

3-Fill out questionnaires prior to meeting

4-Emails to coaches

5-Follow up with Coach Ricky-keep in the loop

It is a good idea to setup up regular meetings to continue to track each swimmer's recruiting process.