



NCAA Division I Student-Athlete Advisory Committee Early Recruiting Survey Preliminary Results

October 2017

Methods

- ▶ Survey examining student-athletes' recruiting experiences was designed by the NCAA Division I Student-Athlete Advisory Committee (SAAC) in collaboration with the NCAA Division I Student-Athlete Experience Committee and NCAA research staff.
- ▶ Five-minute survey administered online through QuestionPro survey software. Designed to be taken via cell phone, tablet or computer.
- ▶ A snowball sampling technique was used. National SAAC representatives forwarded the link through conference and campus SAACs to student-athletes. Directors of athletics, senior woman administrators, faculty athletics representatives and conference SAAC liaisons were made aware of the survey and asked to encourage student-athletes to participate.
- ▶ Survey was open from September 5-25, 2017.

Response Rate for Preliminary Findings

- ▶ Responses were received from 15,454 recruited Division I student-athletes.
- ▶ Preliminary data restricted to Division I student-athletes who attended high school in the United States and indicated being recruited prior to enrolling in college (N=14,057).
- ▶ Approximately 1,400 recruited international student-athletes took the survey, but their responses were not included in the preliminary analysis.
- ▶ Two-thirds of the survey respondents competed in women's sports.
- ▶ Freshmen responded at higher rates than other student-athletes, but all classes were adequately represented.
- ▶ Response rates varied widely by sport and conference. Football had one of the lower response rates, but nearly 750 recruited football student-athletes participated in the survey.
 - ▶ Due to the low response rate in some sports, only sports with at least 100 responses or at least 10% of the participating student-athletes in the sample were included in the sport-specific slides.



Number of Responses by Conference

Conference	N	%
Big East	713	20.0%
Horizon	634	19.9%
Metro Atlantic	808	18.8%
Southland	674	18.5%
West Coast	598	17.8%
Northeast	691	17.2%
WAC	333	16.2%
Mid-American	755	14.5%
Big Sky	533	12.8%
Atlantic 10	735	12.6%
Summit League	372	12.3%
Big 12	547	11.2%
America East	367	11.0%
ACC	906	10.8%
ASUN Conference	257	9.7%
Colonial	381	9.2%

Conference	N	%
Big West	333	8.9%
American Athletic	402	8.4%
Missouri Valley	261	8.0%
Ohio Valley	298	8.0%
SEC	514	7.5%
Mountain West	343	6.9%
Patriot League	374	6.3%
Big South	192	5.6%
Southern	202	5.6%
Conference USA	271	5.3%
Big Ten	457	4.9%
SWAC	154	4.8%
Pac-12	297	4.5%
Sun Belt	155	3.6%
Ivy League	185	2.9%
Mid-Eastern (MEAC)	47	1.4%

Note: N includes only domestic student-athletes who were recruited prior to college; conference participation percentages derived from N in sample divided by all participating SAs in conference (2016-17).



Number of Responses by Sport Participation

Men's Sports	N	%
Track and Field	679	10.9%
Swimming and Diving	409	10.8%
Baseball	888	8.5%
Gymnastics	25	8.4%
Golf	238	8.2%
Cross Country	391	8.2%
Volleyball	31	7.4%
Skiing	23	7.3%
Wrestling	159	6.4%
Rifle	18	6.3%
Soccer	326	5.5%
Basketball	268	4.9%
Tennis	120	4.7%
Lacrosse	140	4.3%
Fencing	31	3.9%
Water Polo	19	3.3%
Ice Hockey	45	2.7%
Football	719	2.6%

Women's Sports	N	%
Gymnastics	288	26.6%
Softball	1416	22.7%
Bowling	63	20.6%
Swimming and Diving	1046	18.7%
Volleyball	992	18.5%
Field Hockey	280	15.5%
Soccer	1381	15.0%
Basketball	722	14.4%
Golf	307	14.1%
Water Polo	96	13.7%
Track and Field	1020	13.6%
Lacrosse	459	13.4%
Cross Country	636	10.6%
Tennis	259	9.0%
Rugby	17	8.5%
Beach Volleyball	72	8.2%
Ice Hockey	60	7.1%
Rowing	324	5.8%
Equestrian	35	5.1%

Note: N restricted to domestic student-athletes who were recruited prior to college; sport participation percentages derived from N in sample divided by all participating Division I SAs in the sport (2016-17). Sports in orange will not be displayed in sport-specific analyses due to low N.



Results

Timing of the Recruitment Experience

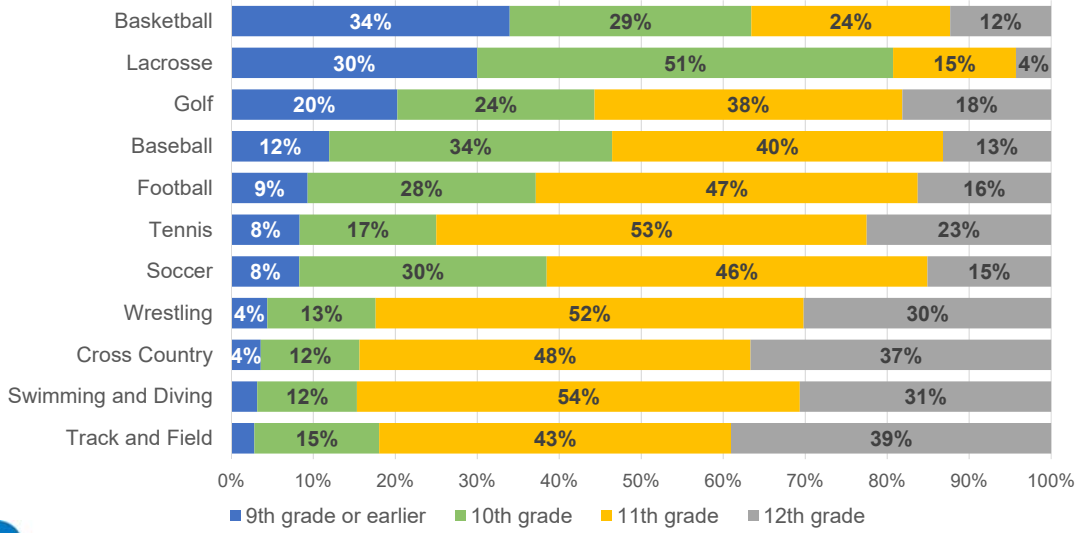


Summary of Findings

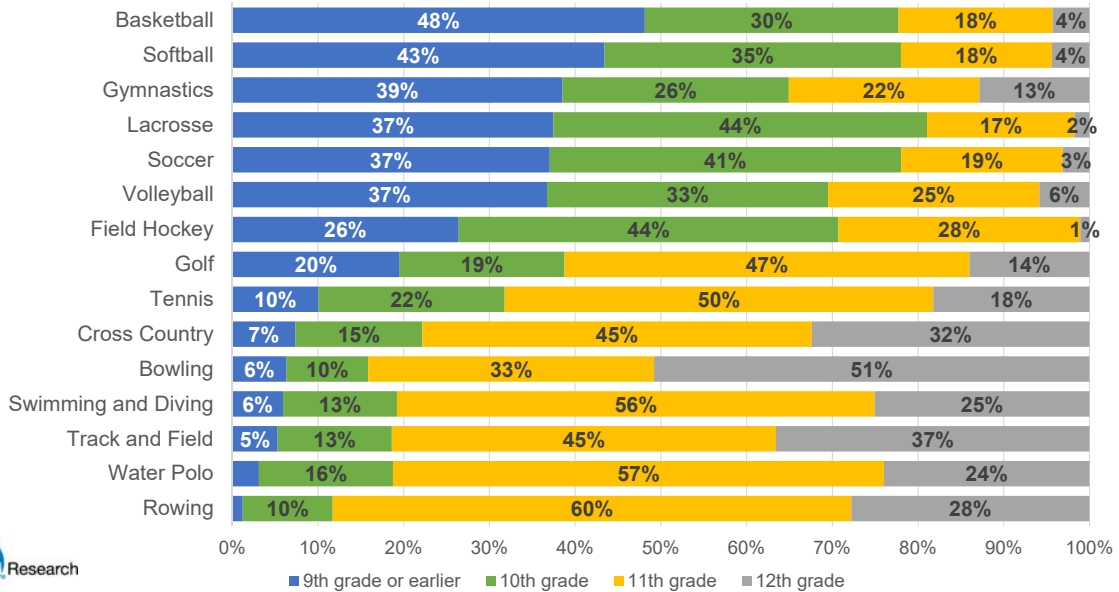
- ▶ The recruiting experience tends to begin later for men than women. It also tends to be later for those in individual sports, while team sports recruit earlier.
- ▶ A strong majority of student-athletes view their recruiting experience as having been a positive one. However, we find that in many sports the later recruiting began, the more positive student-athletes in that sport felt about the recruiting experience.



Timing of First Recruiting Contact (Direct or Indirect) by College Coach Men's Sports



Timing of First Recruiting Contact (Direct or Indirect) by College Coach Women's Sports



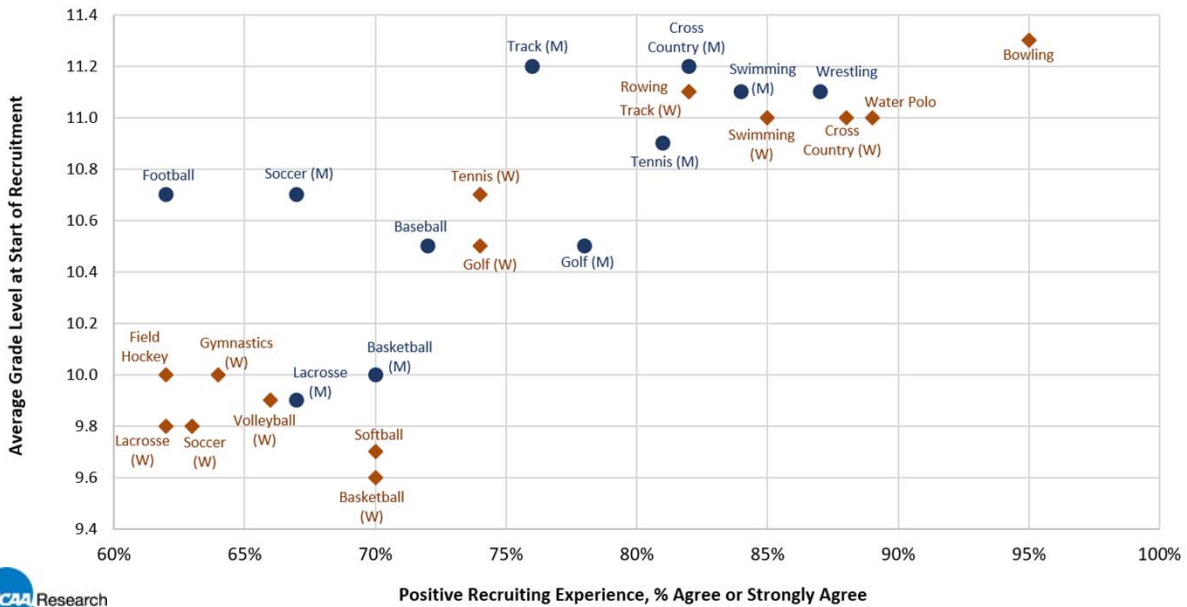
The college athletics recruiting process was a positive experience for me.
 (Percent "Agree" or "Strongly Agree")

Men's Sports	%	Avg. Grade Level at Recruitment Start
Wrestling	87%	11.1
Swimming & Diving	84%	11.1
Cross Country	82%	11.2
Tennis	81%	10.9
Golf	78%	10.5
Track and Field	76%	11.2
Baseball	72%	10.5
Basketball	70%	10.0
Soccer	67%	10.7
Lacrosse	67%	9.9
Football	62%	10.7

Women's Sports	%	Avg. Grade Level at Recruitment Start
Bowling	95%	11.3
Water Polo	89%	11.0
Cross Country	88%	11.0
Swimming & Diving	85%	11.0
Track and Field	82%	11.1
Rowing	82%	11.1
Golf	74%	10.5
Tennis	74%	10.7
Softball	70%	9.7
Basketball	70%	9.6
Volleyball	66%	9.9
Gymnastics	64%	10.0
Soccer	63%	9.8
Lacrosse	62%	9.8
Field Hockey	62%	10.0



Recruiting Experience in Relation to Timing



Official Visits



Summary of Findings

- ▶ On average, student-athletes report taking fewer than two official visits. Taking fewer than is permissible may be related to the timing of verbal commitment.
- ▶ Most participants indicated that they verbally committed prior to signing their National Letter of Intent (NLI) and the average timing of such verbal commitment was ahead of the official visit window in nearly all sports.
- ▶ Three-quarters of student-athletes in each sport indicated that the current rules regarding the timing of official visits are appropriate. For those who would like an earlier window, timing varies by sport.



Average Number of Official Visits by Sport

Men's Sports	Mean
Swimming and Diving	2.4
Cross Country	1.8
Wrestling	1.7
Track and Field	1.6
Tennis	1.5
Basketball	1.5
Football	1.3
Soccer	1.2
Lacrosse	1.0
Baseball	1.0
Golf	0.9

Women's Sports	Mean
Swimming and Diving	2.4
Water Polo	2.2
Cross Country	2.0
Track and Field	1.9
Tennis	1.7
Rowing	1.7
Basketball	1.6
Bowling	1.4
Lacrosse	1.2
Volleyball	1.2
Soccer	1.2
Softball	1.1
Field Hockey	1.1
Golf	1.1
Gymnastics	1.1



What was the timing of your verbal commitment?

(Mean grade level; results restricted to those who indicated committing prior to signing the NLI)

Men's Sports	All
Lacrosse	10.6
Baseball	11.2
Golf	11.4
Soccer	11.5
Football	11.6
Basketball	11.6
Wrestling	11.7
Tennis	11.7
Swimming & Diving	11.9
Track and Field	11.9
Cross Country	12.0

Women's Sports	All
Lacrosse	10.7
Softball	10.7
Soccer	10.8
Gymnastics	10.8
Volleyball	11.0
Field Hockey	11.0
Basketball	11.2
Golf	11.3
Tennis	11.6
Water Polo	11.9
Rowing	11.9
Bowling	11.9
Track and Field	11.9
Swimming & Diving	11.9
Cross Country	12.0



Are NCAA rules about when official visits can begin in your sport appropriate?

Men's Sports	Yes	Should be permitted earlier	Should start later
Basketball	82%	16%	2%
Swimming & Diving	75%	23%	2%
Wrestling	73%	25%	2%
Tennis	72%	27%	1%
Cross Country	71%	27%	1%
Baseball	69%	29%	2%
Track and Field	69%	30%	1%
Lacrosse	68%	14%	18%
Golf	65%	31%	3%
Football	64%	34%	2%
Soccer	64%	36%	0%

Women's Sports	Yes	Should be permitted earlier	Should start later
Water Polo	84%	15%	1%
Cross Country	83%	15%	1%
Rowing	83%	17%	0%
Swimming & Diving	83%	16%	1%
Softball	80%	13%	7%
Basketball	80%	19%	1%
Field Hockey	79%	14%	7%
Track and Field	78%	21%	1%
Gymnastics	78%	7%	16%
Lacrosse	75%	9%	16%
Tennis	74%	25%	1%
Soccer	72%	22%	7%
Volleyball	70%	26%	3%
Bowling	65%	35%	0%
Golf	64%	31%	5%



When should a prospective student-athlete in your sport be able to take the first official visit?

(Responses limited to participants who indicated that visits should be permitted earlier)

Men's Sports	10 th , Summer	11 th , Fall	11 th , Spring
Soccer	57%	30%	13%
Wrestling	55%	15%	30%
Basketball	52%	26%	23%
Baseball	51%	31%	18%
Golf	49%	38%	13%
Lacrosse	42%	33%	25%
Tennis	31%	31%	38%
Track and Field	30%	29%	41%
Cross Country	21%	25%	54%
Football	19%	24%	57%
Swimming & Diving	17%	37%	46%

Women's Sports	10 th , Summer	11 th , Fall	11 th , Spring
Golf	53%	33%	14%
Water Polo	50%	14%	36%
Soccer	48%	37%	15%
Basketball	48%	34%	18%
Volleyball	44%	36%	20%
Gymnastics	44%	19%	38%
Field Hockey	41%	25%	34%
Softball	39%	50%	12%
Lacrosse	28%	50%	22%
Track and Field	20%	32%	48%
Cross Country	17%	19%	64%
Rowing	16%	27%	58%
Tennis	14%	47%	39%
Bowling	12%	29%	59%
Swimming & Diving	12%	18%	71%



Unofficial Visits



Summary of Findings

- ▶ Most student-athletes, particularly those in team sports, reported taking unofficial visits. A majority reporting taking 1 to 3 unofficial visits. However, more than a third of student-athletes in five men's sports and eight women's sports made 4 to 8 visits.
- ▶ Women generally take unofficial visits earlier than men.
- ▶ Student-athletes who receive Pell Grants (used as an indicator of family socioeconomic status) are 60% more likely to report that cost limited their ability to take unofficial visits than those not eligible for Pell Grants.



Number of Unofficial Visits

Men's Sports	0	1-3	4-8	9+
Swimming & Diving	32%	53%	13%	1%
Track and Field	25%	59%	14%	2%
Cross Country	24%	58%	16%	2%
Wrestling	19%	56%	22%	3%
Tennis	15%	51%	32%	3%
Soccer	14%	60%	26%	1%
Football	12%	42%	35%	12%
Basketball	11%	44%	34%	11%
Baseball	10%	56%	29%	5%
Golf	9%	55%	30%	6%
Lacrosse	1%	47%	47%	4%

30% to 50%

More than 50%



Women's Sports	0	1-3	4-8	9+
Water Polo	35%	53%	11%	1%
Swimming & Diving	32%	50%	16%	2%
Track and Field	27%	59%	12%	2%
Bowling	27%	63%	10%	0%
Rowing	26%	61%	13%	1%
Cross Country	21%	59%	17%	2%
Tennis	15%	59%	24%	2%
Gymnastics	12%	50%	34%	3%
Basketball	10%	43%	36%	10%
Softball	8%	59%	30%	3%
Golf	7%	49%	39%	4%
Volleyball	7%	45%	39%	9%
Field Hockey	7%	57%	31%	5%
Lacrosse	5%	54%	36%	5%
Soccer	5%	56%	35%	4%

Timing of First Unofficial Visit

Men's Sports	9th grade or earlier	10th grade	11th grade or later
Lacrosse	33%	49%	18%
Basketball	28%	37%	35%
Golf	17%	31%	52%
Tennis	13%	30%	57%
Football	11%	35%	54%
Soccer	11%	35%	55%
Baseball	10%	32%	58%
Wrestling	7%	22%	70%
Swimming & Diving	5%	26%	69%
Track and Field	5%	13%	82%
Cross Country	1%	13%	85%

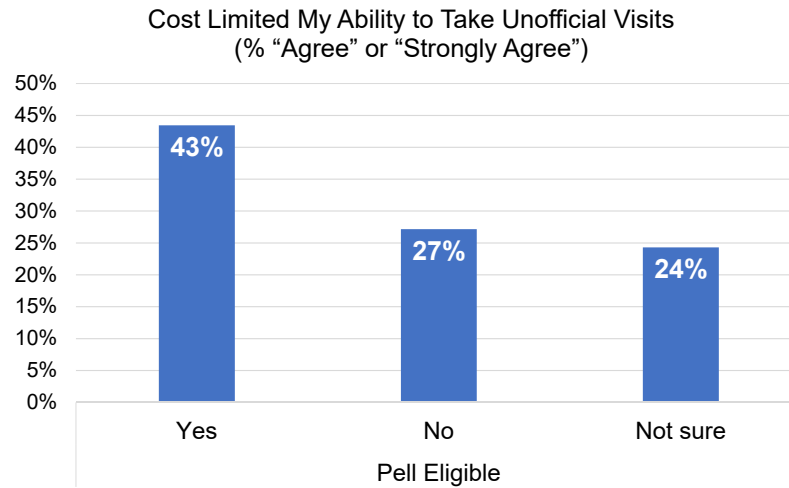
30% to 50%

More than 50%



Women's Sports	9th grade or earlier	10th grade	11th grade or later
Gymnastics	40%	35%	26%
Softball	36%	37%	27%
Basketball	33%	37%	30%
Soccer	33%	42%	25%
Lacrosse	30%	47%	22%
Volleyball	30%	36%	34%
Golf	18%	33%	49%
Field Hockey	15%	48%	36%
Tennis	8%	29%	64%
Bowling	7%	11%	82%
Rowing	4%	23%	73%
Swimming & Diving	4%	27%	69%
Water Polo	3%	29%	68%
Cross Country	3%	19%	78%
Track and Field	3%	17%	80%

Relationship Between Pell Grant Eligibility and Unofficial Visits



Note: Pell Grant eligibility used as an indicator of family socioeconomic status.



Verbal Offers

Summary of Findings

- ▶ Most recruited student-athletes reported receiving a verbal offer during recruitment. The timing of these offers varies by sport. However among team sports generally, and women's sports overall, the timing trended earlier.
- ▶ A majority of participants verbally committed prior to signing the NLI. The timing of commitment varies by sport. Commitment to autonomy conference programs happens about half a year earlier in many team sports.
- ▶ Student-athletes who commit prior to grade 11 are less likely to be enrolled where they committed and to have known what they wanted to major in at the time of commitment. Those who commit prior to grade 11 are also more likely to have had a coach leave prior to their enrollment and to have experienced a change in their scholarship offer.
- ▶ While students who commit in grade 11 or later are more likely to report that their role on the team is true to what was discussed during recruitment, a student-athlete's perception of the clarity of his or her scholarship offer does not appear to be tied to timing.

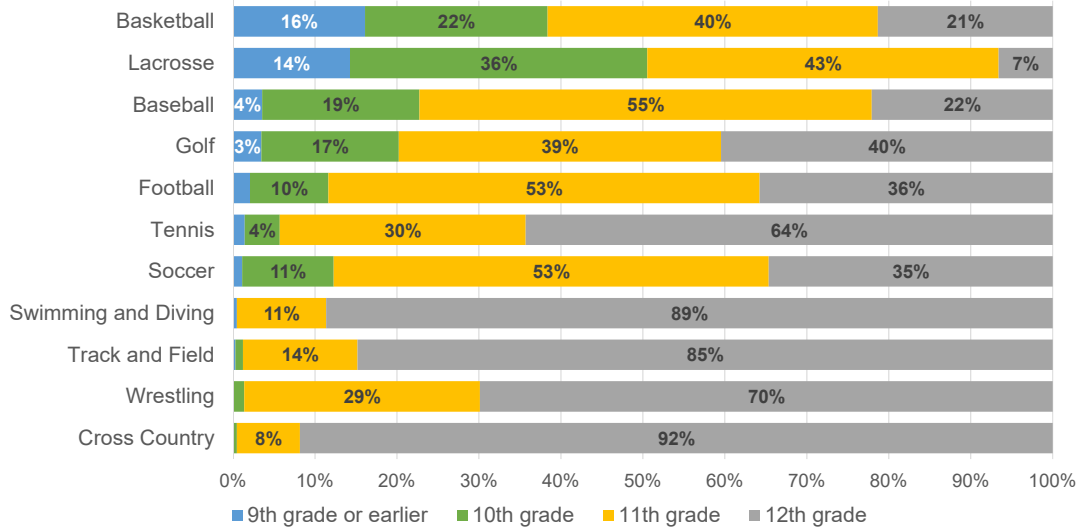


Percent of Recruited SAs Receiving a Verbal Offer During Recruitment

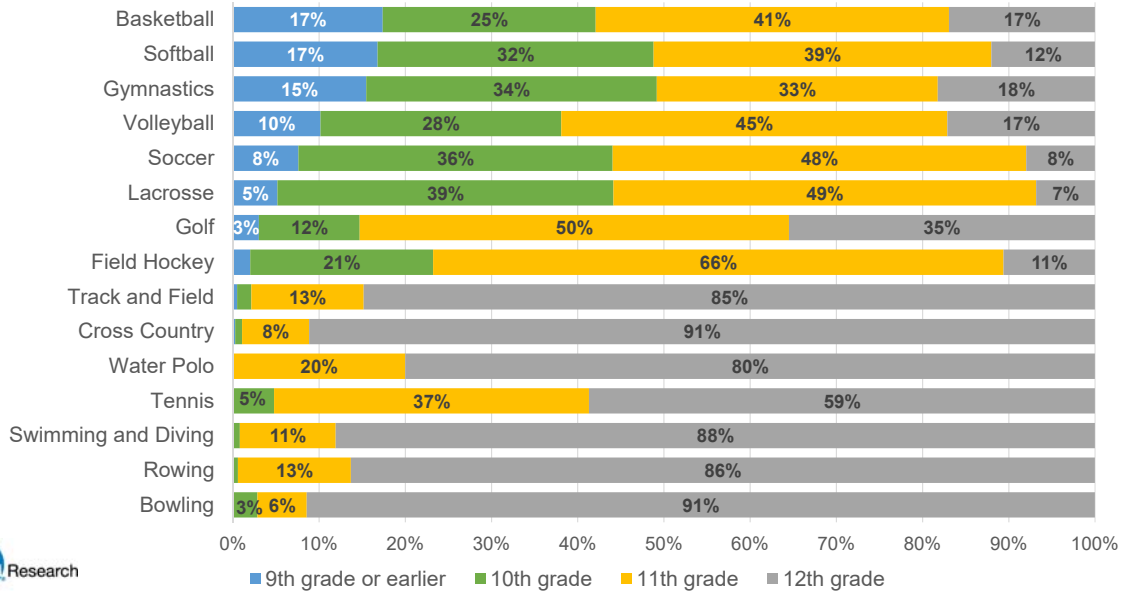
Men's Sports	%
Basketball	85%
Golf	74%
Football	72%
Baseball	71%
Lacrosse	67%
Tennis	61%
Soccer	58%
Cross Country	55%
Swimming & Diving	54%
Track and Field	51%
Wrestling	49%

Women's Sports	%
Basketball	93%
Softball	89%
Lacrosse	85%
Soccer	84%
Golf	79%
Volleyball	78%
Field Hockey	74%
Tennis	68%
Gymnastics	66%
Swimming & Diving	62%
Track and Field	62%
Cross Country	61%
Bowling	58%
Rowing	54%
Water Polo	41%

Timing of First Verbal Athletics Scholarship Offer (Men's Sports, Results restricted to only those who indicated receiving an offer)



Timing of First Verbal Athletics Scholarship Offer (Women's Sports, Results restricted to only those who indicated receiving an offer)



Percent of SAs who Committed Prior to Signing an NLI (Limited to those who received a verbal offer)

Men's Sports	Yes
Lacrosse	91%
Baseball	84%
Soccer	83%
Golf	81%
Tennis	79%
Swimming & Diving	76%
Basketball	73%
Football	72%
Wrestling	67%
Cross Country	66%
Track and Field	56%

Women's Sports	Yes
Field Hockey	93%
Softball	93%
Soccer	92%
Lacrosse	92%
Basketball	90%
Volleyball	89%
Golf	87%
Swimming & Diving	85%
Tennis	78%
Gymnastics	77%
Cross Country	73%
Water Polo	63%
Track and Field	63%
Rowing	61%
Bowling	60%



Average Timing of Verbal Commitment

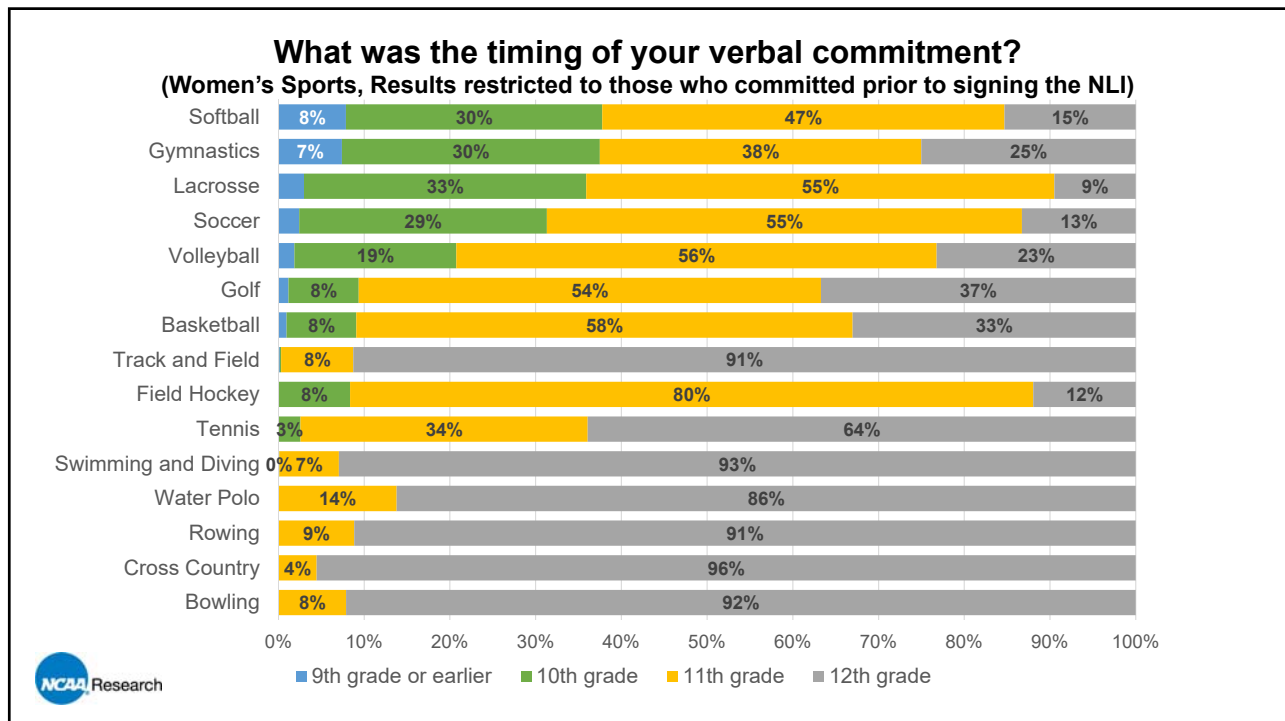
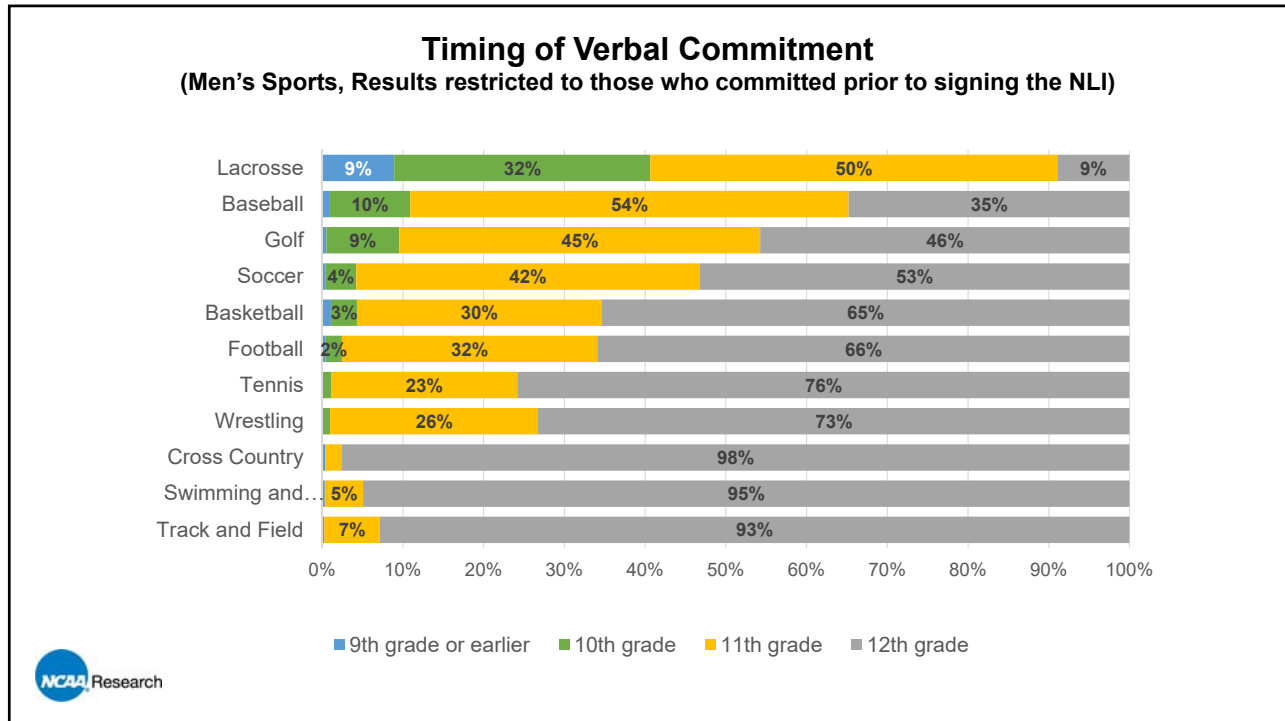
(Mean grade level; results restricted to those who committed prior to signing the NLI)

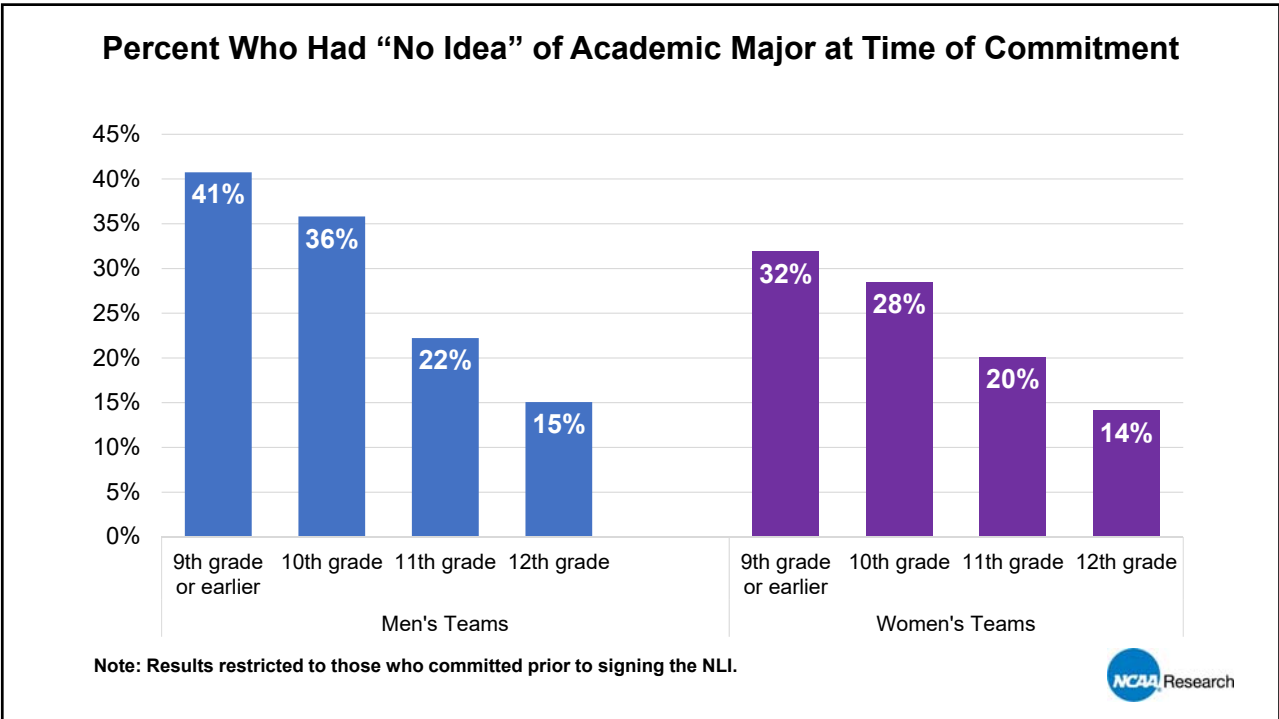
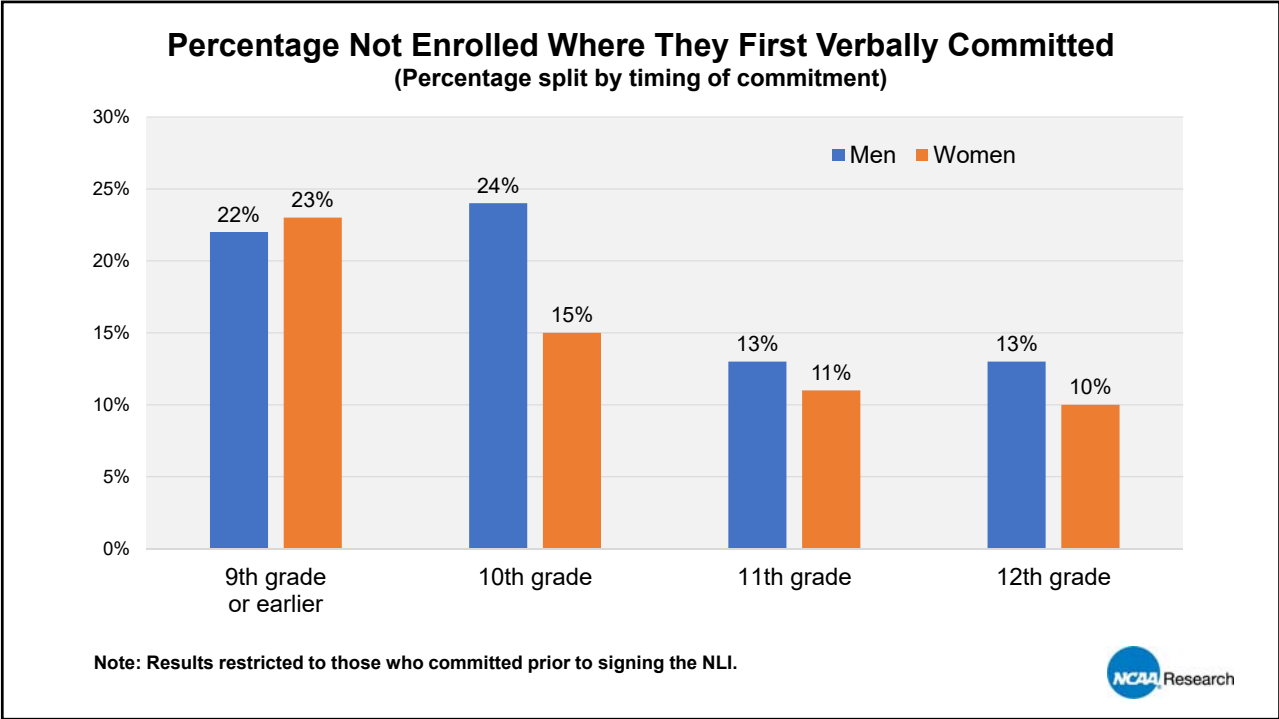
Men's Sports	All	A5	Non-A5
Lacrosse	10.6	9.9	10.7
Baseball	11.2	10.8	11.3
Golf	11.4	10.6	11.5
Soccer	11.5	11.1	11.5
Football	11.6	11.3	11.7
Basketball	11.6	11.4	11.6
Wrestling	11.7	11.7	11.8
Tennis	11.7	11.7	11.8
Swimming & Diving	11.9	11.9	11.9
Track and Field	11.9	11.9	11.9
Cross Country	12.0	12.0	12.0

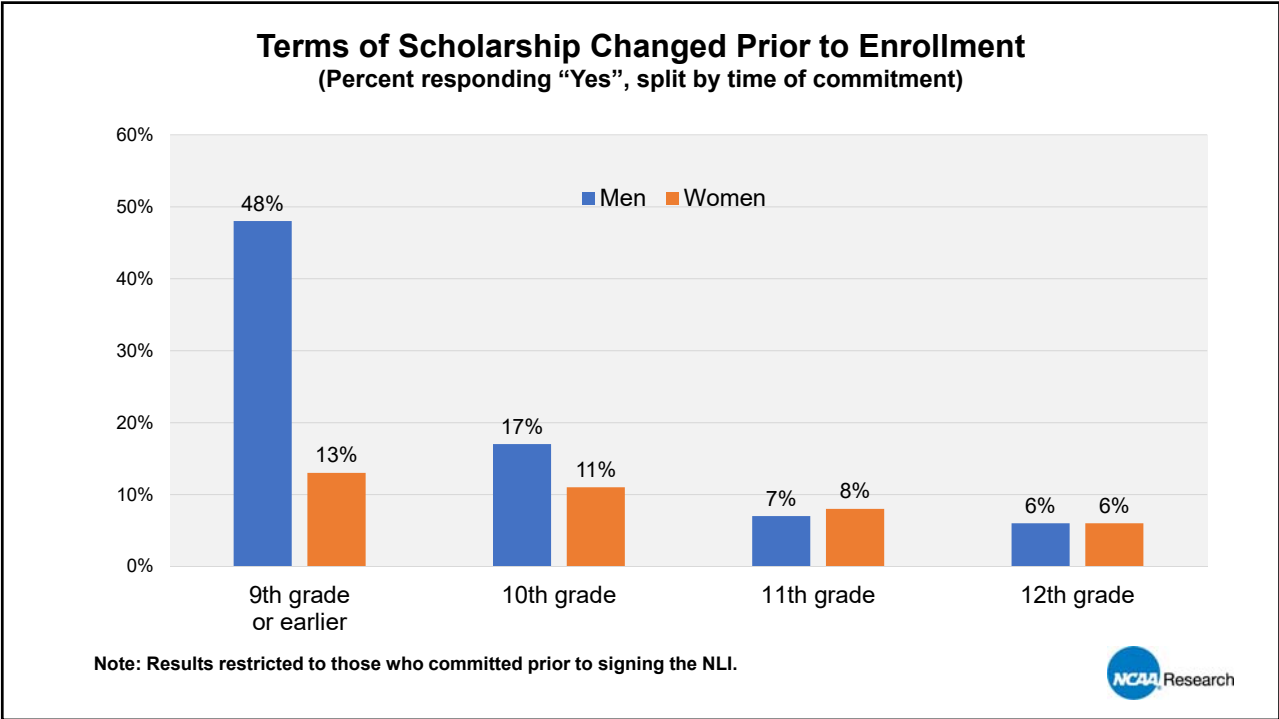
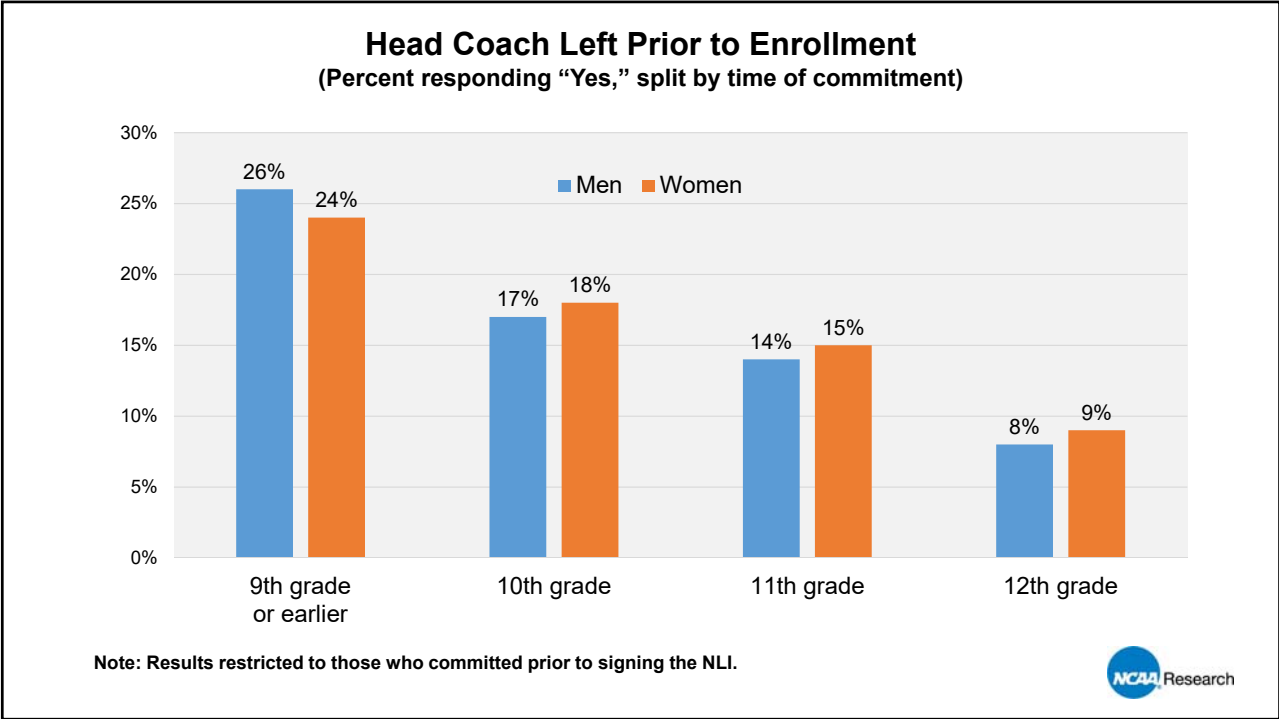
Women's Sports	All	A5	Non-A5
Lacrosse	10.7	10.2	10.8
Softball	10.7	10.1	10.8
Soccer	10.8	10.4	10.9
Gymnastics	10.8	10.5	11.0
Volleyball	11.0	10.5	11.1
Field Hockey	11.0	10.8	11.1
Basketball	11.2	11.3	11.2
Golf	11.3	10.7	11.4
Tennis	11.6	11.6	11.6
Water Polo	11.9	12.0	11.9
Rowing	11.9	11.9	12.0
Bowling	11.9	12.0	11.9
Track and Field	11.9	11.8	11.9
Swimming & Diving	11.9	11.9	11.9
Cross Country	12.0	12.0	11.9

Average difference of one half a grade level
between commits in A5 versus non-A5 schools.









Accuracy of Role on Team Conveyed During Recruitment (Percent "Agree" or "Strongly Agree")

Men's Sports	%	Avg. Grade Level at Commitment
Swimming & Diving	87%	11.9
Cross Country	84%	12.0
Track and Field	80%	11.9
Wrestling	79%	11.7
Tennis	79%	11.7
Golf	77%	11.4
Baseball	71%	11.2
Lacrosse	69%	10.6
Basketball	61%	11.6
Soccer	60%	11.5
Football	58%	11.6

Women's Sports	%	Avg. Grade Level at Commitment
Cross Country	79%	12.0
Bowling	78%	11.9
Swimming & Diving	78%	11.9
Gymnastics	75%	10.8
Track and Field	75%	11.9
Tennis	72%	11.6
Golf	71%	11.3
Rowing	71%	11.9
Water Polo	68%	11.9
Lacrosse	65%	10.7
Softball	63%	10.7
Volleyball	63%	11.0
Basketball	59%	11.2
Soccer	53%	10.8
Field Hockey	51%	11.0



Terms of Athletics Scholarship Clearly Explained During Recruitment (Percent of those on scholarship indicating "Agree" or "Strongly Agree")

Men's Sports	%	Avg. Grade Level at Commitment
Baseball	91%	11.2
Lacrosse	90%	10.6
Wrestling	89%	11.7
Swimming & Diving	88%	11.9
Golf	88%	11.4
Tennis	85%	11.7
Track and Field	83%	11.9
Cross Country	82%	12.0
Soccer	82%	11.5
Football	67%	11.6
Basketball	50%	11.6

Women's Sports	%	Avg. Grade Level at Commitment
Basketball	100%	11.2
Bowling	92%	11.9
Gymnastics	86%	10.8
Lacrosse	86%	10.7
Water Polo	85%	11.9
Softball	85%	10.7
Cross Country	85%	12.0
Golf	84%	11.3
Swimming & Diving	84%	11.9
Soccer	82%	10.8
Track and Field	82%	11.9
Tennis	82%	11.6
Field Hockey	80%	11.0
Volleyball	75%	11.0
Rowing	75%	11.9



Commitment Timing and Factors in College Choice

(Percent that “Agree” or “Strongly Agree” that the following reasons contributed to their college choice)

Men			Women		
	Pre-11 th grade	11 th grade or later		Pre-11 th grade	11 th grade or later
Opportunity to develop my skills to compete at a higher level	86%	83%	Strong connection to campus	82%	80%
Presence of a particular coach	76%	72%	Academic programs	81%	84%
Academic programs	73%	78%	Opportunity to develop my skills to compete at a higher level	75%	73%
Strong connection to campus	71%	70%	Playing time	69%	63%
Playing time	70%	67%	Presence of a particular coach	68%	66%
Strong connection to team	70%	76%	Strong connection to team	68%	73%
Cost of college	45%	52%	Cost of college	47%	54%

 Difference of more than 5 percentage points between those who committed before and after Grade 11.




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