



Recruiting Videos

A College Coach's Opinion on What to Include

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There is no doubt that the skills/game footage a prospective student-athlete sends to a college coach is an important part of the recruiting process. A coach's initial evaluation is often formed after seeing the skills/game video if the player has not been identified previously. Video can determine if the prospective student-athlete becomes a part of the recruiting process for a program or if the prospect continues to be on the coach's recruiting list and needs to be seen in person for further evaluation. Video may also give a coach what he needs to determine that the prospect is not the right fit for that school's program. Overall, recruiting videos help collegiate volleyball coaches to filter through the mass numbers of potential student-athletes who send bios, emails, or letters.

There is no set way to make a video but there are a few components to include in a prospect's video that can have a greater impression when a college coach watches. These items will make it easier to receive a thorough evaluation when the coach watches the video and therefore hopefully benefit the prospect. The presentation of the footage in a recruiting video is helpful when it follows this outline: Introduction of the player, skills portion, and match film (in whole and highlights). The following are tips for each section of the recruiting video.

Introduction:

The prospective student-athlete's introduction should be the first item seen on the video. This is a great way to make a first impression to a coach just by a player saying her name, where she is from, who she plays for, and something else about herself. It helps the coach match a face with a name so that face is recalled every time the name is used or the face is easily identified when the coach goes to see the prospect play in person. The introduction may even give insight to the player's personality in general when she speaks. It is not something that the prospect should be nervous about including and does not have to be long.

Skills Portion:

The rest of the recruiting video will focus on the tangible aspects of a player. The skills portion is the best way to demonstrate the fundamental skills of a prospect. A coach wants to see what the prospect's form looks like on passing, what kind of arm swing a hitter has, how high she is getting off the floor, how fast does the setter look getting to a ball, etc. There are many things the coach will look for while watching the skills portion but it is mainly to see form and determine the level of athleticism and skill of the prospect. There are some don'ts to include in



this section. Showcase your skill immediately so a coach will not have to fast forward through the video to find what they need. (If you are middle, don't begin the video with ten minutes of passing.) Coaches do not and will not watch long segments of peppering. Even from the defensive specialist to the middle hitter, peppering will not make an impact on the coach and is generally not wanted. It is beneficial to show liberos and defensive specialists passing and digging from different areas of the court. It is not beneficial to have ten minutes of passing on a middle hitter's video. While it is important for a hitter to demonstrate all skills, the stronger aspect of the player's game should be emphasized.

Match Footage vs. Match Highlights

This is the section of the recruiting video where college coaches may differ in what they prefer. Some coaches may prefer only highlights while others prefer to see matches in their entirety. Whether highlights or a full match, this section's purpose is to show what a prospect looks like when having to combine all her skills and work with a team. Highlights will feature all the positive things completed by the player in a match or over several matches. Highlights may give a more powerful initial impression to a coach watching and make the coach inclined to see the prospect play in person. However, complete match film allows a coach to further evaluate a player and may help a prospect to be moved further along in the process with a program. Match film allows a coach to see how a player interacts with her team, shows what kind of mistakes she makes, and how she and her team respond to those mistakes. Complete film shows whether or not the setter will set the middle hitter, what hitters look like in transition, whether the DS is actually a good defender or did she just put her seven digs for the season on her highlight reel. To be able to include both highlights and a complete match would be ideal for the recruiting video. A coach may not watch a complete match even though they want to see unedited film so highlights in addition to the complete match would be the best way to show the prospect's full potential in a short time. When in doubt, either ask the college coach being sent the video her preference or go with what puts the prospective student-athlete in the best position to be recruited. Ultimately whether through video, seeing the prospect play in person, or talking to club coaches, the college coach will make a final evaluation on the prospect and a decision will be made.

Camera Angle

End line viewing is usually the preference for the video angle. College coaches are familiar with evaluating and scouting opponents from the end line view; therefore it makes it easy to do the same for prospects' videos. An end line view can be shot closer and that helps in evaluation. A far away view does not benefit the coach or prospect when viewing. For full matches, a sideline view is sufficient if the whole court can be displayed and again, is not at a great distance.

Sending Video



With technology the way it is today, sending video online is the fastest and best way to reach a college coach. Coaches are looking for the quickest and easiest access to a prospective student-athlete's video. Sending a link to a recruiting video on YouTube is popular as well as sending a link to the prospect's website that has video. No matter what site is used, sending the video online and making it easy for the coach to access it (preferably no passwords) is the best method. The next best method is to send a DVD. If video quality is not as high, a DVD would be the preferred method.

The recruiting video is an important part of the recruiting process as it gives collegiate coaches information. Information is what they need and seek to learn about potential prospects for their programs. Remember to keep video up-to-date (ex. Do not send out a video made in summer before junior year if prospect is now beginning senior year) as coaches' want the most current information.