



# PACIFIC SOUTHWEST AAU COMPLETE ATHLETE PROGRAM

**HELPING ATHLETES TO BE WINNERS IN THE BIGGEST GAME OF ALL, THE GAME OF LIFE!**

Spring 2012

## who's recruiting who?

In 1992, I began presenting the Complete Athlete Program at the Amateur Athletic Union National Basketball Championships for athletes, coaches, and parents. With a goal of encouraging higher education for all participants after high school, this workshop could be most helpful for many high school student-athletes and their families that might need a little help with the recruiting process.

-Michael Brunker

## CAN YOU PLAY THE GAME?

### WHAT DO SCOUTS LOOK FOR?

The Babysitters Club  
Higher Education. 6:00, 6:01, 6:02 and up.  
Players the blind can see.  
Secretaries of Defense, Chairmen of the Boards,  
Ministers of Motivation, Executors, Leaders of the Pack,  
Winners and Workers.

### ARE YOU A PROSPECT, SUSPECT OR PROJECT?

#### BOXSCORE B-A-B-Y!

An NBA 1st round draft choice and an NCAA Division 1 prospect will get 4 or more of the listed stats.

A suspect will score in 2-3 categories. A project will touch only one of the seven.

#### SELF CHECK

What are you doing to improve your game? How many shots do you shoot every day? What's your 1-mile time? Do you work on your S-tretching, S-peed, S-tamina and S-trength every day? Do you spend at least 60 minutes a day towards improving your conditioning, agility, defense, moves without the ball, ballhandling, moves with the ball, passing/catching, rebounding, shooting and personal attitude?

Do the following things get in the way of you becoming a prospect: Family? Grades? Drugs, Alcohol and Tobacco? Gangs? Boys? Other Sports? Injury? Coaches? Eating Disorders?

STAT	INSIDE	OUTSIDE
FGA	10	10
FGM	5	5
FTA	10	10
FTM	7	7
REB	10	5
AST	5	10
STL/BS	1	1

## ARE YOU BEING RECRUITED?

*It means nothing until the fall of your Junior Year,*

Did you receive any personal mail from colleges and universities? Did the mail include a computer generated email or form letter? Was the letter a personal handwritten note from the Head Coach? When you received a handwritten note from the Head Coach, did you call to determine your status with their program? Has your coach been contacted by any schools? Is your coach and/or school giving you all of your correspondence?

*Your phone can't start to ring until the April before your senior year.*

However, you can call colleges and universities on your own as often as you like. When you talk to a coach, try to determine if there is a real interest. Give them what they need to make an evaluation during your Junior year.

## DO YOU HAVE THE PACKAGE?

1. Graduate from High School
2. Successfully complete a core curriculum of at least 16 academic courses with 4 years of English, 3 years of Math, 2 years of Social Science, 2 years of Natural or Physical Sciences, 1 extra year of English, Math, or natural or physical science, and 4 additional Academic Courses from any of the above or Foreign Language, Computer Science, Philosophy or non-doctrinal Religion courses.
3. Have a grade point average and a score on the SAT or ACT based on the NCAA qualifier index scale with a minimum SAT test score. You must be registered with and certified as eligible by the NCAA Initial-Eligibility Clearinghouse.

# I Think I've Got What It Takes To Play,

## So What Can I Do To

## Get Recruited?

If you are fortunate enough to receive a full athletic scholarship to continue your education, be thankful. The Complete Athlete Program is committed to maintaining your goal to attend college whether or not basketball is in your future. The opportunities at any one of the 2,286 institutions of higher education are endless. Keep your options open, **WIN THIS GAME!**

**In your quest to reach the next level of competition as a student-athlete, get ready for a lot of work on and off the basketball court. Be thankful for the abilities and opportunities you have, commit yourself to working hard to get to the college of your choice, and be filled with a spirit of hope that somebody out there has a spot on their roster for you!**

## HOW TO GET TO COLLEGE AS A STUDENT-ATHLETE

### DEVELOP YOUR ONE PAGE BASKETBALL QUESTIONNAIRE RESPONSE FORM

If you have the time to fill out the questionnaires provided by the school -DO IT! But, you need to develop an information sheet that includes all of the items that most questionnaires request that you can send out on your own. Be sure to include: **Personal Information**-Name, Graduating Class, Date of Birth, Location of Birth, Address, Email, Phone, Fax, Social Security Number, Name of Mother, Mother's Occupation, Mother's Work Phone Number, Name of Father, Father's Occupation, Father's Work Phone, Brothers & Sisters Names and Birthdates. If anybody in your family has a history in sports as a player or coach, include the details. **Academic Information**-Current School, School Address, School Phone Number, Principal's Name, Guidance Counselor's Name, Coach's Name, Coach's Work Phone Number, Coach's Home Phone Number, List GPA, List PSAT, List SAT, List ACT, List Rank In Class, List Academic Interests, List Academic Awards and if applicable, List Any Previous Schools. **Athletic Information**-Position, Height Without Shoes, Fingertip Arm Span, Weight, Shoe Size, Annual Statistics (Win/Loss Record, 3FGM, 3FGA, FGM, FGA, FTM, FTA, AST, OREB, TREB, BS, STL, PTS, PPG. Feature statistics Against Ranked Teams, Honors/Highlights, Video Contact and Other Sports. **General Information**-Extracurricular Activities, Factors That Will Influence Choice of University, List Best Players in Your Area, and Summaries of AAU Tournament Participation & other non-school Basketball Participation (camps, shoot-outs, etc.) **IN ADDITION TO YOUR RESPONSE FORM, INCLUDE THE FOLLOWING:** A personal letter of introduction from you; A personal letter of recommendation from somebody that knows the game; An up to date copy of your transcript; Your NCAA Initial-Eligibility Clearinghouse certification report; A listing of the top basketball prospects in your area; A listing of all high schools in your area; Any articles that promote your abilities.

#### Be organized

- 👉 File all mail received
- 1. Basketball

### DEVELOP A MARKETING GAME PLAN

#### Set your goals and objectives:

- 👉 To create options so you have a choice
- 👉 To continue your education through basketball
- 👉 To continue playing the game

#### Inventory your leads:

- 👉 Basketball related
- 👉 Answer all mail
- 👉 Target schools of your choice
- 👉 Watch the transactions in the newspaper or on the internet of coaching changes and new hires

#### Academic related:

- 👉 Take the SAT/ACT as early and often as possible
- 👉 Answer all academic mail via admissions office with your basketball portfolio to forward to their coaches

#### Other options to consider:

- 👉 Mass mailing to 2,286 colleges & universities
- 👉 Utilize the resources available to your HS guidance counselor
- 👉 Develop a strong rapport with your local colleges & universities
- 👉 Follow your family to the university they attended

### AGGRESSIVELY RECRUIT PROSPECTIVE INSTITUTIONS OF HIGHER EDUCATION

#### Service your legitimate leads:

- 👉 Prompt, courteous and PERSONAL response
- 👉 Give them what they need to make a decision

#### Maintain regular follow-up:

- 👉 Phone
- 👉 Broadcast fax
- 👉 Email or U.S. Mail

#### Promote yourself

- 👉 Human highlight film: Do not send a complete game film, rather, construct an edited highlight film that features strong competition showing what you can do. **NO MUSIC OR SLOW MOTION PLEASE!**
- 👉 Up to date statistic package
- 👉 Recent articles

- a. Interested
  - i. Prospects
  - ii. Suspects

- iii. Projects
  - b. Not interested
  - 2. Academic (Becomes basketball when you hear from the basketball office)
- 👉 List your options as they are categorized
  - 👉 Develop a videotape routing schedule

- as you like, but find out up front if they intend to schedule a campus visit in hopes of signing you in November.
- 13. Don't commit to giving a college an official visit unless the school is in your top five.
- 14. Look at as many unofficial visits as possible.
- 15. If you have not received contacts by August 31st, be prepared to repeat step #8.

## HOW TO MAKE A COLLEGE DECISION

### THE 10 WORST REASONS TO CHOSE A COLLEGE by Eileen Livers/Seventeen 3-96

1. To be with your boyfriend/girlfriend.
2. To be with your best friend.
3. Location.
4. The cute-guy/girl quotient.
5. Your guidance counselor says you should go.
6. To stay close to home.
7. To get as far away from home as possible.
8. Alumni pressure.
9. The name sound really good.
10. Party potential.

The bottom line is that college is about being on your own - expanding your horizons, planning for your future and learning. Which is why it's important to find a school that's going to offer you as many ways as possible to do and get all of that. And if the college that's right for you has a zillion-dollar athletic complex or luxury dorm accommodations included in the tuition, consider it an awesome perk.

### THE RECRUITING PROCESS PROVIDES OPTIONS, BUT YOU MAKE THE CHOICE

**A scholarship is offered in trade for your skills and abilities. Some things to help you make your choice:**

1. Immediately list your top five schools. Call the HEAD COACH at each of those programs to let them know of your interest in their program. Listen carefully to determine if they feel the same way about you.
2. Re-evaluate your list after the calls. Determine if you need more options.
3. Don't cut off any recruitment until a school tells you they are not interested.
4. Keep notes on all phone calls that begin on July 1.
5. Keep track of all mail sent to your home and school.
6. Return all mail received AS SOON AS POSSIBLE.
7. Ask your club coach or high school coach if they have received any contacts about you.

**If by August 1st you do not have at least five legitimate options that you are comfortable with:**

8. Make a new list of up to 50 schools by August 1st. Prepare a letter of interest with summer summary and mail to the 50 schools by August 15th.
9. Colleges will be calling for home visits in August.
10. If you plan to take a vacation, be sure your answering machine is working. Check for messages daily and return calls immediately.
11. Visit local or regional colleges you like ON YOUR OWN during August.
12. Entertain as many home visits WITH HEAD COACHES

## CHOOSING A COLLEGE

Your Senior Year should be the best year of your life. It should not be dominated by basketball recruitment, but rather maintaining a balance that will allow you to participate in all school and extracurricular activities of your choice while laying the groundwork for attending college in the fall of 2013. In September of 2012, you should be able to determine if it appears you will receive a scholarship in November of 2012, if you will keep your options open for scholarship opportunities offered during the April of 2013 signing period, or if you will need to participate in the traditional college application process. Remember the following:

#### Know yourself

- 👉 Recognize your strengths and weaknesses
- 👉 Consider ALL colleges of interest
- 👉 Look at your future with enthusiasm

#### Consider your reasons for attending college:

- 👉 Personal Goals
- 👉 Career Preparation
- 👉 Learning Opportunities
- 👉 Life Values
- 👉 Influence of family and friends

#### Identify college characteristics important to YOU!

- 👉 Majors and educational programs
- 👉 Type of school
- 👉 Location and size
- 👉 College affiliation and accreditation
- 👉 Academic reputation

#### Investigate and compare colleges:

- 👉 Prepare a college comparison checklist
- 👉 Weigh advantages and disadvantages
- 👉 Contact the admissions office
- 👉 Plan your campus visits

#### Checklist for a campus visit:

- 👉 Take a campus tour
- 👉 Talk with students and faculty
- 👉 Investigate your academic program
- 👉 Meet with a admissions counselor
- 👉 Verify admissions requirements
- 👉 Discuss your chances for success

#### Make some decisions:

- 👉 Confer with your parents & counselor
- 👉 Evaluate your options at each college
- 👉 Keep rethinking your goals and plans
- 👉 Show initiative and be assertive
- 👉 Select school that "fits you" best

## HOME VISITATION CHECKLIST

### Academic Concerns:

- What's the academic reputation like?
- Do they have your course of study?
- Who teaches (professors or aides)?
- What is the student/teacher ratio?
- What is the team graduation rate?
- Is there a team academic advisor?
- Is there a study hall?
- Is tutorial assistance provided?
- What is the progress report/grade policy?
- What is the travel resulting in missed class policy?
- What is the fifth year to finish degree policy?
- What is the summer school policy?

### Basketball Concerns:

- What positions are you being recruited for?
- What other players are they recruiting?
- Recruitment of other players at your position?
- Will you be able to play, considering returnees?
- What is their style of play?
- What is the Head Coaches philosophy?
- What are the team policies?
- How does the team get along?
- What is the level of competition?
- Does the conference earn an NCAA bid?
- What media coverage does the program get?
- What kind of facilities are available to the team?
- What is the practice schedule?
- Do you player doubleheaders with the men?
- Is there any competition with the mens' program?
- Are there summer/pre/post season workouts?
- Can you play another sport?
- Can you participate in intramural activities?
- Does the program have a shoe/apparel package?

### Parent Concerns:

- Health care of athletes?
- Scholarship injury policy?
- Meal plan (training table)?
- Is food kept for late practices?
- Athletic dormitories or student housing?
- Policy concerning off-campus housing?
- Distance from home?
- Will games be scheduled closer to home?

- Individual player conference and meetings?
- Roles of coaching staff?
- What is the red-shirt policy?
- Can the family apply for the Pell Grant?
- What is the duration of the Coaches contract?
- What is the weather and climate in the area?
- Is the school public, private, denominational?
- Is there a nearby metropolitan city nearby?
- What social and cultural outlets are available?
- What are the campus crime statistics?
- Does the student body support the program?
- Do any hometown students attend this school?
- What does the scholarship include?
- Are you offering a scholarship?

## CAMPUS VISITATION REMINDERS

**The moment of truth has finally come. No matter if you receive financial support or you are paying your own way, what you see is what you get. Remember to:**

- Talk to as many people as possible, including the ENTIRE team and coaching staff, along with other students, faculty, campus employees, etc.
- Insist on having somebody on the academic side detail in writing a curriculum that will satisfy your degree preference
- Schedule an interview with the admissions office to determine how you compare to other students
- Learn about the college environment
- Determine the placement record for students in your field
- Attend a class
- Check out all facilities (residence halls, dining facilities, training facilities, arena, etc.)
- Ask about the financial aid opportunities
- Obtain a school calendar and fee schedule
- Take a campus tour
- Identify career planning services for undergrads
- Visit the library
- Investigate transportation options
- Find out what students do outside class time
- Become aware of student activities
- Inquire about campus life, dating & social activities

# PACIFIC SOUTHWEST AAU Complete Athlete Program

Take part in a one-on-one dialogue with Michael Brunker, the former National Chairman and Presenter of the Amateur Athletic Union - Complete Athlete Program. A former men's assistant basketball coach at San Diego State and the University of Detroit, he also served as an assistant for the Detroit Pistons during a six-year stint under ESPN's Dick Vitale. In 1974, he helped guide Birmingham Brother Rice High School to the Michigan Class Boys' State Championship. In 1988, he founded the San Diego Regional Police Athletic League and served as Executive Director through October of 1997 when he became Executive director of the Jackie Robinson Family YMCA in Southeastern San Diego. Since 1987, he has held the position of Governor of the Pacific Southwest AAU. Married 36 years with five children, Brunker's four oldest – Maria: University of New Orleans (2000)/Basketball, Michael: University of New Mexico (2004)/Football, Mario: Grossmont College (2005)/Football, and Michelle: University of Louisiana (2012)/Basketball have continued as student-athletes beyond high school. Past AAU girls coached include Vanessa Nygaard (Stanford), Deangela Minter (Arizona), Alyssa Murphy (Boston College), Jamie Shadian (San Francisco), Jenny Gross (UC Davis), Jerica Williams (UCLA/SDSU), Dominique Conners (San Diego), and Janae Fulcher (Arizona State). Find out more about how to bring the Complete Athlete Program to your school or your community. Just send your request along with your name, address, email, and phone number to:

**PACIFIC SOUTHWEST AAU**  
**COMPLETE ATHLETE PROGRAM**  
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