

What Influences Student-Athletes to Commit to a School?

A Synthesis Project

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What Influences Student Athletes to Select the School that they do?

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Abstract

Student-Athletes today are faced with very difficult choices constantly. One of the most difficult choices that they face is what school to attend to continue their educational/athletic careers. Depending on the level (Division I, II, III), there can be a variety of different factors that can pull them in different directions. The factors that could determine this decision are proximity to home, relationship with coaches, professional opportunities, etc. The decision that they make can set the trajectory for the rest of their lives depending on the choice they make. The purpose of this synthesis project is to review the literature of studies that have been completed to determine what are the top factors in the selection process for today's student-athlete.

Chapter 1

Introduction

There are over 520,000 student athletes across all the National Collegiate Athletic Association (NCAA) as of 2022 (NCAA, 2024). Each student-athlete takes a different path when choosing a school. For example, Division III represents the largest division within the NCAA (NCAA, 2024), yet offer the least resources for recruitment. Schools at the Division I and II levels can offer such incentives as scholarships, Name/Image/Likeness (NIL) opportunities, and other professional athletic opportunities.

Selecting a school is high individualized with several factors including relationship with the head coach/coaching staff, the campus community, potential teammates, and the school's proximity to home (Kankey, 2007). Coaches must tailor recruitment practices if they wish to find success when recruiting student athletes. (Magnusen, 2014). Creating a model for the different factors that relate to the student athletes school and coaches wish to recruit will save them both time and money if giving them the best chance in recruiting student-athletes (Magnusen, 2014).

Over the years, the process of college recruiting has changed, and coaches must take the time to adapt to new landscapes. Today's college athlete has emphasized that they are looking for a comfortable environment to enhance their chances at playing professionally (Kankey, 2007). More than ever, coaches have almost unlimited resources to create such an environment; however, utilizing these resources correctly will determine success in today's recruiting landscape.

Statement of the Problem

Within the ever-changing world of college athletics, coaches must always be intune with what is most important to the student athletes they are recruiting. These factors are not always obvious, and coaches must always be able to pivot their strategies in order to create the most competitive roster.

Purpose of the Synthesis

The purpose of this synthesis project is to review literature on what influences student athletes to commit to a school.

Operational Definitions

1. Name, Image, and Likeness (NIL) – The ability of an individual to control and profit from the use of their name, image, and likeness in various forms of media, including advertising, merchandise, and video games. (NIL, 2024)
2. National Collegiate Athletic Association (NCAA)- Member-led organization dedicated to the well-being and lifelong success of college athletics. Comprised of 1,098 college/universities separated through three divisions (350 Division I, 310 Division II, and 438 Division III) (NCAA, 2024)
3. Athletic Scholarship – Full Scholarships cover tuition, fees, room, board, and course-related books. Division I and II schools may offer these scholarships to student athletes (NCAA, 2024).

Research Questions

1. What are the top three factors that influence a student-athletes college choice?
2. Is there a difference in factors between divisions (I, II, and III)?
3. Do the factors leading to a college decision change based on gender/race?

Delimitations

1. The review included articles between the years of 2001-2021.
2. The articles that were used in this synthesis project were all full texts and peer reviewed.
3. The articles that were used in this synthesis were limited to research done on Division I and III as there was limited research done on Division II student athletes.
4. This synthesis targeted data from high school seniors between the ages of 17-19 years old and the factors that lead to their college decision.

Chapter 2

Methods & Procedures

The purpose of this chapter is to review the methods and procedures used to determine what are the influences/factors that help student-athletes make their college selection. The studies collected for this synthesis were located using the EBSCO database from the Drake Memorial Library at SUNY Brockport. Within the EBSCO database, the following databases were used: Academic Search Complete, SPORTDiscus, and Google Scholar. From these databases, thousands of articles were produced.

To reduce the number of articles within the searches, keywords were used to narrow down the total number of articles. Keywords included *Student-Athlete*, *College Choice*, *Recruiting*, *College Influences*, *NCAA Recruiting Factors*, *Gender*, and *Top College Choice Factors*. Keywords that produced the most results were *Student-Athlete*, *Recruiting*, and *College Choice Factors*.

The first search was conducted in the SPORTDiscus database. Keywords included *College Selection* and *NCAA*. This search produced 749 hits. To reduce the number of results, *College Selection Process* and *NCAA* were applied. These changes resulted in 95 hits. To lower the results further, *College Selection Process*, *NCAA*, and *Student-Athlete* were added. This resulted in 16 article hits. Additional filters were added, resulting in six full text and peer reviewed hits. Of these, four articles were used in this synthesis.

The second search was conducted in Academic Search Complete. The same filters were used as the first search (full text and peer reviewed). Keywords used were *Student Athlete and College Choice*. The search resulted in 35 hits, of which two were used for this synthesis.

The third search was conducted in SPORTDiscus. The same filters were applied (full text and peer reviewed). The keywords were *Student-Athlete* and *Selection Process*. This resulted in forty-two hits. To reduce the number of hits, publication date of 2015-2024 was added as a filter. This resulted in 22 hits and three were used for this synthesis.

The fourth search was conducted in SPORTDiscus. The keywords were *Student Athlete, College Choice, and Gender*. The same filters as previous searches were used. This search resulted in ten hits, and one was used in this synthesis.

Ten articles were selected to be included in this synthesis. These articles were chosen from a variety of different sources such as the *Journal of Contemporary Athletics (2 articles)*, *Journal of Marketing for Higher Education (3 articles)*, *The Smart Journal (1 article)*, *Journal of Sport Management (1 article)*, *International Journal of Sports Science & Coaching (1 article)*, *Journal of Intercollegiate Sport (1 article)*, and *Journal of Issues in Intercollegiate Athletics (1 article)*. All articles used were peer-reviewed, full text and published between 2001-2021.

Overall, the critical mass for this synthesis there was over 1,379 student athlete/NCAA coach participants. These participants were spread across the NCAA landscape, but the majority were from the Division I and III levels. The studies in this synthesis were conducted through semi-structured interviews, surveys, questionnaires, and their own synthesis. All the studies

conducted were completed at universities in the United State of America. Data from these studies were analyzed using multivariate/univariate tests, student-athlete college choice profile scale. Analysis of variance testing, and the hierarchical multiple linear regression model.

Chapter 3

Review of Literature

The purpose of this chapter is to present a review of literature on what influences a student-athletes college decision. The following topics will be explored within this chapter: what are the top factors that influence a student-athletes college choice, do the factors change between the different divisions (I, II, or III), and do the factors change between genders/races. Overall, it has been found that the factors influencing college decisions are consistent between all differentiating factors (division, sport, gender, race, etc) except for Division I male athletes ranking professional opportunities higher than those of other divisions.

Factors Influencing College Selection

Collegiate athletics today are different than other sport scenarios, with each sport displaying their own recruitment practices. Athletes, no matter what sport they play, are looking for a place they will feel comfortable and a place that can jump start them to their professional career, no matter the level (Kankey, 2007). Many studies have been done to look at what influences Division I student-athletes to select a school. In a study by Kankey and Quarterman, it was found that the most influential factors for Division I softball players were the availability of an academic major (94% of respondents), relationship with the head coach (89% of respondents) and future career opportunities (84% of respondents) (2007). Klenosky and Troutman studied 27 Division I football players and found their school selection choice to be influenced by their relationship with the head coach (93% of respondents), the social atmosphere on campus (74% of respondents), and the opportunity to play professional football

(44% of respondents) (2001). Both football and softball athletes displayed overlapping interests in their relationship with a head coach and academic traditions of the school; however, football players regarded professional opportunities higher.

Every student-athlete is motivated by different factors when selecting a school (Goss, 2006). Some prefer smaller communities that resemble their hometowns (Goss, 2006). Using a pool of 229 freshman student-athletes, from six institutions, Goss and Orejan looked at what motivates student-athletes, to attend a small school (Goss, 2006). Interviews showed higher rating for academics versus sport (Goss, 2006). The top factors included degree programs offered (4.15/5), opportunity to play (4.12/5), relationship with the head coach (3.90/5), and academic support services offered (3.68/5).

A study done by Johnson, et al. (2009) also examined the factors that lead to student-athletes selecting small schools. While surveying 247 student-athletes, it was found that opportunity to play (4.25/5), relationship with the head coach (4.45/5), degree programs offered (4.04/5), and athletic facilities (3.86/5) (Johnson, 2009) were the highest importance. Interestingly, results showed that scholarship level had no impact on the decision-making process (Johnson, 2009).

Lastly, Morton (2019) conducted a study that used a multiple linear regression model to see if there is a correlation between coaching salaries and facility spending as it relates to athletic success. The results of Morton's study shows that there is a direct correlation between facility spending and coaches' salaries to athletic success (Morton, 2019). The study showed

that the school that had the most dollars invested in their facilities and coaches showed the greatest overall success across athletic programs in terms of Directors Points.

Differences in Factors based on Division I, II, or III

Kankey and Quarterman (2007), and Klenosky and Troutman (2001) studied what factors were most important to Division I student-athletes, respondents from Kankey and Quarterman showed that the relationship with the head coach was most important (80%), with respondents from Klenosky and Troutman prioritizing their relationships with the coaching staff (93%).

Schaeperkoetter, et al. (2015) and Zvosec, et al. (2021) investigated the factors relating to the decision process for Division III athletes. Through semi-structured interviews, Division III student-athletes valued the cost of attendance, distance from home, and their overall family's opinion of the school (Schaeperkoetter, 2015). The 70 athletes from Zvovec, et al showed degree offerings, relationships with coaches, and athletic traditions were most important (Zvosec, 2021).

Overall, there is a difference for what influences student-athletes to select a school between the different levels of college athletics. Studies with Division I student-athletes show the most important factors being relationship they have with the coaches and how the school/team can boost their professional opportunities after graduation. The Division III student-athletes look at selecting a school differently. The studies mentioned have shown that compared to the student-athletes studied at the Division I level, Division III student athletes weigh such factors as cost, family input, and degree programs offered.

Differences in factors between Race/Gender

When schools look to recruit student-athletes, it is not always about grouping student athletes by a sport or by level of competition. There is also a difference in what matters most to different genders and races.

Damon, et al. (2016) conducted a study with 255 participants and used a descriptive statistical approach to determine the results of the study. Damon's study looked at the college choice factors of both male and female and what the top factors were in their decision process. The results showed that there was no sizable difference between the male and female participants (Damon, 2016). The top factors that came from the study were academic reputation, relationship with the head coach, and location (Damon, 2016). Academic reputation was the top factor for both male and females, with the second and third ranked factors separated by a mean score of 0.1 (Damon,2016).

Judson and Aurand (2004) also completed a study that investigated the top decision factors of student-athletes and what the different results were by gender and race. The study was done using a survey that was completed by 246 student-athletes and the results were analyzed using an ANOVA model. Male student-athletes put more of an importance on athletic related factors while females put more of an importance on academic related factors (Judson, 2004). The top factors overall were level of athletic competition, academic reputation, and degree major offerings (Judson, 2004). The difference between the top five factors for both males and females was a mean score of 0.3 (Judson, 2004). Lastly, results of the study showed minimal difference between races (mean score of 0.16) (Judson, 2004).

Summary

Research has found that the top factors that student-athletes consider are degree availability, relationships with coaches, and opportunity to play. The top factors do change between those in different divisions but do not change between genders or races. It is important for coaches and schools to understand what student-athletes are considering when they make their recruiting pitches.

Chapter 4

Discussion, Conclusion, and Recommendations

The purpose of this chapter is to present the results of the review of literature on what influencing factors for student-athletes in their college decision process and how these results align with the research questions which guided this synthesis project. In addition, recommendations for future research as it relates to determining what influences students-athletes in the college selection process.

The results of this review of literature revealed a few common conclusions. First, the most prevalent factor across all participants was the relationship with coaches. Second, the top factors are different between divisions. Lastly, the research showed that there was no statistical difference in the top factors between different genders and races.

Discussion

Interpretations

As part of this literature review, several research questions were posed. The first research question was, what are the top three factors that influence a student-athletes college choice? The results of previous studies showed that the top factors that influence student-athletes college decision were the relationship with coaches, degree offerings, and the opportunity to play. Student-Athletes, no matter what sport they play, are looking for a place they will feel comfortable and can jump start their professional careers (Kankey, 2007). Research also shows that there is a balanced importance of athletic, academic, and campus factors in the student-athlete decision making process (Goss, 2006). Lastly, research has shown that recruiters

need to include time with key coaches, degree program offerings, and how they are going to be apart of the overall program in their pitches to recruits (Judson, 2004).

The second research question was, is there a difference in factors between divisions (I, II, and III)? The research was limited regarding only being able to find studies on Division I and III athletes, not Division II. In one study, Division III student-athletes valued the cost of attendance, distance from home, and their overall family's opinion of the school (Schaeperkoetter, 2015). Within the study, it was apparent that the student-athletes leaned more on factors outside of athletics to make their college choice (Shaepkoetter, 2015). In another study done on Division III student-athletes, a group of 70 athletes reported that their top factors were degree offerings, relationships with coaches, and athletic traditions (Zvosec, 2021). In a study done on Division I softball student-athletes, the top factors were relationship with the coaching staff, career opportunities after graduation, and availability of desired major (Kankey, 2007). In a similar study conducted on Division I football players, the top factor was relationship with coaches (Klenosky,2001).

The last research question was, is there a difference in factors between different genders and races? In one study that investigated the college choice factor differences by gender, it was found that there was not statistical difference between males and females. Within the study, it was determined that the top factors of the 255 participants was academic reputation, relationship with the head coach, and location (Damon,2016). Another study investigated the difference in college choice factors by gender and race, it was found that females put more importance on academics and males put more importance on athletics (Judson, 2004). Within

this same study it was determine that there was no difference in factors between different races (Judson, 2004).

Implications

The research and review of literature provided many different views of what is important to student-athletes as it pertains to the college selection process. The research indicates that student-athletes have a varying set of factors that influence their college choice depending on such variables as division level, gender, and race. The completed research can offer implications to schools and coaches to what influences student-athletes and a model they can follow when they are creating their recruiting pitches.

Research has shown that in the instance of recruiting Division I football players, these student-athletes weigh the relationship with the coaches and future professional opportunities heavy on their college selection. Coaches and schools need to identify this and incorporate this into their recruiting pitch. Similarly, Division I softball players also factor in relationships with the coaches and the availability of the desired major. Coaches should do their research in what the student-athletes want to study in advance to make sure they have the major or a comparable one to offer the student-athlete.

Additionally, research into Division III student-athletes has shown that a different recruiting strategy will be needed compared to Division I student-athletes. Research has show that Division III student-athletes factor cost, proximity to home, and academic offerings into their decision. Coaches and schools will need to create a recruiting pitch that will fit this profile

of student-athlete and show that they check all the boxes when it comes to athletes at this level.

Lastly, research has shown that those schools that have smaller campuses or in smaller communities will need to adjust their strategies. According to previous research, the student-athletes that are interested in small schools are looking for a school that has their major but are also looking for an opportunity to play. The coaches at these schools need to be prepared to highlight the closeness of their campus, the different degree programs with smaller classes, and the better opportunity to play at their school compared to a school that is bigger in size.

Recommendations for Future Research

In reviewing the database on what re the top factors that influence student-athletes college decisions, the following limitations were noted during the review of completed studies. The studies used in this synthesis only resembled student-athletes from Division I and III schools and not Division II. Another limitation within this synthesis is that there was no searchable research found on non-revenue sport athletes. Finally, there was no current research done on the effect of NIL (Name, Image, and Likness) on student-athlete college choice.

Based on these limitations and other insights related to the literature the following recommendations for future research should be considered:

1. Future research should continue to develop studies to build a database of top influences for each division (I, II, and III), to give coaches/schools a guide to their student-athletes when they create their recruiting pitches.

2. Future research should be done of the entire group of student-athletes at each level including all sports. Although it is not known if there will be any differences compared to current research, there is a short list of revenue sports in college athletics and research should be done to assist those coaches of non-revenue sports recruit their student-athletes.
3. Future research should be completed on student-athletes to consider new factors such as NIL and the payment of players, to revise the list of factors that student-athletes consider when making a college selection.
4. Future research should be completed on student-athletes that select Division II schools. These student-athletes receive similar benefits to Division I student-athletes but not at the same level. This research could help complete the look into what influences student-athletes across the college landscape.

Summary

The purpose of this synthesis project is to review literature on what are the factors that student-athletes consider when making a college choice. Delimiting variables were used to do an exhaustive data-based search which yielded 10 articles. These articles were then used to determine what the top factors that influenced student-athletes in their college selection process.

Research revealed that the top factors that influenced student-athletes were relationships with coaches, degree major offerings, and opportunity to play. However, there is a difference in list of what the top factors are when you consider level of play and gender. Overall,

as the landscape of college athletics changes so should how coaches recruit student-athletes.

Coaches and school need to be aware of what matters most to student-athletes and adjust their pitches to their wants/needs.

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Author	Title	Source	Purpose	Methods & Procedures	Analysis	Findings	Discussion/ Recommendations
Damon Andrew, Michael Martinez, Scott Flavell	Examining College Choice Among NCAA Student Athletes: An Exploration of Gender Differences	Journal of Contemporary Athletics	Identify how academic, personal, and social factors pertaining to college choice differed among freshman student-athletes across genders.	-255 Participants (Male & Female) completed the survey of 24 different factors. -Used Descriptive statistical approach to determine mean, ranking, and standard deviation. -Used Multivariate and univariate tests to determine differences between genders.	-The results show that there was very similar results between male and female respondents. -Least likely factors were high school teammates, high school friends, and TV exposure.	-The Top Five factors were academic reputation, head coach, location, athletic facilities, athletic traditions. -No sizable differences between male and females -Academic reputation and Head Coach were the top two factors for male and female and the difference between the #2 & #3 factor was 0.1.	-Results of this study were consistent with previous studies -There was no sizable difference between results from Male or female student-athletes -Coaches should pay close attention to academic factors in recruiting.
Benjamin Goss, Colby Jubenville,	An Examination of	Journal of Marketing	-Identify institutional selection	-229 freshman student athletes were	-Male and Females showed similar results	-Top Four influential factors were	-Degree programs offered were

<p>and Jamie Orejan</p>	<p>Influences and Factors on the Institutional Selection Process of Freshman Student-Athletes at Small Colleges and Universities</p>	<p>for High Education</p>	<p>factors most influential for small school student-athletes.</p>	<p>surveyed and scored based on a modified Student-Athlete College Choice Profile scale. The study also broke out results by gender and sport.</p>	<p>-Academic factors weighed very similar to athletic factors</p>	<p>Degree Programs Offered, Opportunity to Play, Head Coach, and Academic Support Services. -Top Factors for Males were Head Coach and Degree Program Offered -Top Factors for Females were Degree Programs Offered and Opportunity to Play.</p>	<p>the top factor for both revenue and non-revenue sports. -Athletes of smaller institutions should recruit in a balanced approach between academic and athletic factors.</p>
<p>Gary Johnson, Colby Jubenville, and Benjamin Goss</p>	<p>Using Institutional Section Factors to Develop Recruiting Profiles: Marketing Small, Private Colleges and Universities</p>	<p>Journal of Marketing for High Education</p>	<p>-Identify important college choice factors for entering freshman student-athletes at small, private higher education</p>	<p>-247 freshman student athletes were surveyed, and the data was analyzed using the student-athlete College Choice Profile.</p>	<p>-The opportunity to play and the head coach relationship were the most dominate factors coming from the study. -Female results showed a higher use of academic factors than of males</p>	<p>-Top five factors were Opportunity to Play, Head Coach Relationship, Degree programs offered, athletic facilities, and school community. -Top factors for males were</p>	<p>-Although females leaned more into academic factors the same results of opportunity to play and head coach relationship were the top two across the board.</p>

	to Prospective Student Athletes		institutions that compete in NCAA schools across the southeastern USA.		-Scholarship level had no impact on results	Opportunity to play and Head Coach Relationship, -Top Female Factors were Degree Programs Offered and Head Coach Relationship,	-Each school should create a student profile in order to better understand their students' demographics and spend less money on finding their recruits.
Kimberly Judson, Jeffrey James, Timothy Aurand	Marketing the University to Student-Athletes: Understanding University Selection Criteria	Journal of Marketing for High Education	-To investigate college choice decision factors of student-athletes, identify key criteria, and examine gender and ethnicity issues related to student-athlete	-246 surveys administered to incoming freshman at two select universities. -Data was analyzed using the "Analysis of variance (ANOVA) testing.	-overall males put more importance on athletic factors and females put more importance on academic factors even though the data was very similar -level of competition and availability of major was highly important across the board.	The top decision-making factors that came out of the survey were level of athletic competition, academic reputation, and desired major being offered. -No statistical difference in responses by Males or Females (Average Score difference on	Coaches and administrators should highly consider the importance of the level of competition for their sports when they make changes to conference alignment and what the reputation of that conference is because it will

			college decisions.			top 5 factors was .398) -Male & Female had the same top five factors just in slightly a different order -No statical difference between different races surveyed. (Average score difference between races on top five factors was .166) -Different Races (White/Black) had the same top five factors just a slightly different order	have an impact across the board on their recruiting.
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<p>Kary Kankey and Jerome Quarterman</p>	<p>Factors Influencing the University Choice of NCAA Division I Softball Players</p>	<p>The Smart Journal</p>	<p>-Examine the choice factors that softball players considered the most important when selecting a college or university of NCAA Division I member Institutions.</p>	<p>-196 surveys were completed by student athletes at ten different NCAA Division I institutions. The student athletes were spread out between Freshman through Seniors.</p>	<p>-The most important factors from this study do not involve athletic factors -Relationships and socialization are the top reason for this sample to commit to schools</p>	<p>-Top factors of those surveys were available major, head coach relationship, career opportunities, and social atmosphere. - Academic offerings/reputation weighed the heaviest on respondents and the top athletic factor was relationship with the head coach. -Academics were a bigger factor than athletic factor.</p>	<p>-Coaches and administrators should create prospect profiles that most fit their schools as the student-athletes of this study show that degree availability and social factors are at the top of their list when it comes to the selection process.</p>
<p>David Klenosky and Josh Troutman</p>	<p>Recruiting Student Athletes: A Means-End Investigation of School-Choice</p>	<p>Journal of Sport Management</p>	<p>-Examine the factors influencing the school choice decisions of collegiate student-</p>	<p>-27 NCAA Division I collegiate football players were surveyed to identify the attributes that</p>	<p>--Academic factors did not come into play for the participants and leaned more on feeling and relationships with the school in</p>	<p>The top factors that were revealed through the study were relationship with coaching staff, professional opportunities,</p>	<p>This study was meant to bring to light that even though there is a mean of factors that show up</p>

	Decision Making		athletes through a means end study.	differentiated the school they choose and the others they considered.	order to decide on what school to attend.	ability for family & friends to watch them play, and campus atmosphere.	across most student athletes, coaches /administrators need to personalize their recruiting efforts to their prototypical recruit in order to maximize time/money.
Marshall Magnusen, Yukyoum Kim, Pamela Perrew, and Gerald Ferris	A Critical Review and Synthesis of Student Athlete College Choice Factors: Recruiting Effectiveness in NCAA Sports	International Journal of Sports Science & Coaching	-To conduct a critical review and synthesis of the extant body research knowledge about student-athlete college decision, recruiters, and recruiting in	-Do a synthesis of current research and draw conclusions on how to build upon this research through a 3 fold approach. 1.Differentiate sports based recruiting research from non-sport	-Recruiting presentations are not cookie cutter and the same across the board. Schools need to identify what are the top factors that they are best to offer and lean on those in order to get the student-athletes that will best fit their school/program.	There were two main contributions that came from this synthesis. 1. The incorporation of several social effectiveness characteristics may better equip	Each school needs to create a model of what they are looking for in a student athlete and then build off the characteristics that they seek. They can then speak and present what is the best the

			NCAA sports.	2. Develop a conceptual model that is both integrative and prescriptive. 3. Offer recommendations for future recruiting research.		recruiters to achieve better recruiting effectiveness. 2. Identification, organization, and presentation of factors frequently reported by student-athletes as important to their college decisions.	school can offer, and recruit based on their strengths and what they have researched is important to their prototypical student-athlete.
James Morton	College Choice Factors and Organizational Effectiveness	Journal of Contemporary Athletic	-To Find out if winning could be predicted by spending on facilities	Using a hierarchical multiple linear regression model a study was	-It is not an automatic outcome that the bigger your budget/spend in athletics equals	-There is a significant correlation between facility spending/coaches' salaries and	Even though there is statistical proof that the more that is spent on

	ss in Intercollegiate Athletics		and coaches' salaries by NCAA Division I intercollegiate athletic departments.	conducted to determine any connection between facility spending/coaches' salaries and organizational effectiveness	more overall success for your program but there is statistical proof that the more that is invested in facilities and head coaches the more successful year over year your programs will be.	organizational effectiveness. However, the bigger factor is the connection between coaches' salaries and the results of an organization. -It was also reported by student athletes that the coaches were a highly influential factor in their college choice process.	facilities/coaches the more successful the programs will be, the money also must be spent on the right coaches and spent on the right facilities in order to better maximize your student athletes and attract more talented staff/players.
Claire Schaeperkoetter, Jordan Bass, Brian Gordon	Student-Athlete School Selection A Family Systems Theory Approach	Journal of Intercollegiate Sport	-Examine the role family members play in the college selection process for NCAA Division III athletes	-69 current NCAA Division III athletes participated in semi-structured interviews over 11 different institutions.	-The group of Division III athletes that were interviewed shared that family was a big influence in their college decision. This mostly stemmed from financial and location factors.	-The results of the interviews showed that family involvement had a great impact in the college choice process. The factors that were brought up in discussion with family were	Division III student-athletes are very different from other student-athletes in higher divisions because they cannot receive financial

						distance from home and cost of attendance.	support. Division III school should have a heavy focus on the student-athletes' families and academics.
Claire Zvosec, Chris Brown, Hannah Richardson, Jordan Bass	Division III Student-Athlete School Selection: A College Choice Guide for Recruits and Recruiters	Journal of Issues in Intercollegiate Athletics	Development a comprehensive guide or process for NCAA Division III school selection for prospective Division III Student-athletes.	-Semi-structured interviews with 71 student-athletes and 39 coaches/athletic admin at a total of 15 different NCAA Division III institutions.	-Both student-athletes and coaches/administrators had similar opinions to recruiting at the Division III level because of the non-financial part of the recruiting process. However, the recruiting process is still the same but that schools must be able to use themselves as the recruiting pitch rather than what can be offered to each athlete.	The resulting factors were broken down into three categories (Direct Factors, Indirect factors, and Reality Check). -The main Direct factors were Coaches, current team, past success, and facilities. -The main Indirect Factors were Academics, size of the school, school type, and	Although the way Division III schools recruit may be different the factors of the decision process are still the same for the student athlete. Division III schools need to position themselves in a way that show they have coaches who care, a strong athletic tradition, and

						campus/social life. -The main Reality check factors were commitment to athletics, academic performance, and schedule/time management.	have a variety of degree offerings that can attract a variety of student athletes.
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