



ALABAMA FOOTBALL COACHES ASSOCIATION

Dear Coach,

On behalf of the Alabama Football Coaches Association, we would like to ask for your help in the high school athlete's recruiting process. We appreciate the amount of time you and your staff put into evaluating our student athletes and also value the relationships we have made over the years with the college recruiters.

We as an association have become very concerned with the trend across the country of third party handlers influencing the high school athlete and his parents. We value the opportunity to play a key role in our athlete's recruitment. Therefore we are asking you to become a part of a program called Straight Line Recruiting. This program very simply details some policies that will help keep the high school coach at the forefront of the recruiting process. Straight Line Recruiting centers around three policies.

Before visiting a high school campus, the college recruiter will contact the coaching staff and make them aware of their intentions. The recruiter should let the high school coach know when he will arrive, what athlete(s) he would like to discuss and what information he will need when he arrives.

In the event that the coach cannot come by and visit a specific campus, he will contact that head coach directly and ask for a character reference. This keeps the line of communication open between the college coach and high school head coach as well as receiving valuable information about the athlete that the college coach cannot get anywhere else.

If a scholarship offer is made to an athlete, the high school head coach should be notified before the offer is extended. This allows the high school coach to be aware of the offer and gives him the opportunity to counsel the parents and the athlete. If the head coach could not be contacted in advance, the college should inform the player that his high school coach will be contacted as soon as possible.

The high school coach will agree to the following in the Straight Line process:

The high school coach will be the final say in helping vet the student athlete for scholarship. College coaches very much want to communicate with the high school coach and meet with them when they come on campus.

The high school coach is asked to be as accommodating as possible when the college coach arrives on your campus. Recruiters can only get to so many high schools in a day. Everyone's time is valuable. The high school coach will be flexible and help them as much as possible with their evaluation process.

A responsible person will collect information on the student's grades, family life and physical measurables for the recruiter. This sets the high school coach apart from the third party handler.

The high school coach will help manage the athlete's college campus visits and camp attendance.

If there is a problem, the high school coach will communicate with the college head coach.

By being proactive and following the policy outlines in Straight Line Recruiting, we can eliminate third party recruiting issues in Alabama that have become a problem in other states. Our high school coaches will all receive a letter explaining our joint effort toward Straight Line Recruiting. We know the influence that all of our college head coaches have in our state, and we appreciate your efforts to keep the high school coaches an important part of the recruiting process.

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