

Score at the Shore

March 11, 2005

The Dynamics of Recruiting for Women's Division 1 College Soccer Programs

or

Which Showcase events should my team enter?

You are reading a paper developed by Bill Cameron, a Tournament Directors for Score at the Shore. Score at the Shore is a college soccer showcase. You might assume that this paper contains biased data and conclusions designed to get you to attend our event, readers beware. That said, my background is in econometrics and statistical analysis. My intention is to generate an objective, fact based paper to help coaches, parents, and players understand the dynamics of college recruiting and make the best tournament decision for their team, resulting in greater recruiting opportunities for players.

In 2004, the NCAA listed 302 colleges and universities with Division 1 women's soccer programs. The information used in this analysis came from 300 Division 1 women's soccer programs and their 6,900 roster slots (2004), two programs did not have roster information available. Any errors or omissions are mine. (3/6/05)

USYSA breaks the United States into four geographical regions. Region 1 runs from Virginia to Maine, Region 2 is primarily the area known as the Mid-West, Region 3 contains all the states south of Virginia and Kentucky to the Texas / New Mexico border and Region 4 contains most of the Rocky Mountain and West Coast states. Table 1 ranks the regions by Division 1 roster slots. In women's soccer, over 60% of all Division 1 women's roster slots are in Region 3 and Region 1 schools. These slots are concentrated in the states bordering the Atlantic Ocean.

Table 1: Women's Division 1 Roster Slots by Region

	Private Schools	State Schools	Total Roster Slots
Region 3	895	1,323	2,218 (32%)
Region 1	1,503	503	2,006 (29%)
Region 2	477	909	1,386 (20%)
Region 4	387	912	1,299 (19%)
Totals	3,262	3,647	6,909

Note: All tables are ranked by the column heading that is **bolded**.

State Funded Schools:

There are clear differences in recruiting patterns from state to state and region to region, but none are more dramatic than state run versus private colleges and universities. State universities tend to recruit in-state players. The reasons are most likely due to 1) Economics; in-state tuition is lower therefore, the cost of a scholarship is lower. 2) Politics; state residents support their state schools through state taxes and demand access for in-state students. Region 3 has the most state school roster slots (1,323). Region 1 drops from a close second in total slots to a distant last with only 503 state funded roster slots. Region 1 is the only region where private school roster slots exceed state school roster slots.

Almost 50% of state school roster slots go to in-state players versus just 36% at private schools. Region 4 state schools are 50% more likely to have in-state players as Region 3 state schools, and 25% more likely than Region 1 state schools. Region 3 has a much lower than average in-state percentage. Just 40% of slots go to in-state players. In Region 3, almost 800 state school roster slots went to out of state players, almost as many as all state school roster slots in Region 4 combined, and 45% of the national total of out of state slots.

Table 2: State Funded Institutions Ranked by Roster Slots

	Roster Slots	In- State	Out of State	Percentage in-state
Region 3	1,323	524	799	39.6%
Region 4	912	559	353	61.3%
Region 2	909	475	434	52.3%
Region 1	503	226	227	44.9%
Totals	3,647	1,784	1,813	48.9%

Let's take this one step lower and look at the data state by state. Table 3 contains a list of states with at least 80 state school roster slots. The number in parenthesis is the state's USYSA region.

California public school rosters' are dominated by in-state players. Almost 90% of all roster slots at California state schools are given to California residents, 10% higher than in Texas, more than double the percentage from North Carolina, and almost 80% higher than the national average (48.9%).

In 2004, just 2% of roster slots at California state schools went to players from beyond Region 4. There were just 8 players from the 37 states not in Region 4 on California state school rosters. Four players came from Region 1, four came from Region 2, and zero players came from Region 3. Of the eight, half were at UCLA. At the other end of the spectrum, there are at least five states with a percentage of in-state roster slots significantly below the national average. They include Virginia, North Carolina, Tennessee, Kentucky, and Louisiana, only one is west of the Mississippi river.

Table 3: Percentage of Roster Slots going to In-State Players (State Schools)

State	Slots	In-State	Out of State	Percentage In-State
California (4)	369	324	45	87.8%
Texas (3)	199	159	40	79.9%
Ohio (2)	167	120	47	71.9%
Illinois (2)	119	75	44	63.0%
New York (1)	89	56	33	62.9%
Utah (4)	95	58	37	61.0%
Michigan (2)	121	72	49	59.5%
Washington (4)	86	48	38	55.8%
Indiana (2)	146	69	77	47.3%
Virginia (1)	96	44	52	45.8%
North Carolina (3)	223	88	135	39.5%
Tennessee (3)	153	54	99	35.3%
Kentucky (2)	102	22	80	21.6%
Louisiana (3)	218	46	172	21.1%
Totals	2,183	1,235	948	56.6%

Private Institutions:

Tuition at private institutions is the same for in-state and out of state players. There is no economic advantage in giving scholarship money to a player based on where they reside. It is no surprise that private institutions have a much lower in-state roster ratio than state funded schools. From Tables 2 and 4, we can see the average state school roster has almost 50% in-state players while the average private school roster has only 36% in-state players.

Table 4: Roster Slots at Private Institutions by Region

	Roster Slots	In- State	Out of State	Percentage In-State
Region 1	1,503	476	1,027	31.7%
Region 3	895	300	595	33.5%
Region 2	477	193	284	40.5%
Region 4	387	219	168	56.6%
Totals	3,262	1,188	2,074	36.4%

If we rank the regions by the number of roster slots in private school programs, Region 1 dominates with 1,503 slots or almost 50% of all private school roster slots. Region 3 comes in second, while Regions 2 and 4 are a distant 3rd and 4th respectively. Almost 75% of all private school roster slots are in Regions 1 and 3.

In Region 4, more than 56% of all private school roster slots go to in-state players, significantly higher than the national average for all state schools. Contrast this with Region 1, where just 32% of roster slots go to in-state players. More than 1,000 Region 1 private schools roster slots went to out of state players, **double** the amount of out of state players on rosters on all Region 4 schools combined (state and private). Put another way, Region 1 private schools gave almost as many roster slots (1,027) to out of state players as there are total roster slots on all Region 4, Division 1 programs combined (1, 299). If a player is interested in going to a private school, being at events with Region 1 and Region 3 private school coaches is a must.

Table 5 analyzes the data by state. California, Texas and Ohio private school programs have the highest concentration of in-state players. New York State private schools have twice as many out of state players on rosters (249) as do all California programs, state and private, combined (104).

Table 5: Percentage of Roster Slots to In-State Players, Private Institutions by State

State	Slots	In-State	Out of State	Percentage In-State
California	214	155	59	72.4%
Texas	138	93	45	67.4%
Ohio	139	91	48	65.5%
Florida	113	64	49	56.6%
Virginia	158	75	83	47.5%
Illinois	64	27	37	42.2%
New York	404	155	249	38.4%
New Jersey	112	38	74	33.9%
Connecticut	117	38	79	32.5%
Pennsylvania	299	90	209	30.1%
Massachusetts	118	35	83	29.7%
Tennessee	91	24	67	26.4%
Colorado	75	18	57	24.0%
North Carolina	168	20	148	11.9%

From the above data we can make some basic conclusions and suggestions.

Conclusions:

Region 4 Teams: These teams need to be seen by West Coast colleges. It is very important to attend events like Surf Cup, Surf Girl’s Cup, the Las Vegas Showcase, Nomads, or other West Coast showcases. Additionally, I think it is in the player’s best interest to be seen by as many East Coast private school coaches as possible. Almost 9% of Region 1 private school roster slots (127) were given to Region 4 players. What makes this astonishing is, Region 4 teams make up the smallest percentage of teams at the major East Coast showcases. Region 4 players are in an excellent recruiting position because they have a lock on West Coast roster slots and, if they come east, will be given a more than fair chance by East Coast schools.

As you will see from our analysis Score at the Shore and WAGS are your best showcase choices. The two events are structured quite differently. Review the differences, minimum number of games

and playoff structure, to see which is best for your team. Due to some USYSA schedule changes Score at the Shore and the San Diego Surf Cup fall on the same weekend.

Region 3 Teams: You need to be seen by as many Region 3 schools as possible. The largest Region 3 event is the Disney adidas showcase. You should also consider events like the Raleigh Shootout or other Region 3 showcases. It is also important for players to be seen by as many private schools as possible.

Should Region 3 teams attend showcases in Region 4? Remember not one Region 3 player was on a California state school roster in 2004, and only 27 Region 3 players (2.1%) were on the roster of any Region 4 Division 1 women's soccer programs. Compare this to Region 1 where 6% of the roster slots (111) went to Region 3 players.

Only Score at the Shore and WAGS will maximize your visibility with East Coast private schools and give you exposure to several Region 2 and Region 4 coaches. The two events are structured quite differently. Review the differences, minimum number of games and playoff structure, to see which is best for your team.

Region 2 Teams: You need to be seen by as many Region 2 schools as possible. Only one third of Region 2 schools travel to the major showcases, probably because they see Region 2 players during events like state cup or local tournaments. Where should your teams go? If you look at California state rosters, only four Region 2 players were listed, two were at UCLA. There were only 36 Region 2 players (2.8%) on any Region 4, Division 1 roster. Contrast this with Region 3 where 222 players and 10% of all roster slots went to Region 2 players and Region 1, where Region 2 players had 129 or 6.4% of Division 1 roster slots. The odds of a Region 2 player getting a Region 4 roster slot are less than 3%. It seems you should be at events with Region 3 and Region 1 coaches. Disney, WAGS, and Score at the Shore fit the bill.

Score and WAGS have about 60% to 70% more coaches than Disney. Another consideration you might make is match fitness. When are your players in their best condition, August, October or December? It seems that Score at the Shore or WAGS are your best choices. The two events are structured quite differently. Review the differences, minimum number of games and playoff structure particularly to see which is best for your team.

Region 1 Teams: Just as with every other region, Region 1 players are most likely to be found on Region 1, Division 1 rosters. Region 4 and Region 2 schools give out very few roster slots to Region 1 players. Just four Region 1 players found their way on to California State school rosters, two at UCLA. Only 24 players (1.8%) from Region 1 were on any Region 4, Division 1 school roster. Only 66 players from Region 1, 4.8% of roster all slots, were on Region 2 school rosters. It seems obvious that Region 1 teams should attend Score at the Shore and WAGS, the two biggest Region 1 showcases. Consider team finances when looking at non Region 1 events, maximize your East Coast exposure and know that the Region 4 and Region 2 schools willing to recruit Region 1 players attend Score at the Shore and WAGS.

Showcases:

Just as there are significant differences in roster slots from region to region and from public to private schools, there are significant differences between the nation's major showcases. There are

differences in size, distribution of attending school by region, and especially by attendance by state and private institutions.

Table 6 ranks the nation’s largest showcases by the number of women’s programs attending. The data comes directly from the tournament web sites. The two largest women’s showcases in the nation are WAGS (195) and Score at the Shore (175). They are also the largest Region 1 events.

The two largest Region 3 showcases are Disney (47) and WAGS (44). The largest Region 4 showcases are Surf Cup and Surf Girl’s Cup (165). Please note, the number of coaches at an event may exceed the number of programs. For example, Score at the Shore gave out 240 profile books in 2004 with only 175 programs attending because many universities bring two coaches.

Table 6: The Nations Largest Girls Showcases Ranked by Number of Programs

Showcase	Region 1	Region 2	Region 3	Region 4	Total Programs
WAGS (2003)	126	21	44	4	195
Score at the Shore (2004)	128	13	28	6	175
Surf and Surf Girls**	36	21	36	72	165
Disney (2003)	39	22	47	5	113
Las Vegas Showcase (2004)	23	20	19	39	101

** Surf does not break out its August and Thanksgiving events separately. Additionally they state these schools have recruited, “at past San Diego Surf Cup tournaments through 2003.” The numbers may have been compiled over several years. Most tournaments list the number of coaches at each event by year. If Score at the Shore were to list all women’s colleges recruiting just in 2003 and 2004 the list would increase from 175 to 200. If we threw in 2002, the list would approach 220 schools and if we included our Jacksonville event the number would move even higher.

Table 7: Percentage of Private and State Schools Recruiting at Major Showcases

Showcase	Private	State
WAGS (2003)	73%	27%
Score at the Shore (2004)	72%	28%
Surf and Surf Girls**	51%	49%
Disney (2003)	51%	49%
Las Vegas Showcase (2004)	49%	51%

As previously demonstrated, recruiting patters at state and private schools are quite different. Private schools are much more likely to give roster slots to out of state players. As Table 7 shows, there is a significant difference in the type of school recruiting at the major tournaments. Schools recruiting at Score at the Shore and WAGS tend to be private schools by a 3 to 1 ratio. Surf, Las Vegas, and Disney are closer to the 50/50 ratio. Again if you are looking to get your child in front of private schools Score at the Shore and WAGS are the best choices.

If you analyze Score at the Shore, WAGS, and the Disney Showcase college coach attendee list, you will see that most of the Region 1 schools attending the Las Vegas and Surf events recruit at Score at the Shore and WAGS and most of the Region 3 coaches that attend Surf or Las Vegas recruit at WAGS, Disney, or Score at the Shore.

Less than 10 Region 4 colleges recruited at major East Coast showcases in 2004. At least 75 East Coast schools recruited at West Coast events in 2004. Ask yourself why Region 1 and 3 schools recruit at both East Coast and West Coast events, but Region 4 programs recruit almost exclusively at West Coast events? The most likely reason is; West Coast showcases are used almost exclusively to recruit West Coast players, for all regions. We can conclude, Region 1 and Region 3 schools recruit players from all regions most equitably. Region 2 schools recruit mainly from Region 2 and Region 4 schools recruit almost exclusively from Region 4.

Table 8: Tournament Structure Ranked by Potential Recruiting Minutes

Tournament	Minimum # Games (Game Length)	Minimum Minutes	Avg. number of Games (Avg. minutes per team)	Potential Recruiting Minutes
Score at the Shore	4 (70)	280	4.875 (341)	59,675
WAGS	3 (80-90)	255	3.375 (287)	55,965
Surf Cup **	3 (80-90)	255	3.375 (287)	47,355
Las Vegas	4 (80)	320	4.125 (330)	33,330
Disney adidas Showcase	3 (80-90)	255	3.375 (287)	29,561

** Please note: Surf does not break out college coach attendance by year of by event, Surf Cup and Surf Girl’s Cup. They compile their list over several years and both events. It is likely that the actual number of attending coaches in 2004 is somewhere between 80 and 125, though they were given credit for 165 to calculate “Potential Recruiting Minutes.”

Table 8 ranks the tournaments by potential recruiting minutes per game. Potential recruiting minutes equals the average number of minutes per team expected in a tournament times the number of programs. For example, if a team plays 100 minutes and 2 coaches are at the showcase, the team had a potential of 200 recruiting minutes. If there were no coaches in attendance the recruiting potential would be zero. We all know that coaches watch many games and don’t all follow one team, but this methodology will gives a sense of recruiting opportunity per team.

Score at the Shore has the most potential recruiting minutes of any major showcase. The number 59,675 is calculated by multiplying the average playing time per team (341 minutes) by the number of coaches in attendance (175). (We did not multiply 341 minutes by the actual number of coaches at Score at the Shore 2004, 240, which would result is a significant increase on potential recruiting minutes because we could not get similar attendance numbers for the other showcases.)

Score at the Shore provides 7% more potential recruiting time than WAGS, 26% more time than Surf and Surf Girl’s Cup, 80% more recruiting time than Las Vegas and double the potential recruiting time of Disney.

West Coast Showcases (Las Vegas and Surf)

These events are most likely used to recruit west coast players. Most of the non-Region 4 colleges recruiting at these events have Region 4 players on their rosters or seriously considered them. Should a Region 1, 2, or 3 teams spend the money to go west? The number of roster slots given to players from these regions by Region 4 schools suggest the odds of getting an offer to play in Region 4, if you are not from Region 4, is less than 2%. More than half the schools that attend these events are schools primarily from Region 4 and Region 2, the two Regions most likely to recruit from in-state.

Southeast Showcases (Disney)

Region 3 schools dominate the southeast showcase events. Region 3 teams should strongly consider events like Disney and Raleigh. Region 1 schools are still well represented. I consider Disney a true national recruiting event and all players are probably on equal footing. It is important to note that the ratio of private to state schools recruiting is 50/50. The good news is many of the state schools at Disney are from Region 3, the region where the state schools are most likely to recruit from out of state. Northeast and mid west teams will be playing against southeast and west coast teams that have been able to practice outdoors. This could create a match fitness disadvantage for these players. Players show best when they are match fit. This is a three game minimum event.

Middle Atlantic (WAGS)

Washington lies at the southern end of Region 1 and close to Region 3. It is no surprise that it is the most balanced event with regard to Region 1 and Region 3 schools. It is the nation's largest event based on the number of programs recruiting. I consider this a national recruiting event and all players are probably on equal footing. Schools recruiting at WAGS tend to be mostly private (73%). 60% of the state schools recruiting at WAGS are from Region 1 and 3, the regions where state schools are most likely to recruit from out of state. WAGS is held in November when most Midwest and eastern schools are in their middle of high school season. Additionally, all Division 1 colleges are in the middle of their season. College coaches may be preoccupied with their own team's progress. This is a three game minimum tournament.

Northeast (Score at the Shore)

In just 5 years, Score at the Shore has become the nation's number 2 women's recruiting event based on the number of college programs and coaches attending. Much of the success can be attributed to its location in the heart of Region 1 and within driving distance of the Carolinas. Score is the event that has the most Region 1 schools recruiting. Region 1 contains more private school programs than any other region and 72% of the colleges recruiting at Score are private schools. 47 Public institutions also attended and, like WAGS, these schools tend to be from Region 1 and Region 3.

Most teams are match fit at the end of July and Score at the Shore is a 4 game minimum event. Half of all teams play 5 games. The average number of games per team at Score at the Shore is 4.875. Compare this with WAGS with a 3.375 game average. Score at the Shore provides 45% more game time per team in front of coaches than WAGS.

Score at the Shore has a structure that is different from every other major showcase. We do not break our event in “A, B or C” groups prior to the event. Every team accepted has an opportunity to win our event. To insure you are in the champions group you must win your group.

After the group phase, all team are divided into playoff. Your playoff placement depends on how you finished in group. This means just as many 3rd and 4th place teams play a fifth game as do 1st and 2nd place teams. We structure our event this way because we believe college coaches recruit players and not teams. Our structure gives more time to more teams than any other showcase event.

Do not assume that the information in this paper translates perfectly to men’s programs. There are fewer programs and fewer major showcases. I will have a similar paper out on men’s Division 1 soccer programs shortly.

I hope this paper has been of help. If you have questions or constructive comments, please feel free to email me.

Please feel free to copy or email this paper, in whole or part to anyone you think might have an interest. I ask that you make sure attribution is given to Score at the Shore and me so that any errors are attributed to me and not you.

Regards,

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