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PEIFC University Soccer Recruitment Guide

Mission Statement

Our mission is to empower PEIFC athletes to take ownership of their recruitment journey by providing clear guidance, practical tools, and supportive resources that highlight both academic and athletic excellence. We are committed to helping players and families navigate opportunities in Canada and the United States with confidence, professionalism, and pride in representing PEI soccer.

Introduction

The PEIFC Player Recruitment Guide has been created to support our athletes and families as they navigate the exciting but complex journey of university soccer opportunities in Canada and the United States. Its purpose is to provide clear timelines, practical tools, and communication strategies that help players take ownership of their recruitment process while staying focused on both academic and athletic excellence. By outlining when to begin outreach, how to connect with coaches, and what materials to prepare, this guide ensures that PEIFC players are well-informed, confident, and proactive in pursuing pathways that align with their long-term goals on and off the field.

University Recruitment Timeline & Outreach

1. Purpose of This Section

- Explain why early outreach matters (competition for roster spots, scholarship deadlines, visibility).
- Clarify differences between Canada (U SPORTS/CCAA) and United States (NCAA/NAIA/NJCAA) recruitment rules.

2. Recommended Timeline

Grade / Age	Canada (U SPORTS/CCAA)	United States (NCAA/NAIA/NJCAA)
Grade 9 (Age 14–15)	Begin researching schools; attend ID camps	Research schools; attend showcases; build highlight video
Grade 10 (Age 15–16)	Start emailing coaches; share transcripts	NCAA D1/D2 coaches can contact after June 15; send intro emails before
Grade 11 (Age 16–17)	Active communication; attend university ID camps	Maintain regular contact; schedule unofficial visits; update highlight video
Grade 12 (Age 17–18)	Finalize applications; confirm roster spots	Official visits; finalize commitments; ensure NCAA eligibility center registration

3. Action Steps for Players

- Build a Player Profile: Include academic transcript, highlight video, soccer resume.
- Research Schools: Identify 10–15 target programs (balance of reach, realistic, and backup).
- Email Coaches:
 - Introduce yourself (name, position, club, GPA).
 - Share highlight video link.
 - Express interest in their program.

- Follow Up: Update coaches with new achievements, tournament schedules, and transcripts.
- Attend Showcases/ID Camps: Visibility is critical for U.S. recruitment.

5. Key Reminders

- Academics matter: Strong grades open more doors.
- Be proactive: Don't wait for coaches to find you.
- Stay professional: Every email and interaction reflects your character.
- Parents' role: Support communication but let the athlete lead.

6. Build Your Profile

Creating a standout player profile is your foundation. Coaches want to see who you are—on and off the pitch.

Sports Resume (See Appendix A)

- Include: Full name, contact info, position(s), height/weight, GPA, graduation year
- Highlight: Club and school teams, stats (goals, assists, minutes played), awards, leadership roles
- Add: Coach references with contact info

Highlight Video (See Appendix C)

- Length: 3–5 minutes
- Content: Technical skills, tactical awareness, game intelligence
- Tips: Use clear footage, label yourself in clips, include a mix of training and game action

Academic Record

- Maintain strong grades (aim for 80%+ average)
- Take academic courses that meet university entrance requirements
- Consider taking the SAT/ACT if you're also exploring NCAA options

7. Get Noticed

Visibility is everything. You need to be where the coaches are looking.

Play for a Reputable Club

- Compete in high-level leagues and tournaments (e.g., NSSL, Atlantic Championships)
- PEIFC's reputation helps—maximize it by performing consistently

Attend Showcases & ID Camps

- Target university-hosted camps (e.g., UPEI, Dalhousie, UNB)
- Attend national showcases like FTF Canada or NLU Sports events
- Engage with coaches during and after camps

3. Connect with Coaches

Building relationships is key. Be proactive, respectful, and consistent.

Initiate Contact

- Start in Grade 10 or 11
- Send personalized emails (See Appendix B): introduce yourself, express interest in their program, and explain why you're a good fit

Include Your Materials

- Attach your highlight video and sports resume
- Link to your YouTube channel or recruiting profile

Follow Up

- Update coaches every few months with new stats, achievements, or academic progress
- Share your upcoming tournament schedule
- Track your communications with coaches in a spreadsheet

4. Use Online Resources

Digital tools can amplify your reach and streamline your journey.

Recruiting Platforms

- Use services like Cancommit or NCSA to connect with coaches
- Build a profile that includes video, stats, and academic info
- Companies that provide recruiting services:
 - [OPSM Network](#)
 - [Sports Ambitions](#)

Research Universities

- Explore programs that match your academic interests and soccer ambitions
- Consider factors like location, team culture, scholarship opportunities, and coaching style

5. Stay Professional

Your character matters as much as your talent. Coaches recruit people, not just players.

Communicate Effectively

- Be polite, clear, and enthusiastic in all interactions
- Proofread your emails—first impressions count

Be Proactive

- Don't wait for coaches to find you—reach out, follow up, and stay engaged
- Keep your social media clean and soccer-focused

Social Media

- Keep your social media clean and professional—coaches often check online profiles when evaluating recruits.

Bonus: Mentality & Coachability

- Be open to feedback and show a growth mindset
- Stay positive through setbacks—resilience is a trait coaches love
- Respect your teammates, coaches, and officials at all times

Understand the Canada Soccer Pathway

- Learn how PEIFC fits into the national development structure
- Familiarize yourself with the Long-Term Player Development (LTPD) model
- Know the difference between U SPORTS , ACAA, and NCAA pathways

Appendix A:

Jason [Last Name] – Soccer Resume

Contact Information

- Email: jason.[lastname]@gmail.com
- Phone: (902) 555-1234
- Location: Charlottetown, PE, Canada
- Date of Birth: [MM/DD/YYYY]
- Graduation Year: 2026
- Height/Weight: 5'10", 160 lbs
- Dominant Foot: Right
- Position(s): Centre Midfielder, Right Back

Athletic Profile

Club Team: PEIFC U17 Coach: [Coach Name], Email: [coach@email.com], Phone: [coach phone]

League: Nova Scotia Soccer League - Jersey Number: #8

Key Stats (2024–2025 Season):

- Games Played: 22
- Goals: 7
- Assists: 12
- Pass Completion Rate: 87%
- Minutes Played: 1,760
- Tackles Won: 65
- Yellow/Red Cards: 1/0

Achievements:

- PEI Provincial Team Selection (2023, 2024)
- Atlantic Championships Finalist (2024)
- Club MVP (2023)
- Captain – PEIFC U17 (2025 Season)

Academic Profile

School: Charlottetown Rural High School GPA: 3.8 / 4.0 Honors:

- Honor Roll (2023–2025)
- Math & Science Excellence Award (2024)
- French Immersion Graduate (Expected 2026)
- Which program you are looking to pursue at the school

SAT/ACT (if applicable):

- SAT: 1250 (Math: 650, Verbal: 600)

Highlight Video

Link: [Insert YouTube or Vimeo URL] Description: 3-minute video showcasing technical skills, tactical awareness, and in-game decision-making from recent matches and training sessions.

Additional Info

Academic Interests: Kinesiology, Sports Psychology Languages: English, French Extracurriculars:

- Volunteer Youth Soccer Coach (PEIFC Academy)
- Student Council Member
- Fitness Club Leader
- ETC.

Appendix B:

Sample Email to a Coach:

Subject: Prospective Student-Athlete – [Your Name], Class of [Graduation Year]

Email Body:

Dear Coach [Last Name],

My name is Jason [Your Last Name], and I'm a [position] from Charlottetown, PE, currently playing for PEIFC. I'm reaching out because I'm very interested in your soccer program at [University Name], and I believe it aligns well with both my academic and athletic goals.

I've attached my player profile and highlight video for your review. I'm a hardworking, coachable athlete with a strong academic record (current GPA: [insert GPA]) and a deep passion for the game. I'm particularly drawn to [mention something specific about the university or team—e.g., "your team's playing style," "your academic program in kinesiology," or "the competitive culture you've built"].

Here are my details:

- Graduation Year: [e.g., 2026]
- Position(s): [e.g., Centre Midfielder, Right Back]
- Height/Weight: [e.g., 5'10", 160 lbs]
- Highlight Video: [insert YouTube or Vimeo link]
- Player Profile: [attach PDF or link to recruiting platform]

I'd love the opportunity to attend one of your ID camps or speak further about how I might contribute to your program. Please let me know if there's anything else you'd like from me.

Thank you for your time and consideration. I look forward to hearing from you.

Warm regards, Jason [Your Last Name]

[Phone Number] [Email Address]

PEIFC | Class of [Graduation Year]

Appendix C:

Creating a standout soccer highlight video is one of the most powerful tools in your recruiting arsenal. It's your chance to showcase your skills, decision-making, and game impact—all in just a few minutes. Here's a step-by-step guide to help you build a video that grabs coaches' attention:

Step-by-Step Guide to Making a Soccer Recruiting Highlight Video

1. Start with a Strong Introduction

- Include a title slide with your name, position(s), graduation year, height/weight, dominant foot, club team, and contact info.
- Optionally, add a short video intro where you speak directly to coaches.

2. Use Your Best Clips First

- Coaches often watch only the first 30–60 seconds—so lead with your top 5 plays.
- Choose clips that show your strengths: technical skill, tactical awareness, hustle, and versatility.

3. Highlight Yourself in Each Clip

- Use a freeze frame, arrow, or circle to identify yourself before the play begins.
- Keep clips short (10–20 seconds) and focused on your impact.

4. Tailor the Video to Your Position

- **Attackers:** Show goals, assists, off-ball movement, and pressing.
- **Midfielders:** Highlight passing range, transitions, and defensive recoveries.
- **Defenders:** Focus on tackles, positioning, and distribution.
- **Goalkeepers:** Include saves, distribution, and command of the box.

5. Keep It Short and Sharp

- Ideal length: 3–5 minutes
- Avoid long transitions or music that distracts from the action
- Use clean editing software like iMovie, CapCut, or Adobe Premiere

6. End with a Call to Action

- Include a closing slide with your contact info and a thank-you message.
- Optionally, add links to your full game footage or recruiting profile.

Companies that produce Highlight Videos

****Note** cost to produce a highlight video will range from \$250-\$1500 or more depending on services required. This can include and is not limited to filming and editing videos.

Talent Reel www.talentreel.ca

FTF Canada <https://www.ftfcanada.ca/services/highlight-videos/>

Universum Media www.universum.ca