



HOW BIG IS YOUR DREAM?

University Sports Program
1500 NW 89th CT Suite 207, Doral, FL 33172

www.universitiesports.com
+1(305) 554-1124



TABLE OF CONTENT

- P02. A letter from Thomas Anderson
- P03. About University Sports Program
- P04. Athletic Assessment
- P04. Academics
- P04. College Admission Testing
- P05. College Selection
- P06. Integral Counseling
- P07. Your Presentation to College Coaches
- P09. The USP Online Dashboard
- P10. Scholarship Offers
- P10. College Admissions
- P10. Academic and Athletic Eligibility
- P11. College Visits and Exposure Events
- P12. College Planning
- P12. Program Curriculum
- P13. The Program
- P14. Upgrade and Follow Up
- P14. Next Steps



WELCOME

TO UNIVERSITY SPORTS PROGRAM

We are very pleased to offer our College Placement program.

With over 25 years of experience, a 100% success rate and over \$125 million raised in academic and athletic scholarships, we are considered one of the most reliable and professional college recruiting agencies for national and international students & athletes.

Our students have attended prestigious universities such as Harvard, UPenn, Dartmouth, Stanford, Rice, Emory, Babson, Florida, Boston, Bowdoin, Notre Dame, UC Berkeley, Davidson, Carnegie Mellon, Bucknell, William & Mary, Kenyon, Lehigh, and UNC Chapel Hill among many other. However, we have also helped many others attend strong universities, but not as highly ranked, as those were their best match academically, athletically and financially.

Enclosed you will find a description of our program. Our goal is to build a curriculum of work based on those areas where most help is needed, selecting the right universities, generating coaches interest and maximizing the highest potential for scholarship offers.

USP will assign a specialized recruiting agent who will lead and conduct the college placement program with the support of an entire team. Be assured that you will get the best advice and have access to valuable resources that will guide you through such an important process.

We look forward in working together and making a positive impact on your future professional career.

Sincerely yours,

Thomas E. Anderson
President & Founder of USP



AT USP WE GET PERSONAL

University Sports Program offers the best resources, guidance, and connections for student athletes to get into the best colleges.

Since 1995 **over 1600 USP clients have been successfully placed** in prestigious colleges across the USA.

Our networking power with over 3000 colleges has been a large part of our success.

Every player is different, every family situation is different, and every university is different.

We get to know you, your specific abilities, and your college objectives. Then we work with you to identify the ideal colleges and use our extensive connections to introduce you to coaches from those schools.

It is our specialty to represent and assist competitive student & athletes looking to attend college, be recruited and receive athletic and/or academic scholarships.

Our program is designed to meet each student's unique needs. We take in account their academic and athletic profile, personal interests, family financial requirements, college entrance term, among many other criteria.

The result is not just securing a placement at a great college or university, it is laying the groundwork for a successful life after studies.



ATHLETIC ASSESSMENT

Based on your results, rankings, projection and national and international competition plan, we will be able to determinate if you are a prospective athlete for at the NCAA (I, II or III), NAIA or NJCAA level. The athletic level and ranking of the universities where you can be recruited, as well as the degree of interest of the coaches towards you, will depend to a large extent on your most recent results and rankings.

ACADEMICS

Academic performance is a key element and one that must be taken very serious. As agents, we ensure that each of our student plans, organizes and prepares for all college admissions testing: SAT, ACT and TOEFL. Most students will take these tests more than once. Statistics show that 57% of students improve their scores in their second time around.

Colleges will also look closely at High School performance (GPA, course level, AP subjects, etc) when making admission decisions. We review all HS transcripts and provide recommendations.

Here are some test scores parameters to consider:

TEST	AVG INSTITUTION	STRONG ACADEMIC INST	IVY LEAGUE
SAT	+450 per section	+600 per section	+700 per section
ACT	+23	+26	+32
TOEFL	+74	+85	+100

COLLEGE ADMISSIONS TESTING

USP has partnered with tutors who specialize in test preparation for SAT, ACT and TOEFL. Although these programs are optional and not included in the cost of our service, they are highly recommended, as they have been very successful for our students to ensure their success on each test.

These preparation programs are conducted online, which allows greater flexibility of time and progress at the student's own pace.



COLLEGE SELECTION

50 States, more than 3,800 universities, several divisions and conferences.

A SMART AND PERSONALIZED COLLEGE SELECTION IS KEY FOR A SUCCESSFUL RECRUITING PROCESS

USP works with all universities and colleges from all athletic divisions and academic selectivity.

A customized list will be prepared based on the following criteria:

Academic level: Selectivity, reputation, career of interest, opportunities of admission and success as a student.

Athletic level: Ranking, roster spot, coaching staff, opportunities to continue to develop, references from other athletes.

Annual Costs: Possible financial Aid, athletic & academic scholarships, graduating players, renewal opportunities, work study options.

Size: Student-Professor ratio, campus type, extracurricular activities.

Students Demographics: Gender and ethnic ratios, on campus living requirements.

Location: Distance from home and major cities, environment (rural, suburban, urban), recreational activities.. Weather and Geography.

COLLEGE LISTS ARE NORMALLY DIVIDED IN THREE STAGES:

DREAM SCHOOLS:

Universities the student dreams attending.

TOP SCHOOLS:

Universities with a high academic and athletic level where the student has a chance of generating interest and being admitted.

SAFETY SCHOOLS:

Universities and athletic teams that provide the highest chance of recruitment and admissions.



INTEGRAL COUNSELING

Much of our time is spent educating and training our students. Our work is divided into three stages: **Eligibility, Recruitment and Admissions (ERA System)**.

During the time that we will be involved with you, we required an active participation in each of these stages. We will be holding the established number of meetings in order to assist in any of the following areas:

- Planning and adjusting the **pre-university calendar**.
- Preparation and registration for the **SAT, ACT and TOEFL tests**.
- Implementation and enforcement of the **requirements of the NCAA or NAIA Eligibility Centers**.
- Preparation of academic documents required for **college admission**.
- Guidelines for the Production of the **athletic recruiting video**.
- Review and analysis of **selected universities**.
- Advice on **communication** with college coaches.
- Planning and coordination to attend **college showcases**.
- Planning and coordinating **college visits**.
- Assistance throughout the college **admissions process**.
- Evaluation of **financial aid** opportunities.

Communication between the students and USP is carried out via phone, email, Appear In, WhatsApp, Facebook or Skype. Regular meetings are held via Appear In, Skype or Zoom.

Also you will have access to your own College Placement Dashboard with different tools that makes his recruiting process more effective and organized.



YOUR PRESENTATION TO COLLEGE COACHES



We will develop an effective presentation highlighting important achievements and how unique compared to other recruits he is. This presentation is prepared the exact way coaches want it, and will include personal, academic and athletic achievements. We will gather this information through questionnaires, interviews, references from teachers, coaches and others.

YOUR RECRUITING VIDEO

This is a very important part of the recruiting process, as it will be the first impression college coaches have from the student-athlete.

A first video can be used to introduce <<First Name>> to coaches so they can evaluate his talent, skills and potential. A second video will show performance in a competitive situation. We will provide all necessary guidelines to help produce the best possible videos.

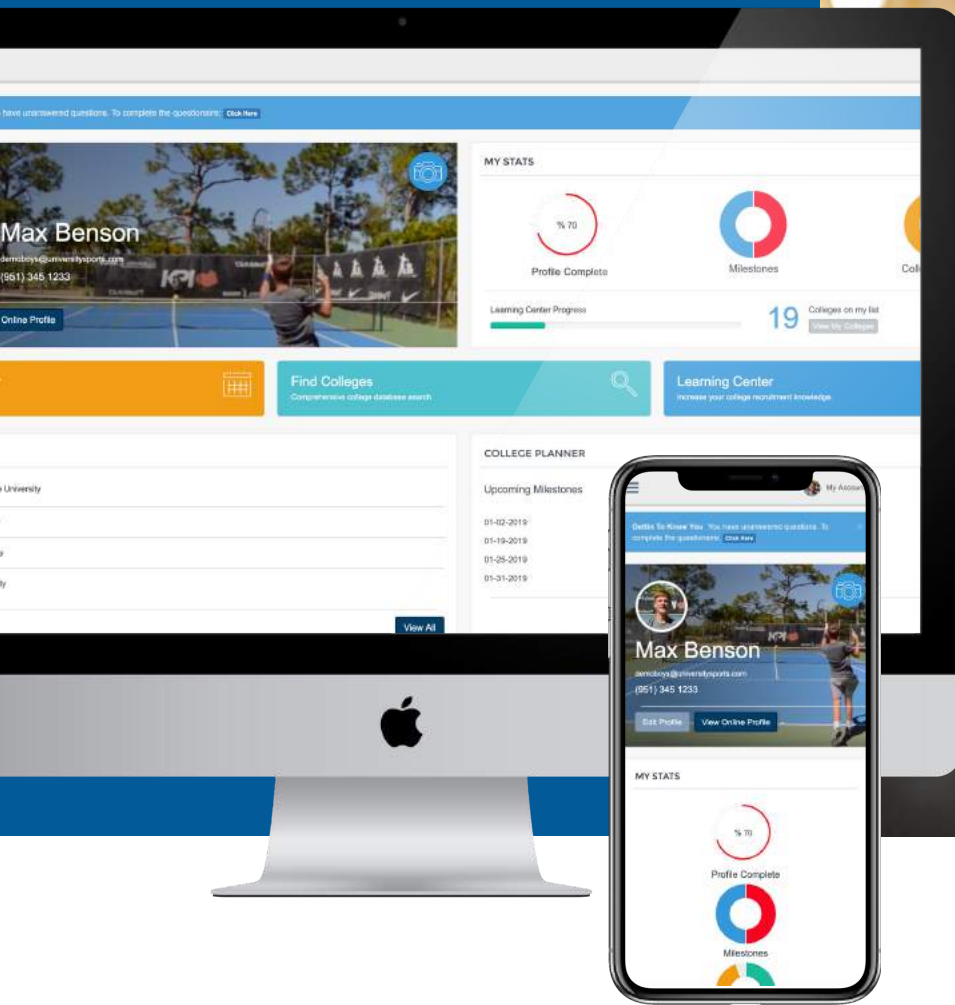
Most college coaches will not make a final decision based just on the recruiting video, but it creates an intrigue that makes them want to take the next step, find out more, initiate contact and even come to watch a practice or competition.

* College Video Production included in the Comprehensive Plan and the Premium Plan.

COLLEGE CONTACTS

Once we have prepared an attractive presentation and agree on a college list, a marketing campaign is targeted to each coach. The first contact is made to determine level of interest and specific needs of the team. If the result is positive, the key is to engage with the coach and to continue a very close communication.

Communication with coaches must be maintained throughout the entire recruiting stage, to update on progress, such as competitions, rankings, athletic development, academic performances and test results. We provide advice on how to handle the communication with college coaches, including writing emails, phone conversations and personal interviews.



THE USP ONLINE DASHBOARD

A fundamental tool of your college placement program, the innovative USP recruiting platform will help you get organized, gain easy access to important details, and identify the best opportunities.

With the Dashboard:

- We will create Your personalized College List
- You will have access to the most important information about the schools on your list
- You will have access to the college coaches contact information
- We will create and manage your College Planner
- We will create and keep updated your athletic and academic Profile.
- You will gain access to a wide range of valuable resources.
- You will navigate the USP Learning Center with more than 25 years of knowledge condensed.

SCHOLARSHIPS OFFERS

It has been our specialty to generate athletic and academic scholarships for our students. However, each case is different and scholarships offers depend on several factors such as current athletic level, competitive and academic results and the type of college that the student expects to attend. This is something that is important to be clear from the beginning, in order not to create expectations that later cannot be met.

Athletes with strong results can expect higher scholarship offers their first year. Others may receive a partial offer that can be increased in their following years based on their performance and scholarship availability. Other scholarships such as academic are always available.

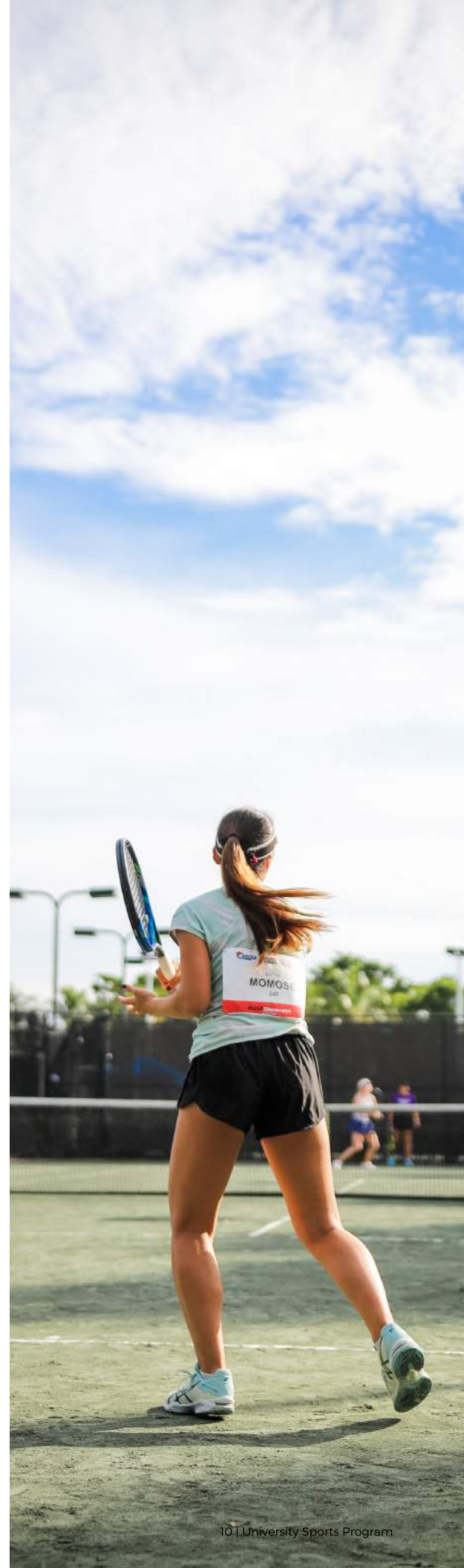
We work with our students in helping them determine their most important priorities before conducting their college placement. We do not recommend sacrificing the academic level of their schools for a better scholarship offer. On the other hand, it is important that you have a real chance of being part of the starting roster for your further development. This will keep a high motivation and provide a great overall college athletic experience.

COLLEGE ADMISSIONS

This process is critical because if the student doesn't meet all the admission requirements, there is nothing the coach can do. Therefore, we engage fully in ensuring that our students meets all the requirements during the eligibility stage, plan and prepare for all required tests, collect the right documentation and make an effective college application. Our very strict agency guidelines has resulted in 100% of our students admitted into college.

ACADEMIC AND ATHLETIC ELIGIBILITY

The NCAA and NAIA must verify that each student - athlete meets the academic and amateurism requirements to compete for their respective universities. To achieve certification, it is necessary to conduct an application process and provide all required academic documentation. Our agency ensures that each student fulfills these requirements and is certified to compete in college athletics. We are fully involved in this certification, and if required can assist during any appeal process.



COLLEGE VISITS

USP will help you organize and coordinate visits once we have determined the best colleges that are interested in recruiting you.

Typically a visit lasts 24-48 hours and includes a tour of the facilities and meetings with the coach and admissions department. These visits are highly recommended before making a final decision.

EXPOSURE EVENTS

Showcases are always a great exposure opportunity because all attending coaches come with one purpose: To recruit.

USP will assist in evaluating the best possible showcase, ID Camps or any other exposure events.

COLLEGE PLANNING

One of the first steps is to develop a calendar with all the activities that need to be implemented to maximize your success. This "College Planner" serves as a "map" that will help you and your agent to establish dates for each activity and coordinate all the planning that is required.

We continuously adjust this planner as the recruiting process goes on.



THE USP COLLEGE PLACEMENT CURRICULUM



THE UNIVERSITY SPORTS PROGRAM:

All of the USP plans include the following:

- Initial Athletic and Academic Assessment
- Goal Setting
- Career Path Assessment
- Develop and update College Planner
- Develop and update Event & Competitive Planner
- Orientation on College Sports & Recruiting Rules
- Review Academic and Amateurism Eligibility
- Guidelines on NCAA & NAIA Eligibility Center
- Testing Assessment for SAT-ACT-TOEFL
- Defining College Search Criteria
- Research and Build College List
- Guidelines on Recruiting Video Production

- Defining College Search Criteria
- Research and Build College List
- Guidelines on Recruiting Video Production
- Developing a Presentation to College Coaches
- Preparing an Effective Communication Strategy
- Ongoing Communication with College Coaches
- Advice on College Coach Interview
- Guidelines on College Costs and Scholarships
- Guidelines for College Admissions

COMPARE AND SELECT:

	ASSESSMENT	GUIDANCE	COMPREHENSIVE	PREMIUM
Number of Individual Meetings with a USP college recruiting agent	4 in 4 weeks	12 in 16 weeks	24 in 32 weeks	Unlimited
Support with Communication with College Coaches	✓	✓	✓	✓
College List: In depth Research and Recommendation	Max. 20 colleges	Max. 30 colleges	Max. 40 colleges	Unlimited
College Comparison Analysis: Full Analysis	-	Max. 3 colleges	Max. 5 colleges	Unlimited
Planning and Coordinating College Visits	-	Max. 3 visits	Max. 5 visits	Unlimited
Filming, Editing and Uploading of Recruiting Video (Savings up to \$350)	-	-	✓	✓
Discount in any of USP College Showcase Events (Savings up to \$90)	-	-	10%	20%
USP Searches for Additional Non- Athletic Financial Aid opportunities	-	-	✓	✓
Review Letter of Intent and Financial Package	-	-	✓	✓
Review and advice on SEVIS application and Student Visa (International Students)	-	-	✓	✓
Winward Academy SAT-ACT Initial Assessment and Mock Test (Savings of \$150)	-	-	✓	✓
Assistance in negotiating Athletic and Academic Scholarship Offers	-	-	✓	✓
Assistance with Admission Process	-	-	✓	✓
Individual Consultation Session with a Former College Coach (Savings up to \$300)	-	-	1 Session	2 sessions
Advice on Academic Transcripts Translation and Evaluation	-	-	-	✓
SAT or ACT registration and fee (Savings up to \$ 65)	-	-	-	✓
TOEFL registration and fee (Savings up to \$225)	-	-	-	✓
NCAA or NAIA Eligibility Center Registration and fee (Savings up to \$150)	-	-	-	✓
Common App completion and fees(Savings up to \$90)	-	-	-	✓
Assistance with Application for FAFSA (US Residents Only)	-	-	-	✓
Research and Recommendations for student medical Insurance Programs	-	-	-	✓
	\$500	\$2,000	\$3,750	\$6,000

UPGRADE & FOLLOW UP

USP offers the possibility to extend our services after finishing the original plan period:

- Once the **Guidance Service Plan** is over, it can be upgraded to complete the remaining number of weeks that are established in the Comprehensive Service Plan. Cost: \$1,800 one time
- Once the **Comprehensive Service Plan** is over, it can only be extended through our Monthly Follow Up Service (\$300 per month).

NEXT STEPS

1. Select your desired College Placement Plan
2. Sign and send us the agreement
3. We will contact you to set up our first meeting.

