

*Florida Student Athlete Profile Services, Inc.
6625 Miami Lakes Drive Suite 221
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Operation Scholarship
Class of 2006
Final Synopsis

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This document provides an official synopsis of “Operation Scholarship” for the period of October 20th 2005 through Apr 15th 2006.

October 20th 2005 marked the official start of the 2005 “Operation Scholarship” season.

This is the 2nd “official synopsis” for the MTC
(1st synopsis completed on 6 Jan 2006)

A. Overall Operation’s Status:

1. 100% of the high school coach’s independent platform accounts have been created & activated.
2. 72% (33/46) of the projected high schools have been documented and indexed into platform. (Up from 52%)
3. 422 of the projected 400-player profiles have been completed & indexed. This translates to a 106% completion rate for the 2005 project. (Up from 72%)
4. The total average number of students documented per school is 13 with outliers at 3 & 27. (33/13/3/27)
5. The average number of public school students documented per school is 12 with outliers at 3 & 27. (26/12/3/27)
6. The average number of private school students documented per school is 7 with outliers at 4 & 12. (7/7/4/12)

*** An outlier is an observation that lies an abnormal distance from other values in a random sample from a population.

7. 90% of the documented student athletes are seniors. (380 of 422)
8. 8% of the documented student athletes are juniors (35 of 422)
9. 2% of the documented student athletes are sophomores (7 of 422)
10. 87% of the athlete profiles have digital pictures attached. (367 of 422)

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11. 100% of the documented player's high school football coaches have been notified of the system availability and functionality.
12. 52% (17 of 33) of those coaches are using the platform to its full potential (Up from 41.6% (10 of 24))
13. 7.6% (92 of 1200) of colleges and universities targeted have registered with the service and are actively using the platform. (Up from 4.75%)
14. 104 coaches from 92 colleges and universities are using the platform. (Up from 38 colleges)
15. The 422 profiles have been looked at 452 times by registered coaches. (Up from 250 times)
16. An average of 5 profiles are reviewed each time a college coach uses the platform. (Down from 7)
17. Overall, college coaches have examined 93% of all the documented athlete profiles. (Up from 76%)

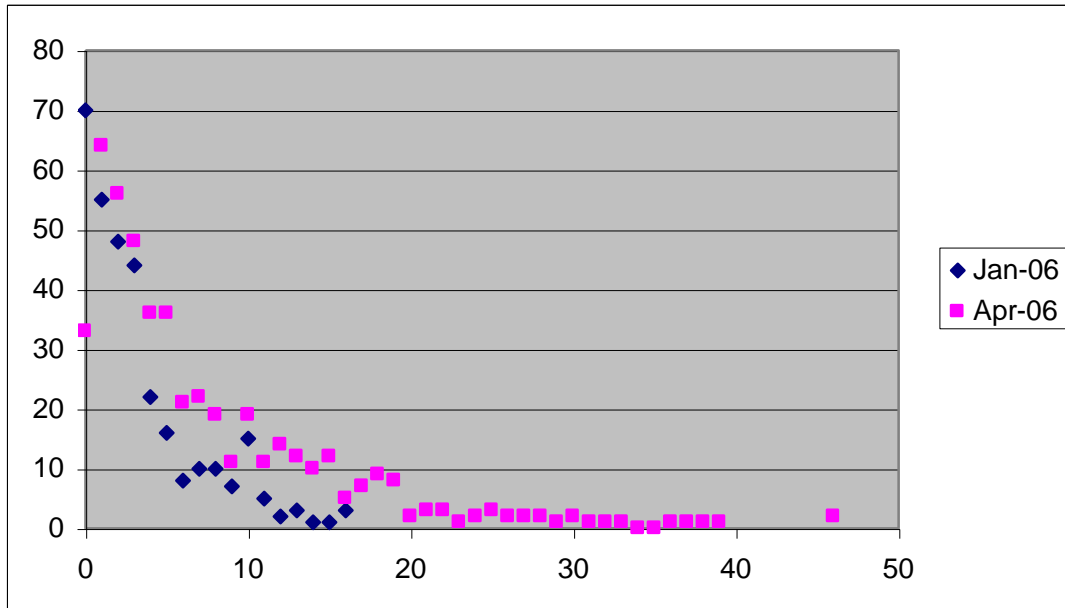


Illustration A:

The 422 profiles have been looked at 452 times by registered coaches. Note that the number of “0” looks has dropped from **70** to **33** and the max number of **16** looks has increased to **46**.

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B. Assessment - Signing Day: (1 Feb)- class of 2006 – (*Data is based on open source information (Miami Herald)*)

1. 23 high schools were covered in the Miami Herald article. 21 of those school's athletes were profiled under "Op Scholarship." (*91.3% Coverage rate*)
2. 99 players were identified in the newspaper article. 60 of those players were profiled under "Op Scholarship." (*61% Exposure rate*)
3. Of the Miami Dade County's "Top 25" players identified: 10 of those players were profiled under "Op Scholarship." (*40% Coverage rate*) – (Do not judge this figure too much – we specifically indicated to H/S coaches that this operation was designed to cover the "non-blue-chip players".)
4. 46 colleges / universities received "letters of intent" from Miami Dade players on signing day. 11 of those colleges / universities are registered and use "Op Scholarship." (*24% Representation rate*)
5. 29 of our players signed "letters of Intent" to 11 colleges / universities which use the Op-Scholarship's platform. (*7.6% of our players (29 of 380)*)

B1. Letters of intent signed to universities and colleges using the op scholarship platform:

1. Florida International University signed 6 players; we had 4 of those players profiled. = 67%
2. Robert Morris University signed 2 players; we had both those players profiled. = 100%
3. Liberty C/C signed 2 players; we had both those players profiled. = 100%
4. Vermillion C/C signed 8 players; we had 5 players profiled = 63%
5. William Penn C/C, signed 14 players; we had 11 players profiled = 79%
6. Alcorn State, signed 3 players; we had 2 players profiled = 67%
7. Auburn signed 1 player; we had that one player profiled = 100%
8. Hutchinson C/C signed 6 players; we had one player profiled = 17%
9. NWestern Mississippi College signed 1 player; we did not have that player = 0%
10. UCF signed 1 player; we had that one player profiled = 100%.
11. Bowling Green signed 1 player; we did not have that player = 0%

Note: Although we had only 1 of the 6 players Hutchinson C/C signed and 0 of the players Bowling Green signed, these schools used the platform to search and communicate with the high school coach and players.

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C. Customer Service Survey - Colleges/Universities:

*During the first week of April we sent out 104 surveys to query the college coaches using the platform. This is what we have learned:
(12 responses)*

Actual Survey Below:

1. Did you find the platform useful in your search for SEFL players?

Answer: 12 said YES.

2. Did you recruit a specific player because you specifically found him in the platform?

Answer: 11 said YES.

3. Did you sign a players found in the platform? (Signed Players Names)

Answer: 9 said NO. 3 said Yes: Rahsaan Dixon, Allen Alexandre, Ladarris Walker, Andrew Herbert, Austin Rakestraw, and Wislet Philome.

4. How important to your recruiting program would you rate the Operation Scholarship platform now that you know its functions?

Lowest 1 2 3 4 5 6 7 8 9 10 Highest

Answers: 1 (2), 1 (4), 2 (5), 2 (8s) 2 (9s) 4 (10s)

5. What can we do to make the platform/service better for you?

Answers:

a. More information from the high school coach. Stats - Bench Press, 40 times, Squat, Clean, Comments, Etc.

b. SAT test scores.

c. A written noticed that the player has been signed.

d. Add video clips of the player in action.

e. Add class rankings

f. Add high school transcripts.

g. More Academic information.

h. Majors, GPA, Pell Grant Eligibility.

I. Is the student willing to travel outside the state.

J. Earlier data entry.

Comments:

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1. Overall, I love the site. I hope that at one point you can cover the whole southern portion of the state of FL. Keep up the good work!!! I can't wait until the 2007 list. (Coach Massi, Edward Waters College)

2. Service is invaluable. (Coach Fine, Bryant College)

3. Will use it more next year (Coach Pryor, Arizona Western College)

D. Customer Service Survey - High School Coaches:

During the first week of April we initiated a customer service survey via telephone focused on the 33 high school coaches using the platform. This is what we have learned. (12 responses thus far)

Actual Survey Below:

1. How many athletes did you document using Operation Scholarship?

Note: We provided this figure to the high school coaches.

2. How many of these athletes do you believe benefited from Operation Scholarship exposure?

Answers:

Norland: All. (22)

Northwestern: All. (14)

Southwest: Unsure – knows they all got exposure. (3)

Gables: 4 or 5. (9)

HML: Do not know, but thinks all benefited from the exposure. (10)

Hialeah: 2 or 3 specifically out of 13.

Florida Christian: All 5.

Douglas McArthur: 3

Miami Springs: 3

Goleman: All.

Dade Christian: 3.

Belen: 2

Central: 5 or 6

3. How many of these athletes received an offer because they were found in the Operation Scholarship Platform?

Answers:

Norland: No offers.

Northwestern: One offer.

Southwest: Unsure – knows they all got exposure.

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Gables: Not sure 2 or 3 maybe.

HML: No offers.

Hialeah: Several, possibly 5.

Florida Christian: All division III players – no scholarships – but all will be going to college and playing football.

Douglas McArthur: 3

Miami Springs: 0

Goleman: 5.

Dade Christian: 1

Belen: 1.

Central: 2

4. How many queries did you receive directly from college coaches because they found one of your players in the Operation Scholarship platform?

Answers:

Norland: Maybe 5.

Northwestern: About 6.

Southwest: Unsure – knows they all got exposure.

Gables: Not known, because calls come in from so many colleges and they do not always give referral source.

HML: Rough to say - did not keep track – but did receive calls from unknown colleges requesting info on players.

Hialeah: 25 or so.

Florida Christian: Two calls – “they queried all my kids during those calls.”

Douglas McArthur: Over 60

Miami Springs: Very Few, Surprisingly.

Goleman: In the 100’s

Dade Christian: 10.

Belen: 4.

Central: 20 to 25.

5. Did you or your staff use the Operation Scholarship platform throughout the season to update statistics?

Answers:

Norland: No - no Internet access.

Northwestern: Yes – I have an assistant coach assigned to work it.

Southwest: No.

Gables: Yes.

HML: Initially, but then we slacked off – too busy with fairs and video productions.

Hialeah: Yes and no – “not as much as I wanted.”

Florida Christian: No – “not good with computers.”

Douglas McArthur: Submitted over 200 profiles to colleges

Miami Springs: A lot of updates.

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Goleman: Yes.
Dade Christian: No.
Belen: Yes 2 or 3xs.
Central: No.

6. Did you or your staff use the Operation Scholarship platform throughout the season for entry of coach's comments?

Answers:

Norland: No - no Internet access.
Northwestern: Yes.
Southwest: No.
Gables: Yes.
HML: Yes and no – at the earlier stage of the season.
Hiialeah: Yes – played around with the data and comments.
Florida Christian: No.
Douglas McArthur: Yes/No
Miami Springs: Yes.
Goleman: Yes.
Dade Christian: Yes.
Belen: No.
Central: Yes.

7. Did you receive training on the usage of the platform?

Answers:

Norland: No – Too busy because of Hurricanes.
Northwestern: Yes.
Southwest: No.
Gables: Yes.
HML: Yes – one of my coaches did.
Hiialeah: Yes.
Florida Christian: No.
Douglas McArthur: Yes
Miami Springs: Yes
Goleman: Yes
Dade Christian: Yes.
Belen: Yes.
Central: Yes.

8. Did you understand the platforms functionalities?

Answers:

Norland: N/A – did not use or receive training.
Northwestern: Yes.
Southwest: No – did not use.

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Gables: Yes.
HML: Yes.
Hialeah: Yes.
Florida Christian: N/A.
Douglas McArthur: Yes.
Miami Springs: Yes.
Goleman: Yes – Very easy to understand.
Dade Christian: Yes.
Belen: Yes.
Central: Yes.

9. Do you feel that the Operation Scholarship Platform is a useful tool in your recruiting efforts?

Answers:

Norland: Yes – “exposure needed.”
Northwestern: Yes.
Southwest: Unsure.
Gables: Yes.
HML: Yes – “We need to apply it into our routine.”
Hialeah: Yes.
Florida Christian: Yes – “Definitely!”
Douglas McArthur: Extremely Useful.
Miami Springs: Yes, but was hoping for more feedback.
Goleman: Absolutely.
Dade Christian: Yes.
Belen: Yes.
Central: Yes

10. Will you use the Operation Scholarship Platform if available in the upcoming year?

Answers:

Norland: Yes.
Northwestern: Yes- of course!
Southwest: Not aware of program and how it works.
Gables: Yes.
HML: Yes.
Hialeah: Yes.
Florida Christian: Yes.
Douglas McArthur: Yes.
Miami Springs: Yes.
Goleman: Yes.
Dade Christian: Yes.
Belen: Yes, definitely.
Central: Yes – for sure.

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11. How important would you rate the Operation Scholarship platform now that you know its functions?

Lowest 1 2 3 4 5 6 7 8 9 10 Highest

Answers:

Norland: 8

Northwestern: 10

Southwest: N/A

Gables: 10

HML: 7

Hialeah: 7

Florida Christian: 7

Douglas McArthur: 10

Miami Springs: 10.

Goleman: 10.

Dade Christian: 7.

Belen: 8.

Central: 10.

12. Do you understand the purpose and the people behind Operation Scholarship?

Answers:

Norland: Yes.

Northwestern: Yes.

Southwest: Wanted to know how we got his cellular phone number – and who we are.

Gables: Yes.

HML: Yes.

Hialeah: Yes.

Florida Christian: Yes.

Douglas McArthur: Yes.

Miami Springs: Yes.

Goleman: Yes, fully.

Dade Christian: Yes.

Belen: Yes.

Central: Yes.

13. What would you like to see improved in reference to Operation Scholarship?

Answers:

Norland: Unable to make suggestion because did not use.

Northwestern: Every thing is cool!

Southwest: Unaware of purpose.

Gables: More time to fill out questionnaires. Input the junior's profiles -this gives us more time to work the system.

HML: We do not always have access to computers and are not very computer literate.

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Hialeah: Nothing, pretty good the way it is.

Florida Christian: More training & more interaction with MTC team.

Douglas McArthur: A Junior Colleges search engine.

Miami Springs: More feedback from colleges, “the program is fantastic”, incredible power and ability of reaching out to so many colleges and universities with such ease.

Goleman: Nothing everything was fine.

Dade Christian: System is pretty sound.

Belen: Ability to track schools that are looking at my kids.

Central: Videos.

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E. Registered Colleges and Universities:

Adrian College	Maritime College of the State University of NY
Albany State University	Minnesota State CTC/Fergus Falls Campus
Alcorn State	Minnesota West Community College
Arizona Western College	Minot State University
Assumption College	Monmouth University
Auburn University	Mount Ida College
Augustana College	Mount Union
Averett University	New Mexico Military Institute
Baker University	North Carolina A&T
Belhaven College	North Central College
Bentley College	North Iowa Area Community College
Bethel College, TN	Northeastern University
Bowling Green State University	Northwest Mississippi Community College
Bryant University	Ohio Northern University
Bucknell University	Ohio State University
Campbellsville University	Ohio University
Chowan University	Pace University
College of the Siskiyous	Presbyterian College
Copiah Lincoln CC	Rainy River
Dakota State University	Ranger Jr College
Dickinson College	Robert Morris University
Duquesne University	Saginaw Valley State
Edward Waters College	Shorter College
Elon University	South Dakota Mines
Emporia State University	Southern Virginia University
Erie Community College	Southwest Baptist University
Ferrum College	Southwest Minnesota State University
Florida International University	Stonehill College
Fort Scott Community College	Temple University
Geneva	Tennessee State University
Greensboro College	Texas College
Hanover College	Truman State University
Harvard University	University at Albany
Heidelberg College	University of Central Florida
Hillsdale College	University of Charleston
Hofstra	University of Dubuque
Hudson Valley Community College	University of Nebraska at Kearney
Hutchinson C.C.	Valdosta State University
Iona	Valley City State College
Kenyon College	Vermilion Community College
Lafayette College	Virginia State University

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LaSalle
Liberty University
Lindenwood University
Luther College
Marian College

Wayne State University
Webber International University
West Virginia Wesleyan College
Whitenburg University
William Penn University

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F. Participating High Schools:

High School	Athletes Entered	With Picture	Without Picture
Barbara Goleman	15	8	7
Belen Jesuit	4	4	0
Columbus	6	0	6
Florida Christian	5	5	0
Miami Carol City	12	10	2
Miami Central (Juniors)	9	9	0
Miami Central (Seniors)	16	16	0
Miami Northwestern	14	14	0
Miami Palmetto	27	26	1
Miami Southwest	3	0	3
Miami Springs (Juniors)	5	5	0
Miami Springs (Seniors)	7	6	1
Pace	14	14	0
South Miami Senior High	7	7	0
Miami Douglass Macarthur	4	3	1
Felix Varela	10	10	0
North Miami Beach	11	11	0
Dade Christian	4	4	0
American	13	11	2
North Miami	19	19	0
Norland	22	19	3
Gulliver	6	6	0
Miami Beach	23	20	3
HML	10	8	2
South Ridge	15	15	0
Hialeah	13	13	0
Killian	15	10	5
South Dade	6	6	0
BTW (Seniors)	24	17	7
BTW (Juniors)	4	2	2
BTW (Sophomores)	7	4	3
Jackson (Seniors)	16	16	0

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Jackson (Juniors)	12	10	2
Edison (Seniors)	6	6	0
Edison (Juniors)	5	5	0
Curly	6	6	0
Coral Gables	9	5	4
Sunset	6	5	1
Archbishop Carroll	12	12	0
	422	367	55

*Synopsis completed by: Mr. Angel L. Martinez
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