

*Florida Student Athlete Profile Services, Inc.
Miami Lakes, Florida 33014
305-558-9613*



Operation Scholarship
Class of 2007
Final Synopsis

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Index

Section A: Operation's Overall Status.

Section B: Assessment – College Signing Day.

Section C: Customer Service Survey - Colleges/Universities.

Section D: Customer Service Survey - High School Coaches.

Section E: Registered Colleges and Universities.

Section F: Participating High Schools.

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This document provides an official synopsis of “Operation Scholarship” for the period of September 1st 2006 through June 30th 2007.

September 1st 2006 marked the official start of the 2006 “Operation Scholarship” season.

This is the 1st “official synopsis” for the MTC

A. Overall Operation’s Status:

1. 100% of the high school coach’s independent platform accounts have been created & activated.
2. 61% (28/46) of the projected high schools have been documented and indexed into platform. (**Down by 11%**) (Class of 2006 - 72% (33/46))
3. 358 of the projected 400-player profiles have been completed & indexed. This translates to a completion rate 89.5% for the 2006 project. (**Down by 16.5%**) (Class of 2006 – 106% (422/400))
4. The total average number of students documented per school is 13 with outliers at 2 & 36. (28/13/2/36)
5. The average number of public school students documented per school is 13 with outliers at 3 & 36. (28/13/3/36)
6. The average number of private school students documented per school is 8 with outliers at 2 & 10. (2/8/2/10)

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

7. 98% of the documented student athletes are seniors. (**Up by 8%** (351 of 358)) (Class of 2006 - 90% (380 of 422))
8. 2% of the documented student athletes are juniors (**Down by 6%** (7 of 358)) (Class of 2006 - 8% (35 of 422))
9. 0% of the documented student athletes are sophomores (**Down by 2%** (0 of 358)) (Class of 2006 - 2% (7 of 422))

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10. 83% of the athlete profiles have digital pictures attached. (**Down** by 4% (297 of 358) (Class of 2006 –87% (367 of 422))
11. 100% of the documented player’s high school football coaches have been notified of the system availability and functionality.
12. 25% (7 of 28) of those coaches are using the platform to its full potential (**Down** by 27% (17 of 33)).
13. 9.75% (117 of 1200) of colleges and universities targeted have registered with the service and are actively using the platform. (**Up** by 2.15%) (Class of 2006 - 7.6% (92 of 1200))
14. 140 coaches from 119 colleges and universities are using the platform. (**Up** by 36 coaches) (Class of 2006 (104 coaches from 92))
15. The 358 profiles have been looked at 312 times by registered coaches. (**Down** by 100 looks compared to the Class of 2006)
16. An average of 2 profiles are reviewed each time a college coach uses the platform. (**Down** from 5)
17. Overall, college coaches have examined 88% of all the documented athlete profiles. (**Down** from 93%)

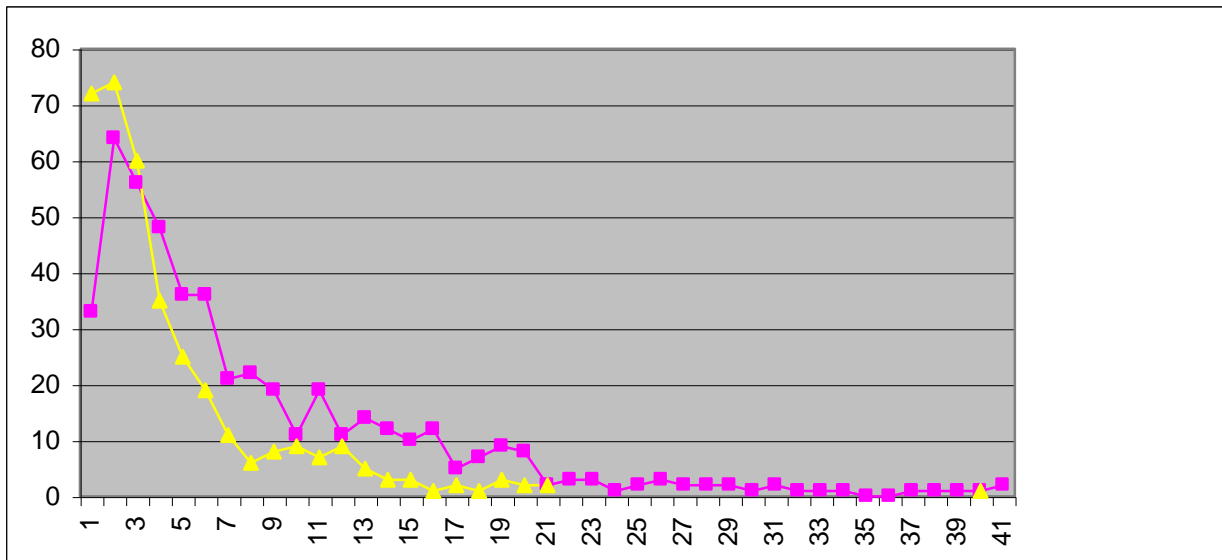


Illustration A:

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The 358 profiles have been looked at 312 times by registered coaches.
(*Note: We had fewer kids this year compared to last – 358 versus 420*)

B. Assessment - Signing Day: (1 Feb)- class of 2007 – (*Data is based on open source information (Miami Herald)*)

1. 21 high schools were covered in the Miami Herald article. 17 of those school's athletes were profiled under "Op Scholarship." (81% Coverage (**Down** for the Class of 2006 - 91.3% Coverage rate))
2. 66 players were identified in the newspaper article. 35 of those players were profiled under "Op Scholarship." 53% Coverage (**Down** from 61% in 2006)
3. 31 colleges / universities received "letters of intent" from Miami Dade players on signing day. 8 of those colleges / universities are registered and use "Op Scholarship." (26% Representation rate)(**Up** from the Class of 2006- 46 colleges / had 11 – 24% rate)
4. 26 of our players signed "letters of Intent" to 8 colleges / universities which use the Op-Scholarship's platform. (7.3% of our players) (26 of 358) (**Down** for the Class of 2006 - 29 players to 11 colleges - 7.6% 29 of 380)

Alcorn State	1
Bethune Cookman	3
Boston College	1
Bowling Green	1
Carson Newman	2
Central Michigan	1
Columbia	1
Connecticut	1
Dean College	3
Eastern Illinois	3
Ellsworth College	1
FAMU	1
FAU	2
FIU	4
FSU	1
Iowa City Community College	2
Langston	2
Louisiana Lafayette	1
Miami	3
Middle Tennessee	1

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Morgan State	3
Rutgers	2
Southern Mississippi	1
St Paul College	1
Stony Brook University	1
Toledo	2
UCF	4
Wagner	1
Western Michigan	4
William Penn University	9

C. Customer Service Survey - Colleges/Universities:

*During the first week of April we sent out 140 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: All said YES.

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

Answer: 7 said YES.

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

Answer: All said NO.

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: 3 (5), 2 (8), 3 (6), 2 (8), 2 (10)

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

Answers:

- The site was much better this year.
- Send out random e-mails on players with links to their profiles and links of video if possible.
- Help us stay updated on players signed by D-1 schools who later do not qualify academically. This will allow us to recruit them to our smaller program.

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- Maybe have a link to the college web pages that use your service so those student athletes can do some background work on the University's and Football programs as well.
- Nothing everything is good.

Comments:

1. All your time and efforts are truly appreciated. (Coach Brian Matesic Urbana University)
2. Thanks for providing those young student athletes a chance to continue their education! (Coach Andy Heitkamp, Minot State University)
3. Thank you for the great service and access into South Florida (Coach Glenn Davis, Copiah Lincoln Community College)
4. The site was much better this year. I found the key change for us was the information on whether the young man was willing to leave the state or not. Keep up the good work! (Coach Harvey Silberbush, Maritime College-State University of New York)

D. Customer Service Survey - High School Coaches:

*During the first week of April we initiated a customer service survey via telephone focused on the 28 high school coaches using the platform. This is what we have learned.
(13 responses)*

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:

- Belen: I don't know
- Carol City: All of them (8)
- Coral Gables: All of them (7)
- Coral Park: I don't know
- Goleman: Both of them
- Gulliver: 2
- Hialeah: New coach on staff could not give specifics on program, but very excited about Ops Scholarship.
- Kilian: Not sure but believe all benefited from exposure.
- Krop: Probably all of them

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- Douglas McArthur: All kids always benefit from any exposure they get.
- Miami Beach: Believe all benefited in one way or another, definitely got exposure
- Norland: Around 20
- Palmetto: All of them (17)

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

Answers:

- Belen: No one
- Carol City: Not sure
- Coral Gables: No one
- Coral Park: No one
- Goleman: None
- Gulliver: 2
- Hialeah: New coach on staff could not give specifics.
- Kilian: New coach does not know exactly how many.
- Krop: Not really sure, kids did not tell him. He started late with forms and turned everything in one week before season ended.
- Douglas McArthur: Only had juniors this year.
- Miami Beach: 3
- Norland: Do not know if from Ops Scholarship or fair.
- Palmetto: 1

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

Answers:

- Belen: No one.
- Carol City: Quite a few.
- Coral Gables: Around 15.
- Coral Park: Does not know exactly, maybe 30.
- Goleman: Received about 15 or 20.
- Gulliver: 6.
- Hialeah: New coach on staff could not give specifics.
- Kilian: He did not receive any, will find out from previous coach Rolle.
- Krop: Did not really keep track, thinks about 40.
- Douglas McArthur: None.
- Miami Beach: 10
- Norland: Close to 40
- Palmetto: 8 or 9

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

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Answers:

- Belen: No
- Carol City: Yes
- Coral Gables: Yes
- Coral Park: Not really
- Goleman: Not this year
- Gulliver: Yes
- Hialeah: Not this year, but definitely next year.
- Kilian: No, but maybe coach Rolle did.
- Krop: Did not have his user ID or password.
- Douglas McArthur: Yes
- Miami Beach: No
- Norland: Did not do a good job on that, but will put someone in charge next year.
- Palmetto: Yes, and checked on the kids to see how many hits they got.

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

Answers:

- Belen: No
- Carol City: Had assistant just to do this
- Coral Gables: Yes
- Coral Park: No
- Goleman: Not this year
- Gulliver: Yes on some profiles
- Hialeah: No
- Kilian: No
- Krop: No
- Douglas McArthur: No
- Miami Beach: No, he put someone else in charge that did not do anything.
- Norland: No
- Palmetto: Not to update coaches comments

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

Answers:

- Belen: Yes
- Carol City: Previous year
- Coral Gables: Was familiar with platform from year before.
- Coral Park: No
- Goleman: Already new how to use it.
- Gulliver: Already new how to use it.
- Hialeah: New coach needs training.

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- Kilian: New coach needs training.
- Krop: No
- Douglas McArthur: Knows from previous year.
- Miami Beach: No
- Norland: To some extent.
- Palmetto: Yes

8. Did you understand the platforms functionalities?

- Answers:
- Belen: Yes
- Carol City: Yes
- Coral Gables: Yes
- Coral Park: Yes
- Goleman: Yes
- Gulliver: Yes
- Hialeah: Never used it.
- Kilian: Never used it.
- Krop: Yes
- Douglas McArthur: Yes
- Miami Beach: Yes
- Norland: Yes
- Palmetto: Yes

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

Answers:

- Belen: Definitely
- Carol City: Yes, any means to benefit the kids and coaches is helpful.
- Coral Gables: Yes
- Coral Park: Yes
- Goleman: Yes
- Gulliver: Of course
- Hialeah: It certainly sounds that way.
- Kilian: Extremely useful.
- Krop: Yes, just need to use it more.
- Douglas McArthur: Yes
- Miami Beach: Yes, but I know I did not use it to its full potential.
- Norland: Yes
- Palmetto: Yes

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

Answers:

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- Belen: Yes
- Carol City: Yes
- Coral Gables: Absolutely
- Coral Park: Yes
- Goleman: Yes
- Gulliver: Yes
- Hialeah: Yes, of course.
- Kilian: It it's available.
- Krop: Yes
- Douglas McArthur: Yes
- Miami Beach: I really plan on it.
- Norland: Most definitely
- Palmetto: Of course

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:

- Belen: 4
- Carol City: 10
- Coral Gables: 10
- Coral Park: 9
- Goleman: 10
- Gulliver: 9
- Hialeah: N/A
- Kilian: 10
- Krop: 10
- Douglas McArthur: 10
- Miami Beach: 10
- Norland: 10
- Palmetto: 10

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

Answers:

- Belen: Yes
- Carol City: Yes
- Coral Gables: Yes
- Coral Park: Yes
- Goleman: Yes
- Gulliver: Yes
- Hialeah: He believes he does.

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- Kilian: Yes
- Krop: Yes
- Douglas McArthur: Yes
- Miami Beach: Yes
- Norland: Yes
- Palmetto: Yes

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

Answers:

- Belen: He would like for more colleges to pay attention to platform.
- Carol City: Everything is OK.
- Coral Gables: The job we are doing is great, maybe more info to go out to parents so they are aware of what the process is.
- Coral Park: No improvement needed.
- Goleman: Everything is OK.
- Gulliver: Contact players on a weekly basis to find out about performance, so that the kids feel they are getting help from an outside source other than coach and school.
- Hialeah: No comment.
- Kilian: We do a great job; the coaches need to be more involved.
- Krop: Nothing needs to change on our side.
- Douglas McArthur: Nothing.
- Miami Beach: Everything is OK. We will keep in touch / good job.
- Norland: Start to follow up in the summer since the kids and coaches are working, so we don't fall behind.
- Palmetto: No comment. Everything is OK.

E. Registered Colleges and Universities:

Adrian College	Minnesota West Community College
Alabama	Minot State University
Albany State University	Mississippi Gulf Coast Community College
Alcorn State	Monmouth University
Arizona Western College	Mount Ida College
Assumption College	Mount Union
Auburn University	New Mexico Military Institute
Augustana College	North Carolina A&T

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Averett University	North Central College
Baker University	North Iowa Area Community College
Belhaven College	Northeast Mississippi Community College
Bentley College	Northeastern University
Bethel College, TN	Northern State University
Bowling Green State University	Northwest Mississippi Community College
Bryant University	Ohio Northern University
Bucknell University	Ohio University
Campbellsville University	Pace University
Chowan University	Presbyterian College
Colgate	Princeton University
College of the Siskiyous	Rainy River
Copiah Lincoln CC	Ranger Junior College
Dakota State University	Robert Morris University
Dickinson College	Saginaw Valley State
Duquesne University	Shorter College
East Mississippi Community College	South Dakota Mines
Edward Waters College	Southern Illinois University
Elon University	Southern Virginia University
Emporia State University	Southwest Baptist University
Erie Community College	Southwest Minnesota State University
Ferrum College	Southwestern Assemblies of God University
Florida Atlantic University	Stonehill College
Florida High School Athletic Association	Stony Brook University
Florida International University	Temple University
Fort Scott Community College	Tennessee State University
Geneva	Texas Christian 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
Holy Cross	University of Minnesota
Hudson Valley Community College	University of Nebraska at Kearney
Hutchinson Community College	Upper Iowa University
Iona	Urbana University
Joliet Junior College	Valdosta State University

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Kenyon College	Valley City State University
Lafayette College	Vermilion Community College
Lasalle	Virginia State University
Liberty University	Washington & Lee University
Lincoln University	Wayne State University
Lindenwood University	Webber International University
Louisburg College	West Virginia Wesleyan College
Luther College	Western Michigan University
Marian College	Whitenburg
Maritime College of the State University of NY	William Penn University
Minnesota State CTC/Fergus Falls Campus	College of the State University of New York

F. Participating High Schools:

School	Athletes Entered	With Picture	Without Picture
American	10	7	3
Archbishop Carroll			
Belen Jesuit	6	6	0
Booker T Washington	26	26	0
Braddock	13	11	2
Carol City	8		8
Central	19	0	19
Columbus			
Coral Gables	7	6	1
Coral Park	2	2	0
Curly			
Dade Christian			
Edison	14	7	7
Felix Varela	6	6	0
Florida Christian			
Goleman	4	3	1
Gulliver	10	9	1
Hialeah	10	6	4
HML		26	
Homestead	20	20	0
Jackson	21	21	0
Killian	19	0	19
Krop	17		17
Macarthur, Douglas (Juniors)	7	7	0
Macarthur, Douglas (Seniors)	2	2	0
Miami Beach	9	6	3

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Miami High			
Miami Springs	10	6	4
Norland	23	21	2
North Miami	10	10	0
North Miami Beach			
Northwestern	36	28	8
Pace	10	10	0
Palmetto	17	15	2
South Dade			
South Miami Senior High	9	9	0
Southridge	13	12	1
Southwest			
Sunset			

*Synopsis completed by: Mr. Angel L. Martinez
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