## **1. Coach Outreach & Engagement**

* **Coach Introductions:** Work with SportsProsConnect to identify tennis coaches who frequently interact with international student-athletes aiming for U.S. college opportunities.
* **Informational Sessions:** Host short virtual presentations or Q&A so coaches learn about IDFS services—especially our academic, athletic, and EQ (emotional intelligence) evaluations. We will be teaching the behind the scenes with US Athletic Admissions and how coaches work with their subcommittees to get kids accepted.
* **Referral Mechanism:** Establish a referral process where coaches can introduce promising student-athletes (and their families) directly to IDFS.

## **2. Student-Athlete Assessment**

* **Athletic Readiness:** Collaborate with each coach to assess the athlete’s tennis skill level and potential collegiate placement range (e.g., NCAA Divisions II, III, NAIA).
* **Academic & EQ Evaluation:** IDFS uses its “special talents” approach to evaluate students’ academic performance, English proficiency, and cultural adaptability to Western education.
* **Customized Roadmap:** Create an individualized plan with recommended training regimens, academic improvements, and extracurricular strategies to enhance admissions prospects.

## **3. College Admissions & Talent Positioning**

* **Application Strategy:** IDFS guides students through selecting target schools, writing essays, completing applications, and leveraging both tennis skills and academic strengths.
* **Coach Advocacy:** For higher-level prospects, IDFS liaises with college coaches, providing performance footage, transcripts, and character references.
* **D2/D3 Edge:** For those not at the Division I level, IDFS highlights a combination of strong academics plus good tennis skills to secure scholarships or roster spots at the D2/D3 level.

## **4. Holistic Student & Family Support**

* **EQ & Cultural Prep:** Offer workshops on adapting to campus life, balancing tennis with academics, and integrating socially—particularly valuable for international students.
* **Ongoing Mentorship:** Pair families with an IDFS mentor who offers continuous support, helps refine personal branding, and solves challenges as they arise.
* **Progress Tracking:** Keep referring coaches and families updated on each student’s academic, athletic, and admissions milestones.

## **5. Co-Marketing & Program Promotion**

* **Joint Branding:** Produce co-branded promotional materials emphasizing the synergy between SportsProsConnect’s global coaching network and IDFS’s academic-athletic focus.
* **Success Stories & Testimonials:** Share the real-life case studies below—illustrating how IDFS has effectively helped talented players find their ideal college match.
* **Webinars & Workshops:** Host sessions for coaches, parents, and students on topics like “Navigating College Tennis Recruitment” or “Balancing Academics & Athletics in the U.S.”

## **6. Implementation Timeline & Next Steps**

* **Short-Term (Next 1-2 Months):**
  + Finalize partnership details, referral workflow, and communications strategy.
  + Conduct introductory webinars for interested coaches on SportsProsConnect.
* **Medium-Term (3-6 Months):**
  + Launch integrated marketing campaigns.
  + Begin active evaluations and start placing athletes into IDFS’s academic-athletic pipeline.
* **Long-Term (6+ Months):**
  + Assess results; gather feedback from coaches, parents, and athletes.
  + Refine the approach based on successes, challenges, and evolving market needs.

## **7. Case Studies: IDFS Success Stories**

### **Student #1: Mark R.**

* **Starting Point:**
  + Attended University Of Miami Online High School (founded by IDFS in 2000 and later sold to Kaplan)
  + Lived and trained at IMG Academy in Bradenton, Florida
  + Joined IDFS in 10th grade with a 3.5 GPA (mix of A’s and B’s) and viewed as a strong Division III-level tennis player at that time.
* **IDFS Approach & Impact:**
  + Weekly remote coaching (FaceTime, Zoom) set academic, SAT, and tennis/fitness goals.
  + Collaborated with IMG’s tennis coaches to strengthen Mark’s athletic profile—improved conditioning and tennis skills significantly.
  + Provided guidance on academic performance, raising his GPA and test scores; built a compelling “Athletic Profile” for outreach.
  + Contacted Ivy League and select mid-level Division I coaches (Bucknell, Duke, UVA, Michigan, etc.) with transcripts, SATs, and athletic records.
* **Results:**
  + Mark fielded calls from top programs, took the maximum 5 official visits, and committed early to Harvard.
  + Played 4 years at Harvard, graduated with a 3.55 GPA, was named All Ivy in tennis, and earned Academic All American status.

### **Student #2: Ashton**

* **Starting Point:**
  + Attended Laurel Springs Online School (which IDFS founded after UMOHS)
  + Lived and trained at John Newcombe’s Tennis Academy in New Braunfels, Texas
  + Joined IDFS midway through 11th grade, had a 3.3 GPA and an SAT score of 1100/1600.
  + Standing at 5'7", 148 lbs, Ashton was deemed undersized for strong Division I play.
* **IDFS Approach & Impact:**
  + Collaborated with Newcombe’s coaches to identify the best-fit division and academic environment for Ashton.
  + Prioritized “winning program + better academics + warmer climate” per Ashton’s wishes.
  + Reached out to academically stronger Division III schools that might typically have higher GPA/SAT standards, showcasing Ashton’s potential to excel over time.
  + Emphasized his dedication, character, and a likely rise in the lineup (from 5-6 spot to top 1-2 by junior year) as part of the recruitment pitch.
* **Results:**
  + Generated interest from Emory, Pomona, Claremont McKenna, U Chicago, Johns Hopkins, and Trinity.
  + Ashton chose Emory University, graduated with a 3.0 GPA, won multiple conference championships playing #2–#3 singles, made the Division III Individual Championships 3 times, and won 2 National Team Championships.

## **Why This Partnership Works**

* **SportsProsConnect:** Offers a comprehensive network of tennis coaches and academies seeking to place talented student-athletes in collegiate programs.
* **ID Future Stars:** Delivers academic oversight, cultural readiness, and individualized admissions support, helping students maximize both athletic talent and academic qualifications.