

## **Objective:**

To educate high school swimmers (and their families) on the exact process to get recruited for NCAA swimming programs. This includes understanding times they must hit, the rules they must follow, how to communicate with college coaches, and what to expect from each collegiate level (Division I, II, III, and club).

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## **Step-by-Step Structure:**

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### **Step 1: Understand the Updated NCAA Recruitment Rules for 2025**

- **Contact period for D1 and D2:** College coaches can now initiate contact with swimmers **June 15th after sophomore year** (earlier than in previous years).
  - **Official visits:** Athletes are now allowed **unlimited official visits**, but only **one per school**.
  - **Verbal commitments:** Non-binding but can happen anytime. National Letter of Intent (NLI) signing still begins November of senior year.
  - **NCAA Eligibility Center:** Register and complete amateurism forms early
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### **Step 2: Know the Performance Benchmarks**

These are the **average times of the top 24 fastest collegiate swimmers in 2025 short course yards (SCY)** for both male and female swimmers. Recruits should aim to be **within 3-5% of these times** to be considered competitive for D1.

#### **Male 2025 SCY Top 24 Averages**

Event	Average Time
50 Free	19.40
100 Free	42.70
200 Free	1:34.20
500 Free	4:17.50
1000 Free	9:00.10
1650 Free	14:58.00
100 Back	46.30
200 Back	1:41.50

Event	Average Time
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100 Breast	52.90
200 Breast	1:54.90
100 Fly	45.90
200 Fly	1:42.50
200 IM	1:43.90
400 IM	3:44.50

### Female 2025 SCY Top 24 Averages

Event	Average Time
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50 Free	22.10
100 Free	48.40
200 Free	1:44.80
500 Free	4:39.80
1000 Free	9:42.00
1650 Free	16:04.00
100 Back	51.30
200 Back	1:51.10
100 Breast	59.70
200 Breast	2:08.10
100 Fly	51.50
200 Fly	1:54.30
200 IM	1:55.90
400 IM	4:06.70

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The **Top 16 Times** for both **NCAA Division II** and **NCAA Division III** swimmers (Men & Women) for the **2025 short course yards (SCY) season**. These times represent the **cutoff for scoring at NCAA Championships** (i.e., placing in the top 16 in at finals).

### Notes for Coaches & Swimmers:

- To be safe: Recruits aiming to **score at D2 or D3 NCAAs** should aim to be **0.5–1.5 seconds faster** than these thresholds to secure a top 8 finish.

## **NCAA Division II – Top 16 Average Times (2025 SCY)**

### **Men**

<b>Event</b>	<b>Time</b>
50 Free	20.10
100 Free	44.10
200 Free	1:37.30
500 Free	4:25.00
1000 Free	9:15.00
1650 Free	15:25.00
100 Back	48.90
200 Back	1:47.60
100 Breast	54.90
200 Breast	2:00.50
100 Fly	47.90
200 Fly	1:47.80
200 IM	1:48.80
400 IM	3:55.00

### **Women**

<b>Event</b>	<b>Time</b>
50 Free	23.30
100 Free	50.30
200 Free	1:49.90
500 Free	4:57.00
1000 Free	10:12.00
1650 Free	17:10.00
100 Back	55.50
200 Back	2:00.00
100 Breast	1:02.90
200 Breast	2:16.00
100 Fly	55.00
200 Fly	2:01.00
200 IM	2:02.80
400 IM	4:26.50

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## **NCAA Division III – Top 16 Average Times (2025 SCY)**

### **Men**

<b>Event</b>	<b>Time</b>
50 Free	20.40
100 Free	44.90
200 Free	1:39.30
500 Free	4:30.00
1000 Free	9:28.00
1650 Free	15:50.00
100 Back	49.40
200 Back	1:48.80
100 Breast	56.10
200 Breast	2:02.90
100 Fly	48.40
200 Fly	1:49.90
200 IM	1:50.70
400 IM	3:58.80


### **Women**

<b>Event</b>	<b>Time</b>
50 Free	23.60
100 Free	51.20
200 Free	1:51.60
500 Free	5:01.00
1000 Free	10:20.00
1650 Free	17:22.00
100 Back	56.20
200 Back	2:01.90
100 Breast	1:03.70
200 Breast	2:17.90
100 Fly	55.60
200 Fly	2:02.40
200 IM	2:04.00
400 IM	4:28.90




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## Step 3: Research School Options by Division

### General NCAA Rule (All Divisions)

-  **New Cap: 30 athletes per team** for swimming & diving, **regardless of gender**
  - Part of the *House v. NCAA* antitrust lawsuit settlement

### SEC Exception

-  **Men: Capped at 22 athletes**
-  **Women:** Remain at 30 athletes
-  **Impact:** Programs that had rosters over these limits were **forced to cut athletes**

### Scholarships (Updated Rules)

- Teams can now **distribute scholarships to any number of athletes**, no longer restricted by "equivalency limits"
- Coaches still balance **team needs vs. budget**, but more flexibility to award partial or full scholarships
- Title IX continues to influence how men's and women's funding is allocated


### NCAA Division I

- **Scholarships:** Men – 9.9 / Women – 14
- **Team Size:** Around 25–30 athletes
- **Commitment:** Highest level of competition, often year-round training
- **Expectations:** Olympic Trial Cuts, NCAA Top 24 times, National-level times; multi-event depth preferred
- **Examples:** Stanford, Texas, Florida, NC State

### NCAA Division II

- **Scholarships:** Men – 8.1 / Women – 8.1
- **Team Size:** Around 20–25 athletes
- **Commitment:** Still rigorous; often fewer meets than D1
- **Expectations:** Strong regional or state-level swimmers
- **Examples:** Drury, Queens (NC), Colorado Mesa

### NCAA Division III

- **Scholarships:**  *No athletic scholarships*
- **Team Size:** 20–35 athletes
- **Focus:** Academic + athletic balance

- **Great for:** High GPA students who still want competitive swimming
- **Examples:** Kenyon, Emory, Williams

### **Club & NAIA Programs**

- **Club (College Club Swimming / CCS):** No official NCAA status, but can be very competitive (e.g., Michigan, UVA)
  - **NAIA:** Similar to D2 in competitiveness; athletic scholarships available
  - **Team Size:** Varies, often 15–25
  - **Great for:** Swimmers looking for flexibility in training commitment
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## **Step 4: Build a Recruitment Timeline (Junior & Senior Year Focus)**

- **Freshman-Sophomore Years:**
    - Track best times, aim for Sectionals/Juniors
    - Keep GPA strong
  - **Summer before Junior Year:**
    - Start contacting coaches (email + recruiting questionnaires)
    - Get highlight videos together (underwater + above water)
  - **Junior Year:**
    - Attend college meets
    - Plan official visits after June 15
    - Train for peak times in Winter Champs & Spring Nationals
  - **Senior Year:**
    - Finalize NLI decision (Nov–April)
    - Apply to schools (October–January)
    - Notify coaches of academic acceptance
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## **Step 5: Maximize Exposure and Communication**

- **Email Strategy:**
  - Subject: "[Your Name] – Class of 2026 – [Event] – [Best Time]"
  - Include: GPA, intended major, swim resume, meet videos
- **Use Social Media:**
  - Keep Instagram/TikTok clean & athlete-focused
  - Tag team pages & post training highlights
- **Compete at Major Meets:**
  - Sectionals, Futures, Juniors, NCSA, ISCA, Winter Nationals
- **Recruiting Platforms:** NCSA, Swimcloud, CollegeSwimming.com

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## Step 6: Key Tools & Resources

- **Swimcloud:** Track recruit rankings and team times
  - **USA Swimming Scholastic All-American List**
  - **College Team Websites:** Check rosters, time standards, and coach bios
  - **NCAA Eligibility Center:** Register early for compliance
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## **NEW STEP: Understanding NIL in NCAA Swimming (Name, Image, Likeness)**

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### **What Is NIL?**

- NIL allows student-athletes to earn money through:
    - Social media sponsorships
    - Swim camps and clinics
    - Autograph signings
    - Brand ambassador deals
    - YouTube, TikTok monetization
    - Sponsored appearances and endorsements
  - Applies to **all NCAA divisions**, including D3.
  - **NIL income is separate from scholarships**—you can earn both.
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### **How NIL Impacts Swimmers**

- Unlike football or basketball, swimming doesn't often draw huge media coverage.
  - However, swimmers with **strong social media followings, Olympic Trials cuts, or unique personalities** are very marketable.
  - Example: NCAA champions like Kate Douglass and Carson Foster have landed brand deals with Speedo, Arena, and supplement companies.
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## NIL Deal Types for Swimmers

NIL Type	Examples	Notes
<b>Social Media Sponsorships</b>	Instagram posts for swimwear or recovery brands	Most common for swimmers with large followings
<b>Swim Clinics</b>	Hosting local swim lessons or summer clinics	Allowed if marketed using athlete's name/brand
<b>Apparel Endorsements</b>	Arena, Speedo, TYR, Jolyn, etc.	Usually post-graduate deals, but college legal now
<b>YouTube/TikTok Revenue</b>	Monetized technique tips, vlogs	Must report income per school policy
<b>NFTs, Cameos, Autographs</b>	Personalized videos or memorabilia	Less common, but legal

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## Compliance Tips

- **You must report NIL activity to your school's compliance office.**
  - NIL contracts must **not include pay-for-play or recruiting inducements** (i.e., can't be promised during recruiting).
  - Many schools offer **NIL guidance programs**—ask the coach early on about theirs.
  - Some states have NIL laws that may impose stricter or looser rules.
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## NIL Tools & Resources

- **INFLCR** and **Opendorse**: Platforms used by many schools to manage NIL deals.
  - **Swimfluencer**: A niche platform helping swimmers grow digital presence.
  - **Your Personal Website or Linktree**: Great for showcasing your swim resume, media, and business inquiries.
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## NIL in the Recruiting Process: Best Practices

- Don't lead with NIL in initial conversations—it's about performance and character first.
  - Once serious interest is shown, ask:
    - "Does your school support NIL through a platform or education?"
    - "Have any of your swimmers had successful NIL deals?"
  - Showcase your digital presence and branding maturity subtly (e.g., link in signature or swim resume).
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## 🔥 NIL Pro Tip:

Even swimmers with **fewer than 5,000 followers** can earn deals if they are:

- Consistent, professional, and positive online
  - Posting high-quality swim content or advice
  - Active in their community (great for local sponsorships!)
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## Updated Structure Recap:

1. Understand 2025 NCAA Recruiting Rules
  2. Know the Top 24 Times in SCY (2025 season)
  3. Division Breakdown: D1, D2, D3, Club
  4. Create a Personalized Recruiting Timeline
  5. Build Exposure & Communicate with Coaches
  6. ✅ NEW: Navigate NIL Opportunities for Swimmers
  7. Use Essential Tools & Resources
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## 🧘 Final Reminder:

Recruitment isn't just about the fastest swimmer — it's about the most prepared one. It's about how you communicate, how you perform at key moments, and how much you want it. Whether you're aiming for a D1 podium finish or a D3 team captainship, **your hard work, academics, and character open doors. NIL can be the cherry on top** — but your swimming and self-discipline are the foundation.