



News Release

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ASC finds new way to best fit recruits to universities

Columbus, Ohio – Athletic Scholarship Corporation (ASC) recently implemented a cutting edge online personality test that will innovatively help successfully match students to the best fitting athletic programs and universities.

The Criteria Personality Inventory (CPI) was designed by leading psychology and cognitive neuroscience experts Dr. Donald Rubin and Dr. Stephen Kosslyn of Harvard University.

Through a licensing agreement and web based administration, the student-athlete is required to complete this 15 minute test prior to the first meeting with an ASC representative. The results give basic information about the individual's character and allow ASC to identify ideal matching universities based on the personality of the student-athlete.

This test goes above and beyond other recruiting models and gives the best results to coaches, players and parents. Information gathered from the test will also create reassurance about the potential success a student may have at a particular school.

ASC Chief Executive A.J. Hodel believes this test clearly demonstrates the type of university where the student could best excel.

“We want to demonstrate to coaches and clients where the student-athlete will fit based on personality. Results show important data that can aid in finding the right school for each student-athlete. For example, if an athlete is outgoing, he/she is more likely to do well in a large university class setting of 200 students or more. If a student-athlete is shy and more reserved, a private university may be a better fit.”

The CPI test also identifies key characteristics coaches may be looking for in a potential player.

“This test shows the exact type of student-athlete a coach is searching for in a new way. Coaches can now see whether a student-athlete is a leader, outspoken or may need more coaching prior to meeting with them” Hodel stated.

In addition, the implementation of this test will allow coaches to differentiate between similar athletes. If the GPAs and physical skills of two student-athletes are nearly identical, the CPI test can be used to show which individual may be best for the program.

The CPI test is a new tool that will assist ASC in matching student-athletes to certain collegiate programs. Results of this test allow the personalities of the student-athletes to be considered in the recruiting process.

Athletic Scholarship Corporation is a nonprofit organization committed to efficiently showcase the talents of high school student-athletes nationwide. The sports professionals and technology providers at ASC advise coaches and recruiters to help programs of all sizes find a well-rounded group of student-athletes. For more information, visit www.athleticscholarshipcorp.com.

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