

Coach User Guide

July 2025

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THE RECRUITING ARENA

The Arena revolutionizes college sports recruitment by eliminating financial barriers and equipping athletes and coaches with powerful, data-driven tools that streamline communication, boost visibility, and enhance the discovery process. The Arena brings together all recruiting functions for athletes and coaches in one fast, easy-to-use platform, streamlining and strengthening what has long been a fragmented recruiting process for everyone involved.

Zero-cost access, cutting-edge recruiting technology, and proactive outreach tools position the Arena as an unmatched and universally accessible resource for athletes and coaches alike.


Communicate & Share Information: An integrated, X-style messaging platform combined with one-click profile downloads empowers coaches to instantly save, organize, and manage athlete information in their personal Arena Watch List CRM. Profiles are captured directly from any message, enabling fast follow-up, easy recall, and efficient comparison and evaluation.


Automatic Athlete Updates: Any time an athlete updates their profile, those changes are instantly reflected in your Watch List.

Save Watch List data to CSV for fast uploads to other recruiting platforms.

CREATE A FREE COLLEGE COACH ACCOUNT

Creating your free coach account is fast and easy. Simply click on the Collegiate Coaches Sign Up Button Below. **Note:** Remember to use your Personal Email when logging in after you register - this makes it easy to retain access if you change schools.

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HELLO!


Account Login:

Email:


Password: [show](#)

[Forgot Password?](#) [Login](#)


Need to create an account?

 Student Athletes:

[Sign Up](#)

 Collegiate Coaches:

[Sign Up](#)



Use a Personal email you'll always have access to—like Gmail, Hotmail, or Yahoo. Avoid iCloud addresses, which can be difficult for others to access. Verification Email (see below image) requires your school email.

RECRUITING
ARENA

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Sign-In / Sign Up

Registration

The first part of the three-step registration process is to set up your basic information.

Please note: It is crucial that you enter accurate information since the next step validates that you are a coach at the chosen institution. This quick verification serves as protection of your identity, reputation as a coach, and ultimately, the athlete's information.

* First Name:

* Last Name:

* Preferred Email Address: (This will be your login - No .edu, please.) [why?](#)

Email@Domain.com

* School Email Address: (Must be different than the preferred email above)

Email@School.edu

* Password:

password

Cell Number:

Numbers only

Work Number:

Numbers only

* Employing College:

(Select) ▼


Help - My college isn't in the list

* Sport(s): (ctrl+click to select multiple)

Help - My sport isn't in the list

Send Code!

A code will be sent to the college address entered above.
On the next page, please enter this code to complete the verification process.

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ARENA

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Sign-In / Sign Up

Verification Process

A security code has been sent to the college email you supplied on the previous page. Please use that account to find the code, and copy it into the code verification field below.

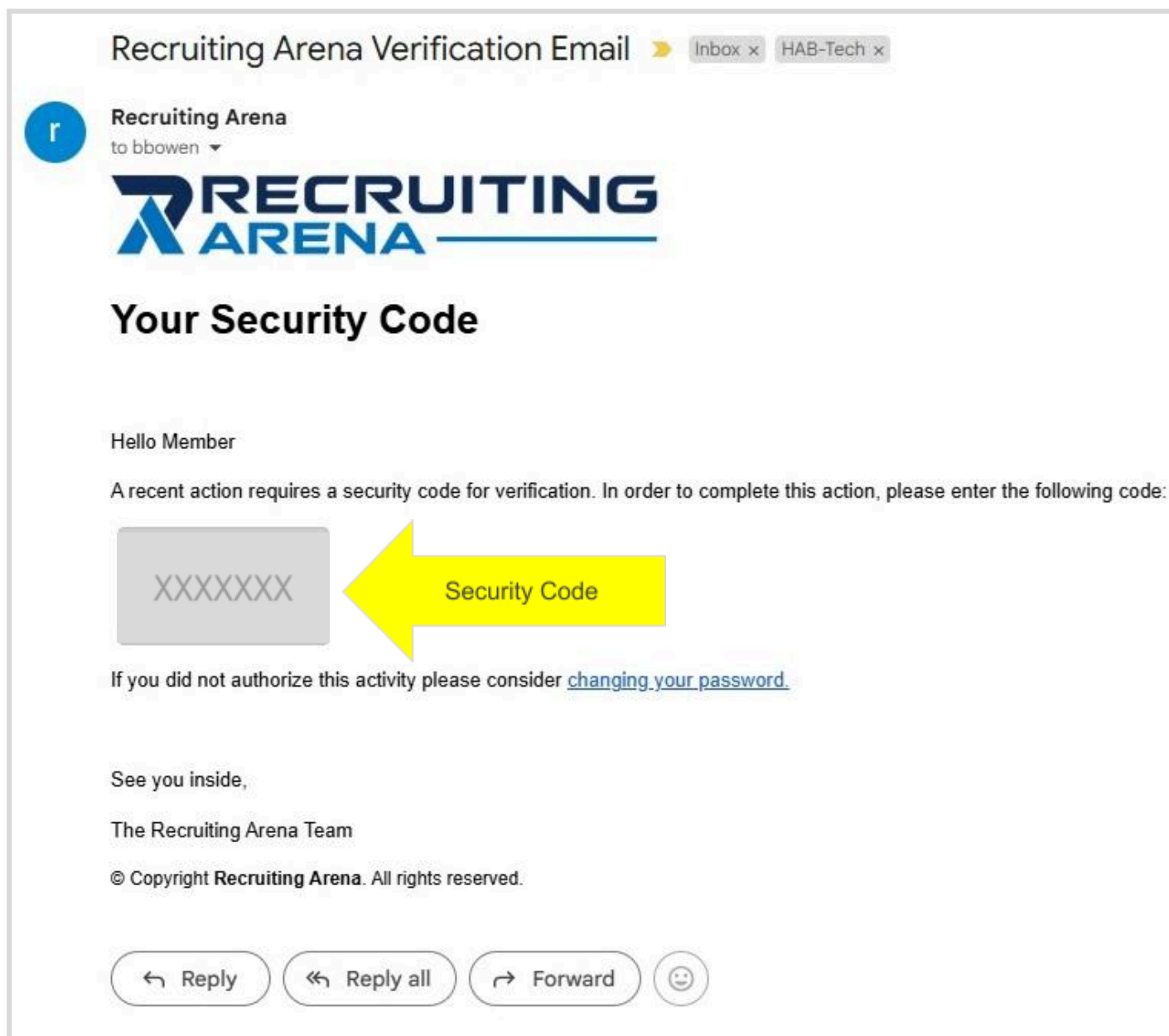
Once verified - onto step three: matching you up with the coaches we have on file for your college.

Code:

College Email:

Check Code

Verification Email: Copy and paste the security code you receive into the Athlete Sign Up screen to activate your account.



COACH DASHBOARD

Your Coach Dashboard gives you quick, organized access to everything you need:

ArenaMail: View and manage all athlete messages in one place.

Watch List: Instantly save any athlete profile from ArenaMail with a single click, keeping all their personal, athletic, and academic details in your recruiting CRM. All athletes you save automatically appear in your Watch List, and any time they update their profile, those changes are immediately reflected — so you always have the most current information at your fingertips.

Profile: Manage your own personal and program information.

Simply click on an athlete's name to open their message in your ArenaMail inbox, right from your dashboard (see the sample below and on [page 12](#)).

ARENAMAIL MESSAGING

ArenaMail is an integrated messaging system that gives coaches direct, organized communication with athletes — all within the Recruiting Arena platform. It provides instant access to a live, continuously updated database of over 50,000 college coaches at 2,100 schools, so athletes can easily reach out and respond in a familiar interface that feels like X (Twitter) or LinkedIn. Every message includes the athlete's complete profile, which auto-updates with every change they make, so coaches always have the latest stats and details at their fingertips — making it easy to evaluate, compare, and follow up without missing a beat.

The screenshot displays the 'Coach Dashboard' with a dark blue header. Below the header, a yellow arrow points to the 'ArenaMail' button, which is highlighted in blue. To the right of 'ArenaMail' are 'Watch List' and 'Profile' buttons. Below these buttons is a 'Welcome, Coach Chaplick!' message. The main content area is titled 'ArenaMail' and 'Messages'. It contains a table with columns: Student, Bio Line, State, and Most Recent. The table lists three athletes: Ryan McKinnon, test test, and Sample Athlete. The 'test test' row is highlighted. At the bottom of the table, there is a 'Page Size' dropdown set to 25, and navigation buttons for First, Prev, 1 (selected), Next, and Last.

Student	Bio Line	State	Most Recent
Ryan McKinnon	6'2, 200 QB 3.2gpa, 24air, 10 ground	New York	2025-06-18
test test	Initial line by me!	Kansas	2025-05-18
Sample Athlete	6'3, 225 QB/S, 3.5gpa, 25 TDs Air, 10 TDs Ground	New York	2025-05-17

Page Size 25 First Prev 1 Next Last

WATCH LIST

The Arena's Watch List is a powerful, built-in recruiting CRM that lets you easily save, organize, and track prospects — complete with all their personal, athletic, and academic details. Every time an athlete updates their profile, those changes automatically appear in your Watch List, giving you real-time insights to evaluate, compare, and communicate with recruits more efficiently than ever.

Coach Dashboard

ArenaMail

Watch List

Profile

Welcome, Coach Chaplick!

Watch List

Export: CSV XLSX

Name	Rank	Class	Position	State	Phone	SAT	GPA	Delete
<input type="text"/>	<input type="text" value="min.."/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="min"/>	<input type="text" value="min"/>	
Ryan McKinnon	1	2025	QuarterBack	New York	7164449676		3.25	
test test	1	2026	Defensive Tackle	Kansas	1231231233	890	1.2	

Page Size 10

EDIT PROFILE

Click on the Profile Tab in your Dashboard to edit your Registration and Affiliation screens. A multifactor authentication code will be sent to your **Personal email** before any profile changes can be made.

Coach Dashboard

Welcome, Coach Chaplick!

ArenaMail

Watch List

Profile

Registration

First Name:	William
Last Name:	Chaplick
Email:	bcrage@yahoo.com
Work Phone:	(607) 386-1730
Cell Phone:	(203) 980-1019
College Name:	Milford Academy
Associated Coach:	Bill Chaplick
Member Since:	May 17, 2025

Edit Registration Information

Affiliation


Description:
*This is the coach associated with your account
Students and unregistered visitors do not have access to this information*

First Name:	Bill
Last Name:	Chaplick
College Name:	Milford Academy
Title at College:	Head Coach
Email:	milfordprep55@gmail.com
Sport(s):	Football
Currently At College:	True

Change School Affiliation

COLLEGE SEARCH - HOW ATHLETES FIND YOU

The Arena's College Search program features over 50,000 coaches across every sport at all D1, D2, D3, NAIA, Junior College, and Post-Grad (PG) programs in the United States. Athletes can search by sport, division, major, location, and enrollment size, then simply click a school name to view its full profile and coaching staff. By combining this powerful search with ArenaMail, athletes can save countless hours otherwise spent jumping between search engines, websites, and paid services — dramatically streamlining the process and significantly expanding their outreach opportunities.



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Find Colleges & College Coaches

Sport:
Football

Division:
D1

Major:
Business Administr...

State/Region:
New England

Enrollment:
(Select)

Search


Football

College	Major	Division	Conference	State
Boston College	Business Administration, ...	D1	ACC	MA
Brown University	Business Administration, ...	D1-AA	Ivy League	RI
Bryant University	Business Administration, ...	D1-AA	Big South-OVC Football ...	RI
Central Connecticut State University	Business Administration, ...	D1-AA	Northeast	CT
University of Connecticut	Business Administration, ...	D1	American	CT
Dartmouth College	Business Administration, ...	D1-AA	Ivy League	NH
Harvard University	Business Administration, ...	D1-AA	Ivy League	MA
University of Maine	Business Administration, ...	D1-AA	Coastal Athletic Associati...	ME
University of Massachusetts Amherst	Business Administration, ...	D1	Div1-Independent	MA
Merrimack College	Business Administration, ...	D1-AA	Northeast	MA
University of New Hampshire	Business Administration, ...	D1-AA	Coastal Athletic Associati...	NH
University of Rhode Island	Business Administration, ...	D1-AA	Coastal Athletic Associati...	RI
Sacred Heart University	Business Administration, ...	D1-AA	Northeast	CT
Stonehill College	Business Administration, ...	D1-AA	Northeast	MA
Yale University	Business Administration, ...	D1-AA	Ivy League	CT

Page Size 25 First Prev 1 Next Last

College Search Results - School Profile Sample

Profiles include School Links for the main website, virtual tour, athletic department, costs, and majors. Click to add schools to your Target List viewable in your Dashboard. Click View Current Coaches to see a list of all the coaches for your sport, and to initiate direct messages that will include access to your Arena profile.



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Sign-Out

College Search Results:

Return to Search

School Details:


College Name:	University at Buffalo
Address:	102 Alumni Arena Buffalo, New York 14260
Nickname:	Bulls
School Colors:	Royal blue white
Number of Students:	27,220





View Current Coaches


Click to view coaches


School Links

Website

Virtual Tour

Athletic Dept.

Cost

Majors

Target List

Add this college to my target school list:

Add

Click to add to your Target List in your Dashboard

College Search Results - View Coaches

Note: The school has been saved to your Target List. Click the Contact button next to a coach to send a direct message—this will include your Bio Line and a link to your full profile. Coaches can save your profile to their Arena CRM, giving them fast access and automatic updates whenever you update your Arena Profile.

Target List

Currently in Target List:

[View Notes](#)

Football

Title	Last Name	First Name	Contact
Assistant Coach	Seale	Luke	Contact
Assistant Coach	McRae	Jaleel	Contact
Assistant Coach	Stanton	Clayton	Contact
Assistant Coach	Passinault	Luke	Contact
CB	Copeland	Holman	Contact
Head Coach	Lembo	Pete	Contact

HOW ATHLETES CONTACT YOU - ARENAMAIL

Athletes craft their message, or select a customizable message template. Our Templates automatically address the coach, school and their name. The sample below is sponsored by Milford Academy's PG Football Program at www.MilfordAcademy.org.

Coach Contact

< Back to College Choice | << Back to Search

Coach Details:

College	City	State	nickname
Milford Academy	New Berlin	New York	Falcons

Lastname:

Chaplick

Firstname:

Bill

Title:

Head Coach

Sport:

Football

Choose from the letters below to initiate contact with the selected coach:

- Don't see an appropriate letter? Add one [here](#)
- Need to change a letter? Edit the selected letter [here](#)
- Found one that fits? Choose it and click the **Preview** button
- Note: The chosen letter can still be edited here before sending.

Your Intro Letters:

Intro Letter

(Select)

Follow-up Letter

Intro Letter

Preview

Subject:

Introduction

Send

B I U |

Dear Coach Chaplick,

My name is Sample Athlete and I am in the 2027 class at Unadilla Valley Secondary School in New Berlin, New York. I am writing today to learn more about your program at Milford Academy.


I am seeking opportunities that align with my academic and athletic goals and look forward to connecting with you. I am confident that my skills and dedication can contribute to the team's success while I pursue my degree.

My profile includes academic and athletic details, along with highlights. I look forward to connecting with you soon.

Sample Athlete
Unadilla Valley Secondary School

ARENAMAIL MESSAGES

Click View Profile in messages to see an athlete's full profile, and click Add to Watch List instantly save all profile information into your Watch List CRM for quick access and easy follow-up.

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Messages

Ryan McKinnon - Class: 2025
Williamsville East High School, New York
6'2, 200 QB 3.2gpa, 24air, 10 ground

Click to open Profile in a new Tab

View Profile

Add To WatchList

Click to add athlete to your Watch List in your Dashboard

Coach Chaplick,

I'm very interested in learning more about your post-graduate football program. My profile includes all of my academic and athletic information, along with highlight clips for your review.

I look forward to the opportunity to speak with you soon.

Best regards,
Ryan McKinnon

Sun. 05/18/2025 11:21 AM

Thanks for reaching out Ryan - we are very interested! Milford has generated over 750 scholarships in the past 23 years along! More information is available at: - www.MilfordAcademy.org - <https://tinyurl.com/MilfordPrep2023> is our Brochure PDF.
Coach Chaplick

Sun. 05/18/2025 11:37 AM

Send Reply

Send

Note: Foul language will be stripped from communications

ATHLETE PROFILE VIEW

Athlete profiles provide complete contact and social media details for both athletes and their parents or guardians, along with all athletic and academic information. Every time an athlete updates their profile, those changes are instantly reflected in your Watch List, ensuring you always have the latest details at a glance.

Note: Academic and personal registration details are not shown in the sample below.

Edit Coach Watch List

Watch List Details

Student:
Ryan McKinnon

Sport:
Football

Ranking:
1

Notes:

Save

Remove

Download .csv

Add your own ranking

Add your own notes

Student Details

Contact

Bio Line:	6'2, 200 QB 3.2gpa, 24ak, 10 ground
Email:	ryanmckinnon2025@gmail.com
Cell:	7164449676
Home:	7163086168
X:	RMcKinnon2025
Instagram:	ryanmckinnon3
TikTok:	

Football

Positions:	QuarterBack
Height:	6'2"
Weight:	195
40 Yards:	4.70
20 Yards Pro Shuffle:	
Vertical Jump (in.):	35
Broad Jump:	
Bench Press (185):	5
Bench Press (225):	
Jersey:	3
Video:	https://www.hudl.com/video/3/20085964/673133b7c32d5a463c74fb08
Club Team:	
Honors:	
Coach First Name:	Bill
Coach Last Name:	Chaplick
Coach Email:	bcrage@yahoo.com
Coach Phone:	(203) 243-8880