

# SOLVE THE RECRUITING PUZZLE WITH LIVE ANALYTICS

ShotTracker®



While recruiting a D1 transfer student, Coach Jeff Curtis had an ace up his sleeve. Curtis cut his teeth as an assistant coach under the player's dad before taking the reins of the Northwood women's basketball team. But the ace, it turned out, was an affordable sensor-based system that captures real-time stats and analytics: **ShotTracker**.

“Every single recruit we've talked to has been really impressed that we have this technology in our gym. It gives them the sense that we're going to do everything we can to get a competitive advantage. We're a small private school. We don't always have the amenities that a larger school or even the schools in our league have. ShotTracker's a game changer. It separates us from everybody else. We can say, 'Hey, you wanna get better? Here's one of the tools we're gonna use to do that.'”

Transferring from D1 to D2, it was really important to her to know that she would have coaches who'd be willing to bend over backwards to help her succeed. Since committing, she's been in the gym constantly with it. She's gotten the most shots up of any player on our team. She thinks it's the greatest thing in the world. So yeah, I think it's safe to say that ShotTracker had a very significant impact on her decision. It definitely helped.”

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**JEFF CURTIS**

*Head Coach, Women's Basketball, Northwood University*



Though Northwood is the first D2 school to install ShotTracker, there are six men's programs in the Big 12 alone — including national power Kansas — that are already leveraging access to live analytics as a persuasive recruiting tool. It won't be long before top-ranked, outgoing high-school seniors will come to expect tech like ShotTracker to be among the list of a program's perks and amenities. Big or small, **ShotTracker** gives every program the power to amaze.

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