



Athletic Scholarship Corporation

News Release

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It's about more than titles at Cleveland Heights

Columbus, Ohio -- Those on the outside often see a successful high school athletic department as one that produces league championships and state titles.

While those things have certainly happened at Cleveland Heights High School over the past few years, the staff prefers to judge its success in a different way.

“Regardless of the championships or the games won, our biggest form of success is going to be in how many kids we can send on to college, whether it’s the Division I, II, III or NAIA level,” said Athletic Director Kristin Hughes, who stressed that it’s about using athletics as a tool to further a student’s education.

To help achieve this goal, Hughes has made working with Columbus-based Athletic Scholarship Corporation a top priority and ASC is excited to team with the school for a second year.

“The school and athletic director have really embraced the value of our program and they’re doing what they can to get the kids involved,” said ASC Chief Executive Officer A.J. Hodel. “There is a lot of talent and the students are understanding more and more what needs to be done both in and out of the classroom.”

Hodel said he’s particularly excited to work with many of the seniors this school year who have had a chance to see first-hand how the process works. These athletes come from just about every sport Cleveland Heights offers, including boys and girls soccer, football, basketball and lacrosse.

Track Coach Claude Holland, the 2008 Nike Coach of the Year, is particularly excited to be working with Hodel and ASC again in the 2009-10 school year.

“We’re unusually fortunate in the area of track and field because that’s not an area with a high volume of college scholarships,” Holland said. “We’ve been able to get kids into schools that fit them well and that’s our job.”

In the past few seasons, Holland has seen four of his athletes earn full scholarships to Division I schools. While he is extremely proud of that fact, he's perhaps more pleased to see some of his other, less touted athletes earn partial scholarships.

"We had a couple of kids this past year that were able to get scholarship money as a result of working with A.J. and the ASC program," Holland said. "It's allowed many of our kids to get seen on a much wider level by college coaches across the country."

Like Hughes, Holland sees athletics as a door to continuing an education and he's happy that more and more students are choosing to open that door.

"Our whole perspective is not to create great athletes, but to teach the kids that athletics can be a valuable tool," Holland said. "If you have an opportunity to earn college aid with your talent and your smarts and your work ethic, we want our students to see the value that's in front of them."

Hughes, who has 14 years of coaching experience at the collegiate level, sees the value in working with ASC as both a high school administrator and a college scout.

"The bottom line in this day and age is that there are a lot of kids out there and certainly not enough time for a college coach to cover the kind of ground they probably need to," she said.

"We are more than excited about our partnership with Athletic Scholarship Corporation because our relationship has done nothing but increase exposure and give opportunities to some of these athletes that simply were not there before."

Athletic Scholarship Corporation is a nonprofit organization committed to efficiently showcase the talents of high school students 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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