

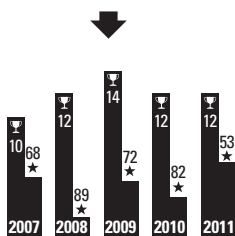
RECAP CH1 MANAGING YOUR PERCEPTION

COLLEGE ATHLETICS LIFE CYCLE



TEENS PICK BRANDS, PROS PICK CONTRACTS

BUT IT TAKES MORE THAN WINS TO BUILD A BRAND THAT ATTRACTS RECRUITS



BOISE STATE WINS VS RECRUITING RANKING



73RD

BOISE STATE

FOOTBALL'S AVERAGE RECRUITING CLASS RANKING FROM 2007 TO 2011 ACCORDING TO RIVALRY.COM