

BUILT TO BE RECRUITABLE

PREPARATION OVER PRESSURE.

Families play an important role in helping student-athletes navigate recruiting.

For many families, the recruiting process is unfamiliar and can feel confusing. Families want to support their student-athlete, but often don't know where to begin.

- Encouraging strong academic performance
- Helping research colleges and programs
- Supporting communication with college coaches
- Encouraging responsibility and independence
- Keeping the focus on finding the right fit

Key Things Families Should Know to Support Their Student-Athlete

- Recruiting is a process, not a moment—it takes time, consistency, and effort
- Your student-athlete should take the lead in communication with college coaches
- Strong academics matter just as much as athletic ability
- Fit is more important than level or logo
- Every level of college athletics (NCAA, NAIA, NJCAA, etc.) offers real opportunities
- Recruiting opportunities are created through preparation and outreach, not just exposure
- A highlight video and recruiting profile are essential tools
- Communication with coaches should be consistent, professional, and proactive
- Attending camps, showcases, and visits can help create connections
- Not all recruiting happens at the same time—timelines vary by sport and level
- Social media should reflect a positive and mature image
- Coaches evaluate character, coachability, and attitude—not just performance
- Families should support without taking over the process
- Asking questions is more valuable than giving answers—guide, don't direct
- Comparing your athlete to others can be harmful—focus on their individual path
- Rejection and non-response are part of the process—resilience is important
- Organization matters—keep track of contacts, schools, and communication
- Financial discussions are part of recruiting—understand scholarship realities
- Your student-athlete should be prepared to talk about academics, goals, and interests
- The goal is long-term success—education, development, and experience matter most

The strongest recruiting paths are built with support, structure, and a focus on the right fit.

