



## 7 Recruiting Mistakes Families Can Avoid

The college recruiting process can feel overwhelming for families. There is pressure, emotion, uncertainty, and a lot of noise online about what families “should” be doing. But many recruiting setbacks happen – not because a student-athlete lacks talent – they happen because families simply do not understand the process.

At Athletic Cohesion, we believe informed families create more confident and prepared student-athletes.

Here are 7 common recruiting mistakes families can avoid.

### 1. Letting Parents Control the Entire Process

College coaches want to recruit student-athletes who can communicate, lead, and take initiative. When parents send emails, speak during every conversation, and manage the interactions, it demonstrates a lack of the initiative that coaches want to see.

A better approach is to encourage your student to:

- Define their personal goals
- Email coaches directly
- Ask their own questions
- Take ownership of their recruiting journey

Families should support – not replace – the athlete’s voice.

### 2. Focusing Only on “Big Name” Schools

Many families become locked into one level or one dream school. The reality is: great opportunities exist at every level of college athletics.

Student-athletes can thrive in:

- NCAA Division II
- NCAA Division III
- NAIA
- NJCAA

The best fit is more about academics, culture, coaching relationships, opportunity, and long-term development – not the school name.

### **3. Ignoring Academics**

Athletics may open the door, but academics often determine whether a student-athlete can walk through it.

Strong grades can:

- Increase admission opportunities
- Improve scholarship options
- Create more recruiting flexibility

Many coaches recruit academically reliable student-athletes.

### **4. Waiting Too Long to Start**

Many families do not realize how early recruiting preparation begins and how much it matters.

Even if coaches are not actively recruiting yet, athletes should still prepare by:

- Building skills
- Developing leadership habits
- Creating film
- Researching schools
- Improving communication skills

### **5. Believing Social Media Doesn't Matter**

College coaches often evaluate social media presence. Negative posts, poor behavior online, or inappropriate content can create concerns about character and maturity.

Families should encourage:

- Positive online behavior
- Responsible posting
- Respectful communication habits

Your digital presence becomes part of your reputation.

### **6. Thinking that Recruiting is Only About Athletic Talent**

Talent does matter – however coaches also evaluate:

- Attitude
- Body language
- Coachability
- Communication
- Leadership
- Work ethic

Recruiting is about more than statistics and highlight clips.

## 7. Comparing Their Athlete to Everyone Else

Comparison creates unnecessary stress. Every recruiting path is different. Some athletes develop early; some develop later; some find the right fit unexpectedly.

Families should focus on:

- Growth
- Preparation
- Consistency
- Right Fit
- Best opportunities

### Final Thought

The recruiting process is not about being perfect. It's about being prepared. Families who stay informed, supportive, and realistic can help student-athletes navigate the process with more confidence and clarity.

At Athletic Cohesion, our goal is to help student-athletes and families succeed with *Built to Be Recruitable*— through preparation, leadership, communication, and education.

