

The Parent's College Recruiting Checklist

A grade-by-grade roadmap from Coach Kito — built for the families who want to take control of the process, not leave it to chance.

The 5 Mistakes That Cost Families Scholarships

- **Starting too late.** Most families wake up junior or senior year. By then, schools have built their boards.
- **Waiting to be discovered.** If your athlete isn't a top-100 national name, no one is coming. You have to go to them.
- **Mass-blasting generic emails.** Coaches delete copy-paste outreach in 2 seconds. Personalization is the unlock.
- **Chasing the logo, not the fit.** The right D2 or D3 program beats sitting the bench at a name school — every time.
- **Leaving academics out of the recruiting plan.** Academic money + athletic money is how most families actually pay for college.

Freshman Year (9th Grade) — Build the Foundation

- Get GPA on track from day one — every grade counts.
- Identify the sport and position your athlete will commit to.
- Start a simple highlight-clip habit: film every game.
- Attend 1–2 college games as a family — start seeing yourselves there.
- Have the family conversation about what 'success' looks like academically and athletically.

Sophomore Year (10th Grade) — Get on the Radar

- Build a recruiting profile (NCSA, FieldLevel, or self-hosted).
- Cut a first 3–5 minute highlight reel (best plays first, no music tricks).
- Take the PSAT; start practicing for the SAT/ACT.
- Make a long list of 30–50 schools across D1, D2, D3, and NAIA.
- Attend at least one summer camp or showcase where target coaches will be.
- Send first personalized intro emails to position coaches at target schools.

Junior Year (11th Grade) — The Critical Year

- Take SAT/ACT — twice if needed. Lock in your number.
- Update highlight film every season; release within 1 week of season ending.
- Email every target-school position coach with new film and current stats.
- Schedule unofficial visits to top 5–10 schools.
- Track every coach interaction in a spreadsheet (school, name, date, status).
- Narrow the list from 30 to 12 realistic, mutually interested programs.
- Begin financial-aid conversations: net price calculators on every school site.

Senior Year (12th Grade) — Decision Mode

- Finalize and release senior highlight film by mid-season.
- Take official visits — ask coaches the hard questions (depth chart, redshirt, exit rate).
- Compare offers side-by-side: total cost, playing time, academic fit, exit plan.
- Negotiate aid where appropriate. Athletic + academic + need-based stack.
- Commit with conviction — not pressure. Sign. Celebrate.

Parent Self-Check: Are You Doing Enough?

- Can you name 12 specific schools recruiting your athlete right now?
- Do you know your athlete's exact recruiting level (D1 / D2 / D3 / NAIA / JUCO)?
- Has a current college coach watched film in the last 60 days?
- Is there a written, dated recruiting plan in your house?
- Do you have a weekly outreach rhythm — or is it sporadic?

If you answered 'no' to two or more, you're not behind — you just need a plan. That's what I do.

Next Step

Book a free 15-minute recruiting audit with Coach Kito. We'll pressure-test where your family stands and give you 2–3 specific moves to make this month — no pressure, no pitch.

Book at: urecruitu.org/contact

