

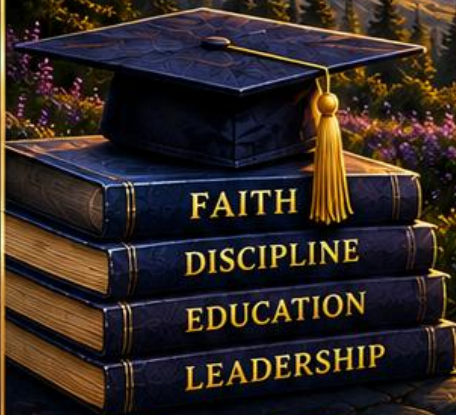


PREPARATION WITH PURPOSE™

STUDENT-ATHLETE ADVANTAGE

Academic & Athletic Resource Guide

PREPARE • POSITION • PURPOSE • PROMISE



BUILT ON FAITH. FOCUSED ON PURPOSE.
PREPARED FOR LIFE BEYOND THE GAME.



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Welcome to the Student-Athlete Advantage

Being a student-athlete means carrying more than one responsibility at a time. You are developing as a student, an athlete, a teammate, a leader, and a young person preparing for life beyond high school.

The Student-Athlete Advantage was created to help you understand that your athletic journey is about more than the sport you play. The habits you build, the decisions you make, the relationships you develop, and the opportunities you prepare for can have an impact long after the final whistle.

You don't have to know exactly where athletics will take you.

You do need to prepare for the possibilities.

This resource will help you think intentionally about academics, athletic development, eligibility, recruiting, character, leadership, financial awareness, future pathways, and how the skills you're developing through sports can create opportunities both **on and beyond the field of play**.



How to Use This Resource Guide

Use the Student-Athlete Advantage as a resource throughout your high school athletic journey.

You don't need to complete it all at once. Some information may be important to you now, while other sections will become more relevant as you progress through high school.

As you work through the Resource Guide

- Read the information that applies to your current stage.
- Complete the activities and reflection questions.
- Keep important athletic and academic information organized.
- Discuss decisions with your parent or guardian, counselor, coach, or another trusted adult.
- Return to the resource as your goals, opportunities, and responsibilities change.

Always verify current eligibility, recruiting, scholarship, NIL, and governing-organization requirements through official sources.

Your sport may be part of your journey. **Preparation helps you make sure it isn't your only plan.**



A Prayer Before You Begin

Heavenly Father,

Thank You for the gifts, abilities, opportunities, and determination You have placed within me.

Give me discipline in the classroom, integrity in competition, humility in success, strength through challenges, and wisdom as I make decisions about my future.

Help me remember that my value is greater than a score, a statistic, a roster position, or the sport I play. Teach me to use my gifts well, respect those who walk this journey with me, and prepare faithfully for every opportunity You place before me.

Guide my steps on the field, in the classroom, and wherever my journey leads.

Amen.



Student Athlete Advantage Resource Library

Helping Families Navigate the Student-Athlete Journey

Introduction

For many families, athletics become one of the most rewarding parts of the high school experience. Through sports, students develop discipline, perseverance, leadership, teamwork, resilience, and time management—qualities that serve them long after the final whistle.

For some students, athletics may also open doors to scholarships, collegiate competition, military opportunities, and careers connected to the sports industry. But those opportunities are rarely the result of talent alone. They are built through preparation, academic commitment, informed decision-making, and a strong support system.

Today's student-athletes and their families must navigate far more than practices and game schedules. Recruiting, eligibility requirements, academics, social media, financial planning, health and

wellness, and changing regulations all play an important role in the journey. Understanding these areas early helps families make informed decisions and avoid common mistakes.

Student-Athlete Advantage was created to serve as a practical resource for families navigating the student-athlete journey. Rather than attempting to provide every answer, this guide is designed to help you ask the right questions, recognize important opportunities, identify potential red flags, and know where to find reliable, up-to-date information.

Throughout this section, you will find planning tools, checklists, conversation starters, and practical guidance to help your family move forward with confidence.

While every athletic journey is unique, one truth remains the same: **Preparation beyond the game is one of the greatest advantages a student-athlete can have.**

Understanding the Student-Athlete Journey

Athletics can be an incredible opportunity, but they should never become the only plan. One injury, a coaching change, shifting interests, or an unexpected life event can alter the direction of a student's athletic career. That's why the most successful student-athletes prepare for life both on and off the field.

Families often feel pressure to focus solely on competition, statistics, rankings, or recruiting. While those areas are important, they represent only one part of a much larger picture. Academic performance, character, leadership, communication, financial literacy, health and wellness, and career preparation all contribute to a student's long-term success.

Throughout high school, encourage your student to develop the habits that colleges, employers, military leaders, and scholarship committees consistently value:

- Strong academic performance
- Integrity and good sportsmanship
- Leadership and teamwork
- Time management and personal responsibility
- Effective communication
- Community service and volunteerism
- Financial awareness
- Healthy decision-making on and off the field

Remember that athletic participation has an expiration date. Whether a student competes for four years of high school, continues into college athletics, or plays professionally, every athletic career eventually comes to an end.

The education, character, relationships, and life skills developed along the way will continue long after the final game has been played.

Student-Athlete Advantage encourages families to prepare for every opportunity while keeping the ultimate goal in focus:

Developing a well-rounded young adult who is prepared for success in every season of life.

Questions Every Parent Should Ask Before the Season Begins

A successful season begins long before the first practice or the opening kickoff. Taking time to ask thoughtful questions helps families understand expectations, avoid misunderstandings, and support their student-athlete throughout the year.

Every school, coach, athletic program, and governing organization operates differently. Use the questions below as a starting point for meaningful conversations with coaches, athletic directors, counselors, and other school officials.

Program Expectations

- What are the expectations for student-athletes both on and off the field?
- What are the attendance requirements for practices, games, and team activities?
- How are playing time and team positions determined?
- What is the team's communication process with athletes and parents?
- How are injuries, illnesses, or missed practices handled?

Academic Expectations

- What academic standards must student-athletes maintain to remain eligible?
- Does the school provide academic support or tutoring for student-athletes?
- How are missed assignments handled when students travel for competitions?
- Who should we contact if academic concerns arise during the season?

Health & Safety

- What medical forms or physical examinations are required?
- What is the school's concussion protocol?
- Who is responsible for communicating injuries to parents?
- Is athletic training or rehabilitation available if my student is injured?
- What emergency procedures are in place during practices and competitions?

Communication

- What is the best way to communicate with coaches?
- When are coaches available to discuss concerns?
- Are there team meetings for parents?
- How are schedule changes communicated?
- Who should families contact if concerns cannot be resolved with the coach?

Financial Responsibilities

- Are there participation fees or booster club requirements?
- What equipment or uniforms must families purchase?

- Are fundraising activities required?
 - Are there travel expenses families should anticipate?
-

Parent Tip

Begin each season by gathering information—not making assumptions.

Clear communication early in the season helps prevent confusion later and allows everyone to focus on what matters most: supporting the growth, development, and success of your student-athlete.



Red Flags Every Parent Should Recognize

Athletics should provide opportunities for growth, leadership, and healthy competition. While most coaches, organizations, and programs are committed to serving student-athletes well, families should remain informed and ask questions whenever something doesn't seem right.

Being proactive can help prevent misunderstandings and protect your student's well-being throughout their athletic journey.

Communication Red Flags

Consider asking additional questions if:

- Parents are discouraged from asking reasonable questions.
- Expectations, policies, or team rules are unclear or constantly changing.
- Important information is shared inconsistently or only through student-athletes.
- Concerns are dismissed rather than addressed respectfully.
- Communication lacks professionalism or transparency.

Academic Red Flags

Be cautious if athletics consistently take priority over academics.

Examples may include:

- Encouraging students to miss class unnecessarily.
- Discouraging participation in academic support programs.
- Suggesting grades are less important than athletic performance.
- Ignoring eligibility requirements or academic progress.

Remember: Athletic opportunities often begin with academic eligibility.

Recruiting Red Flags

Families should proceed carefully if anyone:

- Promises recruitment opportunities without evaluation.
- Guarantees athletic scholarships or roster spots.
- Creates unnecessary pressure to make immediate decisions.
- Requests large upfront payments without clearly explaining services.
- Discourages families from seeking additional information or second opinions.

Legitimate opportunities welcome informed families who ask thoughtful questions.

Social Media Red Flags

Student-athletes should understand that their online presence matters.

Parents should be concerned if online activity includes:

- Inappropriate language or behavior.
- Bullying or harassment.
- Posts that conflict with team expectations.
- Content that could negatively impact future educational, athletic, or employment opportunities.

Encourage your student to think carefully before posting. A positive digital reputation can become an asset.

Health & Wellness Red Flags

Never ignore concerns related to your student's physical or emotional well-being.

Seek additional guidance if your student feels pressure to:

- Play while injured.
- Hide symptoms or medical concerns.
- Participate in unsafe conditioning practices.
- Ignore recommendations from qualified healthcare professionals.

A student's long-term health should always come before short-term competition.

Parent Reminder

When something doesn't feel right, pause and gather information before making decisions.

Ask questions. Seek clarification. Consult trusted professionals.

Verify information through official sources.

An informed family is one of a student-athlete's greatest advantages.

Building Your Student-Athlete Support Team

No student-athlete succeeds alone.

Behind every successful athlete is a network of individuals who provide guidance, encouragement, accountability, and support. While parents remain students' greatest advocates, building a strong support team helps ensure your student has access to the knowledge, resources, and encouragement needed throughout high school.

Every student's team will look different, but families should consider developing relationships with trusted individuals who can provide support in key areas.

Building Your Student-Athlete Support Team

Parents & Guardians

Provide encouragement, advocacy, accountability, transportation, financial planning, and guidance while helping students maintain balance between athletics, academics, and personal responsibilities.

Coaches

Teach athletic skills, teamwork, leadership, discipline, and sportsmanship while helping students develop both on and off the field.

School Counselors

Assist with graduation planning, course selection, NCAA eligibility requirements, dual credit opportunities, college admissions, scholarships, and postsecondary planning.

Teachers

Provide academic instruction while identifying areas where additional support or enrichment may be beneficial.

Athletic Trainers & Healthcare Professionals

Help students maintain their physical health, recover safely from injuries, and make informed decisions regarding conditioning, nutrition, and overall wellness.

Strength & Conditioning Coaches

When properly qualified, these professionals help student-athletes safely improve strength, flexibility, speed, endurance, and injury prevention through age-appropriate training.

Mentors

Trusted adults, including family members, educators, faith leaders, former athletes, or community leaders—can provide perspective, encouragement, and life experience that extends beyond athletics.

College & Career Advisors

Provide guidance regarding admissions, scholarships, career exploration, technical education, military pathways, certifications, apprenticeships, and workforce opportunities.

Parent Action Steps

As the school year begins, identify the individuals who will become part of your student support network.

Take time to:

- Introduce yourself to coaches, counselors, and teachers.
- Learn who to contact with questions related to academics, athletics, or eligibility.
- Maintain updated contact information for key personnel.
- Encourage respectful communication between your student and trusted adults.
- Reevaluate your support team as your student's needs and goals evolve.

Strong support systems are built through relationships, communication, and collaboration—not just during a crisis.

Planning Worksheet

My Student's Support Team

Role	Name	Contact Information	Notes
Parent/Guardian	_____	_____	_____
Coach	_____	_____	_____
School Counselor	_____	_____	_____
Teacher	_____	_____	_____
Athletic Trainer	_____	_____	_____
Mentor	_____	_____	_____
Healthcare Provider	_____	_____	_____
Other	_____	_____	_____

Understanding the Recruiting Process

For many families, recruiting is unfamiliar territory. The process can seem exciting, overwhelming, and sometimes confusing, especially when information comes from multiple sources.

It's important to remember that recruiting is not a single event. It is a process that develops over time through academic achievement, athletic performance, character, communication, and preparation.

Every student-athlete's journey will be different. Some students may receive early interest from college programs, while others may not be recruited until later in high school. Some may pursue NCAA programs, while others find opportunities through NAIA schools, junior colleges (NJCAA), community colleges, military academies, or other competitive organizations.

Families should focus on helping their students develop academically and athletically while learning how the recruiting process works. Preparation, patience, and realistic expectations often lead to better long-term decisions than rushing opportunities.

Remember that recruiting rules, eligibility requirements, and communication timelines may vary by athletic association and are subject to change. Always verify current information through the appropriate governing organizations and the institutions your student is considering.

Parent Action Steps

Help your student prepare for the recruiting process by:

- Learning the recruiting rules that apply to your student's sport and level of competition.
- Encouraging strong academic performance alongside athletic development.
- Maintaining organized records of athletic accomplishments, academic achievements, and extracurricular activities.
- Teaching your student to communicate professionally with coaches and recruiters.
- Keeping an open mind when exploring schools and athletic opportunities.
- Verifying recruiting information through official sources before making important decisions.

Questions Parents Should Ask College Coaches

When speaking with college coaches, consider asking:

Athletic Program

- What qualities are you looking for in prospective student-athletes?
- How many athletes do you anticipate recruiting for this position?
- What opportunities exist for first-year students to compete?
- How is playing time earned?
- What expectations do you have for athletes during the off-season?

Academic Support

- What academic support services are available for student-athletes?
- What is the team's academic success rate?
- How do coaches support athletes during demanding academic periods?
- What resources are available if my student needs tutoring or academic assistance?

Student Experience

- What is the team culture like?
- How do upperclassmen mentor younger athletes?
- What leadership opportunities are available?
- What expectations do you have regarding community service or campus involvement?

Next Steps

Before concluding the conversation, ask:

- What does your recruiting timeline look like?
 - What are the next steps if my student remains interested?
 - Is there additional information you would like us to provide?
 - Who should we contact if we have future questions?
-

Parent Reminder

Recruiting is about more than finding a school that wants your student!

It's about finding a school where your student can succeed academically, grow personally, compete confidently, and graduate prepared for life beyond athletics.

Take your time. Ask thoughtful questions. Make informed decisions.

Preparation today creates confidence tomorrow.

Campus Visits

Making the Most of Every Visit

A campus visit is more than a tour—it is an opportunity to determine whether a school is the right academic, athletic, financial, and personal fit for your student.

While facilities, stadiums, and campus amenities can make a strong first impression, families should look beyond appearances and gather information that will support long-term success.

Encourage your student to participate in the conversation, ask questions, and reflect on their experience after each visit. This helps them take ownership of the decision-making process while developing confidence in evaluating their options.

Remember that no college is perfect. The goal is to find an environment where your student can grow academically, compete successfully, graduate prepared, and thrive beyond athletics.

Questions to Ask During a Campus Visit

Academic Experience

- What academic programs are available in my student's area of interest?
 - What academic support services are offered to student-athletes?
 - What is the average class size?
 - Are tutoring, study labs, or learning specialists available?
 - What percentage of student-athletes graduate?
-

Athletic Program

- What does a typical in-season and off-season schedules look like?
 - How is playing time earned?
 - What strength and conditioning resources are available?
 - What sports medicine and athletic training services are provided?
 - How does the coaching staff support student-athletes academically?
-

Student Life

- What housing options are available?
 - What meal plans are offered?
 - What campus organizations can student-athletes participate in?
 - What resources support students' mental health and well-being?
 - How does the university help students transition into college life?
-

Financial Considerations

- What scholarships may be available?
 - What costs are not covered by scholarships?
 - Are there additional athletic fees?
 - What financial aid resources are available?
 - Who can help us understand the total cost of attendance?
-

Career Preparation

- What internship opportunities are available?
 - Does the university offer career planning and job placement services?
 - What resources help student-athletes prepare for careers after graduation?
 - Are alumni mentoring opportunities available?
-

Parent Action Steps

During every campus visit:

- ✓ Take notes.
 - ✓ Collect contact information.
 - ✓ Take photos if permitted.
 - ✓ Encourage your student to ask their own questions.
 - ✓ Meet with admissions, academic advisors, and coaching staff whenever possible.
 - ✓ Compare each school using the same evaluation criteria.
-

Campus Visit Reflection

Immediately after leaving campus, discuss the visit while the experience is still fresh.

Ask your student:

- What stood out most about this campus?

- Could you picture yourself living and learning here?
- Did you feel welcomed and respected?
- What questions do you still have?
- Would you like to learn more about this school?

Record your thoughts before visiting the next campus. Comparing notes later will make decision-making much easier.

Parent Reminder

A successful college experience is about more than choosing the most recognizable name or the nicest facilities.

Look for a place where your student can learn, compete, grow, and graduate prepared for the opportunities that lie ahead.

A campus should feel like an investment in your student's future—not just their athletic career.

Campus Visits

Making the Most of Every Visit

For many families, the possibility of an athletic scholarship is both exciting and motivating. While athletic scholarships can help reduce the cost of higher education, it's important to understand that they are only one part of the overall financial picture.

Scholarship opportunities vary by sport, division, institution, available funding, and the individual needs of each athletic program. Some students may receive full scholarships, while others may be offered partial scholarships or a combination of athletic, academic, merit-based, and need-based financial aid.

Families should avoid making assumptions based on stories from other athletes or information shared on social media. Every student's situation is unique, and scholarship opportunities can change from year to year.

Understanding how athletic scholarships work allows families to make informed decisions and plan realistically for college expenses.

Questions to Ask About Athletic Scholarships

When discussing scholarship opportunities with coaches or admissions representatives, consider asking:

Scholarship Details

- Is the scholarship full or partial?

- What expenses are covered by the scholarship?
 - Which expenses are the family's responsibility?
 - Is the scholarship guaranteed for multiple years or renewed annually?
 - Under what circumstances could the scholarship change?
-

Academic Expectations

- Are there minimum GPA requirements to maintain the scholarship?
 - Are there credit hour requirements each semester?
 - What academic support services are available if additional assistance is needed?
-

Athletic Expectations

- What participation requirements must be met?
 - What happens if my student is injured?
 - How are medical hardships handled?
 - What happens if there is a coaching change?
-

Financial Planning

- What other scholarships may my student qualify for?
 - Can athletic scholarships be combined with academic or merit scholarships?
 - What financial aid opportunities are available?
 - Are work-study programs available?
-

Parent Action Steps

Before accepting any scholarship offer:

- ✓ Request all scholarship information in writing.
 - ✓ Review the terms and renewal requirements carefully.
 - ✓ Understand which expenses remain the family's responsibility.
 - ✓ Compare financial aid packages from multiple institutions.
 - ✓ Discuss both the academic and athletic opportunities available at each school.
 - ✓ Allow your student time to carefully consider the decision before making a commitment.
-

Scholarship Planning Checklist

Before making a final decision, confirm that your family understands:

- ☐ Scholarship amount
- ☐ Length of the award
- ☐ Renewal requirements
- ☐ GPA and academic expectations
- ☐ Athletic participation expectations
- ☐ Housing and meal plan costs
- ☐ Books and required fees
- ☐ Transportation expenses

- ☐ Medical insurance requirements
 - ☐ Remaining out-of-pocket costs
-

Parent Reminder

An athletic scholarship is one factor in choosing a college, not the only factor. The best decision is one that supports your student's academic success, athletic development, financial well-being, and long-term goals. A thoughtful decision today can create opportunities that extend far beyond graduation.

Making a College Commitment

Receiving an offer to continue competing after high school is an exciting milestone. Before making a commitment, families should take time to fully understand what they are agreeing to and ensure the decision supports the student's academic, athletic, financial, and personal goals.

A college commitment is more than choosing a team. It is a commitment to an educational institution, academic expectations, athletic responsibilities, and a campus community.

Commitment and signing processes may vary by institution and athletic association. Always verify current requirements directly with the college and the appropriate governing organization before signing any official documents.

Questions to Ask Before Making a Commitment

Academic Fit

- Does this school offer my student's intended major or program of study?
 - What academic support services are available?
 - What is the graduation rate for student-athletes?
 - Will my student be prepared for life after athletics?
-

Athletic Fit

- Does my student feel comfortable with the coaching staff?
 - Is the program's philosophy a good fit?
 - What opportunities exist for development and competition?
 - Does my student understand the expectations for participation?
-

Financial Fit

- Have we reviewed all scholarship and financial aid information?
- Do we understand the total cost of attendance?
- Have we identified any remaining financial responsibilities?

- Have all questions regarding scholarship renewal been answered?
-

Personal Fit

- Can my student see themselves living here for the next several years?
 - Does the campus environment support their personal values and goals?
 - Are support services available if challenges arise?
 - Will they have opportunities to grow beyond athletics?
-

Before Signing Any Documents

Take time to:

- ✓ Read every document carefully.
 - ✓ Ask questions about anything that is unclear.
 - ✓ Keep copies of all signed documents.
 - ✓ Discuss the decision as a family.
 - ✓ Consult school counselors or trusted advisors if additional guidance is needed.
 - ✓ Verify all information through official institutional representatives.
-

Parent Checklist

Before your student makes a final commitment, confirm that you have discussed:

- ☐ Academic goals
 - ☐ Athletic expectations
 - ☐ Scholarship details
 - ☐ Financial responsibilities
 - ☐ Campus resources
 - ☐ Housing
 - ☐ Health insurance requirements
 - ☐ Transportation
 - ☐ Career preparation
 - ☐ Graduation expectations
-

Parent Reminder

Choosing a college is one of the most significant decisions your family will make during the high school years.

Take your time.

Ask thoughtful questions.

Review the details carefully.

A well-informed decision today helps lay the foundation for success tomorrow.



NCAA Eligibility Center

Understanding Eligibility Requirements

For students who plan to participate in NCAA athletics, eligibility is an important part of the college planning process. Meeting NCAA eligibility requirements involves more than athletic ability—it also includes academic preparation, course completion, and compliance with NCAA regulations.

Because NCAA requirements may change over time, families should become familiar with the eligibility process early and verify current information through the NCAA Eligibility Center and their student's school counselor.

Beginning the process early helps families avoid unnecessary delays and provides time to address questions before graduation.

Why Early Preparation Matters

Preparing early allows families to:

- Understand NCAA academic requirements.
- Monitor progress toward eligibility.
- Keep important records organized.
- Ask questions before deadlines become critical.
- Reduce stress during the senior year.

Early preparation also gives students more time to focus on academic success while continuing to develop athletically.

Parent Action Steps

Work with your student to:

- ✓ Meet regularly with the school counselor to review graduation requirements and course selections.
- ✓ Maintain accurate academic records throughout high school.
- ✓ Monitor your student's GPA and academic progress.
- ✓ Keep copies of important documents and transcripts.
- ✓ Learn the eligibility requirements that apply to your student's intended level of competition.
- ✓ Visit the NCAA Eligibility Center for the most current information and registration requirements.

Questions Parents Should Ask

When meeting with your school counselor or college representatives, consider asking:

Academic Planning

- Is my student's current course schedule aligned with NCAA eligibility requirements?
 - Are we on track academically each year?
 - Are there courses that may require special consideration?
-

Eligibility Process

- When should our family begin the NCAA eligibility process?
 - What records should we maintain?
 - What important deadlines should we be aware of?
 - Are there additional steps our student should complete before graduation?
-

College Planning

- How does NCAA eligibility fit into the overall college admissions process?
 - Are there additional institutional requirements beyond NCAA eligibility?
 - What resources are available if we have questions?
-

Parent Checklist

Before graduation, confirm that your family has:

- ☐ Met with the school counselor regularly.
 - ☐ Reviewed academic progress each school year.
 - ☐ Maintained organized academic records.
 - ☐ Verified current NCAA requirements.
 - ☐ Completed required registration steps, if applicable.
 - ☐ Asked questions whenever clarification was needed.
-

Parent Reminder

Eligibility requirements, approved coursework, timelines, and NCAA policies are subject to change.

Always verify the most current information through the NCAA Eligibility Center, your student's school counselor, and the colleges your student is considering.

Preparation begins with reliable information—and informed families are better equipped to support confident decisions.



Communicating with College Coaches

Building Professional Relationships

One of the most valuable skills a student-athlete can develop is the ability to communicate professionally and respectfully with college coaches. While parents play an important supporting role, coaches also want to hear directly from prospective student-athletes.

Teaching your student how to introduce themselves, ask thoughtful questions, respond professionally, and follow up appropriately demonstrates maturity and personal responsibility.

Every interaction contributes to the impression your student leaves with a program.

Encourage Your Student to:

- Respond to emails, phone calls, and messages promptly.
- Use professional language in written and verbal communication.
- Proofread emails before sending them.
- Be honest about academic achievements, athletic accomplishments, and goals.
- Ask thoughtful questions about the program and institution.
- Express appreciation for a coach's time and consideration.

Professional communication reflects character just as much as athletic performance.

Questions Student-Athletes Should Ask College Coaches

Athletic Program

- What qualities are you looking for in student-athletes?
- How would you describe your coaching philosophy?
- What opportunities exist for player development?
- What expectations do you have during the off-season?

Academic Support

- How does your program support student-athletes academically?
- What tutoring or academic resources are available?
- How do athletes balance practices, travel, and coursework?

Campus Experience

- What do your athletes enjoy most about attending this institution?
- What leadership opportunities are available?
- How does your program support personal development beyond athletics?

Looking Ahead

- What are the next steps in your recruiting process?
- What additional information would you like from me?
- How can I continue learning more about your program?

Parent Action Steps

Parents can support the recruiting process by:

- ✓ Encouraging students to communicate directly with coaches whenever appropriate.
- ✓ Reviewing emails or correspondence if requested by the student.
- ✓ Helping students stay organized with recruiting contacts and important deadlines.

- ✓ Reinforcing professionalism in all forms of communication.
 - ✓ Respecting the student's growing responsibility throughout the recruiting process.
-

Communication Checklist

Before contacting a coach, encourage your student to confirm that they have:

- ☐ Used a professional email address.
 - ☐ Reviewed the message for spelling and grammar.
 - ☐ Included accurate academic and athletic information.
 - ☐ Asked thoughtful questions.
 - ☐ Thanked the coach for their time.
 - ☐ Saved copies of important communications.
-

Parent Reminder

Communication is key and is about more than making a good first impression.

It is an opportunity for your student to demonstrate responsibility, professionalism, and character—qualities that will benefit them throughout college, their careers, and every stage of life.



Social Media & Your Student-Athlete's Digital Footprint

Social media has become an important part of the recruiting process. Coaches, admissions representatives, employers, scholarship committees, and military recruiters may review a student's online presence as part of their evaluation.

Every post, photo, comment, video, and shared image contributes to a student's digital footprint. While social media can be an excellent tool for showcasing athletic accomplishments, leadership, community involvement, and personal achievements, it should always reflect the character and maturity expected of a student-athlete.

Encourage your student to think carefully before posting and to remember that once something is shared online, it may be difficult—or impossible—to remove completely.

A positive online presence can strengthen opportunities. A poor online presence can limit them.

Building a Positive Digital Reputation

Encourage your student to:

- Share accomplishments with humility and gratitude.
- Demonstrate good sportsmanship in victories and defeats.
- Highlight academic achievements, leadership, volunteer service, and extracurricular involvement.
- Treat teammates, coaches, opponents, officials, and others with respect.

- Protect personal and family privacy.
 - Remember that their online presence represents both themselves and those associated with them.
-

Think Before You Post

Before sharing content online, encourage your student to ask:

- Would I be comfortable if a college coach saw this?
- Does this post reflect my character and values?
- Could this be misunderstood or taken out of context?
- Does this show respect for myself and others?
- Will I still be proud of this post a year from now?

If the answer is "no" or "I'm not sure," it may be best not to post.

Parent Action Steps

Parents can help by:

- ✓ Having regular conversations about responsible social media use.
 - ✓ Encouraging privacy and security settings where appropriate.
 - ✓ Discussing the long-term impact of a digital footprint.
 - ✓ Modeling respectful online behavior.
 - ✓ Reminding students that social media should support—not distract from—their academic and athletic goals.
-

Digital Footprint Checklist

Review your student's online presence together.

- ☐ Profile photos present a positive image.
 - ☐ Privacy settings have been reviewed.
 - ☐ Posts reflect good judgment and sportsmanship.
 - ☐ Photos and videos are appropriate.
 - ☐ Language demonstrates maturity and respect.
 - ☐ Academic, leadership, volunteer, and athletic accomplishments are highlighted appropriately.
 - ☐ Inappropriate content has been removed whenever possible.
-

Parent Reminder

A student's reputation is built over time—both in person and online.

Encourage your student to use social media as a tool that reflects integrity, responsibility, and character.

A strong digital reputation can help open doors to future educational, athletic, and career opportunities.

Name, Image & Likeness (NIL)

Helping Families Understand New Opportunities

The landscape of college athletics has changed significantly with the introduction of Name, Image, and Likeness (NIL) opportunities. Depending on applicable laws, institutional policies, and governing organization rules, eligible student-athletes may have opportunities to earn compensation using their name, image, or likeness.

NIL opportunities can include endorsement agreements, social media partnerships, appearances, instructional camps, autograph sessions, merchandise, and other business activities. However, not every student-athlete will receive NIL opportunities, and compensation should never become the primary reason for choosing a college or athletic program.

Because NIL regulations continue to evolve, families should become familiar with current rules before entering into any agreement. Requirements may vary by state, athletic association, conference, institution, and governing organization.

Questions Families Should Ask

Before considering any NIL opportunity, discuss:

Opportunity

- What is the purpose of this opportunity?
 - Who is offering the agreement?
 - Does the organization have a positive reputation?
 - Is the opportunity appropriate for my student?
-

Financial Considerations

- How will compensation be provided?
 - Are there tax responsibilities?
 - Will expenses be deducted from earnings?
 - Are professional financial advisors recommended?
-

Compliance

- Does this opportunity comply with current NIL rules?
- Have we reviewed institutional reporting requirements?
- Are there restrictions that apply to this agreement?
- Have we consulted the appropriate compliance office if necessary?

Long-Term Impact

- Will this opportunity support my student's long-term goals?
- Could this agreement affect future opportunities?
- Does this partnership reflect our family's values?
- Is my student comfortable representing this organization publicly?

Parent Action Steps

Before signing any NIL agreement:

- ✓ Read every document carefully.
- ✓ Encourage your student to ask questions.
- ✓ Verify current NIL policies with the institution and governing organizations.
- ✓ Consider seeking qualified legal, financial, or tax advice when appropriate.
- ✓ Keep copies of all agreements and related correspondence.
- ✓ Never feel pressured to make an immediate decision.

NIL Readiness Checklist

Before accepting an opportunity, confirm that your family has:

- ☐ Reviewed the agreement thoroughly.
- ☐ Verified current NIL policies.
- ☐ Discussed financial and tax responsibilities.
- ☐ Considered the long-term impact.
- ☐ Asked all necessary questions.
- ☐ Maintained copies of all documentation.

Parent Reminder

Name, Image, and Likeness opportunities can be valuable, but they should complement, not replace, your student's education, athletic development, and long-term career preparation.

Help your student make decisions that protect both their opportunities today and their future tomorrow.

Recruiting Services, Showcases & Camps

Making Informed Decisions

Many student-athletes participate in showcases, prospect camps, combines, recruiting events, and recruiting services to gain exposure and improve their skills. These opportunities can provide valuable experience, instruction, and networking when selected carefully.

However, participation alone does not guarantee recruitment, scholarship offers, or roster opportunities.

Before investing significant time or money, families should research each opportunity carefully, understand its purpose, and evaluate whether it aligns with the student's athletic ability, academic goals, and long-term plans.

Every family should remember that there is no single event, service, or showcase that guarantees success.

Preparation, consistent performance, academic achievement, and character remain the strongest foundation for long-term opportunities.

Questions to Ask Before Registering

About the Organization

- Who is sponsoring the event or recruiting service?
- How long has the organization been operating?
- What is its reputation among coaches and families?
- Are references or testimonials available?

About the Event

- Which colleges or coaches are expected to attend?
- Is attendance confirmed or simply advertised?
- What age groups and competition levels are participating?
- Will participants receive instruction, evaluation, or both?

Financial Considerations

- What is the total cost to participate?
- What expenses are not included (travel, lodging, meals, equipment)?
- What is the cancellation or refund policy?
- Are additional services being promoted during the event?

Follow-Up

- Will participants receive written evaluations?
- Will performance data or measurements be provided?
- How are athletes expected to follow up with college coaches?
- What support is available after the event?

Parent Action Steps

Before committing to any recruiting event or service:

- ✓ Research the organization thoroughly.
 - ✓ Compare multiple opportunities before registering.
 - ✓ Speak with your student's coach or trusted mentors.
 - ✓ Understand exactly what is—and is not—being offered.
 - ✓ Keep realistic expectations about the recruiting process.
 - ✓ Avoid making decisions based solely on advertising or social media.
-

Before You Pay...

Ask yourself:

- ☐ Does this opportunity match my student's current skill level?
 - ☐ Have we researched the organization?
 - ☐ Have we spoken with trusted coaches or counselors?
 - ☐ Do we understand all costs involved?
 - ☐ Are the advertised benefits realistic?
 - ☐ Will this experience contribute to my student's overall development, even if recruiting opportunities do not result immediately?
-

Parent Reminder

No camp, showcase, recruiting service, or evaluation can replace consistent academic performance, athletic development, strong character, and thoughtful preparation.

The best investment you can make is helping your student continue growing as both an athlete and a young adult while making informed decisions every step of the way.

Building Your Student-Athlete Portfolio

Organizing for Opportunity

As opportunities begin to develop, keeping important information organized becomes increasingly valuable. A well-maintained student-athlete portfolio helps families respond quickly to requests from coaches, admissions offices, scholarship committees, and other organizations while reducing stress during the recruiting process.

Your portfolio should grow throughout high school and be reviewed regularly to ensure the information remains current and accurate.

Organization demonstrates preparation, professionalism, and attention to detail.

Documents to Keep Organized

Maintain copies of important records, including:

Academic Records

- Report cards
- High school transcripts
- Standardized test scores, if applicable
- Academic awards and honors
- Dual credit or certification records

Athletic Information

- Athletic résumé
- Season schedules
- Statistics and performance summaries
- Awards and recognitions
- Highlight videos
- Skills evaluations
- Camp and showcase participation records

Leadership & Activities

- Volunteer service
- Community involvement
- Student organizations
- Leadership positions
- Church or faith-based activities
- Employment history, if applicable

Recruiting Records

- College contacts
- Coach communications
- Campus visit notes
- Recruiting questionnaires
- Scholarship information
- Important deadlines

Parent Action Steps

Help your student:

- ✓ Maintain both digital and printed copies of important documents.
 - ✓ Update the portfolio at the end of each semester.
 - ✓ Save certificates, awards, and letters of recognition.
 - ✓ Organize files by category for quick access.
 - ✓ Back up digital files regularly.
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Student-Athlete Portfolio Checklist

Academic

- ☐ Transcript
 - ☐ Report cards
 - ☐ Test Scores
 - ☐ Academic Awards
-

Athletics

- ☐ Athletic Résumé
 - ☐ Statistics
 - ☐ Highlight Video
 - ☐ Awards
 - ☐ Skills Evaluations
-

Leadership

- ☐ Volunteer Service
 - ☐ Leadership Activities
 - ☐ Extracurricular Activities
 - ☐ Employment (if applicable)
-

Recruiting

- ☐ Coach Contact List
 - ☐ Campus Visit Notes
 - ☐ Scholarship Information
 - ☐ Recruiting Timeline
 - ☐ Important Deadlines
-

Parent Reminder

A portfolio cannot earn opportunities on its own, but it allows your student to present their accomplishments clearly, respond promptly, and stay prepared as new opportunities arise.

Good organization today can save valuable time tomorrow.

Every athletic career eventually comes to an end. For some students, that may happen after high school. Others may continue competing in college or beyond. Regardless of how long athletics remain part of a student's life, preparing for what comes next is essential.

Student-athletes develop valuable skills through competition that extend far beyond sports. Discipline, teamwork, communication, leadership, resilience, time management, and problem-solving are qualities that colleges, employers, military leaders, and communities value.

Encourage your student to see athletics as one part of a much larger journey. While success on the field is worth celebrating, lasting success is built by preparing for opportunities beyond the game.

Help Your Student Build a Well-Rounded Future

Encourage participation in experiences that support long-term growth, including:

- Academic achievement
- Career exploration
- Leadership opportunities
- Community service
- Volunteer activities
- Part-time employment, when appropriate
- Financial literacy
- Public speaking and communication skills
- Internships or job-shadowing opportunities
- Faith, character, and personal development

These experiences help students develop confidence while preparing for life after athletics.

Questions Families Should Discuss

As your student progresses through high school, consider discussing:

- What interests do you have outside of athletics?
- What careers would you enjoy exploring?
- Which subjects do you enjoy most in school?
- What skills would you like to continue developing?
- How can athletics prepare you for your future career?
- What goals do you have beyond competition?

These conversations encourage students to think broadly about their future while recognizing the many opportunities available to them.

Parent Action Steps

Help your student:

- ✓ Explore careers related to and beyond athletics.
- ✓ Develop strong study habits and academic goals.

- ✓ Build leadership experience through school and community involvement.
 - ✓ Learn practical life and financial management skills.
 - ✓ Continue developing interests outside of sports.
 - ✓ Remember that education and personal growth remain lifelong investments.
-

Future Planning Checklist

Encourage your student to:

- ☐ Explore possible career interests.
 - ☐ Research education or training requirements.
 - ☐ Develop a résumé of academic, athletic, leadership, and volunteer experiences.
 - ☐ Build relationships with mentors and trusted adults.
 - ☐ Continue developing skills that will serve them beyond athletics.
 - ☐ Create both short-term and long-term goals.
-

Parent Reminder

Athletics may open doors.

Character, preparation, education, and perseverance help students walk through them.

The greatest goal is not simply preparing your student for the next season.

It is preparing them for a lifetime of opportunity, purpose, and success.

Exploring Careers in the World of Sports

One of the greatest misconceptions about athletics is believing that success only means becoming a professional athlete.

Athletics can open the door to a wide variety of rewarding careers that allow students to stay connected to the sports they love in meaningful ways. Some students may continue competing after high school.

Others may discover a passion for coaching, teaching, sports medicine, athletic training, broadcasting, marketing, business, event management, or countless other professions that support the world of sports.

Every role plays an important part. Every profession makes a valuable contribution. Help your student understand that while an athletic career may have seasons, the opportunities to learn, lead, serve, and build a meaningful career can last a lifetime.

Athletics may be where your student's journey begins—but it doesn't have to be where it ends.

Career Pathways to Explore

Health & Performance

- Sports Medicine Physician
 - Physical Therapist
 - Athletic Trainer
 - Occupational Therapist
 - Sports Psychologist
 - Strength & Conditioning Coach
 - Sports Dietitian/Nutrition Professional
 - Exercise Physiologist
-

Coaching & Education

- Coach
 - Athletic Director
 - Physical Education Teacher
 - Skills Trainer
 - Youth Sports Director
 - Camp Director
 - Recreation Coordinator
-

Media & Communications

- Sports Broadcaster
 - Sports Journalist
 - Photographer
 - Videographer
 - Podcast Host
 - Social Media Manager
 - Public Relations Specialist
-

Business & Administration

- Sports Marketing
 - Event Management
 - Sponsorship Coordinator
 - Facilities Management
 - Ticket Operations
 - Sports Agent
 - Compliance Officer
 - Athletic Administration
-

Law & Finance

- Sports Attorney
 - Entertainment Attorney
 - Contract Negotiator
 - Financial Advisor
 - Certified Public Accountant (CPA)
-

Science & Technology

- Sports Analytics
 - Performance Data Analyst
 - Biomechanics
 - Equipment Design
 - Wearable Technology
 - Artificial Intelligence in Sports
 - Performance Technology
-

Creative Industries

- Graphic Designer
 - Apparel Designer
 - Brand Manager
 - Merchandise Development
 - Product Design
-

Community & Youth Development

- YMCA Leadership
 - Parks & Recreation
 - Adaptive Sports Programs
 - Community Outreach
 - Youth Development Organizations
-

Parent Conversation

One of the best conversations you can have with your student is simply asking:

"What do you enjoy most about sports?"

Sometimes the answer isn't competing. It may be encouraging others, Teaching.

Helping athletes recover. Studying performance.

Broadcasting games. Designing equipment. Managing events.

Creating content. Building businesses or solving problems behind the scenes.

The answer to that question may reveal a career your student has never considered.

Parent Action Steps

Encourage your student to:

- ✓ Research careers connected to the sports industry.
 - ✓ Interview professionals working in sports-related careers.
 - ✓ Job shadow when opportunities become available.
 - ✓ Explore college majors, certifications, and training programs related to sports professions.
 - ✓ Remember that many rewarding careers allow people to stay connected to athletics without competing professionally.
-

Parent Reminder

An athletic career may last a season.

A career built around a passion for sports can last a lifetime.

Help your student see that the game may eventually end—but the opportunities don't have to.



Understanding Recruiting Timelines & Important Deadlines

One of the greatest advantages families can have is understanding that the recruiting process follows a timeline. While every student's journey is unique, there are important milestones throughout high school that can help families stay organized and prepared.

Waiting until junior or senior year to begin asking questions may limit opportunities that could have been explored earlier. By becoming familiar with the recruiting timeline, families can make informed decisions, prepare required documents, and reduce last-minute stress.

Remember that recruiting timelines, eligibility requirements, and communication rules may differ by sport, athletic association, and institution. Families should verify current information through official organizations, school counselors, and college admissions or athletic offices.

Preparation begins long before recruitment becomes a reality.

Parent Action Steps

Encourage your student to:

- ✓ Stay focused on academic success every year of high school.
 - ✓ Meet regularly with their school counselor to review graduation and eligibility requirements.
 - ✓ Keep athletic and academic records organized.
 - ✓ Participate in activities that support leadership, service, and personal growth.
 - ✓ Review important deadlines throughout each school year.
-

Suggested Planning Timeline

Parent Note: If your student is still in middle school, don't worry, you don't have to wait to begin preparing. Encouraging strong academic habits, character development, leadership, and exploration of interests before high school can help build a solid foundation for future opportunities.

8th Grade & Before High School

- Begin exploring interests, strengths, and future goals.
- Develop strong academic habits.
- Learn the importance of eligibility requirements.

- Encourage participation in school and community activities.
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Freshman Year

- Build a strong academic foundation.
 - Get involved in school activities and leadership opportunities.
 - Begin maintaining records of awards, accomplishments, and athletic participation.
 - Develop healthy study habits and time management skills.
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Sophomore Year

- Continue strengthening academics.
 - Begin researching colleges, careers, military pathways, technical programs, and apprenticeship opportunities.
 - Attend college fairs, career events, or informational workshops when available.
 - Continue building relationships with coaches, teachers, and mentors.
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Junior Year

- Narrow college choices, career interests, and visit campuses when possible.
 - Learn about financial aid and scholarship opportunities.
 - Continue communicating with coaches and admissions representatives.
 - Review eligibility requirements and important deadlines.
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Senior Year

- Complete college, scholarship, and financial aid applications.
 - Meet all institutional deadlines.
 - Review financial aid offers carefully.
 - Make informed decisions regarding post-secondary plans.
 - Celebrate the accomplishments that have resulted from years of preparation.
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Questions Parents Should Ask

Throughout high school, ask:

- What deadlines should we be aware of this year?
 - Are we meeting academic expectations?
 - Have we completed required forms or applications?
 - What opportunities should we begin exploring now?
 - What can we do this year to better prepare for next year?
-

Parent Reminder

Preparation is most effective when it happens consistently—not all at once. Small, intentional steps taken throughout high school often lead to greater confidence and more opportunities when important decisions begin to unfold.

Understanding the True Cost of Participation

Participating in athletics is an investment of time, commitment, and, in many cases, financial resources. While every program is different, families should understand the potential costs associated with participation and plan accordingly.

Having open conversations about expenses early can help reduce unexpected financial stress throughout the season.

Remember that costs vary by school, sport, level of competition, travel requirements, and individual circumstances.

Expenses Families May Encounter

School Athletics

Depending on the program, expenses may include:

- Participation or athletic fees
- Physical examinations
- Uniforms and practice apparel
- Equipment
- Team shoes, sport-specific gear or spirit wear
- Team meals and transportation
- Banquets or team events

Club & Travel Sports

Additional expenses may include:

- Club membership fees
- Tournament registration
- Travel and lodging
- Meals during travel
- Private instruction or lessons
- Showcase or camp registration
- Equipment upgrades

College Recruiting

Families may also budget for:

- Campus visits
- Application fees
- Official transcripts
- Standardized testing (when applicable)
- Recruiting event participation
- Travel associated with recruiting opportunities

Parent Action Steps

Before each season:

- ✓ Review anticipated expenses.
 - ✓ Create an athletic budget.
 - ✓ Ask about fundraising opportunities.
 - ✓ Understand payment deadlines.
 - ✓ Prioritize needs over unnecessary purchases.
 - ✓ Keep receipts and important records.
-

Questions to Ask

- Which expenses are required?
 - Which expenses are optional?
 - What fundraising opportunities are available?
 - Are payment plans offered?
 - Are financial assistance programs available through the school or organization?
-

Parent Reminder

Investing in your student's development is more than purchasing equipment or paying fees. The greatest investment you can make is your encouragement, your presence, and your commitment to helping your student grow academically, athletically, and personally.

Official Resources & Trusted Organizations

One of the best ways to support your student is by using reliable, up-to-date information from official sources. Policies, eligibility requirements, financial aid programs, recruiting rules, scholarship opportunities, and admission requirements can change over time.

Rather than relying solely on social media, word of mouth, or outdated information, make it a habit to verify important details through official organizations and your student's school.

This section is designed to help you identify the types of resources that may support your family's planning throughout high school. Because websites, policies, and requirements change periodically, always confirm the most current information through appropriate organizations.

Resources Families Should Become Familiar With

College Admissions

Use official college admissions offices to learn about:

- Admission requirements
- Application deadlines
- Campus visits
- Degree programs

- Housing
- Financial aid
- Student support services

Financial Aid & Scholarships

Research:

- Federal financial aid
- State financial aid programs
- Institutional scholarships
- Local and community scholarships
- Private scholarship opportunities
- Employer-sponsored scholarships

Keep a calendar of important deadlines and required documentation.

Athletic Associations

Families should become familiar with the athletic association that applies to their student's goals and level of competition. Each organization establishes its own eligibility requirements, recruiting guidelines, and participation standards.

Examples may include:

- NCAA
- NAIA
- NJCAA
- State high school athletic associations

Career & Technical Education

Students pursuing skilled trades, certifications, apprenticeships, or technical careers should explore resources related to:

- Apprenticeship programs
- Trade organizations
- Industry certifications
- Workforce development
- Technical colleges
- Career training opportunities

Military Pathways

Students interested in military service should research:

- Branch-specific opportunities
- ROTC programs
- Service academies
- Enlistment options
- Education benefits
- Career pathways

Career Exploration

Encourage students to learn about:

- Career outlooks
- Salary information
- Education requirements
- Licensing or certification requirements
- Job-shadowing opportunities
- Internships

Parent Action Steps

- ✓ Bookmark official resources for easy access.
- ✓ Review important updates each school year.
- ✓ Verify deadlines before submitting applications.
- ✓ Meet with school counselors regularly.
- ✓ Keep important documents organized.

Encourage your student to participate in research opportunities and encourage them to ask appropriate questions.

Verify Before You Act

Requirements, deadlines, eligibility standards, fees, and application or registration procedures may change. Before applying, registering, submitting documents, or making decisions, verify current information directly with the appropriate official organization or program.

Parent Reminder

The best decisions are made using accurate, current information.

When questions arise, begin with official sources, consult trusted professionals, and verify information before making important educational, athletic, or financial decisions.

Parent's Season Preparation Checklist

Every athletic season brings new opportunities, responsibilities, and decisions. Taking a few moments before the season begins can help families stay organized and reduce unnecessary stress throughout the year.

Use this checklist as a planning tool and revisit it before each season.

Student Preparation

- ☐ Current physical examination completed (if required)
- ☐ Academic eligibility confirmed
- ☐ Emergency contact information updated
- ☐ Transportation plan established
- ☐ Personal goals discussed
- ☐ Team expectations reviewed
- ☐ Equipment inspected and ready
- ☐ Practice and competition schedule added to the family calendar

Family Preparation

- ☐ Review anticipated expenses
- ☐ Discuss academic expectations
- ☐ Establish communication expectations
- ☐ Review family schedules and commitments
- ☐ Plan for meals and transportation
- ☐ Identify important school and athletic deadlines
- ☐ Discuss healthy sleep, nutrition, and recovery habits

Parent Communication

- ☐ Know how to contact coaches
- ☐ Understand the team's communication process
- ☐ Attend parent meetings when available
- ☐ Know where schedules and updates are posted
- ☐ Understand team policies and expectations

Academic Success

- ☐ Monitor grades throughout the season
- ☐ Encourage consistent study habits
- ☐ Schedule tutoring or academic support if needed
- ☐ Balance athletics with school responsibilities

- ☐ Celebrate progress both in the classroom and in competition
-

Health & Wellness

- ☐ Report injuries promptly
 - ☐ Encourage proper hydration and nutrition
 - ☐ Prioritize adequate sleep and recovery
 - ☐ Follow medical recommendations before returning to play
 - ☐ Support emotional well-being throughout the season
-

Family Reminder

Athletics should enhance your student's high school experience—not overwhelm it. Maintain healthy priorities, communicate often, and remember that your greatest role is not simply cheering from the stands. It is helping your student grow into a confident, responsible, and well-rounded young adult.

Student Athlete Advantage

Final Thoughts

The journey of a student-athlete is about far more than practice, competitions, rankings, or recruiting. It is an opportunity to develop habits, character, and life skills that will continue to serve your student long after their athletic career has ended.

As a parent, you don't need to have every answer. Your role is to remain engaged, ask thoughtful questions, encourage wise decisions, and help your student make informed choices throughout the journey.

Celebrate victories, learn from the challenges, and remember that every season offers opportunities for growth.

Most importantly, encourage your student to pursue excellence both on and off the field. A strong education, good character, healthy relationships, and thoughtful preparation will continue opening doors long after the final whistle.

Thank you for investing your time, your encouragement, and your support in helping your student prepare for the future.

The lessons learned through athletics can last a lifetime—and with intentional preparation, the opportunities can as well.

Parent Reflection

As you continue supporting your student-athlete, consider these questions:

- How can I encourage my student to grow beyond their athletic abilities?
- Am I helping them prepare for life after high school, not just the next season?
- What conversations do we need to have before the next opportunity or decision?
- Where can we continue learning together as new opportunities arise?

Preparation doesn't end with one season or one decision.

It continues through every conversation, every lesson learned, and every step forward.

PREPARATION TODAY

Opens Doors Tomorrow™

DISCIPLINE
BUILDS
FREEDOM

The Preparation With Purpose™ Academic and Career Resource Guide — Student-Athlete Advantage is a practical, faith-based guide designed to help you balance academics, athletics, and personal growth while preparing for your future.

Whether you're aiming for college athletics, a career, the military, or another path, this resource will help you stay eligible, make informed decisions, build important life skills, and maximize the opportunities available to you — on and off the field.



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Build Your
Foundation



ATHLETICS
Develop
Your Talent



CHARACTER
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Explore
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