

REACH PROGRAM

BUILDING COLLEGE & CAREER READINESS THROUGH ATHLETICS

Only about 7% of high school athletes compete at the collegiate level. However, 100% will eventually transition out of sport. The question is not simply who gets recruited but who is prepared when opportunity arrives, and when the game eventually ends.



PROGRAM OVERVIEW

REACH is a structured developmental program that helps student-athletes navigate the recruiting process while building the maturity, discipline, and communication skills required for life beyond athletics.

Using sport as the vehicle, the program equips athletes with the clarity and systems needed to pursue opportunities with confidence and professionalism.

Participants learn how to position themselves authentically, communicate effectively with college coaches, and take ownership of their recruiting journey.

These same skills transfer directly to college environments, career opportunities, and life beyond sport.

REACH DEVELOPMENT MODEL

IDENTITY



Student-athletes gain clarity around who they are, what drives them, and how their story shapes their direction. They learn how to communicate their identity beyond performance.

COMMUNICATION



Student-athletes learn how to articulate their value and engage college coaches with professionalism. Structured outreach strategies help athletes build authentic recruiting relationships.

ACCOUNTABILITY



Student-athletes develop the discipline to manage their recruiting journey with ownership. They learn how to organize outreach, maintain follow-up systems, and take responsibility for their preparation.

MEET K. SCOTT



I've worked with student-athletes who had the talent and potential to compete at the next level but lacked structure in their recruiting process. Too often, opportunities were missed not because of ability — but because of inconsistency, disorganization, or unclear direction.

After competing professionally, I built a career in sales leadership across small business, mid-market, and enterprise environments. That experience reinforced how important it is to clearly communicate value, stay organized, and approach opportunities with preparation.

Those same principles apply to recruiting.

As a former athlete and educator, I built the Social Health Brand curriculum and the REACH system to bring structure, strategy, and accountability into the recruiting journey.

Today, REACH helps student-athletes move from motivation to measurable action — while giving schools a repeatable development framework they can implement with confidence.

WHO THE PROGRAM SERVES

REACH supports student-athletes who want to approach the recruiting process with greater clarity, discipline, and communication confidence.

Ideal participants include:

- ✓ athletes exploring collegiate recruiting opportunities
- ✓ athletes preparing to communicate with college coaches
- ✓ athletes seeking structure in their recruiting journey

The program is sports-neutral and can be implemented across teams or grade levels.



PROGRAM SNAPSHOT



PROGRAM LENGTH

Flexible multi-session format delivered through advisory periods, team sessions, or athlete development blocks.



COHORT SIZE

Approximately 25 student-athletes per cohort to ensure meaningful engagement and accountability.



IMPLEMENTATION

Programs may be delivered during the school year, off-season development periods, or summer recruiting readiness sessions.

PROGRAM STRUCTURE

REACH is delivered through structured sessions that guide athletes through the recruiting preparation process.

Session topics include:

- identity development and personal direction
- positioning and story development
- school targeting and recruiting visibility
- coach communication and outreach strategy
- interview preparation and recruiting conversations
- recruiting organization and follow-up systems

"I just received my first college offer. The recruiting guidance and support helped me understand how to approach the process and communicate with coaches with confidence."

— Jeremiah M.
Offered by Carroll University

"Kenneth helped my son expand his recruiting reach and approach the process with more clarity and confidence. Seeing him receive his offer made it clear how valuable that guidance

was for our family."
— Brittany D.
Mom of Student Athlete

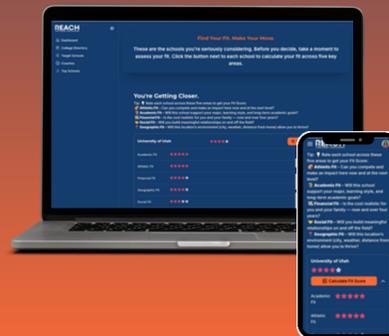
REACH PLATFORM

Student-athletes also gain access to the REACH recruiting management platform, designed to help them organize and manage their recruiting journey.

Athletes use the platform to:

- track schools and recruiting opportunities
- manage communication with coaches
- organize outreach and follow-up
- maintain accountability throughout the recruiting process

By combining structured development with a practical execution system, REACH ensures that preparation leads to consistent action.



WEBSITE:

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