Athletic Edge Softball · Petaluma, CA

Recruited on purpose.

The AE Softball Recruiting Program

A step-by-step system that takes every player from her first target-school list to signing day. Written down, so families can hold us to it.

WHY THIS PROGRAM EXISTS

Hope is not a recruiting plan

Most travel teams sell exposure: pay for the big tournament, play well, and hope a college coach happens to be watching your field. It rarely works that way.

> **College coaches don't go to tournaments to discover players. They go with a list of players they already know, to confirm what they've already seen.**

Our job is to get your daughter on that list **before** the first pitch. That means choosing the right schools first, contacting those coaches directly, building a relationship over time, and then inviting them to watch her play.

The hope approach

- Enter expensive showcases and wait to be noticed
- No list of schools, or a list of dream schools only
- Coaches have never heard the player's name
- Parents manage it alone, guessing at the rules
- Junior year arrives and the phone doesn't ring

The AE approach

- Build a target list of schools that truly fit
- Player emails those coaches, with real numbers and video
- Coaches are invited to specific games, with field and time
- Staff guide every step and track every contact
- On September 1 of junior year, she's already on their board

Why September 1 matters

Under current NCAA Division I softball rules, September 1 of a player's junior year is the first day coaches may call, text, email, make offers, and host visits. Players, however, can write to coaches at any time before that. Coaches read those emails, watch the video, and build their boards long before they are allowed to reply. Everything in this program is built to make that date the start of a conversation, not the start of a search.

Our promise, stated plainly. No one can guarantee a scholarship or a roster spot, and we won't pretend to. What we guarantee is the process: a real target list, real numbers, real video, the right events, and consistent follow-through with college coaches. The right fit at any level — Division I, II, III, NAIA, or junior college — is a win.

THE SYSTEM

Six steps, from target list to signing day

Every AE player works the same process. The player drives it; our staff coach her through it.

1

START HERE · ANY GRADE

Know your profile

Verified measurables, a skills video, grades, and a standardized player profile. Before we contact a single coach, we know what we're presenting and what level it fits.

2

FRESHMAN – SOPHOMORE YEAR

Build the target list

A one-on-one meeting with each family to build a list of schools using our five pillars of fit. Reach, match, and likely schools — chosen on purpose, not by logo.

3

AS SOON AS THE LIST EXISTS

Reach out and show interest

The player emails each coach on her list, completes the school's recruiting questionnaire, and follows the program. We supply templates, review drafts, and help with the questionnaires.

4

ONGOING

Build the relationship

Regular updates when there's something to say: new video, new numbers, grades, schedule. Camps at target schools. Every contact goes in her coach contact log so nothing is dropped.

5

BEFORE EVERY TOURNAMENT

Invite them to watch

Before each event, every player emails her target coaches the schedule, field numbers, and jersey number, with our team sheet and her player sheet attached. Coaches come to see a player they already know.

6

SEPTEMBER 1 OF JUNIOR YEAR → SIGNING DAY

Be on the board when the window opens

When coaches can finally call, she's already in their recruiting process. From there: calls, visits, offer evaluation with an AE coach in the room if you want one, commitment, and signing.

BUILDING THE TARGET LIST

The five pillars of fit

A school belongs on the list only if it holds up on all five. This is the conversation we have with every family.

1 · Academic fit

Can she get in, and does it have what she wants to study?

- GPA, course rigor, and test scores against the school's admitted range
- Majors and career path
- Academic support for athletes

2 · Athletic measurables

Do her numbers fit the level?

- Exit velocity, home-to-first, pitch velocity and spin, pop time
- Tested at our facility and compared to that program's current roster
- Honest about where she is today and where she can get

3 · Roster depth & playing time

Is there a spot at her position in her class?

- Who plays her position now, and when they graduate
- How many the program carries and recruits per class
- A realistic path to the field, not just the roster

4 · Finances

Can the family afford it for four years?

- True cost of attendance vs. sticker price
- Athletic, academic, and need-based aid combined
- In-state tuition, WUE (Western Undergraduate Exchange), and private merit aid

5 · Geography, climate & campus life

Would she be happy there if softball ended tomorrow?

- Distance from home, weather, and size of the school and town
- Diversity, campus culture, Greek life, and the social scene she's looking for
- Coaching staff and team culture, seen in person on a visit

What the finished list looks like

Reach	Match	Likely
Stretch programs worth the effort	Where her numbers and grades fit today	Strong fits where she'd be a priority recruit

Lists are reviewed each semester as grades, measurables, and interests change. A typical list starts at 25–40 schools and narrows as coaches respond.

WHAT'S INCLUDED

What every AE player gets

The recruiting program is part of being on the team. These are the services, tools, and people behind it.

Individual target-school list

A one-on-one family meeting to build her list on the five pillars, revisited every semester.

Standardized player profile

A profile page with video, verified metrics, academics, and schedule — one link she can send to any coach.

Skills video

Filmed at the Athletic Edge facility, edited to what college coaches want to see in the first three minutes.

Pitch & swing technology

pitchLogic smart-ball bullpen reports with spin, break, and velocity, plus swing analysis. Each comes with an individual development plan built around her goals.

Pre-tournament coach emails

Templates and staff review so every player contacts her target coaches before every event, with schedule and field assignments.

Team sheet & player sheets

A roster sheet for college coaches at every event and a one-page sheet for each player, at the backstop and in every email.

Questionnaire & platform support

Help completing each school's recruiting questionnaire and setting up her recruiting profile, messaging, and social media presence.

Coach contact log

Every email, reply, camp, and call tracked for each player, so staff know when to follow up on real interest.

Elite competition, chosen on purpose

Alliance, PGF, and showcase events selected because the coaches on our players' lists will be there.

Year-round indoor training

Seven cages and turf tunnels at Athletic Edge in Petaluma. Open workouts Tuesday and Thursday evenings, rain or shine.

The people

One staff coaches both teams and runs the recruiting program: **Kai Hoke**, Head Coach · **Dave Cooper**, Assistant Coach · **Ken Stevenson**, Softball Director and Assistant Coach. Behind them is Athletic Edge, a Petaluma non-profit that has developed players since 1987, with alumni in college and professional baseball.

YEAR BY YEAR

The timeline

When	What the player does	What AE does
8th – 9th grade	Protect the GPA from day one. First measurables. Start a list of schools she's curious about.	Baseline testing, parent night on how recruiting works, profile page goes live.
10th grade	Build the target list. Register with the NCAA Eligibility Center. Email coaches and complete questionnaires. Attend camps at target schools.	Family target-list meeting, skills video, email coaching, schedule built around the list.
Summer before 11th	Email target coaches before every tournament. Keep them updated.	Team and player sheets at every event; staff follow up with coaches who watched.
Sept 1, 11th grade	Answer the phone. Division I coaches can now call, text, offer, and host visits.	Help her prepare for calls, compare interest, and plan visits.
11th grade	Unofficial and official visits. Narrow the list. Updated video and numbers.	Offer evaluation against the five pillars; honest advice on fit.
12th grade	Commit, apply, finish strong academically, sign.	Signing day, and a plaque in the AE Hall of Fame.

Contact dates differ by level. Division II coaches may call and email earlier, with offers and official visits from June 15 after sophomore year. Division III, NAIA, and junior college programs have fewer restrictions. NCAA rules change; we confirm the current calendar every year and walk families through it.

What we ask of players

- Write your own emails. Coaches recruit players, not parents.
- Keep your grades up; they open or close doors before talent does.
- Do the work between practices, and keep your profile current.
- Answer coaches promptly and honestly.

What we ask of parents

- Be honest with us about budget, distance, and academics.
- Let your daughter lead the conversations with coaches.
- Come to the family meetings and parent nights.
- Stay open to every level. The right fit is the goal.

Start with a tryout

Saturday, Nov 28 and Saturday, Dec 5 · 2–4 pm · Casa Grande Varsity Field, Petaluma

Open workouts Tuesdays & Thursdays, 8–9:30 pm · Athletic Edge Batting Cages

Ken Stevenson, Softball Director
kenstevenson.ae@gmail.com
(707) 763-5905