

ALASKA SOFTBALL RECRUITING ZOOM

Key Recruiting Takeaways with Rhoda Horn Recruiting with Rhoda | January 2026

Huge thank you to Lauren Frost for helping organize this opportunity to help grow recruiting education for Alaska softball players and families.

Top Recruiting Takeaways:

- Learn to communicate confidently with adults and college coaches.
- The recruiting process starts with visibility: Email coaches consistently, attend camps/showcases, utilize social media, and create quality video content.
- Build and communicate your player brand: Know your strengths, your style of play, and what makes you different as a player and teammate.
- Alaska athletes should embrace what makes them unique: Being from Alaska stands out and should be part of your story.
- Create a realistic target school list: Consider academics, athletic fit, location, cost, size of school, and overall environment.
- Recruiting requires consistency: Continue reaching out to schools and updating coaches throughout your journey.
- Create quality highlight videos: Keep videos short, action-focused, and specific to your strengths. Show skills, athleticism, work ethic, and game awareness.
- Social media matters: Use your platforms professionally. Keep schedules pinned, maintain updated bios, and post with purpose.
- Twitter/X remains an important recruiting platform for college coaches.
- Utilize free tools and platforms: YouTube, social media, recruiting platforms, and video editing apps can all help increase exposure.
- Camps can be valuable opportunities: Especially camps where athletes can interact directly with college coaches.

One of the biggest messages from the session: "What you put into the recruiting process is what you will get out of it."

For more recruiting education and resources: Rhoda Horn Recruiting with Rhoda www.recruitingwithrhoda.com