



**College Prep Evaluation | Kailand Johnson**  
**Height/Position | 6'5 Playmaker/SF**  
**Classification/School | 2024 Manor HS**

**Date: January 19th, 2024**

**Lead Evaluator:** Coach V (21 Year College Recruiting Coordinator at the D1, D2, D3 & NAIA Levels with over 30 Years Experience in the Recruiting Industry)

**Secondary Evaluator:** JUCO AC (Entering his 7th Season with LM D1 and JC Experience)  
UCExposure Evaluations is our Guide to Building a Recruiting Game Plan tailored to the Individual Player

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**Projected Level | D2 JUCO / NAIA**

**Potential Level | D1 JUCO / NCAA D2** *(Based on Physical Talent Alone, To Secure an Offer at these Levels Follow the Recruiting Game Plan while I make my hardest Push)*

**College Prep Evaluation:** Kailand has a Great feel for the Game, has a soft touch in the paint, and shows the ability to finish in the paint off the bounce or when posting up a smaller wing. Versatile tweener that is comfortable at moving to the perimeter as a playmaker with the ball in his hands. Can create his own shot and create shots for his teammates when attacking in the HC, and does a good job in Pick and Roll Action both as the Screen Setter and the one getting Screened for and that stands out on Game Film. Shows the athleticism and speed to play at the Scholarship Levels on the Offensive end, but doesn't show the same ability to use those god

given talents on the Defensive end of the floor. Needs to have more of a sense of Urgency without the ball in his hands to move onto Scholarship Level Boards or secure Athletic Money. Has moments on film when he is fully engaged on Defense that would stand out to College Coaches at the Higher Levels, but moments must turn to longer stretches of him using his talent on both sides of the ball and on the Glass. If it is due to conditioning, the time is NOW to get in extra work when no one is watching, so you can play to your maximum potential down the stretch and when you go on campus visits/team workouts/elite camps etc. The Ability, Speed, Length and Athleticism are there to truly increase his level of Recruitment and Interest over the next 60-75 Days, but that will be up to Kailand to make up his mind to go ALL-IN! Right now, most of his energy and explosiveness are showcased when making plays on Offense or on the Offensive end. He has a good feel for the Game and has a high Basketball IQ, so he puts himself in the right position off the ball on Defense to make more plays (Deflections/Attempted Charges/Help and Recover) but doesn't play with the mindset of 'Your not scoring on US/ME' in the Half Court. A Great Example of a play that he needs to evaluate and eliminate is the 1:38 Mark in the 1st Quarter V. Rouse where he is in the right position but gives up a straight line drive and allows middle penetration that leads to an easy basket. The Positive moving forward is he is the perfect prospect that could draw Interest from various Systems due to his Versatility on Offense and Defense. So now it becomes a choice, more than targeting the perfect FIT for a player like Kailand. He has the Skill Set and Ability to play the 2-4 Spots on Offense and Defend the 2-4 Spots on Defense, so we need to get Game Films uploaded that showcase him playing on both ends to his highest potential. Another area Exposed on Game Films is in transition D, he picks and chooses after missed shots by when to sprint back and help his team make a play to stop an easy basket from happening. College

Coaches look at all these areas with Scholarship Money Involved, before moving names up their board. Right now, there is no question you will have some options when I make a push on talent and physical gifts alone, but if we want to secure the higher level Offers and more Athletic Scholarship Money then you must finish strong down the stretch on both ends of the court. Offensively, you are a scholarship Level Prospect and Playmaker that stands out with your ability to create mismatches and the IQ to take advantage of the matchup. Unfortunately, being an Elite Level Offensive Player in HS (Outside of MM/HM Talents) is not enough to beat the Portal. Coaches don't want any question marks about motor, toughness, mentality in other areas if they are going to spend scholarship level dollars on a true freshmen. That will be your biggest challenge, but also your best chance to secure an Offer is to play with more intent and effort on the Defensive End and on the Glass in all Remaining Games, Camps, Workouts, Tryouts, etc. YOU have the talent and it doesn't take 2 Years like working on a perimeter shot, it takes you making up your mind to be the best version of you down the stretch and playing to your maximum potential. There are several plays when you are active on D and on the Glass that you look like a whole different player (Full Ride Talent) but too many bad habits in both and inconsistency with Effort to stand out. Review Plays like the one on Offense vs Rouse at the 3:55 Mark 3:55 Vs. Rouse where you get downhill, follow your own shot and finish by outworking the opposing team. We need to create a highlight of plays where they showcase you outworking opponents on Offense, Defense and the Glass and we have 30-45 Days to get 2 Games uploaded where you play a full 32 Minutes on both ends of the Court to share to scholarship level programs. The Size, Ability, and Talent are there and you will play beyond HS, but at this point what level you end up playing at will be 100% up to you and how you finish the race.

## **College Ready Games to Share to Targeted Levels:**

**Game #1:** Select One Game where you fill up the Stat Sheet and it Showcases Your Ability to Score it at all 3 Levels, and playmaking ability to facilitate at your Size. A Great Game would be where you get 12-15 Paint Touches, Have 5-7 Assists, and knock down 2 3pt shots. If you can think of one where you make a lot of plays in P n R Action in HC or finish in transition that will best represent your talent and versatility on Offense.

**Game #2:** A Second Game that would Answer any Question Marks mentioned in the Assessment would be a great Game to Upload. It Might be after Reviewing the Evaluation or you have one prior to this that matches the following upload it: Your Most Consistent Effort on the Glass and Defense | 5+ Off Ball Defensive Winning Plays i.e. steals/deflections/attempted charges or just help and recover situations when guarding ball screens and not giving up drives when guarding the Ball. 7-9 Rebounds (3+ on Offense) and getting to the FT Line 6 or more times (Basically the Best Version of You when you are in ATTACK Mode on Offense and Defense)

### **Kailand Johnson | Keys Down the Stretch**

- 1. CONDITIONING IS BETWEEN YOU AND YOU:** I don't know if it's a conditioning issue, but too many stretches on Game Films where it looks like your conserving energy, and then you have moments where your speed, explosiveness, and effort look like a Scholarship Level Wing. Outside of scoring the ball, put yourself in position in 32 Minute Games where you can play to maximum effort on both ends **(If it's conditioning start today at getting in extra work so you play hard for longer stretches)**

2. **SET SPECIFIC GOALS IN AREAS THAT MUST IMPROVE:** Not looking at previous Games/Averages but moving forward with whatever Games are left including potential Playoff Games track the following 2 Stats: **8+ RPG & 4+ Off Ball Defensive Winning Plays (Steals/Attempted Charges)** I don't care what you average right now, Track these 2 Areas without overthinking it. Play Basketball and after the next two Games review how many Boards you Averaged and Steals/Attempted Charges did you get. That keeps you accountable and gives you direct insight if you are stepping up in those areas.
3. **NOTIFY ME AFTER BIG GAMES/BIG WINS:** When You have a 16 point, 9 rebound, and 6 Assists Game, upload that Game to your Player Card and Message me on the site. I will share those Games to my custom lists of established Relationships at the projected levels above. You must communicate with me down the stretch **(If I don't know I can't help you at my highest level)**

### **The Uncommon Approach to Gaining Exposure**

We use College Prep Evaluations to Elevate clients on court performance, act as a Guide to Selecting College Ready Game Films that Stand Out, and provide behind the scenes insight through the lens of a College Recruiter to enhance not only the Prospects Recruitment but Knowledge on how to Increase their Recruitment. The Midseason Assessment & College Prep Evaluation is Key heading into the Spring as we begin to Promote Prospects to college Programs that FIT and Coaches start Researching UCExposure Recruits..

**College Ready Strengths** | Versatility on Offense & Playmaking Skills at your Size with the ball in your hands. Athleticism and Speed on the Offensive end and in transition going downhill. Finishing Plays in the Paint.

**Areas Exposed to Progress** | Consistency on Your Perimeter Shot (We need an Extra Year for You to Truly work on that Aspect) Rebounding & On Ball and Off Ball Defense **(We need You to have a back against the Wall Mentality in both these Areas to get you that Extra Year so you can continue to Grow Your Overall Offensive Game and Perimeter Shot)** Unlike

Improving your 3pt % D and Boards takes One Day ONE when the talent is there, and the talent is there. One Practice, One Possession, One Play at a time make it a point to 100% focus on Defending and Rebounding (Offense will come within the flow of the Game)

### **Kailand's Highlight Video | Social Media Athlete Marketing**

**Length:** 1:30-2:00 Max | 25 Clips Max

**College Ready Strengths to Highlight | 15-20 Clips:** For Your Highlight I would select 15 Clips of Playmaking, Posting up, and PnR Situations. If a Coach Watched it I want him to see that you are a tough matchup for teams **(Basically taking bigger players off the bounce, posting up wings, and making plays in Ball Screen Action)** You can mix in 3-4 Perimeter Shots that you make but focus on your College Ready Strength

**Position Specific 'Winning Plays' | 5-10 Clips:** This Must be More consistent, but find the best Offensive Rebounding Clips where You go get the Ball and Finish or Get Fouled. **Find 5-7 Offensive Rebounds to mix in between offensive Clips and select ones where it showcases Effort not balls that come to you.** Those will stand out and that is your ticket down the stretch to start DOMINATING ON THE GLASS and staying consistent as a team defender (Help D)

### **Spring Semester | Targeting the Right FIT**

- Based on Professional insight from Experienced College Coaches who are involved with the Recruitment of Student-Athletes, we are able to Guide our Clients on Games that will move them up College Coaches Boards, target the right FIT, and promote them throughout the Spring to the projected Levels until Interest turns to an Offer **(It just takes One)**.
  - **Offensive fit** | 5 Out or 4 Out 1 In Motion Principles where they Open up driving lanes and set ball screens. Any system that looks to create matchups and uses you in PnR action would be a good fit.

- **Defensive fit** | Tough HC Man to Man Defense where they switch perimeter screens, and play pack line principles would be a great fit as you continue to get more consistent for longer stretches with both your on ball and off ball D.

**MAKE NOTE: Top Prospects | Take Advantage of the Behind the Scenes Insight and Let's Turn Interest into an Offer:** The College Prep Evaluation is a Guide to Select Games to Upload to Player Cards that will 'Gain Interest', Create Your Highlight Video Showcasing College Ready Strengths that Stand Out to Coaches, and build Your Recruiting Game Plan so we can target College Programs that FIT. Interest will turn to an Offer for Players that Follow their Recruiting Game Plan!

### **Spring 2024 | Kailand's Recruiting Game Plan**

**Follow Your Game Plan | #1 Track Your Progress:** All Remaining Games RPG & Steals/Deflections/Attempted Charges a Game (Off Ball Defense) **#2 Don't Rely on Your Talent, Rely on Your Toughness** Down the Stretch as there are moments on film when you are fully engaged that truly stand out and no question look like a Scholarship Level Prospect that should have Offers already. Moments won't get it done, but those moments mean the talent is there. Get a sense of Urgency down the stretch and on visits and leave no doubt in their mind what you bring to the Court. **#3 Follow The Game Plan Better,** I must get your highlight Video, you have to DM after big wins or big games, start communicating when a coach follows you on Socials or contacts the staff, etc. etc. This is NOT a Mass Athlete Marketing Services with faces on a database or 1000s of profiles, this works if we work together throughout the next 60-75 days. Grow Your Game big Kailand, the time is now...