



Brendan Ballard's College Prep Evaluation
Height/Position | 6'7 Stretch 4
Class/School | 2025 Weatherford HS

Primary Evaluator: Coach V (Former 20 Year Recruiting Coordinator at the D1, D2, D3 & NAIA Levels)

Secondary Evaluator: AC NCAA D2 (Entering His 7th Season at the D2 and D3 Levels)

Projected Level | NCAA D3+ / NAIA

Potential Level | D1 JUCO / NCAA D2 (Redshirt)

UTILIZING YOUR COLLEGE PREP EVALUATION

UCExposure Evaluations Guide Players To Elevate On Court Performance, Identify Games To Upload To Player Cards that will Stand Out To College Coaches, Create Highlight Videos Showcasing College Ready Strengths for Social Media Athlete Promotion, and Project Levels of Play to Match UC Recruits With College Programs that FIT!

Brendan Ballard | College Prep Evaluation

Brendan is a True Stretch 4 at the Next Level that needs to Dominate that Spot on both ends of the Court in the Spring. Active Rebounder, Skilled Passer, and Shoots the 3 at a high % out of the High Post. At the HS Level he Plays Both Inside and Out and Needs to Continue to Be Effective at both for WHS, However Moving Forward he Must Be Consistent with his Play on both ends of the Floor when he's in the High Post. That Starts with Defending PnR Action at a much higher Level so there is no question mark about his ability to Guard Ball Screens in College. He has the Athleticism and Length to be Really Good in Help and Recover

Situations When His Man Ball Screens, Just too Inconsistent with both his Effort & Defensive Discipline Right Now to Showcase his True Potential. Offensively he has all the tools you look for in a Stretch 4 at the College Level, he just needs to eliminate the unforced turnovers while staying in Attack Mode. Right now Brendan has 3 to 4 TO's a Game by trying to do too much. You Have a High IQ and High Skill Set, Just Play Solid and Take what the Defense Gives You as that is when you look your best. One Area that Stands Out to Coaches When Evaluating Smaller Forwards/Stretch 4s is how hard they Run their Lanes. Keep Growing that Facet of your Game heading into the Second Semester as that will Increase Your Interest and Level of Interest. (If It is a Conditioning Issue-Use the Christmas Break To Step Up Your Routine) When You Run Hard on Missed Shots and Turnovers You Really Stand Out on Game Films. Too Many Empty Possessions Where You Jog the Floor so Continue to Chip Away and Be Elite at Running Your Lane!

The Foundation is there over the next 60 Days if Brendan Elevates his Game in Areas Assessed in his Evaluation to Move onto Scholarship Level Boards down the Stretch. His Rebounding and how he Pursues Balls instead of letting them come to him is a big plus that stands out on Game Films. It's Obvious on Films that Brendan has the Perimeter Skill Set to Strictly Play the 4 in College and be very Effective as a Pick n Pop Small Forward. A Great FIT would be Programs that Set a lot of Trail Ball Screens and Run High Low Action in the HC. Moving Forward, his Level of Interest and Level of Recruitment will Depend on Consistently Showcasing He Can Guard the Perimeter (4 Spot) Both On the Ball and When Guarding Ball Screens. The Athleticism and Length are There to be Much Better at Both, He needs to Make it a Priority of his one practice, one possession, one game at a time at being an Impact Defender especially off the ball. I always recommend after every 3rd Game Watch a Full Game and Make Notes on 2 Things: 1. Off Ball Possessions Per Game Where You Guard Ball Screens / Do You Stop Both the Drive and Recover To Contest the Shot 2. On Ball Possessions on the Perimeter-How Many Straight Line Drives Do You Give Up Per Possessions Guarding the Ball. Ex. You are on the ball 27 Times vs ____ 12 Times They Got By You 7 Straight Line Drives (Do that Every 3 Games and by February You Should Drastically Improve by Tracking Progress)

Keys Moving Forward

- 1. 80/20 Rule When It Comes To Sprinting Lanes | 80% of Possessions You Sprint the Floor and Only 20% You Jog-Right Now You Sprint 25-30% of the Time and That is**

When You Look Your Best (Chip Away & Track Progress) That is Bigger Than You Think When It Comes to College Coaches Researching You and Watching Games. Study 2 Full Games Only Watching Transition Offense and Assess Do You A. Sprint B. Jog (Don't Let Conditioning Be a Factor In You Being Elite at Running the Floor-That Will Move You Up Boards)

2. **Start Today at Being Much Better Off the Ball Defensively Especially When Guarding Ball Screens.** Coaches Will No Question Assess That Side of the Ball and Ask Me 'Can Brendan Guard Ball Screens and the 4 in College Coach V...'
3. **Your Ticket to Scholarship Level Offers is Your Ability to Rebound the Ball On Both Ends of the Floor.** Make That Your Staple and Hang Your Hat On Leading the District In RPG Especially on the Offensive End. That is an Easy Sell for me When Roster Spots Open In Late March at the Higher Levels...

Game Clips To Review

Offensive Clips

1. **WHS vs LD Bell | 7:43-7:35 1st Quarter** **(Not Consistent Enough-Grow This Area of Your Game It Stands Out to Coaches)** Rim Running in Transition Stresses Help D and Stands Out Big Time on Game Films for Forwards **(Every Missed Shots/Turnovers Rim Run)** You Got the Wing Wide Open Just By Sprinting Down the Middle of the Floor - The Guard just made a bad pass.
2. **WHS vs LD Bell | 2:24-2:14 3rd Quarter** Great Job of Powering It Up in the Paint. You Have Multiple Possessions Where You Avoid Contact Which Lowers Your FG % and Doesn't Force the Official To Make a Call. A Realistic Goal if You Play Power Ball Like This Clip Would be to **Avg. 8+ FT's a Game** in the Spring. When You Double Pump You Don't Get to the Line and You Miss a High % **(Engage Harder and Draw Contact When You Are 8 Feet and In)**
3. **WHS vs Midlothian | 5:27-5:15 Mark 2nd Quarter** **(Great Shooters are Great Screeners-Set Headhunter Screens On Sets)** This is a much better Clip of You Surveying the Defense and Making the Easy Play over the Highlight Play. Eliminate 2 Unforced Turnovers a Game by Playing To Your Strengths.

Defensive Clips

1. **WHS vs LD Bell | 4:40-4:28 Mark 1st Quarter** *(You Must Get a Lot Better as a Help Defender Especially in PnR Action)* Offensively You Are a College Level Face Up 4 The Question Will be in the Spring Can You Guard a SF and Help and Recover in Ball Screen Action at the Next Level. **Be a Student of the Game Assessing Your Defense in PnR Action and Get Better!**
2. **WHS vs LD Bell | 2:28-2:04 Mark 1st Quarter** *(You Can't Pick and Choose With This Type of Effort in the 2nd Semester)* You Are a Deceptive Athlete So Use the 80/20 Rule On Defense - 80% of Defensive Possessions Should Look Like This When I Make My Hardest Push in Late January. There Will Be No ? Marks About Being Able to Defend Pick N Roll Action Which is Big in College.
3. **WHS vs Midlothian | 1:22-1:12 1st Quarter** Another Area Exposed That Must Get Better To Move Onto Scholarship Level Boards is Your Ability to Guard on the Perimeter. **This Was the 3rd Straight Line Drive in the 1st Quarter** You Gave Up and this is What College Coaches Will Assess & Ask Me About You in the Spring When I Promote You to The Scholarship Levels.

Social Media Athlete Marketing | Highlight Videos

2:00 Max | 25-30 Clips *(70/30 Rule 70% of Clips Should Highlight Your College Ready Strengths & 30% of Clips Should Showcase Winning Plays Without the Ball in Your Hands)*

Brendan Ballard's Highlight Video | 70% of Clips Should Be You Making Plays Out of the HP *(Knocking Down 3's, Assists, Attacking Off the Bounce and Finishing)* Mix in 3-5 clips of Scoring on the Block-Pick Clips Where You Engage Hard And Draw Contact. **30% of Clips** Should be 5 of the Best Off Ball Defensive Plays When Guarding Ball Screens & 5 Clips of You Guarding the Ball and Keeping a Quicker Player In Front of You **(Both Must Improve and Be Consistent Down the Stretch But Showcase The Ability is There While You Continue To Grow Your Game)**

College Ready Games To Upload to Brendan's Player Card

1. **Primary Game | Games Where You Go 2-4 or 3-5 from Beyond the Arc, Get to the FT Line 5+ Times and Secure 12+ Rebounds (5 Offensive)** Will Best Represent Your

College Ready Strengths and Draw Interest. You are a Scholarship Level Rebounder & Offensive Player So We Want To Highlight Both Areas.

2. **Secondary Game | Always Have at Least One Game Uploaded That Showcases Making a lot of Winning Plays Without the Ball In Your Hands.** Consistent Help Defense ($\frac{3}{4}$ Deflections, blocks or attempted charges) Where You Do a Great Job Guarding Pick N Rolls & Where You Have a High Assist Low Turnover Game When Teams Double Team You as a Game Plan to Stop You!

Brendan Ballard's | 2024-2025 Season Recruitment Game Plan

1. Start Following The Game Plan and Start Utilizing The Recruiting Resources on the Site so you Understand how to get the best ROI out of what UCExposure Truly Offers Selected Players. ***(We Will Review How To Stay Connected with Me and With College Coaches in the Spring on Tonight's Call)*** 2. **Set Specific Scholarship Level Stat Goals for the 2nd Semester and Track Your Progress:** Realistic Goals After Evaluating Games Are **10+ RPG** (Lead the District in Offensive RPG-You Do a Great Job of Pursuing Balls So Be the Best in District on the Offensive Glass) **-2 Turnovers Per Game** (Simply Take the Highlight Play Away Without Playing Passive) 80% of Your Turnovers are Unforced. Average **8+ FTs a Game** (Play Bigger Than 6'7 When You're In The Paint-Engage Hard & Go Into Contact Instead of Double Pumping) 3. **Fully Update Your Player Card Using this Evaluation To Guide You.** Create a New Highlight Video & Start Following Every Top D3, NAIA & D2 Coach Across the Country Using the College Search Tool Under the Player Tab. Once Your Player Card is Updated, Share It to at Least 25 Programs at Each Level (75 Total) Use the Templates on the Site to Guide How to Email Player Cards to College Coaches.