



FOR IMMEDIATE RELEASE

YD3 UNVEILS PLATFORM TO IMPROVE COLLEGE RECRUITING FOR DEDICATED STUDENT-ATHLETES

Innovative, outcome-focused approach cultivates opportunities to play, learn, and thrive

CHICAGO, Oct. 14, 2026 — YD3, Inc. today launched a development and recruiting platform for student-athletes to navigate college recruiting with a focus on positive, long-term outcomes. By combining mentorship, a development-based educational program, and proprietary tools, [YD3](#) helps student-athletes make informed decisions that support their academic, athletic, and career ambitions.

“We created YD3 for student-athletes to take charge of their recruiting process with support from mentors whose own D3 experiences played a role in shaping their careers,” said Jennifer Karras, founder and CEO of YD3. “With significant changes in college sports and the job market, and families grappling with the impact, it was time to create a way to encourage student-athletes to continue competitive athletics with college and career horizons in view.”

YD3’s program develops decision-making, executive functioning, communication, and leadership skills, along with lessons created with mental performance, nutrition, and injury prevention experts, among others. Student-athletes in the program set goals and build recruiting strategies to identify colleges and athletic programs that align with their profiles, goals, and expectations.

YD3’s holistic view of achievement recognizes athletic competition and academic commitment as complementary parts of the student-athlete experience.

“Recruiting isn’t just about finding a roster spot; it’s about finding the place where you’ll grow as a student, an athlete, and a person,” said Patrick Foley, YD3’s head of student-athlete advancement and a former Johns Hopkins lacrosse standout. “Division III is built on that whole-person philosophy, and a recruiting journey should be too. You’re much more than your stats, and you deserve to navigate recruiting alongside someone invested in your success.”

According to the NCAA, fewer than 2% of college athletes become professional athletes. College offers an unparalleled opportunity to turn sports into lifelong success when paired with academics. For current D3 student-athletes, YD3 offers a free college membership to help them prepare for life beyond the final season through career readiness programming, internships, and mentorship.

YD3 also introduced YD3 Network, a multimedia platform covering career success stories, Division III athletics, and news relevant to high school student-athletes and their families. Through original reporting, features, and podcasts, YD3 Network spotlights student-athlete trajectories and connects generations of D3 college athletes. Read the full YD3 Network press release [here](#).

Media Contact:

Lily Mason
Marketing and Program Coordinator
lilymason@yd3.org