



★ Information Sessions ★

At the heart of Max-StARS' service offerings are **Information Sessions**. These presentations for schools, teams, clubs, and showcases are designed to share, in a one-hour session, the basic information needed for both student-athletes and parents to understand the art of being recruited to play at the intercollegiate level.

The initial **So, You Want to be a College Athlete** session focuses on:

- Participating in College Athletics
- Brief NCAA Overview
- Time Commitment
- College Entrance Examinations
- Finances & Scholarships
- College Selection Criteria
- Student-Athlete Resumes
- Contacting College Coaches
- And Other Associated Topics & Tips



While the follow-up **Interviewing with College Coaches** session focuses on:

- Interview Objectives & Preparation
- Arrival & Appearance
- Coach's Questions
- Student's Questions
- Conclusion & Follow-up
- Reasons for Rejection

Our two books are always *offered* for sale after presentations (at discounted prices) but no *hard sell* of any services is undertaken.

★ Consulting Services ★

Max-StARS Consulting Services consist of your choice of these offerings (provided on an *a la carte* basis):

- 1. NCAA Guidelines and College Athletics Recruiting Overview:** A presentation to help parents and student-athletes understand the NCAA, its regulations, and the criteria & actions required in recruiting.
- 2. College Selection Guidance:** Using our *College Selection Criteria* questionnaire we research academic institutions and provide selection guidance – a report is provided along with an interactive discussion.
- 3. Student-Athlete Resumes:** Created using our *Resume Development Guide*.
- 4. Marketing Plan:** Create and present a plan with examples for marketing the athlete to their selected coaches; includes an ongoing visibility program.
- 5. Marketing Plan Implementation:** Carry out the initial and on-going *Email Contact Campaigns* to the coaches.
- 6. Interview Preparation:** A presentation aimed at helping the student-athlete and parents with coaches' interviews.
- 7. College Recruitment Online Forms:** Completion of all college web-based prospect forms for your selected institutions.
- 8. Emergency Services:** Immediate action to get you back on track if things aren't going as planned.



★ Publications ★

To facilitate our goal of reaching more players who need guidance, we offer two basic, easy-to-read, cost-effective guide books to lead you through the recruiting process.

So, You Want to be a College Athlete guides aspiring high school student athletes (and their parents) through the maze of becoming a recruited collegiate. It discusses participating in college athletics, the NCAA and how it governs being recruited, college entrance exams, finances and scholarships, college selection, student-athlete resumes, contacting coaches, interviewing with coaches, and many, many other helpful topics.

Interviewing with College Coaches is a step-by-step guide which introduces athletes to the process of preparing for and conducting an interview with a college coach. It provides preparation techniques and guidance in areas that are new and unfamiliar to inexperienced high school student interviewees.

Every student-athlete has different academic & athletic abilities and personalities. These books will assist student-athletes to gather, analyze, and personalize information needed to assist them in making intelligent, **right-fit** college choices.

Both books are available on Amazon.com or through the author (also bulk orders).



★ **Jim Plappert, Consultant** ★ Jim is personally aware of the needs and concerns of the up-and-coming student-athlete and their parents. He has experienced firsthand how overwhelming the process can be to those who are new to it and the missteps taken by those who did not have the guidance and the tools to *balance* the emotions of the decision with the facts of the situation.

Since his college days, he has stayed actively involved with his four children, coaching their sports and working in booster clubs. Two played NCAA sports – field hockey and lacrosse. Jim is an active referee assignor and also manages regional sports tournaments as the Tournament Director for EventHockey.

Jim graduated from the Mercersburg Academy, has a BSME from Carnegie-Mellon, and earned an MBA from Pitt. He worked 20 years in industrial sales, marketing, and general management prior to founding a recruiting and consulting firm where he spent another 20 years managing the firm and personally helping people maximize their potential as candidates for the business world while helping companies find the best employees to meet their ongoing needs.

There, Jim developed strong networking skills and used them to talk with the "brightest and the best" coaches, players, and parents with regard to the college student-athlete selection process and, ultimately, how to counsel the student-athlete to succeed in those efforts.