



McEvay Consulting – Integrity and Experience in Education

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Dear Players, Parents, Coaches and Hockey Organizations,

The purpose of this letter is to give you a little more background on who I am and the work I am doing in education and hockey. I retired in June 2012 after 34 years in public education, 25 of those years as a school Principal. I have an extensive background in hockey that included a Junior Hockey career and a University hockey scholarship. For the past 10 years I have been the Educational Advisor of the Alberni Valley Bulldogs Junior A Hockey Team. During the past decade I have developed a reputation as one of the most knowledgeable people in the country regarding how education and hockey can and should be combined and balanced.

When I retired from public education I quickly determined that this work in hockey and education would be one of the commitments I would pursue because I believe so strongly that it is a field that is terribly misunderstood and neglected. My work in this area is essentially two fold. I am available to organizations such as Minor Hockey Associations, Bantam and Midget Teams, Junior B and Junior A clubs, Hockey Academies, Hockey Schools and others. I charge \$500 plus expenses for a 90 minute seminar that can be adjusted according to the needs of the audience. The basic topics include ...

- A. What does it take to move onto college hockey?
- B. The importance of hockey, academics and a player's character in this process.
- C. The opportunities available to combine education and hockey in Canada and the US.
- D. Admission requirements to universities and colleges in Canada and the US.
- E. What is the NCAA Eligibility Centre and what are its rules.
- F. I clearly lay out the costs and then the realities of scholarships and financial aid.
- G. I cover the facts including the wide range of pitfalls and misconceptions that are out there.
- H. My seminars always include time for questions both in the group and privately afterward.

In addition to my seminars I am also available to individual players and their parents who want some personal guidance and advice. My fees are low in comparison to consultants in other fields as I have wanted to keep my availability affordable to the people who need my assistance. I charge \$100 per hour for private consultations that can be done in person, over the phone, by Skype or by email. My process with individual players can include the following.

1. Starts with me acquiring as much background information as possible about the player's hockey and educational history as well as their character and their hopes and dreams for the future.

2. If a client has not attended one of my seminars I will go over as much of the information I cover in my seminars as a client needs.
3. I will always request a copy of the player's transcripts starting with grade 9. If they have graduated I ask for grades 9 to 12 marks and transcripts.
4. I then complete a transcript analysis as it pertains to US and Canadian post -secondary admissions as well as the requirements of the NCAA Eligibility Center.
5. When I complete this analysis I provide them with a summary that includes how they match up with requirements, my general observations and comments and then my recommendations or suggestions moving forward.
6. In the case of recommendations such as taking additional high school courses, upgrading, getting tested for learning disabilities, finding SAT prep, having to meet specific NCAA requirements or becoming a transfer student I will help the player and their family navigate this process.
7. For some players things get very complicated and I am available to do the research necessary with my extensive contacts and understanding of the education and hockey systems to clarify and come up with a plan of action.
8. For players wanting to keep options in the US open I can assist with the registration and submission process for the NCAA Eligibility Centre.
9. For most players and families my role then becomes advisement as they have questions.
10. Some players ask me to help them develop a self-marketing plan to get their name out to schools.
11. As players navigate the recruitment process I often help them with how to evaluate schools and find the best fit for them.
12. Once players have committed to a school I am available to assist with the admissions process.
13. I am available to assist with program and course selection.
14. I can assist players in looking for other scholarships at specific schools that focus on academic and citizenship criteria.

For most of my individual clients my work focuses on numbers 1-5. This part of the process usually takes 1-3 hours depending on how complicated the player's situation is. I can work with any age of player but it is ideal if I can start with a player when they are still in high school in grades 9-12 where changes can be made if necessary.

If you would like to learn more about what I do or you want to discuss how I can be of help to your family or organization I am happy to hear from you. My ultimate goal is to raise the level of dialogue and knowledge about the importance of education in young people's lives and how a sport such as hockey can be a positive force in helping them move forward.

Sincerely,

A handwritten signature in black ink that reads "Tom McEvay". The signature is stylized with a large, sweeping initial "T" and "M".

Tom McEvay
McEvay Consulting