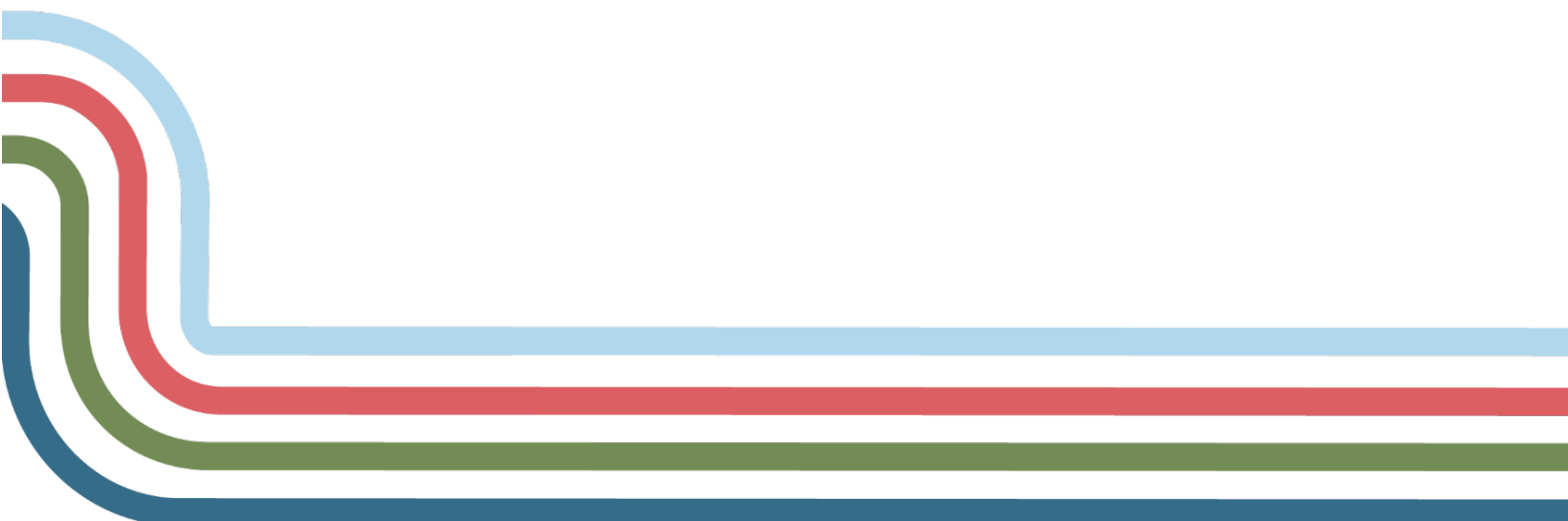


Athletic Recruiting & Enrollment Strategy

Mac Athletics aligns collegiate athletics with enrollment, financial aid, and student success. The practice is led by veteran coach Brian “Mac” McMahon, a 2022 Hall of Fame inductee with 379 collegiate wins, a national championship at Belhaven University, and two-time National Coach of the Year honors. Brian pairs that coaching record with executive leadership experience directing multi-million dollar budgets and cross-functional teams of 200 or more, combining proven athletic leadership with Mac Insight Group’s enrollment and financial aid expertise to drive measurable enrollment lift, stronger scholarship ROI, and improved retention.

Strengths at a Glance

- **Streamlined Recruiting:** A simplified, organized process from first contact to commitment, so no recruit falls through the cracks.
- **Compliance Confidence:** Working knowledge of NCAA, JUCO, and NAIA compliance rules and regulations, keeping recruiting effective and within bounds.
- **Kill Statements:** Proven language to kill a recruit’s excuses for saying no, so staff spend time on prospects ready to commit.
- **Assistant Coach Utilization:** Clear roles for assistant coaches, improving follow-up and coverage across the recruiting pipeline.
- **Campus and Home Visits:** Effective use of the campus visit and the coach’s home visit to build trust and gain a leg up on the competition.
- **Phone and Text Communication:** The right words for phone calls and texts with recruits, keeping every touchpoint purposeful and moving toward commitment.
- **Funding & Scholarship Strategy:** An honest look at recruiting dollars and scholarship awards, spent where they make the biggest difference.
- **Reserve & JV Program Growth:** Building reserve or JV rosters to expand enrollment without weakening the varsity program.



Why Mac Athletics

Athletic success and institutional success are not separate goals. Mac Athletics is the only athletics consulting practice built inside a full-service higher education firm, so recruiting strategy and coaching development connect directly to enrollment outcomes, financial aid strategy, and long-term student retention.

- An integrated solution connecting athletics, enrollment, and financial aid, backed by SMARTaid.
- Led by a coach with a proven record of program turnarounds and national championships.
- Practical, measurable outcomes: recruiting yield, retention, and scholarship ROI.

Athletic Recruitment Packages

Package	Price	Includes
Virtual Athletic Assessment	\$2,000	3-hour virtual assessment seminar.
Assessment + Individualized Coaching	\$5,000	Virtual athletic assessment plus a 30-minute coaching session with each coach.
Assessment + On-Campus Training	\$10,000	2-day on-campus assessment plus a coaching session with each coach.
Full Recruitment & Financial Aid Analysis	\$40,000	2-day on-campus assessment, individualized coaching, plus a full SMARTaid financial aid analysis.

Get Started

Schedule a 30-minute introductory call with Brian “Mac” McMahon to discuss your program’s goals and identify where Mac Athletics can make the biggest impact for your campus.

Connect with Brian “Mac” McMahon at mac@macinsightgroup.com or **561-291-5055** to get started.
Visit www.macinsightgroup.com to learn more about Mac Athletics.

