

Viking Program Overview



ACADEMIC AND ATHLETIC BALANCE

Extra-curricular athletics must be viewed as a supportive activity to the primary mission of any educational institution. The primary mission of any educational institution must be the academic and personal development of its students. In public education, the integrity of the academic mission can never be compromised. The future of our young people and our society as a whole demands that molding of the intellectual capacity of all students is central to personal student success. The role of extra-curricular athletics involves providing opportunities for extended character development through structured athletic competition.

Numerous comprehensive studies of academic performance of high school student-athletes in found significant differences between athletes and non-athletes. Five criteria were used, including grade point average, attendance rate, discipline referrals, dropout rate and graduation rate. Athletes compared to non-athletes scored significantly higher in all academic and attendance categories and lower in discipline referrals. The survey also showed that the larger the school, the more pronounced the differences in participant and non-participant test scores and attendance results. These published results will be at the cornerstone of our recruiting pitches to prospective athletes' families.

Throughout the year, we will remind players about the importance of academics and will attempt to tie in any football and/or strength and conditioning rewards with academic standards. Every member of our coaching staff will enforce this *Academics First* agenda.

Weekly Grade-Progress sheets will be handed out to every team member. We will closely monitor players with grade or behavioral problems and will be available for teachers to discuss and correct these situations. The teachers will have the coaches' support in dealing with our players.

VIKING FOOTBALL

OVERVIEW:

I strongly believe that athletics are an integral part of the educational system. Student athletes can obtain positive educational benefits from athletics such as: responsibility towards one self, teammates, teachers and coaches; self-discipline, sportsmanship, teamwork, integrity, work fortitude, and personal sacrifice for the good of others and the team. My belief is centered on the approach that the best way for our athletes to be successful, on and off the field, is to set high expectations for them. The responsibility is then to give them the tools in order for them to succeed. Establishing a sense of pride –*Viking Pride*- is the primary step for their success. Once a sense of pride is established, tradition and loyalty fall in line. These three factors are the driving force behind any successful athletic program.

PRIDE:

We want to establish a sense of pride in the school, community and self by using the success of the football program in all our student athletes. By doing this you create a sense of accomplishment and increase ones self confidence which in turn will bred success in the class room, in the community and on the field.

TRADITION:

Tradition is developed through hard work. Striving to educate our athletes that what they do now will be a part of who they become, is a tremendous responsibility for all coaches. If student athletes set high goals and expectations, and work hard to accomplish them, they will leave a lasting legacy behind them, as well as prepare themselves for future challenges. The younger students will naturally look up to them and strive to achieve beyond their predecessors. Tradition never graduates.

LOYALTY:

Loyalty is accomplished by having a positive and successful athletic experience. When an athlete knows his coaches truly care about him, the loyalty creates a wonderful cycle of continued success. Those who have gone through the program feel that they want to give something back. We as coaches need to show genuine concern for those students who have given of their time and efforts in the program. It can be as simple as a phone call to a prospective employer, or a college recommendation letter. Once students know you are genuinely concerned about them, they will do anything within their power to pay back what they have received.

YOUTH FEEDER PROGRAMS:

Any successful athletic program starts early. Strong youth programs are the building blocks for a strong high school program. As high school coaches we need to make ourselves visible and available to those players and coaches in the youth programs. A great way to do this is to establish youth football camps. I would work to establish two separate football camps. One camp would be for students who are going into 7-9 grade (Junior Viking Football Camp) and the other camp will be for students going into 5-6 grade, (Future Viking Football Camp). I would also hold coaching clinics for youth coaches in Lake Odessa. A sincere effort in attending as many games and as possible is required to build a solid relationship. Showing these people that you care about what they do and not with a 'beneath us' mentality creates a strong sense of loyalty and cooperation.

There is no doubt that our high school athletes are very visible role models for these younger athletes. It is important to involve our athletes in these camps whenever possible. We also want these younger athletes to experience what it is like to be a member of our football family. We can do this through inviting them to watch our practices and games. This also can be done through programs, such as, ball boy for a day, 'recruit(s) of the week', etc. Once these kids see how much fun it is to be a part of our football family, they will do things asked of them so that some day they too can be a part of the experience. Most important, they will know that Lakewood High School cares about them.

THE TOTAL ATHLETE:

There is no room in any high school for athletes to concentrate on one sport. As coaches we need to encourage our athletes to participate in a variety of sports. Any kind of competition is good for athletes. This cross sport participation will only strengthen our overall athletic program. It is also vital for our coaches to support other sports and make an effort to attend as many other school events as possible. When hired I will immediately contact the coaches of the other sports at Lakewood High School to discuss cross sport participation.

STRENGTH AND CONDITIONING:

Establishing a strong and proven in-season and off-season strength and conditioning program is essential to the success of our program. We firmly believe that in today's sports environment, a strength and conditioning program is not just an avenue to get ahead anymore, but also more importantly an avenue to simply compete. We will adhere to the core lift and ground base principles instituted and perfected by the University of Michigan. The University of Michigan program is renowned as the most progressive strength and conditioning program in the country.

How to Get Parents on Our Side

The objective is to alleviate the following:

- Unidentified Emails.
- Nasty letters.
- Uncomfortable confrontations.
- Unwanted phone calls.

Through the Parent's Eyes:

- We understand that most parents have good intentions.
- We accept that parents lose sight of why their athlete is participating in sports.
- We know that many parents only get recognition because of their sons/daughters successes.

The Three Families

- **The “Over Involved” Parent**
 - The parent is very concerned with the outcome of a game.
 - The parent spends a lot of time “coaching” the coach.
 - The parent requires their athlete to work outside practice time.
 - The parent limits their athlete's participation to one sport.
- ***The following is what we will do to assist these types of parents:***
 - Build and maintain an alliance with the parent.
 - Create an environment where the athlete is responsible for themselves.
 - Avoid conflict with these parents at all costs!
 - Use caution when challenging this type of parent.
- **The “Under Involved” Parent**
 - The parent is very detached from the athlete and their activities.
 - The parent does not know much about the sport.
 - The parent does not have time to participate in the athletes sport.
 - The athlete does not have proper equipment for the sport.
- ***The following is what we will do to assist these types of parents:***
 - Provide clear expectations for the athlete and the parent.
 - Invite the parents to games.
 - Teach the parent about the sport.
 - Get the parent involved in team functions.
 - Refer the athlete to the parent when they need advice.
- **The “Perfect” Parent**
 - Don't take them for granted!
 - Keep them informed and part of the process.

The Team Meeting

- We have a team meeting at the beginning of the year where both athletes and parents will attend.
- An administrator will be present to discuss the department's mission statement and introduce the coach.
- All the rules will be prepared in writing.
- My coaching philosophy will be handed out to everyone. The philosophy will be defined clearly. After this, they can then decide whether or not to allow their son/daughter to participate.
- I will overview the entire program as well as specifically note how their child will benefit in being a part of our program.
- We will include our understanding of the true meaning of success and failure.
- The parents will be shown how I would like to be contacted. Never contact me the day of the game or the day after the game. If there is an emergency please contact the athletic director.
- The parents will be shown how we select your athletes that will receive the most playing time. I will let them know if any part of my selection will be subjective and why.
- I will overemphasize the importance of the team—including those players who do not get a lot of playing time.
- The rules will be explained for both the athletes and the parents.
- There will be a high level of professionalism and organization. This will increase the parents' confidence in the football program and me.
- I will thank them for their support by attending the meeting and ask for their continued support.

Parental Conferencing

- I will set up a specific amount of time to conference.
- We will meet in a closed-door place.
- I will make sure that the parents bring the athlete to the meeting.

Listen, Listen, Listen

- I will be sure I have a clear understanding of what they are wanting.
- I will avoid defensiveness.
- I will avoid arguing and use reasoning and options.
- I will be respectful even if they are not.
- I will tell them that I understand how they feel and normalize the situation for them.
- I will refrain from discussing any other parents or athletes by name.
- I will change anything that I am willing to change if the meeting brings up some good points.
- I will explain any changes that I am not willing to make.
- I will offer to follow up with them at a later set date and time.

Football Parental Guide

- Communicate with your son.
- Keep things in perspective.
- Educate your son about the commitment needed. High School Football is a 12- month/year sport.
- There are two things that will guarantee the best chance to see playing time. A positive attitude and high effort.

The Game Rules for Parents

- Never make derogatory comments to other parents, players, or officials; this only serves to undermine the coaches, and the school and the game. This will also introduce the concept of doubt to your child. If they do not trust us as coaches, they will be tentative during competition. It is vital that we have their trust and attention while the team is competing.
- Don't interfere with the coach during competition. The only type of interference that can occur during competition is negative. Let us do our job.

COACHING PHILOSOPHY

I am a product of the traditional values of loyalty, hard work, discipline and respect. My belief is that the young people of today should not only be exposed to these ideals, but should live them. These values will form the core of our program. I believe that we must adapt to changing times with these unchanging principles. Each player will be treated with fairness and respect. There will be no favorites and no political agendas followed. In turn, each player will be expected to show the utmost respect for teachers, coaches and fellow teammates. In order for any program to be successful each member must strive for the same goals. The general aim of the interscholastic football program is to contribute to the highest extent possible, to the general objectives of education. An athletic program has little chance to succeed unless the following are adhered to:

- Commitment to a core set of principles and be unwavering in conflict.
- Establish and maintain open lines of communication with the administration, faculty, and all facets of the school system.
- Develop a sense of pride and character. These two things have won more battles than can be counted.
- Encourage sportsmanship at all times. To accept both victory and defeat with class and humility.
- The head coach must have input and responsibility to select his staff of dedicated men, who must believe in the head coach and his plan.
- The head coach must have opportunity to communicate his ideals with the coaches of the feeder programs. The future of any program lies in the success of the lower programs. *"Winning Breeds Winning"* at any level.
- The coach must organize the program to operate at maximum efficiency.

Coaches must be trainers, not jockeys. Anyone can ride a good horse. We must be able to take the average horse and make him better. I've heard coaches whine about how poor their talent is. Very few of us are blessed with kids who are naturals. Kids give you exactly what you expect of them, nothing more and nothing less. If you expect them to be a good player for you, then they will be. Our job as coaches is to maximize our talent and abilities in order to give ourselves the best chance for success on Friday nights.

We will be a physical, relentless football team. Our practice sessions will be tougher than our games in order for our young men to succeed. We will leave no stone unturned. We will prepare the athlete for every possible situation they might encounter in the course of a game. We believe that you play as you practice. If a team practices hard, it will play hard and conversely if it practices soft, it will play soft. Perfect practice makes perfect. If a young man does not hit or perform a fundamental or technique in practice, he will not do it in a game. The Lakewood Vikings will be known as the hardest hitting and hardest working team in the Capital Area Athletics Conference and in the state.

SPECIAL TEAMS PHILOSOPHY

Special teams play must be a top priority for our program. We will practice relentlessly on all aspects of special teams play daily. We will use a very aggressive unorthodox attacking style of special teams to force the opposition to prepare for every aspect that we will give them.

DEFENSIVE PHILOSOPHY

Defense will be the core aspect of our program, if you can't stop them you can't win. First and foremost we want to stop the run, most teams that we will face will attempt to establish a running game and it is our goal to prevent them from doing that. We will employ a relentless, physical, ATTACKING style odd stack defense. It is a very adaptable scheme to the athletes we will have year in and year out. By using the odd stack defense we will be able to attack a number of offensive schemes with very little adjustments.

OFFENSIVE PHILOSOPHY

We will be a multiple tempo no-huddle spread option attack. We want to be as balanced as possible; we want to be able to throw the football 50 times a game and run the football 50 times a game. By focusing on both aspects we feel we can attack a defense in multiple ways. We will use 3, 4 and 5 wide receiver sets to spread the defense out horizontally sideline to sideline to create a numbers advantage. By going no huddle you create a tempo in the game and we want to play as fast as possible and push the pace of the game to wear down the defense physically and mentally. We will not concede to anyone and will not sacrifice speed for anything.

TOTAL PROGRAM OUTLINE

I. ACADEMICS

- A. Priority
- B. Accessibility to Teachers
- C. Grade Progress Reports
- D. End of year grade check
- E. Summer School
 - 1. Student Attendance
 - 2. Grade Progress Check

II. ADMINISTRATION

- A. Communication
- B. Special Events
 - 1. Senior Night
 - 2. Homecoming
 - 3. Pep Rallies
 - 4. Parents Night

III. PARENTS

- A. Communication
 - 1. Meetings
 - 2. Letters
 - 3. Newsletters
 - 4. Calendars
- B. Pre-Season Parents Meeting
 - 1. Program Overview & Philosophy
 - 2. Rules & Responsibilities
- C. Accessibility

IV. FACULTY

- A. Support
- B. Accessibility
- C. Positive attitude
- D. Teacher recognition

V. SUPPORT PERSONNEL

- A. Building / Grounds Crew
- B. Campus Monitors
- C. Support
- D. Recognition

VI. RECRUITING

- A. In School
 - 1. Winter/Spring/Summer sports athletes
 - 2. Recruiting meeting
 - 3. Player recruiters
- B. Lakewood Middle School
 - 1. Coaches Clinic
 - 2. Player/Parent Letters

VII. STRENGTH & CONDITIONING

- A. Motivation
 - 1. Viking Combines
 - 2. Signs/Boards/Charts/T-shirts
- B. Off-Season
 - 1. Testing
 - 2. Growth & Strength Development
 - 3. Agility/Flexibility
 - 4. Nutrition
- C. Summer
 - 1. Testing
 - 2. Growth & Strength Development
 - 3. Agility/Flexibility
 - 4. Speed Development
- D. In-Season
 - 1. 3x week
 - 2. Maintenance

VIII. FUND RAISING & PROMOTION

- A. Community/Business Contacts
- B. Posters/Calendars/Schedules/Team Apparel
- C. Team Fund Raising
- D. Newsletters/Web Site

IX. FEEDER PROGRAMS

- A. Lakewood Middle School
 - 1. Program Continuity
 - 2. Coaches Clinics
 - 3. Letters of Participation

X. FOOTBALL CAMPS

- A. Junior Vikings football Camp (7, 8, 9 grades)
- B. Future Vikings Football Camp (5, 6 grades)

XI. COACHING STAFF

- A. On Staff Coaches
- B. Out of System Applicants
- C. Volunteer Assistants
- D. Coaches Meetings
- E. Assignments
- F. Professional Growth
 - 1. Clinics
 - 2. Camps/College Spring Practices
 - 3. Books/Videos

XII. PLAYERS

- A. Individual Interviews
- B. Team Meetings
- C. Leadership Council
- D. Seniors
 - 1. Captains
 - 2. College Recruiting
 - a. Information/Correspondence
 - b. Game Tapes
 - c. Recruiting Log
 - d. Visits

XIII. MEDIA

- A. Accessibility
- B. Stats
- C. Seek recognition for the team

XIV. IN SEASON

- A. Practices
- B. Games
- C. Scouting
- D. Weight Training

XV. POST SEASON

- A. Player Honors/Awards
- B. Team Banquet
- C. Information to recruiters

XVI. WINTER / SPRING SPORTS

- A. Encourage Participation
- B. Assist Coaches in Recruiting
- C. Attend Events

XVII. FILM

- A. Games for Recruiting
- B. Organize and Copy

XVIII. SCHOOL SPIRIT

- A. Band Cooperation
- B. Cheerleader Recognition
- C. Team Appreciation and Recognition
- D. Banners/Signs
- E. Team Apparel

HEAD COACH ORGANIZATIONAL TIMELINE

OFF SEASON:

- Communication with Athletic Director
- Copies of coach correspondence to A.D.
- Conference Meeting - All Conference / All State
- Equipment Check In
- Post Season Team Meeting
- Post Season Banquet
- Thank You Letters/Correspondence Mailed
- College Recruiting - Film cutups, Information, Correspondence
- Prepare form letter, Copy Transcripts, SAT-ACT scores, Stats, Copy of game program picture, Maintain log of all colleges sent info to for each senior with college aspirations
- Coaches Evaluations
 - On Staff Coaches
 - Out of System Applicants
 - Volunteers
 - Coaching Assignments
 - Solidify Coaching Staff
- Player Evaluations
- Off-Season Conditioning Program
- Strength & Conditioning Testing
- Competition & Conditioning (Multi-Sport Athletes)
- Season Review with Coaches
- Playbook and Scheme Review
- Equipment Inventory, Maintenance & Ordering
- Coaches Clinics
- Promotional Planning
- Newsletters to Parents and Players
- Design Staff Practice / Game Night Attire
- Work with Athletic Director in Purchasing Equipment, Supplies, Uniforms
- Work with Athletic Director on Budget Issues
- Work with Booster Club on Fundraising Issues (Athletic Dept. Approval)
- Player Relations / Interviews
- Recruiting - In School Meetings - Basketball, Wrestling, Track, Baseball
- Recruiting - Middle School Contacts
- Recruiting - Youth Contacts
- Coaches Meetings
- Academics - Grade Checks during Conditioning
- Attend Winter/Spring sports events
- Spring Team Meeting

SUMMER :

- Communication with Athletic Director
- Copies of coach correspondence to A.D.
- Summer Conditioning Program
- Strength & Conditioning Testing
- Newsletter to Parents & Players
- Calendars to Parents & Players
- Playbook and Scheme in print
- Pre-Season schedules
- Coaching Clinic for Feeder Program Coaches
 - Program Philosophy
 - Offense/Defense/Special Teams
 - Fundamentals Demonstrations
 - Technique Demonstrations
 - Scheme Handouts/Chalk/Tape
 - Shirts/Hats
 - Playbooks
 - Game Pass (?)
- Post Information During Strength Training
 - Camps
 - Physicals
 - Forms
 - Equipment
 - Meetings
- Lift Off / Vikings Combine Competitions
- 7-7 Participation
- Summer School Grade Checks
- Equipment Organization
 - New Equipment
 - Order Status Follow Up Phone Calls
 - Practice Equipment
- Football Camps Organization
 - Commercial Camps for Players
 - Junior Vikings – Mailings / \$
 - Future Vikings – Mailings / \$
 - Newspaper advertisement
- Individual Position Meetings
- Game Filming / Statistician Assignment
 - Managers / Support Staff Recruitment & Assignment
 - Coaches Meetings / Correspondence & Assignments
- Fund Raising and Promotions
- Team Meeting
- Spirit Packs

PRE SEASON:

- Communication with Athletic Director
- Itinerary/Calendar/Correspondence to A.D.
- Final Summer Letter / Newsletter to Parents & Players
- Coaches Meeting
 - Program Overview
 - Handbooks
 - Calendars
 - Playbooks
 - Game Day Assignments
 - Scouting Assignments
 - Volunteer Assignments
 - Recruiting Assignments
 - Practice Equipment & Field Logistics
- Summer Strength & Conditioning to In-Season
- Confirm Game Filming & Statistician Assignment
- Confirm Managers/Support Staff
- Junior Vikings Football Camp (7, 8 & 9 Graders)
- Team Locker Room Organization
 - Locker & Padlock Issue
 - Motivational Signs
 - Bulletin Board / Academic Recognition Board
- Equipment Issue
- Spirit Packs
- Submit Transportation Requirements
- Pre-Season Testing
- Pre-Season Practice: Camp / 2-a-day practices
- 2-a-day Wrap Up - (Watermelon, Gatorade, etc.)
- Parents Meeting
 - Invite A.D. / Principal
 - Invite Team Trainer
 - Program philosophy
 - Rules
 - Player/Team expectations
 - Coaches Responsibilities
 - Academics
 - Eligibility
 - Questions
- Team Shirts / Hats to Building & Grounds Crew
- Pre-Season Weekly practices
- In Season Weight Lifting Program Begins
- Fund Raisers
- Promotional (Calendars, Posters, Schedules, T-Shirts/Hats/Sweats, etc.)

IN SEASON:

- Communication with Athletic Director
- Communication with Team Trainer
- Head Coach Letter to Faculty
- Pep Assemblies
- Band Logistics
- Communication with Band Director
 - Communication with School Support People
 - Building / Maintenance Personnel
 - Grounds Crew
 - Campus Monitors
- Academic Progress Forms
- Teacher/Grades Feedback on Players
- Teacher of the Week Program
- In Season Weight Lifting
- Homecoming Logistics
 - Organize Game Cut-ups for Seniors/Recruiting
- Attendance at Sub-Varsity Games
- School Issues
- Parent Issues
- Player Issues
- Media Issues
- Game Issues

COACHES EXPECTATIONS

WHAT I EXPECT IN A COACH:

- Be the best coach that he can be.
- Be a positive role model.
- Sell, defend and be loyal to Lakewood High School, and the Program.
- Be dedicated to the Athletic Department.
- Do everything possible to develop a winning attitude.
 - Be seriously interested in the success of our players and members of our staff.
- Know the entire offensive and defensive schemes.
- Have a thorough knowledge of all fundamental techniques employed.
- He is thoroughly prepared for carrying out his responsibilities on the practice field.
- Think on your own, do not be a “Yes Man”
- Attend all staff meetings when called.
- Study and work hard to make himself a great coach. Professional growth is a must for any coach in order to maintain and develop new innovative ways of coaching, new teaching techniques and stay abreast of any rule changes.
 - He is willing to devote his time tirelessly to all phases of the program, practice, film review/breakdown, scouting, strength & conditioning supervision, recruiting, etc.
- Complete any program assignments on time
 - Above all, an outstanding coach is 100% loyal to the other coaches on the staff.
- There is no place on our staff for a disloyal member.

WHAT COACHES CAN EXPECT FROM ME:

- Run an organized program so that they will be able to function efficiently.
- Maintain an atmosphere that is conducive to teamwork.
- Sincerely listen to suggestions.
- Give responsibility and authority.
- Work and provide leadership to win.
- Treat them like men with dignity and respect.
- Sell them to our players, the community and other coaches.
- Let them coach on the field within their personality.
- An open door policy
- Be the spokesman for the entire staff.
- Let them know when they have been derelict in their duties.

PLAYER EXPECTATIONS

WHAT I EXPECT FROM OUR PLAYERS:

- Give their very best effort towards receiving a quality education.
- Be a man for others
- Abide by team and school rules.
- Abide by the school code of conduct.
 - Treat their teachers, coaches, support staff and the public with respect.
- Treat their teammates with respect.
- No Excuses!
- Accept Responsibility.
- “Become Their Word”.
 - Always give their best effort for the team, teammates and themselves.
 - To sell, defend and be loyal to Lakewood High School, and the Program.
- Be prompt.
- Hustle.
- Know their assignments.
- Sacrifice for the team.
- Attend all meetings.
- Participate in off-season and in-season conditioning programs.
- Be mentally tough.
- Be the best person they can be.
 - Have Revolving Integrity. Do the right thing when no one else is looking.

COACHES GUIDELINES

APPROACH TO COACHING:

- Be yourself.
- Be consistent.
- Know where you belong, be waiting for players.
- Utilize time before and after practice sessions.
- Stay alert for players with injuries or heat problems. Refer to trainer.
- Strive to make your group the best on the field.
- Accept nothing less than perfect effort.
- Be fair.
- Be available.
- Know your players' abilities:
 - Physical
 - Mental
 - Temperament
 - Personality
- Care for your players. Show you care about them beyond their football ability.
- Explanation, tell them why. Demonstration, show them why. Be repetitive.
- Know your coaching responsibilities.
- Breed confidence into our team.
- Work with every young man that comes on the field. Do not allow them to go unnoticed.
- Our practices must be tough and physical; don't hold a clinic on the field.
- Extensive talk is for meetings/chalk talks.

APPROACH TO DRILLS:

As a coach we make our greatest contribution in the construction, planning and administering of drills. More important than what system of offense or defense we run, is how we teach our style of football. Drills should:

- Cover considerable ground in a short period of time.
- Be progressive in nature.
- Be well planned and administered.
- Be known by name to the players so that they do not require re-explanation after the first two or three times the drill has been run.

The preparation for drills must be made in full detail before hitting the practice field. The coach should see that these are prepared in advance, including necessary equipment such as balls, cones, dummies, etc. Have equipment in the group area to save precious practice time.

BASIC TYPES OF DRILLS:

- **Fundamental Drills:** To teach all the skills of blocking, tackling, stance, etc.
- **Reaction Drills:** Primarily for developing quickness, balance and agility. These should be included briefly in almost every practice.
- **Conditioning Drills:** Once the season has begun, these will be almost entirely running drills.
- **Contact Drills:** The primary purpose here is to develop and encourage the desire and ability to utilize the physical contact aspect required of the game of football. These will be used only to the extent so as not to dull the desire for further physical contact.
- **Fun Drills:** Used to lighten the practice load late in the season or as a morale booster.

APPROACH TO PRACTICE SESSIONS:

The practice field is our classroom. Nothing is more important to success than the time we spend on the practice field. The important thing is how to utilize this time. All practices are structured with the intent of creating maximum number of quality reps position by position designed to meet specific goals for each day, week and season. We will have practices organized to the minute. We will not however, become a slave to a coach with a stopwatch or whistle. We will not permit 'being organized' to smother practice flexibility. Judgment will come into play when unexpected situations demand a choice be made between staying within a designated period's allotted time or reaching a practice objective. We will do whatever is necessary to meet our goals. Our teaching process will be divided into four stages: Explanation, Demonstration, Correction, and Repetition. Stress the *why* as well as the *what* and the *how*. We will work on the fundamentals all season long. Our practice schedules will be organized in a progressive fashion and to insure continued repetition of sound fundamentals throughout the year. If we are to change the attitude of our players then we must change the attitude for what it takes to win. Take the next step on the ladder. Our practice sessions are the time when we must develop that warrior mentality. We must outwork and out hit every team we play. Frequent reminders to our players that rival squads do not use our practice philosophy can build mental toughness and become a great motivating technique. We win during the week on the practice field. We will be fundamentally sound and both physically and mentally tough!

HEAD COACH RESPONSIBILITIES

- Oversee the entire program.
- Coordinate all practice plans from camp and 2-a-days through the end of the season. This will be done with the help and input of all varsity assistants.
- Develop offensive and defensive game plans with assistant coaches each week.
- Break down game films each week.
- Relay to all assistant coaches what is expected of them during practice, games, coaches meetings, player supervision, and other responsibilities.
- Organize, schedule and oversee in-season and off-season strength and conditioning program.
- Organize and carry out fundraisers in order to supplement football budget. (if applicable). Develop and maintain good relationship between football program and all other athletic programs.
- Develop and maintain good relationship between football program and local businesses, booster clubs, and any important community organizations, etc.
- Maintain a complete and accurate record of all items of equipment in storage.
- Organize locker room responsibilities.
- Organize weight room responsibilities.
- Help with taping and training responsibilities. (if applicable)
- Attend sub-varsity games.

VARSITY ASSISTANTS RESPONSIBILITIES

- Oversee players in their charge (position) on the varsity level, as well as helping the sophomore and freshman coaches as needed.
- Coordinate all practice plans with Head Coach.
- Development of the offensive and defensive game plans each week.
- Break down film in order to find opponents strengths and weaknesses. Equipment issue/check-in at beginning and end of season.
- Take inventory of equipment and suggest equipment purchase.
- Evaluate players in their charge as to their strengths and weaknesses before, during and after the season.
- Locker room responsibilities.
- Weight room responsibilities.
- Taping and training responsibilities. (if applicable)
- Attend all scheduled coaches meetings.
- Attend all home freshman games.

JV/FRESHMAN HEAD COACH RESPONSIBILITIES

- Coordinate all practice plans from camp and 2-a-days through the end of the season. Develop offensive and defensive game plans with assistant coaches for each weeks game. He will be required to stay within the basic framework of the varsity system.
- Relay to all assistant coaches what is expected of them during practices, games, coaches meetings, player supervision, and other responsibilities.
- Attend all scheduled coaches meetings.
- Equipment issue/check-in at beginning and end of season.
- Locker room responsibilities.
- Weight room responsibilities.
- Taping and training responsibilities. (if applicable)
- Specific Varsity Game responsibilities.

JV/FRESHMAN ASSISTANT COACH RESPONSIBILITIES

- Oversee players in their charge (position) on the Sophomore/Freshman level.
- Coordinate all practices with Sophomore/Freshman Head Coach.
- Develop of offensive and defensive game plans each week.
- Equipment issue/check-in at beginning and end of season.
- Take equipment inventory.
- Locker room responsibilities.
- Weight room responsibilities.
- Taping and training responsibilities. (if applicable)
- Attend all scheduled coaches meetings.
- Scouting responsibilities.

PLAYER DEVELOPMENT

As coaches, we have to be aware that players go through certain stages of development. My belief is that players go through three stages of football development:

- The first is the technique stage. They are concerned about what their technique is.
- Do I step with the right foot? What is my aiming point? Where are my hands? Etc.
- The second is the assignment stage. Who do I block? What route do I run? What gap do I blitz? Etc.
- The third is the aggressive stage. What I mean by this, is that as a player progresses, when he knows how to block (technique), who to block (assignment), and doesn't have to think about it as it becomes second nature to him, he can develop the controlled physical end of football and flat getting after people. When they get to this third stage, that's when you have a good football player. That is our responsibility as coaches.

Players also have a responsibility for their development. There are four points that we will get across to our football team, that each member can improve on, regardless if he is on the first unit or the last man on the depth chart. They are all responsible for them and it is regardless of what their talent level is.

1. **Attitude:** We will never be out hit or out hustled. You can talk about it, you can do it for a day, you can do it for a week, but for it to become a way of life when the coach says, full go, that will be their attitude. This has to be developed.
2. **Conditioning:** We will be in better condition than any team we play. We can control that, we can work on that, only we know when we are staying in shape all year long and spending the extra time in the weight room and working hard during practice.
3. **Technique:** We will teach and practice fundamentals and always be technique conscious. That is where you can get an edge on a player that might have more natural ability.
4. **Intelligence:** We are going to understand the whole picture of what is trying to be accomplished. Not only in our program, but our opponent's schemes. We are going to spend extra time doing this.

Attitude, Conditioning, Technique, and Intelligence. We can all control that, and we can all improve. And if we improve every single component within the framework of our team, then our team will improve.

DISCIPLINE

Discipline is what you do *for* someone, not *to* someone. My belief towards coaching parallels the old parental creed of raising a child: you give them love, you give them knowledge and you give them discipline.

Clear and consistent discipline goes a long way in establishing a good relationship between a player and coach. Players must be responsible for their actions on and off the field. In turn, all coaches need to be consistent with their discipline policies and follow through or their credibility will be lost.

As coaches we will have high expectations of the athletes in our charge. At the same time we must provide each athlete with the tools necessary to achieve our expectations.

The following will be our basic guidelines for discipline on and off the field:

- Compliance with all school rules and policies.
- Display respect for all teachers, coaches, and teammates at all times.
- Behave with class and sportsmanship at all times.
 - Never do anything that would embarrass your Family, School, Team or Yourself.
- Must be Academically Eligible.
- No use of Alcohol or Drugs.
- Be on time for all team functions.
- Responsibility for care and return of all uniforms and equipment.
- Responsibility for care and upkeep of locker room.

High School Football Training Rules

Athletics means more than just competition between two squads or individuals representing different schools. Athletics are a means of teaching a way of life. Athletics teaches fair play and sportsmanship; it teaches understanding and appreciation of teamwork; it also teaches discipline.

The basic relationship between individual athlete and coach forms one of the major foundations of a successful experience in an athletic program. The relationship must be one of mutual respect and trust; therefore, the following training rules are set forth, not only for the optimal performance of the athlete, but to insure the reputation of the team, school, and coaches that an athlete represents.

As a member of our football team we have an obligation to represent our school, and coaches that an athlete represents.

THE FOLLOWING SET OF TRAINING RULES MUST BE UNDERSTOOD AND ADHERED TO:

1. **SMOKING, DRINKING, DRUGS-** it is a fact that these products are harmful to the human body. No True athlete will dispute the fact that athletics does not mix with smoking, drinking, or drugs. If any athlete wishes to engage in these practices, he should remove himself from the team before he jeopardizes the morale and reputation of the team.

2. **MISSING PRACTICE-** The head coach is the only person who can excuse you from practice. You must contact me personally in order to be excused, whether you attend school that day or not. You have a telephone. Call between 8:00-2:00 P.M. during school, or one hour before each practice during pre-season and double sessions. I do not want to talk to your mom, dad, sister or brother. Be a man and call me yourself. The telephone number to call is **(616) 558-3278**.

- Illness, death, or extreme emergency would be an acceptable reason for missing practice.
- Remember, you cannot participate in a game if you were not in school that day, or if you miss class. The athletic director should be notified before school starts on that day if extenuating circumstances exist.
- Anyone missing practice for any reason except for those stated above will not start in the game that week. Also, you will be required to do extra condition after practice at the coach's discretion.

3. TARDINESS- Everyone will report to all practices, meetings, and games early. There is never an excuse for tardiness. If you are tardy to any of the above, you will be subject to extra conditioning at the coach's discretion.

4. EQUIPMENT- Make sure you take care of your equipment and it will take care of you. At the end of the season, you will be responsible for returning it in good condition. YOU WILL PAY FOR ANY LOST ITEMS IF THEY ARE NOT RETURNED WITHIN A WEEK OF THE SEASON'S END OR YOUR DEPARTURE FROM THE TEAM.

5. ACADEMIC ELIGIBILITY- All players will maintain academic standards as prescribed by the state and school district. Eligibility is based on your academic and status in addition to semester GPA. Athletes deemed ineligible cannot play for a minimum of one week. Athletes become eligible again after two weeks, if passing all classes.

6. DO RIGHT RULE – I like to keep rules short and to the point. If you attend practice, take care of the equipment given to you and maintain good academic standing there is only one more rule that needs to be abided by. That's the DO RIGHT RULE. What that means is you will be expected to do right at all times. If a situation arises you must ask yourself, will my decision make me a better person, student or athlete? If you cannot say yes to any of these questions, you do not want to participate in that action. As coaches we will assist you in the development of revolving integrity, which means that you will always do what is right even when nobody is watching. Blame me if you have to. I can't because Coach Hill says I can't.

REMEMBER: YOU ARE HERE TO GET AN EDUCATION FIRST, THEN TO PARTICIPATE IN ATHLETICS!

I, _____ (student/athlete) and I, _____ (parent/guardian) have read and fully understand the rules and regulations of the high school football program. It is my understanding that if I fail to adhere to the policies set forth, disciplinary action may be taken.

Student/Athlete Phone

Parent/Guardian Signature Phone

PLAYER RECRUITMENT

The key to any program's success is recruiting athletes. Our efforts must be diligent in nature to let *all* quality young men know that we want them to be a part of our football family.

Our recruiting program is divided into three categories: immediate recruiting, short-term recruiting, and long-term recruiting. The following is our breakdown to help us build a consistent and solid foundation:

Immediate Recruiting: (Returning Players/On Campus Students)

- Individual interviews
- Strength & Conditioning program
- Team meetings
- Athletes in other sports (Basketball/Track/Wrestling specifically)
- Football players as recruiters (peer pressure/program promotion)
- Correspondence

Short-Term Recruiting: (Middle School Athletes)

- Middle School Students
- Junior Warriors Camp
- Coaches Clinics
- Special Game Nights
- Halftime Scrimmages
- 'Ball boy for a game', 'Recruits of the Week', Varsity sidelines, etc.
- Attendance at football practices/games
- Attendance at basketball, wrestling, track, baseball games/practices
- Correspondence: recruit letters
- Team apparel
- Game passes
- Newsletters
- Team web site (team recognition)
- Coaching/parental contacts, School P.E. teachers

Long-Term Recruiting: (Grade School Students)

- Future Warriors Camp
- Attendance at events
- Correspondence
- Game passes
- Coaching/parental contacts

VIKINGS FOOTBALL STRENGTH AND CONDITIONING PROGRAM

Goal: To help each athlete reach their genetic potential and put them in the best possible situation to succeed.

Benefits of strength training:

- Minimize injuries
- Maximize performance
- Create a team work ethic
- Improve self-confidence

Principles of the Strength and Conditioning Program

1. Intensity

Besides genetics, an athlete's level of intensity is the most important factor influencing an individual's response to strength training. A high level of intensity is necessary in order to recruit as many muscle fibers as possible. In order to ensure a high level of intensity and corresponding maximal muscle fiber recruitment, athletes should train to the point of momentary muscular fatigue.

2. Progression

Strength training must not only be intense but must also be progressive. Every workout, on every exercise, the lifter must try to either increase the amount of resistance lifted or the number of repetitions performed. The attempt to improve either resistance or repetitions is known as a system of double progression.

3. Perfect Repetitions

Repetitions are truly the foundation of any strength-training program. The goal of performing proper repetitions is to create tension within a muscle.

4. Brief and Infrequent

As intensity level increases, length of the activity must decrease. Because a high level of intensity is the stimulus for strength/power gains, brevity is a necessity.

5. Total Body Training

Every athlete should train the entire body, with equal emphasis placed on all exercises and muscular structures. One of the primary purposes of strength training is to decrease injury. Because all muscular structures and the joints in which they create articulation around are subject to injury, all muscular structures must be strength trained in order to prevent injury.

6. Variety

Variety allows athlete's to avoid mental and physical boredom and will often make an athlete's training experience more challenging and enjoyable.

7. Perform Productive Exercises Only

Exercises or activities that increase the potential for injury, either acute or chronic need not be performed. There is no reason to perform any potentially dangerous exercise if there is a safer alternative.

8. Recording

All pertinent workout information must be recorded in order to track performance of all athletes. Examination of the workout card will provide all tracking of improvements in strength and power.

The workout card should provide allow for recording of the following information:

- Machine/exercise
- Number of perfect repetitions achieved.
- Amount of resistance used.
- Date workout is performed.
- Injury status of athlete.

9. Great Training Partners

The success of a strength-training program relies on the supervision and coaching that each athlete receives. Athletes should always strength train with a partner or a coach who essentially personally trains the athlete. The training partner should not be viewed merely as a spotter, but instead as a coach who makes demands and provides specific feedback on repetition speed, exercise form, and posture. Performance related feedback and motivation are essential in order for an athlete to provide an all out effort.

Program Design:

- Develop a safe, balanced and fun strength program.
 - Proper supervision
 - Liability
 - Coach them, don't just tell them
 - Experience and training
 - Safety
 - Equipment to be used: free weights or machines
 - Exercise program (risk-to-benefit ratio)
 -

Making the program successful:

- Educate
 - Literature easy to read and understand
 - Orient all students to rules, policies, procedures, and techniques
 - Have speakers/guests come in and talk to students
- Communicate
 - Teach athletes to do what you want on daily basis
 - Don't take anything for granted
 - Be a coach
- Organization
 - Schedule athletes as best you can
 - Weight room pride (cleanliness, maintenance)
 - Develop weight room that encourages hard work, not social atmosphere
 - Fund raisers - (Viking Combine, Varsity Gold Program)
 - Consistency of workouts
- Motivation
 - Positive and enthusiastic
 - Reward work ethic, attendance, intensity, and improvement
 - Report progress
 - Newsletters, posters
 - Prepare rather than compare
 - Develop and demonstrate
 - Be creative and fun
 - Records Board

Conditioning Program

Speed and Agility Interval Training

Overview: The running program has been developed in accordance to the specific demands of a football game. The average football play lasts an average of five seconds and the average rest between plays is about 50 seconds during a normal drive. Our speed and agility program will meet the demands specifically for football by the following conditions; we will adhere to a 6-to-1 work/rest ratio. Speed and agility drills requiring maximum intensity for a duration of three to eight seconds and taking approximately 6 second rest periods for every one-second of work. For example, if a drill lasts five seconds then the rest period should last approximately 30 seconds. This will train the body for football specific demands with a built in conditioning phase.

The best way to implement a running program for football is to follow interval-training principles. Interval training is a series of exercises alternated with prescribed rest intervals.

Speed Drills Sequence:

- Warm-up
- Stretching
- Starts
- Sprints – Buildups/Flying 10's, 20's, 30's
- Plyometrics
- Resistive Drills – hills/stadium steps/harness-bands-towels

Agility Drills Sequence:

- Warm-up – Dots
- Stretching
- Ladder Drills
- Backpedal Drills
- Cone Drills
- Jump Rope
- Line Drills - Field, Pro Agility
- Mobility Drills - Track Hurdle

VIKING FOOTBALL

Achievement Standards

MY EXPECTATIONS:

- Maintain academic achievement and compliance for all participating athletes
- Develop an attitude and tradition of excellence
- Establish and maintain high participation rates at all levels
- Develop and maintain high levels of athlete recruitment on-campus
- Implement an effective strength and conditioning program
- Maintain program continuity between all levels
- Bring enthusiasm and excitement to the players, parents and the Viking community
- Improve competitiveness of the entire program

WEEKLY PRACTICE BREAKDOWN

Saturday 9:00 a.m. - 10:50 a.m. (Shorts)

9:00 - 10:30 Injury Updates / Film / Weight Lifting Circuit

10:30 - 10:50 Stretching - Light Running

Monday 2:45 p.m. – 5:55 p.m. (Full Gear)

2:45 – 3:30 Film

3:45 – 4:00 Stretch, Form Running, Agility

4:00 – 4:15 Special Teams Emphasis

4:15 - 4:45 Individual Offense

4:45 – 5:00 Group Offense

5:00 - 5:15 Individual Defense

5:15 - 5:45 Team Offense

5:45 - 5:55 Conditioning

Tuesday 2:45 p.m. – 5:55 p.m. (Full Gear)

2:45 – 3:30 Weights

3:45 – 4:00 Stretch, Form Running, Agility

4:00 – 4:15 Special Teams Emphasis

4:15 - 4:30 Individual Defense

4:30 – 5:00 Group Defense

5:00 – 5:15 Individual Offense

5:15 – 5:45 Team Defense

5:45 - 5:55 Conditioning

Wednesday 3:00 p.m. - 5:15 p.m. (Shells / Full Gear)

7:00 – 7:40 Morning Weights

3:00 – 3:15 Stretch, Form Running, Agility

3:15 - 3:30 Special Teams Emphasis

3:30 – 4:15 Offensive Emphasis

4:15 – 5:00 Defensive Emphasis

5:00 – 5:10 TUG

5:10 - 5:15 Conditioning

Thursday 3:00 p.m. – 4:40 p.m. (Shorts)

3:00 – 3:15 Stretch, Form Running

3:15 – 3:30 Special Teams Polish

3:20 – 4:00 Offensive Polish

4:00 - 4:30 Defensive Polish

4:30 – 4:40 Winning Field Goal

5:15 – 5:45 TUG

6:00 - 7:00 Team Dinner