

# Mastermind behind high-scoring basketball system used by Jackson Community College women's team plans to include JCC in book about system

By [Mike Pryson | Jackson Citizen Patriot](#)

David Arseneault did not just break the mold, he created a new one.

Arseneault, the head men's basketball coach at Grinnell College in Grinnell, Iowa, is a basketball innovator, motivator, author and father of the high-powered offensive basketball system used by about 50 coaches around the country, ranging from junior high to NCAA Division I.

The Jackson Community College women's team put in the system last season and averaged a national-best 103.6 points per game.

Arseneault was in Jackson last week doing research for a book he's writing on the system that calls for 3-point shots, all-over-the-court pressure, 100 points most every night and five-for-five player substitutions.

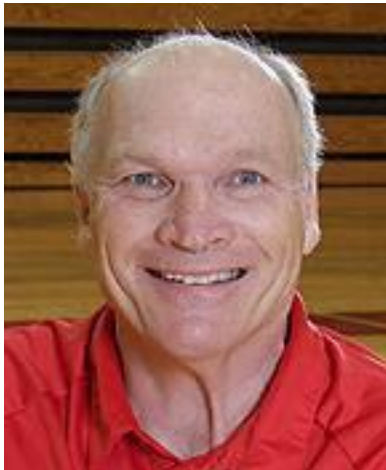
"The book will be 14 chapters on 14 coaches who have had a variety of success with the offense," Arseneault said. "Some of them have basically copied what we're doing, and some of them have really tweaked it to the point that if I was watching a game film, I'd have a tough time really seeing if it was what I prescribed.

"Still, it's a system, and I'd like to give each one of them a chapter."

One of those chapters will be devoted to JCC and coach Andy Hoaglin.

"We had a huge following by the end of last season," Hoaglin said. "People wanted to see a freak show. People wanted to see 100 points."

Hoaglin's squad finished 18-13 and set seven National Junior College Athletic Association scoring records last season and became the first NJCAA Division II team to average more than 100 points per contest.



DAVID ARSENEAULT

"It's gone in incredibly different directions," said Arseneault, who has coached 22 seasons at Grinnell. "We've had five different kids lead the country in scoring. Another year, we had a hometown kid that was the most modest kid in the school, and we let him average 25 3-point shots a game.

"He had one night where he was 19-for-52 from the 3-point line and scored 77 points."

The system will produce nights like that, Arseneault said.

"That kid even changed the way I recruit shooters," he said. "The way I recruit a shooter now is not based on what they make, but it's based on where their misses go.

"That kid was so easy to offensive rebound for. His shots were never around the rim, they were either in, or it was an air ball, or it was way off. We'd get 50 percent of his offensive rebounds because everybody is sending four guys to the basket, and the ball is just coming off all over the place."

Arseneault said that there's not a made-for-Hollywood story or crazy dream that led to the birth of the system in 1993. He was simply the coach of a .500 basketball team and was starting to lose his fire for the game.

"I'm glad that we tried something different," said Arseneault, who has won five conference championships and four conference coach of the year awards since putting in the system. "The reason we devised it was to give the kids something positive to talk about when we lost. If someone was scoring 30 points, even if we lost by 30, we had our self-esteem intact.

"It's taken on its own life form now."

Grinnell went 18-7 last year while leading all NCAA Division III schools in scoring at an average of 102 points a game. The coach said the wide-open style gives everyone on the roster minutes and creates fond basketball memories.

"Every now and then, I run into players who say they sat on the bench at their school their whole career, that they never got a chance to play," Arseneault said. "They tell me that it's so nice to see our team play and see everyone get in the game.

"Why do coaches do that to kids? I don't get it."

Arseneault decided long ago that he wanted to make the game fun for the kids and the coaches. He's also got his eyes open for the next big thing.

"I almost had a great kid in recruiting a few years ago who could make 3s with either hand," he said. "That was going to be my new act. I was going to have him shoot 3s with his left hand in the first half and with his right hand in the second half."

Arseneault figures that if the game can make him smile, it makes others smile, too.

"I sometimes feel like a WWF promoter trying to come up with new material," he said.