

2021

COACHES MANUAL

A VISION FOR SUSTAINING EXCELLENCE



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HEAD COACH AT IMG ACADEMY

I. PROGRAM PHILOSOPHY

- Program Goals
- Football Philosophy
- Offensive Philosophy
- Defensive Philosophy
- Special Teams Philosophy
- Meeting Philosophy
- Practice Philosophy

II. BUILDING A TEAM.....

- Staff
- Strength & Conditioning
- Recruiting
- Family
- Expectation of Players
- Community

III. ACADEMIC EXCELLENCE.....

- Positional Responsibility
- Class Attendance Policy
- Strategy for Monitoring

IV. THE PLAN.....

- Calendar
- Former Players



BLUEPRINT FOR SUCCESS

SMART

TOUGH

COMPETITIVE

HARDWORKING

SELFLESS

THE PROGRAM IS IMPORTANT



GOALS OF THE PROGRAM

- To operate the football program with constant, never-ending quest for excellence; pushing to find new and better methods to achieve success in every area
- To increase athletic donations to provide for the department not only with the funds required to operate in a more than competitive manner, but also establish funds for future projects
- To create a football program operated with maximum efficiency and based upon an operational model of completely vertically integrated and interrelated component parts, with a clear chain of command, and design to have measurable goals for each and every football staff member and employee
- To give student-athletes everything they need to consistently achieve excellence in the classroom, on the playing fields, and in campus life, by providing these young men with the facilities, tools, coaches, and academic support needed to do so
- To create a football program environment filled with employees who “expect victory” in each and every endeavor they undertake, and who, also, possess integrity and personal accountability. They will serve as role models for all student-athletes
- To provide all coaches and support staff with the finest facilities, technology and equipment needed to allow them the full opportunity to compete for conference and divisional top recognition
- To accomplish all goals of the football program, demanding full compliance with all conferences rules



FOOTBALL PHILOSOPHY

- My football philosophy can be summed up in one thought – To Win and see that our athletes graduate from IMG. In order to understand the rest of it, I must expound upon what helps you win. I believe it does not happen by chance. You control your own destiny and those around you by your attitude plus how hard you are willing to work.
- **RELATIONSHIP WITH ADMINISTRATION** - We are all here for the same reason, and that is to win and see our athletes graduate. I must adhere to administration's desires unless I feel it is detrimental to our desire to win, and then I must voice my opinion and disagreement. At no time will I ever voice my feelings to anyone other than to the proper people. Loyalty has always been a great asset to me, and it must continue to be so at all costs.
- **STAFF** - We have assembled an outstanding staff of teachers. There are certain things I want in a staff member and will demand 1. **Positive** – Negative thinking produces negative results. In a difficult situation, we must all be positive and never question our ability to succeed. Our dealings with players must be positive. 2. **Work** – I expect the staff to do whatever is necessary in order to be successful. 3. **Loyalty** - I expect the staff to be extremely loyal not just to me, but to administration, faculty, coaches, and players. Loyalty is not just keeping quiet but is defending them. The only way we can fail to succeed, is if we fall apart within. 4. **Communication** – The key to every successful relationships
- **RELATIONSHIPS WITH PLAYERS** - My relationship with the player will be the same as the administration and staff, and that is to be honest and to attempt to establish a two-way line of communication. Our squad will compose of young men who want to win. Off the field they will represent the program to the highest and be respectful to everyone they interact with. Our players are here to Win and to Graduate from a well respected institution.





FOOTBALL
PROGRAM M A N U A L

**OFFENSIVE, DEFENSIVE,
SPECIAL TEAMS**

ALL 3 PHASES



OFFENSIVE PHILOSOPHY

F.T.S. – Feed the Studs

Opening Script (1st Half – 2nd Half)
Get It To The Studs – Game Plan Sections
Match-Ups!

Win With Technique and Fundamentals

Understand Details of My Position
Talk and Diagram Exactly like the Coach
Understand the Whole Offensive Scheme

Defeat the Blitz

Run Game (Anticipate the Check – Anticipate the Defensive Movement or Reaction)
Pass Game (Communicate – anticipate Call or Check – Understand Defensive Movement or Reaction)
All 11 Players on Same Page
Utilize (Checks – Calls – Built Ins – Quick Game)

Take Care of Quarterback

Must Know Strengths and Weaknesses
Offense becomes What He Does Best
Play Calling for His Success
Find Completions When He Is Struggling

Effort and Finish

Establish In Practice (Rb's 25 yds – WR's 40 yds)
Reward Great Effort (Video)
Grade

Run To Win (4th Quarter)

Run First or Pass First – Must Run to Win
Direction Runs (Front – Coverage – Personnel)
Packages (Run – Pass or Pass – Run); Allows you to Attack the Look You Want on 1st Down

Utilize Different Personnel Groups – Movement and Formations

Work Match-ups – Create Mismatches
Never Allow your Best Player to be Eliminated

DEFENSIVE PHILOSOPHY

Never allow the opponent to move the ball consistently or effectively. Deny the offense from scoring and take possession of the ball in the best possible field position.

Scoring defense is the most critical statistic in football.

OBJECTIVES

I. TAKE POSSESSION OF THE BALL IN ONE OF THESE TWO WAYS:

- A. Force a turnover.
 - 1. Gang Tackling.
 - 2. Stripping
 - 3. QB pressure.
 - 4. Great coverage.

- A. Take possessions on downs.
 - 1. Hold opponent to 3 yards or less on 1st down.
 - 2. Tackle well.
 - 3. Play team defense and eliminate big plays.

II. SUCCEED IN THE CRITICAL SITUATIONS:

- A. Win the turnover margin – outplay the opponent's defense.
- B. Deny 3rd down conversions.
- C. No plays over 15 yards.
- D. No drives of 10 plus plays
- E. No TD's after the "Sudden Change".
- F. Turn the ball over inside the 50 – scoring zone.
- G. No 1st down if opponent backed up inside the 10.
- H. No scores in One Minute Defense.

SPECIAL TEAMS PHILOSOPHY

The Special Teams are an integral part of our success. The Special Teams have a huge impact on field position and the momentum of the game. There is no more important factor in an offense scoring or a defense stopping an opponent than the starting field position of the drive. Maximizing the change in field position to our benefit will have a positive impact on the likelihood of victory.

We are going to be aggressive in our philosophy on Special Teams, just as we are on both offense and defense. Attacking kickers and punters with disciplined and relentless block schemes, striking the kick and punt returners with violence and aggressively defending our kicks will lead to positive changes in yardage, as well as big plays that will swing the momentum of the game in our favor.

Punt Team Goals

1. Do Not Allow a Blocked Kick
2. Do Not Allow a Return TD
3. No Return Yards Allowed

Punt Return Team Goals

1. Blocked a Kick
2. Return a Kick for a Touchdown
3. No Conversions on Fakes

Kickoff Team Goals

1. Do Not Allow a Return TD
2. Opponent Starts Inside the 25
3. Recover All Onside Kicks

Kickoff Return Team Goals

1. Return a Kick for a Touchdown
2. Start Outside the 35
3. Recover All Onside Kicks

PAT/FG Goals

1. Do Not Allow a Blocked Kick
2. Make 100% of Extra Points
3. Make >75% Field Goals

Field Goal Block Team Goals

1. Blocked a Kick
2. No Offside/Roughing Penalties
3. No Conversions on Fakes



FOOTBALL
PROGRAM M A N U A L

PROTOCOL & PROCEDURES



I. EACH MEETING SERVES A SPECIFIC PURPOSE

- Meetings are for relaying important information to a group of people in a short period of time. In meetings, players and coaches will acquire the mental aspects of the game, such as scheme and position responsibilities. Therefore, it is critical that everybody attend all meetings and focus on the information presented. This goes for offensive, defensive, special teams, and position group meetings. Each individual is expected to *know* the information from the meetings and will be held accountable for that information.

II. ALL PARTICIPANTS MUST COME TO MEETINGS READY TO LEARN

- Assistant coaches should have binders or notebooks where they write notes and information from meetings, as well as keep track of important information that they will need for later. Players must also bring a binder or notebook that they will use to create their own playbooks for offense, defense, special teams, and their position. Large amounts of information will be relayed, and players are expected to study, learn, and know the information presented to them. There will be quizzes and assignments given to players to ensure their learning of the information needed to succeed in football.

III. MEETINGS ARE TREATED AS PRACTICE

- Missing meetings is even more detrimental to the program than missing a practice. Meetings relay large amounts of critical information, and missing a meeting puts a person far behind the rest of the group in terms of accomplishing the goals of the program because they are missing critical information to do so. Coaches are expected to be an example to the players of the importance of meetings. They need to be prompt, prepared, and focused during meetings, asking questions, and helping out with information when needed.

IV. EFFECTIVE COMMUNICATION IS CRITICAL FOR A SUCCESSFUL PROGRAM

- Just like an effective business needs every employee to communicate effectively within the company to be successful, the same is true with a football program. Having every assistant coach know and understand the vision of the head coach ensures their ability to coach the players in the way desired by the head coach. This will then ensure that every player in the program is being coached in the direction needed for the program to succeed. Nothing will tear a team apart faster than having coaches working against each other

I. PRACTICES SHOULD BE MORE DIFFICULT THAN GAMES

- By the time players' step onto the field at game time, they should be mentally, physically, and emotionally prepared at a level above what they will encounter during the game. The game should be an opportunity for the players to show how much they have improved and should be less demanding than their preparation.

II. PRACTICES ARE FOR DEVELOPING PHYSICAL SKILLS & EXECUTION

- Installation of scheme, but practices need to have as many players physically involved as possible. Sitting around for 10 minutes at practice while a coach explains something is 10 minutes of wasted reps and wasted time. This time could have been used to improve the players' physical skills and/or execution of responsibilities.

III. QUALITY OF REPS OVER QUANTITY OF REPS

- Practice time is limited, and there are few opportunities for players to improve each and every day. Each coach will emphasize the importance of getting the most out of each and every rep because there is a limited amount of them.

IV. ALL DRILLS SHOULD IMPLEMENT FIVE CRITICAL ASPECTS

- **Fundamental Skills** - Each drill should specifically teach one or more fundamental skill that every player involved in the drill needs to work on to make the team successful.
- **Physical Development** - Every player needs to develop their speed, acceleration, jumping ability, balance, and agility.
- **Aggressive Contact** - In order to develop the aggressive mentality wanted in the program, each drill must include aggressive contact and a development of the mentality desired.
- **Cardiovascular Conditioning** - In order to win football games against quality opponents, we must be able to outlast them in the 4th quarter and overtime. Each drill should improve each player's cardiovascular endurance to ensure that we are the best conditioned team each and every week.
- **Schematic Connection** - Drills must be a step or sequence of steps in the progress of the overall scheme. Breaking down the whole scheme and teaching it in smaller pieces so that the players can perform each of the small steps needed to make the scheme work is a most critical aspect of each drill.

MEETING ROOM PROTOCOL

- Be Early
- Take Pride in Our Facility
- Professional Demeanor (Respect)
- No Hats, or Cell Phones
- Shirts and Shoes to be Worn at All Times
- Take Notes, Ask Questions, and if Tired - Stand Up

PRACTICE FIELD PROTOCOL

- Be Early and Mentally Prepared to work (Helmets Buckled)
- In All We Do... FINISH! (Develop a Finisher's Mentality)
- Never Show Weakness on the Field (No Bending Over, etc)
- No Wasted Time - No Wasted Movement... RUN!
- Know Your Limitations and IMPROVE UPON THEM DAILY
- Wear Only ISSUED Gear; Wear ALL ISSUED PADS

LOCKER ROOM PROTOCOL

- Locker Cleanliness is a Matter of Personal/Familial/Program Pride
- The Locker Room Represents a Standard of our Program – Protect It!
- Be Gracious and Humble in Dealing with Equipment/Cleaning Staff: Disrespect of ANY KIND Will Not be Tolerated
- The Locker Room is a Shared Space, and Often Hosts Visitors: Be Mindful of Language and Conduct
- Put Shoes Away; Hang Clothing; Remove any Loose Paper/Trash

"SYMPTOMS OF A BIGGER PROBLEM"



Pictured: Locker Room of an Entitled Team

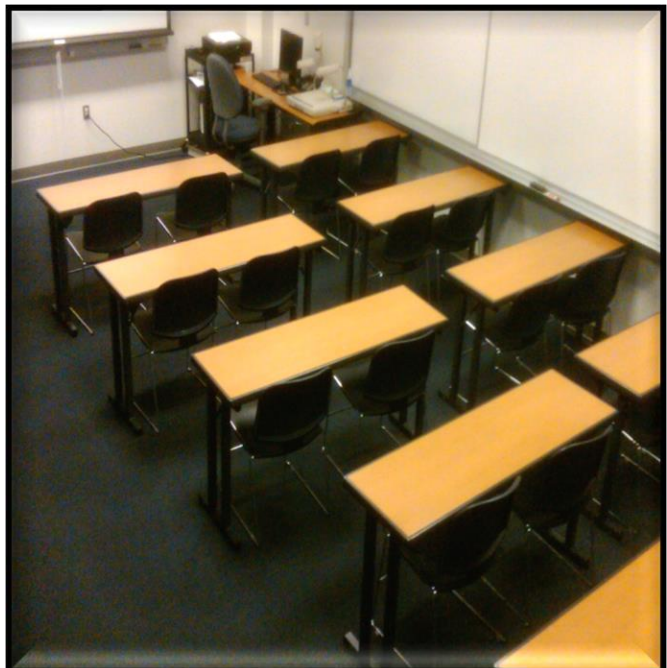


Pictured: Meeting Room of an Entitled Position Group

**"SHOW ME A MAN WHO CANNOT BOTHER TO DO LITTLE THINGS,
AND I WILL SHOW YOU A MAN WHO CANNOT BE TRUSTED TO DO BIG THINGS."
-Lawrence Bell**



Pictured: Locker Room of a Championship Team



Pictured: Meeting Room of a Position Group with Pride

I. GAME & PRACTICE DRESS

- Jerseys tucked in pants
- Thigh pads, knee pads, and hex girdle
- Pants over knees
- Wrist bands on wrists only
- No tape anywhere
- No writing on anything
- Belts to be worn and connected
- Socks at the base of the calf
- *If it isn't issued, it isn't worn*





FOOTBALL
PROGRAM M A N U A L

COACHING STAFF



COACHING STAFF

Chemistry is the cornerstone of a great coaching staff. The staff must trust and believe in the head coach, and the mission of the program and institution.

The staff must be compatible with the players, each other, and the institution. The pool I select from will be comprised of coaches I have worked with before and know, along with people from the prior staff. Hiring coaches from the previous staff is an important aspect for a positive and smooth transition.

Criteria for selecting a staff:

- Great people who love their players
- Master teachers and communicators
- Enthusiastic and positive personality
- Strong work ethic Outstanding recruiters

I want to be surrounded by people who will challenge me as a head coach.

OFFENSIVE COACHES

At the discretion of the head coach, the offensive coaches must learn and contribute to the development of the offense, as well as teach and implement the fundamentals of the offense. Each coach should buy-in to the philosophy of the offense and teach each player how to play their position with aggression and execution.

OFFENSIVE COORDINATOR / QUARTERBACK COACH

- Scheme – Develop, teach, and implement a fundamentally sound offense to both the offensive assistants and the players. This includes organizing and having meetings with both the coaches and the players.
- Film – Analyze the technique and responsibilities of the entire offense, as well as delegate additional responsibilities to the offensive assistants.
- Scouting – Scout the defense and develop an offensive game plan to defeat the defensive scheme of the opponent.

RUNNING BACK COACH

- Scheme – Learn and contribute to the development of the offense, as well as teach and implement the fundamentals of the offense.
- Film – Technique and responsibilities of the RB's. Practice & Game Inputs / Overlays and Reports / Video Exchange
- Scouting – Personnel, scheme, and technique of the DL and LB's.

WIDE RECEIVER COACH

- Scheme – Learn and contribute to the development of the offense, as well as teach and implement the fundamentals of the offense.
- Film – Technique and responsibilities of the WR's. Practice & Game Inputs / Overlays and Reports / Video Exchange
- Scouting – Personnel, scheme, and technique of the DB's.

OFFENSIVE LINE COACH

- Scheme - Develop, teach, and implement a fundamentally sound offense to both the offensive assistants and the players.
- Film – Analyze the scheme and responsibilities of the run game.
- Scouting – Personnel, scheme, and technique of the DL and LB's.

TIGHT END COACH / SPECIAL TEAMS COORDINATOR

- Scheme – Learn and contribute to the development of the offense, as well as teach and implement the fundamentals of the offense.
- Film – Technique and responsibilities of the OL. Practice & Game Inputs / Overlays and Reports
- Scouting – Personnel, scheme, and technique of the DL and LB's.

DEFENSIVE COACHES

At the discretion of the head coach, the defensive coaches must learn and contribute to the development of the defense, as well as teach and implement the fundamentals of the defense. Each coach should buy-in to the philosophy of the defense and teach each player how to play their position with aggression and execution.

DEFENSIVE COORDINATOR/ DEFENSIVE BACKS COACH

- Scheme – Develop, teach, and implement a fundamentally sound defense to both the defense assistants and the players. This includes organizing and having meetings with both the coaches and the players.
- Film – Analyze the technique and responsibilities of the entire defense, as well as delegate additional responsibilities to the defensive assistants.
- Scouting – Scout the offense and develop an defensive game plan to defeat the scheme of the opponent.

LINEBACKER COACH

- Scheme – Learn and contribute to the development of the defense, as well as teach and implement the fundamentals of the defense.
- Film – Technique and responsibilities of the LB's. Practice & Game Inputs / Overlays and Reports / Video Exchange
- Scouting – Personnel, scheme, and technique of the DL, RB's, and TE's.

DEFENSIVE LINE COACH / SPECIAL TEAMS COORDINATOR

- Scheme – Learn and contribute to the development of the defense, as well as teach and implement the fundamentals of the defense.
- Film – Technique and responsibilities of the DL's. Practice & Game Inputs / Overlays and Reports / Video Exchange
- Scouting – Personnel, scheme, and technique of the DL and Special Teams.

DEFENSIVE BACK COACH

- Scheme – Learn and contribute to the development of the defense, as well as teach and implement the fundamentals of the defense.
- Film – Technique and responsibilities of the DB's. Practice & Game Inputs / Overlays and Reports / Video Exchange
- Scouting – Personnel, scheme, and technique of the WR's.

Special Teams Coaches

At The Discretion Of The Head Coach, The Special Team's Coaches Must Learn And Contribute To The Development Of The Special Teams Units, As Well As Teach And Implement The Fundamentals Of The Special Teams. Each Coach Is Responsible For Their Team And Assigning Other Members Of The Coaching Staff To Coach Positions On Their Specific Special Team.

Punt Team Coordinator (PT):

- Scheme – Work With Assistant Coaches Of The Punt Team And Develop A Game Plan To Dominate The Opponent's Special
- Teams Groups.
- Film – Technique And Responsibilities Of The Punt Team.
- Scouting – Personnel, Scheme, And Technique Of The Opponent's Pr.

Punt Return Team Coordinator (PR)

- Scheme – Work With Assistant Coaches Of The Punt Return Team And Develop A Game Plan To Dominate The Opponent's Special Teams Groups.
- Film – Technique And Responsibilities Of The Punt Return Team.
- Scouting – Personnel, Scheme, And Technique Of The Opponent's Pt.

Kickoff Team Coordinator (KO):

- Scheme – Work With Assistant Coaches Of The Kickoff Team And Develop A Game Plan To Dominate The Opponent's Special Teams Groups.
- Film – Technique And Responsibilities Of The Kickoff Team.
- Scouting – Personnel, Scheme, And Technique Of The Opponents Kr.

Kickoff Return Team Coordinator (KR)

- Scheme – Work With Assistant Coaches Of The Kick Return Team And Develop A Game Plan To Dominate The Opponent's Special Teams Groups.
- Film – Technique And Responsibilities Of The Kick Return Team.
- Scouting – Personnel, Scheme, And Technique Of The Opponent's Ko.

Field Goal & Pat Team Coordinator (PAT)

- Scheme – Work With Assistant Coaches Of The Field Goal Team And Develop A Game Plan To Dominate The Opponent's Special Teams Groups.
- Film – Technique And Responsibilities Of The Field Goal Team.
- Scouting – Personnel, Scheme, And Technique Of The Opponent's Fgb.

Field Goal Block Team Coordinator (FGB)

- Scheme – Work With Assistant Coaches Of The Field Goal Block Team And Develop A Game Plan To Dominate The Opponent's Special Teams Groups.
- Film – Technique And Responsibilities Of The Field Goal Block Team.
- Scouting – Personnel, Scheme, And Technique Of The Opponent's Pat.



FOOTBALL
PROGRAM M A N U A L

**EXPECTATION
OF
COACHES
&
PLAYERS**



DEVELOP THE BEST PROGRAM POSSIBLE**Run an Organized Program**

- Have both short-term and long-term goals for the program that everybody knows and understands so that everyone can work towards those goals.
- Have a hierarchy of communication so that all program communication is efficient and clearly understood.
- Be prepared for every meeting, drill, practice, day, week, month, and season.
- Keep an inventory of all equipment that is used by the program.
- Be prepared for almost every contingency.

Be a Good Leader

- Have clear and demanding expectations of coaches, players, and support staff.
- Treat everyone in the program with honesty and respect.
- Delegate responsibility and authority when appropriate.
- Open door policy for all aspects of the program.
- Conduct all hiring and firing of coaches and support staff.
- Develop excellent assistant coaches. A head coach is only as good as his staff.
- Motivate the young men to want to play for the program.

Rigorous Work Ethic

- Work hard with the administration, assistant coaches, players, boosters, and community to build support for the school and program.
- Demonstrate the hard work and determination that is expected of the coaches, players, and support staff each day.
- Develop academically, physically, mentally, and emotionally strong players.

Be the Face of the Program

- Respond to all media inquiries.
- Communicate with administration.
- Deal with all parent issues and concerns.
- Develop relationships with colleges and universities for player advancement.



EXPECTATIONS OF THE ASSISTANT COACHES

BUILD AND SUPPORT THE PROGRAM FROM THE GROUND UP

I. BE A POSITIVE INFLUENCE ON PLAYERS

- Remember we are here to teach the players how to become good men. To do this, they need positive influences by positive role-models. Too often, they do not have anyone in their lives helping them to make good choices and teaching them how to think and act like an adult. The players have to trust us and know that we are on their side and support them in their journey toward becoming good men.

II. LOYALTY TO THE PROGRAM

- Each coach must be completely committed to the program and must maintain unwavering support of the program in public. All disagreements, problems, and concerns with the program are to be brought up at appropriate times and behind closed doors. This does not mean that the assistants are to be "yes-men" but are to completely support the program in public and work behind closed doors to make any changes they feel are necessary for the program.

III. HARD WORK & DEDICATION

- The coaching staff must model the hard work and dedication to the program that they demand of the players. Coaches must be on time for all meetings, complete all tasks in the appropriate amount of time, and work above and beyond the time spent in practices and meetings with the players. Coaches are expected to be present and on time for all team events.

IV. KNOW & UNDERSTAND THE SCHEMES

- Each and every coach must know and understand the offensive, defensive, and special teams' schemes so that they are all teaching the same concepts to all levels of the program. Nothing can confuse and cripple a player more than being told multiple things by different coaches. The players must be coached with the same language, the same responsibilities, and the same concepts in order to succeed on the field. It is the coaches' responsibility to be able to explain their position player's role in the scheme in which they are playing.

V. KNOW & UNDERSTAND THE SCHEMES

- Each coach has a responsibility to the program and their players to become the best coach possible. Learning different points of view and techniques to teach the players will improve the coaching ability of each coach, which will in turn improve the skill and knowledge of the players they coach. The better the coaches are within a program, the better the program is.

BECOME THE BEST MAN YOU CAN POSSIBLY BE**I. TREAT EVERYONE WITH RESPECT**

- The best thing a young man can learn is how to treat everyone with respect. Each and every person has the right to be treated with respect at all times. Players will treat their teammates, classmates, coaches, teachers, administrators, and their parents with respect at all times.

II. SUCCEED IN THE CLASS ROOM

- We are not a football vocational school. Players are here to get a good education. The level of their education is completely their responsibility. The teachers are here to help. The administrators, coaches, and support staff are here to help. Football is a privilege that they earn through hard work and success in the classroom. Their schoolwork is more important than football.

III. ACCEPT RESPONSIBILITY

- Nobody is responsible for a player's actions except himself. Passing blame onto another person is not what a responsible adult does. They will not be perfect, but players will take responsibility for your mistakes and work to correct them. Their ability to fulfill their responsibilities in class, at home, and later with their spouses and children will make them better men.

IV. NO EXCUSES

- There is no need for excuses in football or life. Passing the blame onto someone or something else reinforces the negative action that has happened. Players need to fix problems and issues, not excuse them. At the end of the day, they are the one who did or did not do the things needed to succeed.

V. DEVELOP MENTAL & PHYSICAL TOUGHNESS

- Learning how to succeed through mental and emotional distress will make them winners in both football and life. They will be taught to not let anybody be tougher than them.

VI. WORK HARD TO IMPROVE IN ALL ASPECTS OF YOUR LIFE

- Football is a tool that can guide a player to be a better student, son, brother, and person. The purpose of our program is to build good men, not just good football players. They will be encouraged to strive to be the best men they can be.

EXPECTATIONS OF SUPPORT STAFF AND ALUMNI

Be Supportive of the Program

- The goal of the program is to make each of the young men a better person and to become the best they can be. Each and every member of the program should be completely supportive of that aspect of the program. The coaches, parents and support staff should help each other in the positive development of the young men in the program.

Be Involved in the Program

- A common thread in each successful program is strong parent involvement. There is much that needs to be done to run a successful program, so the more people involved in the program, the better. The larger the involvement of parents, the more meaningful experience the players have with the support staff.

Understand the Role of Parents

- The role of a parent in a program is to cheer for their son and contribute to the positive development of the athlete academically, physically, mentally, and emotionally. This does not include speaking negatively about other players in the program, coaches in the program, play calling, or game planning.
- Too often, parents think that it is part of their responsibility to “coach from the stands.”
- Any parent who feels as if they would like to help with the coaching aspect of the program is more than welcome to apply to become a coach in the program.

Guidelines for Parent Communication

- All meetings must be scheduled by appointment.
- No meetings, conversations, or communications on game day.
- All communication must be professional and respectful.
- The following items may be discussed:
 - Treatment of their child
 - Safety of their child
 - Work habits of their child
 - Improvement of their child
 - Opportunities for their child
 - Attitude and behavior of their child
 - Academics of their child
- The following items may not be discussed:
 - Playing time
 - Game strategy
 - Play calling
 - Other players



EXPECTATIONS OF THE ASSISTANT COACHES

FULL TIME COACH EXPECTATIONS

A. OFFICE HOURS

	<u>IN SEASON</u>	<u>OFF SEASON</u>	<u>SUMMER</u>
SUNDAY	Noon-9:00 p.m.	OFF	OFF**
MONDAY	8:00 a.m. - 10:00 p.m.	8:00 a.m. - 5:00 p.m.	9:00 a.m. -
TUESDAY	8:00 a.m. - 8:00 p.m.	8:00 a.m. - 5:00 p.m.	9:00 a.m. -
WEDNESDAY	8:00 a.m. - 8:00 p.m.	8:00 a.m. - 5:00 p.m.	9:00 a.m. -
THURSDAY	8:00 a.m. - 8:00 p.m.	8:00 a.m. - 5:00 p.m.	9:00 a.m. -
FRIDAY	Noon - 7:00 p.m.	8:00 a.m. - 5:00 p.m.	OFF**
SATURDAY	8:00 a.m. - 6:00 p.m.	OFF*	OFF**

*Hours for Recruiting Saturdays are 8:00 a.m. - 4:00 p.m.

During the season we may have to stay until all of our duties are done.

Lunch break is one hour long.

During office hours you are expected to be in the office. If you are on campus running an errand or are leaving for lunch simply tell someone. It is only common courtesy to let your co-workers know where you are in case of an emergency or if someone (one of your players) needs you. Time off will always be granted for personal reasons as long as you notify the Head Coach ahead of time.

B. DRESS

Academic School Year:	Business Casual. Collared shirt, dress pants (Khakis, Dockers).
Recruiting Functions:	Business Formal. Suit, shirt & tie. Dress pants with a collared shirt and a sweater vest are acceptable.
Practice Field:	University coaching gear. Do not wear other colleges gear.
Game Field:	University coaching gear as decided upon by the staff.
Summer:	Casual. Golf shirt and casual pants.



FOOTBALL
PROGRAM M A N U A L

Development of Student-Athletes



Development of Student-Athletes

Academic Development

The number one thing that causes athletes to not participate in athletics is academic standing. The development of good academic skills in the program will ensure that there is greater participation due to grades not eliminating any potential student-athletes.

Physical Development

Once the number of athletes has been increased due to academic standing, the next important factor towards becoming a contributor on the varsity level is the physical ability to play at that level. The size, strength, and speed it takes to contribute at the varsity level are not born into every player. These things need to be developed in the majority of them.

Mental Development

Once the number of active participants and players that are physically able to participate at the varsity level have been increased, developing an aggressive and confident mental toughness to match their physical toughness will improve the ability of the players to perform under pressure when it matters. The more players who can perform under pressure, the more players can be relied on to make an important play in a critical situation during a game. This makes the program win a majority of those close games that the great teams seem to always win. Until we can get the program to a point where they will mentally win those close games, we are not an elite program.

Emotional Development

Having emotional maturity allows the student-athletes to have perspective and to deal with adversity. In life, the ability to deal with adversity and to put things in proper perspective will allow them to overcome obstacles, as well as have the ability to not dwell on their failures. These things will also have a positive impact on the football field.

Academic Development

Importance of Academics

Players are student-athletes, not athlete-students. Their education is the most important thing that they can obtain in their lives. An academic support program will be developed, run, and maintained where students can receive help in any academic classes in which they may be struggling. Many times, poor grades are a result of tardies and/or absences. A strict attendance policy will be enforced on the football team. Missing class will be counted as missing a practice with appropriate discipline for each transgression. Developing good academic skills is a priority in the program.

Academic Requirements

At the college level, grades are mostly determined by attendance, following directions, and hard work. If a student fails a class, it is because they failed at least one of these three things. If a student attends each day, follows the directions given by the teacher, and works hard to complete all assignments, a minimum of a C grade will be obtained. With that in mind, The football program will have a few requirements above and beyond the normal academic requirements of other programs.

A VISION FOR SUSTAINING EXCELLENCE

IMG VARSITY TEAM

FALL 2020

3.24

TEAM GPA

7 ATHLETES EARNED A 4.0+

34 ATHLETES EARNED A 3.0+



Academic Development (Cont'd)

No F's

Failure is not an option in the program. An academic grade of F says that the player is not committed to their academic progress and should therefore not be allowed the privilege of playing in football games. This will be enforced until the player is no longer failing any of his classes.

3.0 GPA

Players should not be happy with the minimum requirement of a 2.0 GPA set for all athletes. We want to be a superior football program over all of our opponents. This includes academics. We will be better academically than our opponents by requiring a higher minimum GPA to be eligible to play in football games. This requirement will also help to ensure a better future for each player.

Procedure for Academic Problems

Players who do not meet the academic requirements of the program will enter the academic improvement program that will be run through the head football coach, teachers at the school, and the support staff.

Cannot Participate in a Game Until He Fulfills Academic Requirements

Player will enter the academic improvement program and will remain in the program until he meets the academic requirements of the team.

Player Must Continue to Attend all Football Functions

Player must continue to fulfill his obligations to the football team.

Physical Development

“There are only two options regarding commitment; you're either in or you're out. There's no such thing as life in-between.” – Pat Riley

Importance of Physical Development

The game of football is the most physically demanding sport today. Players must have the strength to move opponents around the football field, the speed and the ability to make the opponents miss, and the conditioning necessary to outlast the opponents throughout the course of the game. These aspects must be improved through a physical development program designed to improve strength, speed, agility, and conditioning.

Physical Development is Year-Round

To develop to the best of the athlete's ability, he must train his body year-round. Too often, players are under the impression that lifting weights and physically training their bodies will “harm” them for other sports. This is not true. Every single sport requires size, strength, agility, endurance, and conditioning. Basketball is an explosive sport, track and field is an explosive sport, and even baseball requires explosive movements in the batter's box as well as when fielding and throwing the ball. Each and every athlete, and in turn, each and every program in the school can benefit from a good year-round physical development program for the athletes.

Building a Bigger, Faster, and Stronger Athlete

There are many factors that contribute to the optimal physical development of an athlete. First and foremost is an education on sleep, diet, and nutrition. It does not matter how much training an athlete does, if they do not have the proper nutrition to promote the physical development of their body, they will not get stronger. An expert on diet and nutrition will educate the athletes in the program each year about the sleep and diet they need to put their bodies through the physical demands of the sport of football.

Developing College Level Athletes

Many parents and students do not have an understanding of the size, speed, strength, agility, and explosiveness needed to receive a scholarship to play football at the next level. In the Football Program, the coaches will expect athletes who wish to play football at the next level to train and develop their bodies in a rigorous manner necessary to prepare for college football. Every opportunity will be provided for the athletes to develop to the best of their physical ability.

MENTAL DEVELOPMENT

Importance of Mental Focus

The ability to be mentally focused must be developed in the players. Training them to be able to use their minds to overcome their bodies is an important skill to develop. In life, many people are unsuccessful due largely to the fact that they cannot mentally force themselves to do something because they don't want to, they are tired, or for some other reason. Developing the players mentally so that they will be able to make themselves do things the right way instead of the easy way will make them better students, better athletes, and better people throughout their lives.

"All right Mister, let me tell you what winning means... you're willing to go longer, work harder, and give more than anyone else." – Vince Lombardi

Emphasis on Details

The details in football are the difference between winning and losing games. The tackle in the open field for a five yard gain instead of a ten yard gain on 3rd and 7, the completed twelve yard comeback against tight coverage on 3rd and 9, or even that extra yard on 1st and 10 that the running back gets because of a good cut to make it 2nd and 6 instead of 2nd and 7. Focus on the details for each and every play is the difference between a two-win team and an eight-win team.

Learn to Love the Process of Winning

Too often, coaches and players will settle for the end result of a play rather than how the result was accomplished. The process of winning is to "love the grind." Developing a mentality and focus within the program so that the players will consciously strive to work hard and focus on the details on each and every play is the process of winning. Winning teams love the day-to-day work required to win games on Friday nights, while losing teams do not love the day-to-day work required to win games. Teaching the players to love the process, rather than the results will help them be successful in not just football, but in everything else they do for the rest of their lives. Focusing on the details in school will improve their grades, focusing on the details in their relationships will improve their personal growth, and focusing on the details at their jobs will ensure job security and help them be successful in their life.

EMOTIONAL DEVELOPMENT

Importance of Emotional Strength

Being able to overcome failure is a critical skill in life. Every day, each person will experience failure in one aspect of their lives. The ability to be emotionally strong enough to recognize the source of failure and then work to turn that failure into success is a crucial skill to have in life. Teaching young men how to use failure to their advantage could possibly be the greatest skill that anyone can teach them. One of the obstacles that are difficult for a coach to overcome is the emotional crippling that occurs when young men are never taught to take responsibility for their failures, learn from them, and turn them into positives

Building Emotional Strength

The ability to emotionally overcome past mistakes will prevent losing streaks and will also prevent complacency during winning streaks. By teaching the players to control their emotions, they can learn to will themselves to victory.

5 Keys to Developing Leaders

1. Clear Expectations
2. Open Lines of Communication
3. Build Discipline From Within
4. Clear Accountability
5. Be HONEST



FOOTBALL
PROGRAM M A N U A L

COLLEGE PLACEMENT





IMG FOOTBALL RECRUITING
PATH TO SUCCESS



Good Example



Poor Example



BUILD & PREPARE (SOCIAL MEDIA)





BUILD & PREPARE (HUDL)

- Is your HUDL film up to date?
- Did you ask your position coach for input?
- Does the content highlight the best version of you as a football player?



FOOTBALL

PROGRAM MANUAL

Recruitment Tracking (Player Lead)

College	Admission Deadline	Undergraduate Enrollment	Tuition	Acceptance Rate	Niche Rating	SAT
Tennessee	Accepted	39,811	29,068	96.8	A-	1070-1220
Florida State	Applied	42,288	17,628	68.4	A-	1050-1310
University of Houston	5-Apr	38,346	21,279	61.7	A-	1110-1260
University of Kansas	2-Apr	19,096	21,268	93.4	A-	980-1090
Nebraska	1-May	26,079	25,038	64.4	A-	1000-1300
Baylor	Accepted	16,787	45,342	38.9	A-	1090-1390
Virginia	Offered (Applied)	8,474	36,400	42.8	A-	960-1090
Arizona	Offered (NAC/Scholar)	52,325	19,782	37.8	A-	1210-1390
Texas A&M	Applied	53,226	31,838	68.9	A-	1180-1310
Northwestern	Applied	23,000	34,348	8.2	A-	1420-1560
Oregon State	3-Nov	28,866	30,141	78.8	A-	1070-1300
Sacred Heart	30-Jun	8,532	41,420	60.3	B	1040-1200
Ball State	15-Aug	23,996	30,486	62.1	B+	1090-1240
Texas Tech	1-Aug	36,933	39,093	69.2	A-	1070-1340
Fall	Applied	12,849	33,082	8.8	A+	1380-1580
Stanford	Applied	8,836	33,053	12.8	A+	1420-1540
University of Pennsylvania	Applied	26,866	33,364	8.1	A+	1420-1560
Bowling Green	15-Jul	16,812	10,083	79.1	B	960-1230
Central Connecticut	3-Nov	12,123	30,026	66.8	B	980-1100
Olemiss	1-Mar	8,817	42,900	71.7	A-	1000-1310
University of Albany	1-Mar	13,998	26,881	34	B+	1080-1260


Recruitment Tracking (Coach Lead)

Current Status	SFA	ACT	SAT	Location	Level of Contact	Height	Weight	Major
Schools That Have Recruited Football:								
IMG ACADEMY	3.7	31.9	1339	Bradenton, FL	High School	5'11"	180 lbs	Business
University of Kansas	Accepted (NAC)	32.8	1339	Lawrence, KS	Level of Contact	Contacted	Applied	Business
Ball State University	3.8-6.0	28.82	1290-1420	Lawrence, IN	DI-FCB	Yes	Yes	Yes
Temple University	4.2-6.9	29.81	1200-1390	Southwest, NC	DI-FCB	Yes	Yes	Yes
Ball State University	2.7-3.1	21.47	1090-1150	Marietta, OH	DI	Yes	Yes	Yes
Illinois	3.1-4.4	30.86	1400-1500	Champaign, IL	DI-FCB	Yes	Yes	Yes
Georgetown	3.7-4.0	35.84	1570-1680	Washington, DC	DI-FCB	Yes	Yes	Yes
Holy Cross	3.5-4.0	38.32	1380-1420	Worcester, MA	DI-FCB	Yes	Yes	Yes
Wake Forest	3.5-4.0	29.33	1300-1470	Winston-Salem, NC	DI-FCB	Yes	Yes	Yes
William and Mary	3.5-4.0	30.33	1300-1490	Williamsburg, VA	DI-FCB	Yes	Yes	Yes
College-Bound (Primarily):								
Colgate University	6.6-7.9	31.88	1500-1620	Renewal, NY	DI-FCB	Yes	Yes	Yes
Wakefield College	5.5-7.3	27.82	1290-1430	Radford, VA	DI-FCB	Yes	Yes	Yes
Long Island University	5.4-6.0	29.88	1470-1550	Brookville, VA	DI-FCB	Yes	Yes	Yes
Middlebury College	5.8-6.0	31.88	1380-1490	Middlebury, VT	DI	Yes	Yes	Yes
Prine	3.5-3.7	31.86	1480-1540	Philadelph, PA	DI-FCB	Yes	Yes	Yes
Florida College	3.4-4.0	31.94	1480-1540	Clayton, CA	DI	Yes	Yes	Yes
Tufts University	3.3-4.0	31.94	1380-1500	Medford, MA	DI	Yes	Yes	Yes
Stanford College	3.8-3.9	29.51	1290-1450	Stanford, CA	DI-FCB	Yes	Yes	Yes
Kemp College	3.5-3.9	29.53	1380-1470	Camden, DE	DI	Yes	Yes	Yes
Marquette State University	2.7-3.1	29.45	1160-1310	Ashtabula, OH	DI	Yes	Yes	Yes
Duquesne University	3.8-3.9	28.19	1180-1280	Pittsburgh, PA	DI-FCB	Yes	Yes	Yes
Washington and Lee University	3.2-3.9	31.88	1480-1640	Leesburg, VA	DI	Yes	Yes	Yes
Virginia Military Institute	3.2-3.9	31.88	1280-1380	Lexington, VA	DI	Yes	Yes	Yes
Georgia Tech	3.2-3.9	31.88	1280-1380	Atlanta, GA	DI	Yes	Yes	Yes

Highlights:
 Full Highlights Made
 Willing to return to get a developmental year
 Graduate of IMG Academy
 Ready Guard Quick Turb and Athletes
 Player that can play multiple positions

BUILD & PREPARE (RECRUITMENT TRACKING)





DAVIDSON

Davidson College Football Recruiting Questionnaire
Only Available for 2021 & 2022 Prospects

1 General 2 Questionnaire 3 Confirmation

Please complete the general information below before advancing to the questionnaire

First Name:

YOUR FIRST NAME IS REQUIRED

Last Name:

YOUR LAST NAME IS REQUIRED

Primary Email:

YOUR PRIMARY EMAIL ADDRESS IS REQUIRED
Example: example@domain.com


High School Graduation Year:

A GRADUATION YEAR IS REQUIRED

[Continue](#)

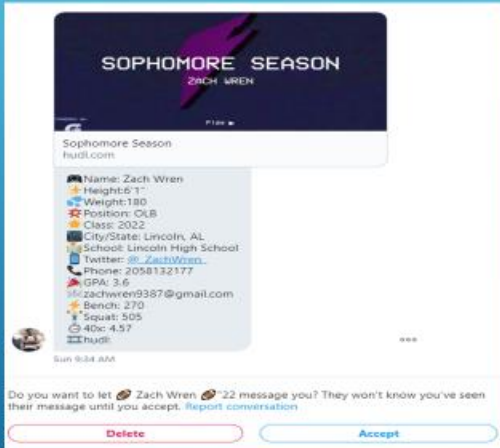
CONNECT (COLLEGE QUESTIONNAIRE)

- Have you followed the college coach on twitter?
- Have you DM'ed the coach your information?
- Do you know the camp dates for summer?
- Have you filled out a questionnaire? (If Possible)

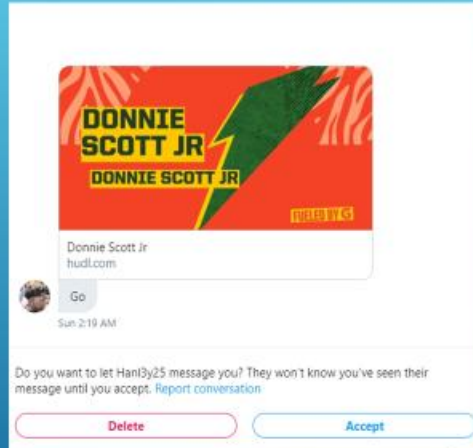




Good Example



Poor Example



CONNECT (DM A COACH)



Position Coach Example

Hello Coach,

My name is James Price and I am the Wide Receivers coach at IMG Academy in Bradenton, Florida. As you may know, IMG is one of the premier high schools in the country for both athletics and academics. I am confident that any student from this school will be adequately prepared and understanding of the rigorous schedule of college football.

I am contacting you to ask that you take the time to seriously consider one of my student athletes as a future part of your football program. Adrian Taylor is a 5'10" 185 lbs wide receiver who has the ability to play multiple positions. Adrian has a 2.9 GPA with a 1010 on the SAT and he recently retook the SAT. We are waiting to receive the new test score. Adrian is a dynamic playmaker with natural athleticism and ability to make people miss in space. I believe Adrian will be a positive, hard-working impact on your football program in the future.

I have attached the link to Adrian's highlight tape and if you have any questions or comments feel free to reach out to me via email or cell phone.

URL to highlight tape: <https://www.youtube.com/watch?v=31729310875&list=PL31b673476b16a088cb>

Thank You,

James Price
 IMG Academy - Wide Receivers
james.price2528@gmail.com
 (360) 931-8757

Head Coach Example



Dear Recipient Name:

My name is Kyle Boy and I am the Head Coach of the Varsity Football Team at IMG Academy. We have two varsity football teams here at IMG, and we are the first school in the history of high school football to accomplish that feat. My reason for reaching out is to recommend one of our varsity football players here at IMG to play for your program. I have listed all the necessary information below along with my personal opinion. Please feel free to reach out to me with any questions you may have. I have listed my contact information below.

Weston Adams is a 2022 WR that was a starter for our varsity program last season. He was easily the most reliable wide receiver we had in terms of route running and catching ability. He was often the main route player and also to top off coverage for the lone run ball. As a head coach, I am always impressed with his physicality in the run game, and he was a real leader in the wide receiver room seeing a standard of how to be physical. We also used him in kickoff returns as a returner. He has zero wasted movement with the ball in his hands, he was extremely efficient in that regard. He will be an incredible add to a team's locker room as a person not just as a football player.

<https://www.youtube.com/watch?v=31729310875&list=PL31b673476b16a088cb>

CoachBoy@imgacademy.com

<https://www.instagram.com/kyleboy11224007540344896676931348598418>

Sincerely,

Kyle Boy
 Head Coach Varsity Football Team
 IMG Academy
 Bradenton, FL 34209
 (360) 931-8757

CONNECT (LETTERS OF RECOMMENDATION)



COACH & PLAYER TOOL BELT
CHECKLIST

- Clean Twitter
- Clean & Up-to-Date HUDL Film
- College Tracker Built w/ Academic Info
- Followed "Foundational Schools" college coaches on Twitter
- Know "Foundational Schools" Summer camp dates
- Filled out Questionnaire (If Possible)
- Player has DM'ed or Emailed college coach at desired schools
- Have Letters of Recommendation (Position Coach & Head Coach)
- Know "Foundational Schools" Unofficial visit dates

**Jumpstart
your
Recruitment
Checklist!!!**



Build "Tool Belt"

Build your football resume through social media and prepare all the items needed to set yourself up for success.

Connect

Players reach out to college coaches with guidance so that you are spiraling up in your recruitment.

Get Evaluated

Have college coaches watch your film and see you at camps during summer for evaluations.

PROCESS FOR COLLEGE RECRUITMENT


College Recruiting is about relationships!!! You must connect with the college coach.





Coach Bobby Acosta 
@CoachBA1010



 IMG Academy National Football Player Profile:

- ◆ Name: Stacy Gage
- ◆ Year: 2024
- ◆ Position: RB
- ◆ 5'11 195 lbs
- ◆ Hometown: Riverview, FL
- ◆ GPA: 3.0
- ◆ Twitter: [@3stacygage](https://twitter.com/3stacygage)

 hudl.com/profile/147812...

 "Winning The Days"  #Brotherhood





FOOTBALL
PROGRAM M A N U A L

RECRUITING



OVERVIEW

THE SHORT-TERM, PRESENT STATE OF ANY FOOTBALL PROGRAM CAN BE LINKED DIRECTLY TO THE LONG-TERM, MAINTAINED SUCCESS AND/OR FAILURE OF THAT PROGRAMS RECRUITING EFFORTS. IT IS NO ACCIDENT THAT PROGRAMS EXPERIENCING SUCCESS ON THE FIELD HAVE INDIVIDUALS OFF THE FIELD PLACING THE TEAM IN THAT POSITION. RECRUITING IS A HIGHLY COMPETITIVE GAME WITHIN THE GAME OF FOOTBALL. ALTHOUGH A RECRUITER WILL NEVER DIRECTLY SCORE A TOUCHDOWN FOR HIS PROGRAM, A SUPERSTAR RECRUITER CAN HELP ASSURE THAT HIS TEAM ENDS UP WITH MORE POINTS AT THE END OF THE DAY THAN HIS OPPONENT. AS THE OLD SAYING GOES, "IT'S NOT ABOUT THE X'S AND O'S; IT'S ABOUT THE JIMMY'S AND JOE'S." THE TYPE OF INDIVIDUAL WE BRING INTO OUR PROGRAM WILL MEET A STANDARD OF SUCCESS REQUIRED ON AND OFF THE FIELD. THIS MUST BE THOROUGHLY STUDIED BY OUR STAFF THROUGHOUT TWELVE MONTHS OF THE YEAR. EACH STUDENT-ATHLETE WE BRING TO THE UNIVERSITY WILL BE A DIRECT REFLECTION ON US AS RECRUITERS AND COACHES. THESE ATHLETES MUST MEET ALL THE DEMANDS THAT WE ARE ASKING OF A CHAMPIONSHIP PROGRAM. THE RECRUITER PROCESS WILL CONSIST OF OUT WORKING AS WELL AS OUT ORGANIZING OUR OPPONENTS AND ABOVE ALL ELSE MAINTAINING A STANDARD OF EFFICIENCY.

GOAL: WIN THE NATIONAL RECRUITING BATTLE

OUR FOOTBALL PROGRAM WILL STRIVE TO RECRUIT THE BEST STUDENT-ATHLETES THROUGHOUT THE U.S.. WE WILL CONCENTRATE SPECIFICALLY ON WINNING THE STATES IN FLORIDA AND STATES ACROSS THE COUNTRY. TO BE EFFECTIVE IN THIS AREA WE MUST OUT WORK AND CULTIVATE RELATIONSHIPS WITH ALL OF THE HIGH SCHOOL COACHES AND PLAYERS IN OUR GOAL AREA. WE NEED TO BE AWARE OF ALL THE POTENTIAL PROSPECTS WITHIN A FIVE HOUR RADIUS OF OUR CAMPUS. ONCE WE IDENTIFY THESE PROSPECTS WE NEED TO GET THEM ON OUR CAMPUS AS MANY TIMES AS POSSIBLE BEFORE THEY MAKE A COMMITMENT. WE WILL ENCOURAGE THEM TO INVITE ANYONE WHO MAY BE IMPORTANT IN THEIR DECISION MAKING PROCESS. OUR STAFF WILL FORM A UNIQUE RELATIONSHIP WITH THESE PROSPECTS AND COMMUNICATE WITH THEM AS MUCH AS POSSIBLE WITHIN THE FRAMEWORK OF THE CONFERENCE GUIDELINES.

FIVE COMPONENTS OF SUCCESS:

RECRUITING IS A VERY DETAILED AND TAXING PROCESS. IT IS A CONTINUOUS CYCLE THAT TAKES PLACE 365 DAYS A YEAR. THERE ARE THOUSANDS OF DETAILS AND MOVING PARTS THAT GO INTO RECRUITING. WE HAVE CONDENSED EVERYTHING THAT TAKES PLACE IN THE RECRUITING OFFICE INTO FIVE KEY COMPONENTS.

- PERSONNEL MANAGEMENT
- IDENTIFICATION
- COMMUNICATION
- VISITS
- ACADEMICS, APPLICATIONS AND ELIGIBILITY



HOW WE WILL RECRUIT:

RECRUITING IS VITAL TO OUR SUCCESS AT IMG ACADEMY. OUR SUCCESS ON THE FIELD IS GOING TO BE DEPENDENT TO A LARGE DEGREE ON OUR SUCCESS IN RECRUITING. BY USING INNOVATION, INITIATIVE, ATTENTION TO DETAIL AND FOLLOW THROUGH WE WILL RECRUIT THE TYPE OF STUDENT-ATHLETES WE NEED TO WIN A CONFERENCE AND NATIONAL CHAMPIONSHIP. THESE ARE THE GUIDELINES WE WILL FOLLOW WHEN RECRUITING STUDENT-ATHLETES TO OUR SCHOOL.

- **HONEST:** WE WILL BE UPFRONT AND FORTHRIGHT THROUGHOUT THE RECRUITING PROCESS.
- **CLASS:** WE WILL ALWAYS REPRESENT OUR UNIVERSITY WITH RESPECT.
- **CARE:** WE WILL HAVE A PERSONAL CONCERN FOR THOSE INVOLVED INCLUDING PROSPECTS, FAMILIES, COACHES, SCHOOL OFFICIALS, ETC.
- **PRIDE:** WE WILL ADD A PERSONAL TOUCH IN EVERYTHING WE DO.
- **OBEDIENCE:** WE WILL ALWAYS ADHERE TO THE NCAA RULES AND GUIDELINES.
- **FAMILY:** WE WILL BRING A FAMILY FEEL TO THE RECRUITING PROCESS AND MAKE OUR PROSPECTS FEEL AT HOME.

STUDENT-ATHLETES PERSONALITY TRAITS

WE WANT TO KNOW AND STUDY EACH PROSPECT AS THOROUGHLY AS POSSIBLE. THE FOLLOWING ARE PERSONAL CHARACTERISTICS THAT WE MUST KNOW ABOUT A YOUNG MAN BEFORE ACCEPTING HIM INTO OUR FOOTBALL FAMILY.

- **CHARACTER:** UNDERSTAND THE YOUNG MAN'S HABITS AND THE TYPE OF PERSON HE IS.
- **ACCOUNTABILITY:** FIGURE OUT IF HE'S A LEADER ON AND OFF THE FIELD. NEED TO KNOW HIS DESIRE TO BE THE BEST.
- **TOUGHNESS:** DISCOVER THE YOUNG MAN'S PHYSICAL AND MENTAL TOUGHNESS. GET A FEEL FOR HIS CONFIDENCE.
- **COMPETITIVENESS:** FIND OUT IF HE PRACTICES AND PLAYS AT FULL SPEED ALL THE TIME.
- **UNSELFISHNESS:** NEED TO KNOW HIS PRIORITIES: TEAM-FIRST OR ME-FIRST.
- **COACHABILITY:** UNDERSTAND HIS ABILITY TO ACCEPT COACHING AND CRITICISM.
- **LOVE OF FOOTBALL:** KNOW HOW IMPORTANT FOOTBALL IS TO HIM AND IF HE LOVES TO PLAY THE GAME.
- **INJURIES:** RESEARCH THE YOUNG MAN'S MEDICAL HISTORY.

STUDENT-ATHLETE ACADEMIC PROFILE:

THE ACADEMIC PROFILE OF EACH PROSPECT IS VERY IMPORTANT. FIND OUT AS MUCH AS POSSIBLE ABOUT HIS ACADEMIC BACKGROUND AND POTENTIAL. BE SURE HE MEETS THE FOLLOWING STANDARDS.

- ACADEMIC REQUIREMENTS
- IMG REQUIREMENTS
- YOU ARE CONVINCED OF HIS MOTIVATION TO GRADUATE FROM THE HS

RECRUITING AREAS:

WE WILL CONTINUALLY ASSESS OUR RECRUITING TERRITORIES WITH THE GUIDANCE OF THE HEAD COACH. WE WILL LOOK FOR UNDER RECRUITED REGIONS, PLACES OUR COACHES HAVE STRONG RELATIONSHIPS AND AREAS WITH MULTIPLE SCHOLARSHIP CALIBER ATHLETES. HERE ARE SOME WAYS WE WILL EXCEL IN THIS DEPARTMENT:

- **RECRUITING AREA SPREADSHEET:** TOOL THAT SHOWS WHAT COACH RECRUITS EACH STATE.
- **RECRUITING AREA OVERVIEW:** SHOWS WHAT SPECIFIC AREA COACH RECRUITS. INCLUDES LOCAL SCHOOLS.
- **COUNTY MAPS:** MAP THAT SHOWS WHAT COUNTY EACH COACH RECRUITS.
- **RECRUITS BY AREA WORKSHEET:** CHART THAT OUTLINES WHERE RECRUITS ARE COMING FROM AND WHAT SCHOOLS THEY ARE ATTENDING.



I. DECEMBER 2020

1. Meet with the Director of Football
2. Meet with team and share vision and goals of the programs future
3. Immediate assessment of program systems and develop short term and long term organization plans and goals.
4. Interview current coaches and external candidates and hire staff
5. Recruiting assessment and engagement of committed recruits and targeted recruits
6. Recruiting Systems (Budget Assessment) Front Rush
7. Meet with Departing Seniors
8. Evaluation O/D/ST
9. Coaches Meeting with Assistant Coaches
10. Review Academic Report for each Player
11. Assessment of Spring Class Schedule for each returning players
12. Meet with Marketing and SID Staff
13. Operating budget analysis
14. Assessment of needs by position
15. Set high school recruiting weekends
16. Camps and clinic dates
17. Meet with facilities coordinator regarding RSVP for camp and clinic
18. Send Christmas cards
19. Set Spring schedules and importance dates
 1. Academics
 2. Install Meetings
 3. Skills and Drills
20. Benchmark physical testing
21. Implement off-season strength and conditioning program
22. Continue monitoring academic progress and study hall program
23. Continue to analyze program
24. Plan recruiting official visits (Check BB Schedule)
25. Community and Alumni Events
26. Attend as many athletic events and games possible

II. JANUARY 2021

1. Early targeting of Prospects
2. AFCA Convention – NC
3. Recruiting official visits
4. Invite team to Basketball Games
5. Begin team meetings
6. Nutrition seminars
7. Drug and alcohol Seminars
8. Begin O/D/ST meetings six hours per week
9. Brochures mailed for camps and clinics
10. Adjust and evaluate spring roster
11. Organizational Meetings for practice facilities
12. Staff professional development
13. Player meetings with head coach and position coaches
14. Strategic Plan for Spring Practice
15. Staff Dinner (youngest coach picks)
16. Community Service and Outreach Program
17. Serve on a Campus Committee or Program
18. Plan Senior and Award Banquet
19. Alumni and Community Engagement Events
20. Skills and Drills (Mon, Wed, Friday)
21. Installation and Walk Thru (Tues and Thurs)

III. FEBRUARY 2021

1. Spring Practice finalized
2. Staff Development
3. Visits for recruits to Basketball Game
4. Internet Site revisions (Staff, athlete Profiles, Support Staff)
5. 2nd Mailing of camps and clinic brochures
6. Team Travel research
7. Plan IMG Alumni Tournament and Social
8. Plan Spring Picnic for Alumni (Spring Practice last day)
9. Staff Night Out (Social)
10. Email all high school coaches
11. Email athletes professors
12. Community Service and Outreach Program
13. Serve on a Campus Committee or Program
14. Alumni and Community Engagement
15. Skills and Drills (Mon, Wed, Friday)
16. Installation and Walk Thru (Tues and Thurs)

IV. MARCH 2021

1. Invite recruits to Spring Practice
2. Spring Practices times, and lectures finalized
3. Spring Practice playbooks and install finalized
4. 3rd Mailing of camp and clinic brochures
5. Coaching Clinic Video and Power Point Presentations finalized
6. Discuss Summer Camp Calendar
7. Meet with facilities to discuss Summer Camp Schedule
8. Academic Progress Reports Study Hall Program
9. Team Meeting
10. Assess Strength and Conditioning of athletes
11. Community Service and Outreach Program
12. Serve on a Campus Committee or Program
13. Promote 2011 Season on campus
14. Mid-semester grade check
15. Alumni and Community Engagement Events

V. APRIL 2021

1. Free Coaching Clinic (Youths' Programs)
2. Alumni Golf Tournament - - Plan
3. Spring Practice and Alumni Picnic
4. Statistical & Schematic Evaluation of O/D/ST
5. Recommendations for improvement plan O/D/ST
6. Recruiting Research & Development
7. Team building activity (Paint Ball Tournament)
8. Outline a Plan for Players' Summer Program
9. ID Summer School Candidates
10. Exit Seminar (Last Year's Seniors)
11. Attend Commencement
12. Volunteer Senior Week Activities
13. Alumni and Community Engagement Events

VI. MAY 2021

1. Academic Report for each player
2. Assessment of Fall Class Schedules for each returning player
3. Graduation Cards to Recruited HS Seniors
4. Contact top Junior Recruits
5. Strategic Planning – Coaching Staff
6. Training Camp Implementation Schedule
7. Staff Development trips begin
8. Summer letter to player (Email, Athletes must check emails)
9. Logistics for training camp
10. Off-campus recruiting

VII. JUNE 2021

1. Youth Camp / Day Camp
2. Day Camp
3. 7 on 7 Camp
4. Team Camp
5. Scripts – Preseason practice finalized
6. ID Walk-Ons for Fall Practice
7. Barbeque at my house with staff
8. Invitation sent out for Camp 2016
9. Attend Youth Football Sign-Up day

VIII. JULY 2021

1. Contact with Incoming class
2. Check Housing for on campus residents
3. Staff in contact with position players
4. Staff Vacations