

INTRODUCTION

The game of football teaches those involved many life lessons that would not otherwise be learned. It develops positive characteristics that are valuable throughout life such as teamwork, integrity, commitment, dedication and selflessness. The objective of our program is to provide an incredible high school experience such that all (coaches/players/support staff) become better people as a result of being around the game. I have been fortunate to have had the opportunity to be around some quality men over the years and this booklet is certainly a reflection on those that have mentored me and given me their time. These men have had a tremendous impact on me as a coach.

I would like to thank each coach involved in the Beaumont High School Football program for his commitment and dedication making our program a success. We are fortunate to have a solid group of coaches who are making a tremendous impact on the lives of young men. As the head football coach I pledge to continually strive to help each person associated with our team to reach his goals and objectives. I believe the essence of any relationship (personal or professional) is based on trust and I will endeavor to earn and maintain yours.

The Beaumont High School Coaches Manual is intended to serve as a guide for the coaching staff to follow. As coaches we must ensure that we are serving as positive role models for our student athletes. If we expect them to do the "right thing" so must we. Our general principles as a staff should always remain of paramount importance. These are:

- To prepare our players to be outstanding members of society and make positive contributions towards our community.
- To positively impact Beaumont High, the Beaumont Unified School District and our community.
- To prepare our athletes for success on the field.
- To protect and enhance the physical welfare of every individual involved with our football program.

The influence you have on young people's lives is tremendous. They are going to emulate you. They are going to look up to you if they can trust you, if they know you are committed, and they know you care about them.

J. Steinberg

"What you get by reaching your goals is not nearly as important as what you become by reaching them."

Zig Ziglar

The Head Coach



HEAD COACH ORGANIZATIONAL TIME LINE

Off Season (December - May)

- 1) Post Season Debriefing with A.D., Principal & Assistant Principal (Athletics)
- 2) Staff & Player evaluations
- 3) Post Season Team Meeting
- 4) Leaders Council: Determine, select & train. Meet weekly
- 5) Post Season Banquet
- 6) Finalize 2nd Semester Cougars Buddies player assignments
- 7) Thank You letters/ Correspondence mailed
- 8) College recruiting (current Juniors)
 - a. Prepare Prospect Packages (Form Letter, Film cut-ups & 2 best games,
 - b. Prospect Sheets,(transcript, SAT-ACT scores, Stats).
- 9) Program Review (schemes, policies, etc.)
- 10) Equipment Check-In, reconditioning, inventory, maintenance, and ordering
- 11) Form budget with AD and work with AD in purchasing equipment, supplies, uniforms
- 12) Design & Order Spirit Packs for players and Coaches gear
- 13) Set dates for Fund raisers & run (Community Discount Card, Bowling, Liftathon)
- 14) Select Officers for Football Parents Organization & Set the tone for the off season.
- 15) Solicit Donations from community businesses. Program Ads.
- 16) Determine Clinics to attend/ attend coaching clinics
- 17) Coaches Meetings
- 18) Print up Off-season Strength Cards
- 19) Newsletters & Calendars to parents and players
- 20) Player relations/interviews/1 to 1 meetings
- 21) In School Recruiting (athletes & managers)
- 22) Letter for Middle School Athletes
- 23) Academics – Grade Checks
- 24) Determine 7 on 7 Competitions & Line Competitions to Attend

- 25) Mandatory parent/team meeting prior to spring ball
- 26) Facility Use Permits for Spring, Summer, Pre-season
- 27) Chemistry Builders
- 28) Design & Prepare Spring Football Practice Plans & Insertion Schedules.
- 29) Mom's Clinic

Summer (June & July)

1. Communicate with Athletic Director & update prior to summer
2. Summer Strength & Conditioning Program
3. Summer 7 on 7 Tournaments & Line Competitions
4. Summer JV & Varsity Program
5. Summer Freshman Program
6. Summer Youth Program & coaching clinic for Youth coaches
7. Preliminary Preparation of all opponents
9. Equipment Organization
 - Hand Out Gear to Players
 - Organize Hardware boxes
11. Fundraising (Freshman Car Wash)
12. Develop & Prepare Double Day Practice Schedule & Insertion Schedules
13. Coaches Meeting (outline entire program, schemes, responsibilities, etc.)
14. Assign Lockers
15. Chemistry Builders
16. Continue training leader's council
17. Dead Period Break for all coaches and players

Pre-season (August)

- 1) Communicate with Athletic Director (Itinerary & Calendar)
- 2) Final Summer Letter/Newsletter to parents and players
- 3) Pre-season & In-season Strength Training Schedule
- 4) Confirm game filming & statistician assignments
- 5) Confirm managers/Support staff assignments
- 6) Prep for Game one
- 7) Contact opponents for film exchanges
- 8) Freshman Equipment issue
- 9) Leader's council meetings
- 10) Chemistry Builders (Watermelon Fest, Parent/Player BBQ, Team Campout)
- 11) Thank you apparel (field workers, stats crew, filmers, managers)
- 12) In-season Weight Lifting programs begin
- 13) Fundraiser (Bargain Cards)
- 14) Promotional (Calendars, posters, schedules, t-shirts, hats, sweats, etc.)
- 15) Intra-squad scrimmage/ family BBQ night
- 16) Welcome back letter to staff
- 17) Finalize Cougars Buddy player assignments 26. Meet with Band Director regarding pre game details & organization 20. Finalize Thursday Night Dinner Plans
- 18) Confirm player eligibility

In-season (September, October)

- 1) Communication with Athletic Director & Principal

- 2) Bi weekly grade checks
3. Communication with Teachers
- 3) Teacher Appreciation Week
- 4) In-season Weight Lifting
- 5) Weekly meetings with leader's council
- 6) Homecoming Logistics
- 7) Weekly Team Dinners
- 8) Organize game Cut-ups for Seniors/Recruiters (send out by 3rd game of the season)
- 9) Player of the Week Awards
- 10) Friday (or Saturday) Coach's family get togethers

Playoffs (November, December)

1. WIN
2. Determine lower level players to be added to varsity for playoffs
3. Prepare for Banquet
4. Rosters to CIF Office
5. Preliminary Order for Weight Room & Speed Training Devices

"Make The Big Time Where You Are"

Frosty Westering

Pacific Lutheran

Create An Edge

- Don't worry about the athletes that you don't have.
- Do not allow any coaches to complain how other teams have better athletes & how you can't win with what you have.
- Pattern your program on what the top programs in the country are doing.
- Create an Edge by doing those things better than they have ever been done (Pete Carroll Win Forever).

SOME GREAT POINTS OF EMPHASIS ON TEAMWORK

1. Teamwork is the sure short cut to a good season in sports - the difference between a mediocre and a real champion.
2. Teamwork teaches people to sacrifice personal feelings in the interest of the group - his teammates. It's a quality not for showboats or big heads.
3. Teamwork makes for execution in a team - something fans enjoy watching; something they'll back and support.
4. Teamwork upsets the best-laid plans of opponents. They can stop an individual star, but can't uncover a scheme to stop a group of players working as a team.
5. An ant by itself seems to be an insignificant insect, but as a horde it terrifies even a giant elephant. So does a well-balanced team working in unison.
6. The player sitting out a game on the bench is as important in a good team as one in action on the field. For it is his rooting, his enthusiasm that makes the players on the field fight all the harder.
7. When facing adversity or defeat there is nothing more assuring than athletes pulling together in a common cause. It may not always win ball games, but it does make for lifelong friendships and memories.
8. Teamwork requires self-control and self-discipline - elements good athletes must possess to make for a winning team and season.
9. Although teamwork accomplishes victories, it is essential to ward off bitterness of defeat - by group determination to practice plays and conditioning that much harder to assure future wins.
10. Teamwork between coach and players - between children and parents - between students and teacher depend on respect for one another, a common goal, ability to make sacrifices, loyalty and trust.

TEAMWORK - "Work done by a number of associates, all subordinating personal prominence to the efficiency of the whole."

Webster's Dictionary

BEAUMONT COUGARS FOOTBALL

EXCELLING AT WHAT YOU DO

What are the characteristics of people who excel at what they do? There are 5 traits of those who make it to the top:

1. **PEOPLE WHO EXCEL WORK WITH ENTHUSIASM.** Emerson once said, "Nothing great has ever been accomplished without enthusiasm. Regardless of whether the job is big or small, give it your best." Great performers give their best effort, no matter what the size of the audience.
2. **PEOPLE WHO EXCEL SHARPEN THEIR SKILLS.** They never stop developing... growing... learning... improving. *"If the ax is dull, and its edge unsharpened, more strength is needed, but skill will bring success."* (Ecclesiastics 10:10) It takes more than desire to excel, it takes skill! Remember - you're never wasting time when you are sharpening your "ax".
3. **PEOPLE WHO EXCEL KEEP THEIR WORD.** They are reliable. They can be counted on to do what they say they'll do. So they excel because people of integrity are rare in our society. **Reliability beats talent in the long run.**
4. **PEOPLE WHO EXCEL MAINTAIN A POSITIVE ATTITUDE.** Even under pressure...or change...or unrealistic demands, they don't allow themselves to become negative. Complainers never excel at anything except complaining.
5. **PEOPLE WHO EXCEL DO MORE THAN IS EXPECTED.** This is a secret that every successful person has discovered. You'll never excel by only doing what is required - the bare minimum.

Oscar Hammerstein told a story of seeing the top of the head of the Statue of Liberty up close from a helicopter. What impressed him was the incredible detail the artist had sculpted on an area of the statue that the artist never expected anyone to see. The artist had no idea man would someday fly above his statue!

When you are tempted to cut corners and you think "No one will ever know."

Remember, we live in a knowledge-based society, and knowledge in every field is doubling approximately every seven years. This means that you must double your knowledge in your field every seven years just to stay even. You're already 'maxed out' at your current level of knowledge and skill. You've reached the ceiling in your career with your current talents and abilities. If you want to go faster and farther, you must get back to work and begin to prepare yourself for greater heights. You must put aside the newspaper, turn off the television, politely excuse yourself from aimless socializing and get back to working on yourself.

A great quote is provided by Abraham Lincoln with regards to preparation. It was a statement he made when he was a young lawyer in Springfield, Illinois. He said, 'I will study and prepare myself, and someday my chance will come.'

If you study and prepare yourself, your chance will come as well. There is nothing that you cannot accomplish if you'll invest the effort to get yourself ready for the success that you desire. And there is nothing that can stop you but your own lack of preparation.

THE ROLE OF THE COACH

1. Never lose track of the fact that the young people we work with are students first and athletes second. Ensure that each one of your athletes understands that we care about them personally, their academic success & have high expectations for them as young men.
2. Remember that coaching is teaching. We should strive to maintain a classroom decorum.
 - a. Praise loudly, criticize softly.
 - b. **Avoid the use of profanity.**
 - c. **Never** put hands on a player in anger.
3. Base our program on a positive attitude and approach. Show your enthusiasm! Let your enthusiasm rub off on others.
4. Promote unity and cohesiveness among the coaches - Oneness. This will carry over to the players.
5. Each coach must demand a great deal of himself, but must be actively concerned with the team's physical condition and mental and emotional attitudes.
6. Winning is not everything; but making the effort to win is
 - a. Strive for excellence; demand that everything be done to the fullest extent of one's ability.
 - b. Set goals that are high yet realistic.
7. **All of our student athletes should be better people for having been through our program.** Our program is for the people playing now; not to develop college or pro players. Every young person who goes through our program should enjoy his experience and look back with great memories and pride.
8. The total staff should re-evaluate all phases of our program during the off season each year and re-define our collective philosophy with any modifications we feel warranted.
9. Each coach involved in our program must have a genuine love for football and what it can do for the young people.
10. Preparation leads to success. If we are to be successful we must take all the steps necessary in leading up to the game so we put our athletes in the best position for success come game day.

NEVER THINK THAT THE PLAYERS ARE "PLAYING FOR YOU". THEY MAY PLAY INSPITE OF YOU BUT ONCE THEY GET ON THE FIELD THEY ARE TRYING TO SURVIVE. THIS DOESN'T MEAN THAT WE DON'T TRY TO BUILD RELATIONSHIPS WITH THESE YOUNG MEN AND HELP TO MAKE A DIFFERENCE IN THEIR LIVES.

BILL WILLIAMS

To do everything you can do to develop a winning attitude in our players.

To study and work hard to make yourself a great coach. Educational growth is a must for any coach in order to maintain, sustain and develop new innovative ways of coaching, new teaching techniques, and better ways to improve teaching. I will discuss with each coach in our program an off season development program. I expect that each off season coaches will find ways to improve his teaching progressions, drills & knowledge of schemes.

To be professional in attitude, responses, work and personal appearance. Take pride in each thing that you do. I expect this in the way you handle delegated duties, planning & coaching. Coaches will receive gear. Do not wear anything other than Beaumont High gear (or colors). Do not wear apparel that represent other teams.

Never involve your spouse in the coaching situation in a negative manner. It will be hard for your wife to support you coaching if she continually hears about any negatives associated with our program.

To be sincerely interested in the success of our players and other members of the coaching staff.

Never give up on a player. He can always change and likely will if given the chance by you. It is not an assistant coach's role to tell me to get rid of a player. I will decide when a player is to be removed from the program. Coaches should always be looking for ways that will help a player become a better person. I am looking for solutions through our assistant coaches.

To be positive and never doubt that we will be successful. This means being 100% loyal to the program.

To be loyal. Any coach that is badmouthing other coaches or the program will be dismissed.

To be creative and have the ability to think on your own and apply gained knowledge of the game. Learn as much as you can by talking to the experts.

To be on the same page with each other when taking the practice or game field. Never take your disagreements to practice. Do not use the practice field to discuss schemes or strategy changes. This should be done in the coaches office.

Don't get complacent as the season goes on. Don't let the little things slide in the discipline of our players. These will lead to bad habits.

Have a plan for everything. Be organized. Do not waste a moment during practice.

Do not choose favorites. Work with every player on the squad. Be more demanding on 1st team players & athletes in positions of leadership.

Always be optimistic & energetic. I expect that every coach will come to practice with great enthusiasm. This is not an expectation placed on the head coach or a few assistants. In order to assume the leadership of the program I expect the coaches to set the tone in practice. Setting the tone begins with each coach bringing great enthusiasm on a daily basis.

The coaches will provide the leadership for our program. Do not assume players will take on this responsibility. I expect the coaches to set the tone in the way we practice & prepare for games. Responsibility is placed entirely on the coaches throughout the week with regards to getting our team ready to play.