
Athletic Director &
Head Football Coach Packet



Role of Athletic Director

As the Athletic Director and Head Football Coach, I will:

- ❖ Run a well organized program, where the chance for success will be great
- ❖ Never ask or expect someone to do something that I have not done as an assistant
- ❖ Maintain an atmosphere that is conducive to learning
- ❖ Listen to and consider the suggestions of others
- ❖ Plan and organize each day's activities and set long range goals for the program.
- ❖ Delegate responsibility and authority. The more a person does, the more responsibility and authority they will receive.
- ❖ Support the decisions made by the staff
- ❖ Work harder than anyone else and provide leadership to be successful
- ❖ Treat everyone with respect and dignity
- ❖ Treat everyone with honesty and fairness
- ❖ Provide the staff with the opportunity to grow professionally
- ❖ Always be loyal to the school and staff
- ❖ Be considerate of the families of the staff
- ❖ Let the staff know privately when they have been negligent in their duties and to publicly praise staff when they have done a good job
- ❖ Take initiative to make the tough decisions



Athletic Department Organization

Head Coaches

- ❖ Meet monthly with all head coaches
- ❖ Reiterate expectations, UIL policies and dates of significance
- ❖ Discuss meetings with junior high coaches
- ❖ Discuss upcoming calendar
- ❖ Discuss any eligibility issues
- ❖ Meet one on one with head coaches when hired and as needed

Assistant Coaches

- ❖ Meet one on one with assistant coaches when first hired and as needed
- ❖ Provide opportunities for professional development
- ❖ Provide encouragement throughout the school year
- ❖ Reiterate expectations, school and UIL policies and dates of significance

Junior High Coaches

- ❖ Meet monthly with junior high coordinators
- ❖ Reiterate expectations regarding participation, multiple sport participation, culture of program
- ❖ Meet one on one with all junior high coaches when hired and as needed

Football Staff

- ❖ Meet daily to discuss critical issues and plan for the practice and athletic period
- ❖ Winter and Spring meeting (AM or PM) to breakdown previous season and prepare for upcoming season

Entire Staff

- ❖ Will meet with all high school and junior high staff in August
- ❖ Discuss expectations, district and UIL policies and UIL eligibility calendar
- ❖ Discuss no pass no play guidelines
- ❖ Establish plans for sharing facilities throughout the school year



Expectations of Head Coaches

Athletic Director expectations of all Head Coaches:

- ❖ Consistency from sport to sport on how violations of athletic and school policies are handled
- ❖ Each coach will institute a character and leadership development program
- ❖ It will be the responsibility of the head coach to ensure that assistant coaches are emphasizing the proper fundamentals of that sport
- ❖ The head coach is responsible for following all UIL guidelines
- ❖ Every coach will be trained by the Athletic Director on UIL guidelines before each school year
- ❖ Home visits will be conducted for every varsity athlete. These visits will verify residency, communicate with parents and clarify expectations
- ❖ Any athlete moving into the school must have a PAPF completed and returned. The athlete must go through the Athletic Director to initiate this process.
- ❖ Strength and conditioning will be a part of each athletic program
- ❖ Each head coach will be responsible for monitoring their athletes' grades each grading period
- ❖ Practices should be well organized and planned before the athletes arrive
- ❖ Multi-sport participation will be highly encouraged



Expectations of Assistant Coaches

All Assistant Coaches will be expected to:

- ❖ Develop the character of the kids you coach. In order to do so, you must provide a positive example.
- ❖ Support your fellow coach and other programs to the public. Disagreements should be kept behind closed doors.
- ❖ Put the kids before yourself. They will play for you if they respect you. If they respect you, they will be positive in what they say to their parents and community.
- ❖ Be informed on the game you coach. You should always strive to better yourself in your knowledge and coaching ability.
- ❖ Be a great classroom teacher.
- ❖ Be prompt to all meetings and practices. We can never have kids waiting on their coach to arrive. Use the 15 minute rule; if you arrive 15 minutes before the scheduled time you are on time.
- ❖ Hold your kids accountable when they cannot follow our rules, school rules or teachers' instructions.
- ❖ Dress like a coach during the athletic period. Dress like a professional in the school building.
- ❖ Be organized for all practices. Have a plan for what you are going to do.
- ❖ Demand hustle from your players.
- ❖ Coach the fundamentals of your position.
- ❖ Be positive with your kids. There is no room for a coach who is constantly negative on the field or in the office.
- ❖ There is no room for a coach who uses profanity on the field. You can get your point across without that kind of language.
- ❖ Make a presence in the locker room after practices. Make sure every kid leaves with a positive feeling about the day. Never try to be the first one out the door.



Selection of Staff Members

The selection of athletic staff members will be based on the following characteristics:

- ❖ Genuine care and concern for young people- This is a quality that all coaches must possess for teaching and motivation to take place.
- ❖ Loyalty- Without the existence of this trait, other prerequisites have no meaning. Loyalty must exist, not only within the football staff, but also the players, administration, other sports and coaches, students, faculty and school.
- ❖ Character- To work closely with young people in developing worthy values and attitudes; coaches must demonstrate the highest standards of ethical conduct. Integrity and strong moral character must be the foundation for all interpersonal relationships.
- ❖ Technical knowledge- Knowing the game and imparting knowledge to players is teaching. Good teaching is selling a sound system and enthusiasm with conviction. A coach must be open minded, intelligent, creative and constantly seeking to improve his knowledge of the game.
- ❖ Organization and hard work- With a true commitment to excellence, coach must be a self motivator who is highly organized and dedicated to getting the job done regardless of how hard or long the task might be.
- ❖ Community presence- A high school coach is one of the most visible members in a community. A coach should be aware of this at all times and conduct themselves accordingly.
- ❖ Energy and Enthusiasm- Energy should flow from the coach to the player. Coaches should coach on the run on each play. Coaches should be excited to be around their athletes.



Junior High Athletic Philosophy

Student athletes are first introduced to the athletic program when they enter the 7th grade. We, as coaches, have an opportunity to make a positive first impression to these boys and girls along with their parents. There are several things I think are important to a successful junior high program.

- ❖ Make the junior high experience enjoyable. We want these kids to play again at the high school level.
- ❖ Fundamentals should be emphasized over plays. Our athletes need to be taught how to play a position or perform a skill. Make the assumption that they have never been exposed to athletics in any form.
- ❖ Discipline, character and leadership should be emphasized to our junior high athletes. The expectations of the high school coaches should never come as a shock to these athletes.
- ❖ Participation is the hallmark of a good junior high program. Every kid who is eligible to play in a game; will play in the game. The smallest kid in the 7th grade could end up being a good player as a senior. That kid deserves the same attention as the star athlete.
- ❖ Keep kids in the program. There will be some kids who do not conform to the expectations of the program. They need to be given every opportunity to change their behavior. Many of these kids will mature by the time they reach high school.
- ❖ Multi-sport participation. It is the philosophy of this program to encourage athletes to play every sport, especially in junior high. Coaches should encourage and promote athletes to play everything.



Football Program Overview

The football program will use football as a tool to develop outstanding young men of character. Our focus from day one will be to build confidence in our young men to make plays on the field of play and set a standard of excellence off the field.

Our coaches must be examples of everything we expect out of the young men we coach. It is our job to make sure that every student athlete who walks through the fieldhouse door is important and has value beyond what happens on Friday night. Each player must know his role in the program and the importance of that role.

Negativity will be not be tolerated in this program. It is our job as coaches to find out how a kid learns; not the kid's job to adapt to our coaching styles. Discovering a learning style may involve talking to teachers and developing a relationship with parents. It is the expectation of this staff to coach every single repetition and play. It is our job to coach with same the energy, effort and hustle we expect out of our athletes.

The Tigers will be an aggressive team. We will play with passion for the duration of the game. We will also be a fundamentally sound team. Our coaches will coach every play with a focus on the fundamentals of the game. We must teach our athletes what it means to play with passion by coaching with the same passion. We must hustle from drill to drill because that is what we expect out of our athletes. We will practice with a purpose everyday so that our fundamentals, passion and aggression show on Friday night.



Culture of Excellence

Mission Statement

The Tiger program will use the game of football to develop the physical talents and character of the young men in our program. We will create a positive culture that values discipline, toughness and tremendous effort.

Vision Statement

Set the standard of excellence, by which all others will follow

We will create a culture which emphasizes discipline, toughness, relentless effort and a “1-0” mentality. This starts in offseason where the technique in how we lift must be just as important as the energy we have in the weight room. This starts by placing an emphasis in how we keep the office and locker room. Every rep must be coached with great energy and enthusiasm. Our coaches must embody this culture in how they coach and approach every day of the offseason and football season. Every individual and team meeting must go back to creating this culture. It is a positive culture that will create a successful program. Our culture must be evident in each and every person- from the principal to the last player on the depth chart.

“Culture drives expectations and beliefs; expectations and beliefs drive behaviors; behavior drives habits; and habits create the future. It all starts with culture” – Jon Gordon



Core Values

Successful programs require a set of core values. These core values must be emphasized every day and are part of how we speak to our athletes. Our core values are directly tied to the culture of the program.

Relentless Effort

- ❖ In every drill, we give our very best effort for the duration of the drill. The expectation is that we give relentless effort for 4 to 6 seconds; from point A to point B.
- ❖ In practice relentless effort can be seen in how we pursue the football, carry out ball fakes, run routes and block down the field.
- ❖ Spectators should be able to see the relentless effort of our players on each play for the duration of the play.

#1-0

- ❖ We win at everything we do. We win in our game planning, win our drills and win the practice. Our goal each and every day is to be 1-0.
- ❖ We are single minded in our focus. The most important day of the week is today. Our coaches coach with the idea of being 1-0. They never miss an opportunity to coach and have something to say on every play and every repetition.

Energy

- ❖ Tiger football should be an exciting and energetic place. Practices will be fast paced with athletes and coaches moving from drill to drill.
- ❖ Music has been proven to increase performance and add to the energy of a practice. Music will be played at each practice.
- ❖ Energy is positive and active. We will be positive with our kids and offering instruction on each play



Winning is the end result of a sound program. We must establish a sound system at all levels in order to experience success.

Offense

Any offense must be balanced in order to be successful. We must be able to run and pass out of any formation and attack the defense when necessary. Football is meant to be physical and we must establish a physical presence. In order to achieve those objectives, we will use a multiple formation zone blocking offense that allows for a physical running game, play action passing game, drop back and sprint out passing game and a successful screen game. We will play fast, have fun and score lots of points.

Defense

Defense must be as multiple as the offense. We will be aggressive and try to make the offense as uncomfortable as possible through our use of fronts, coverages and blitz packages. We will base out of a 4-3 Cover 4 alignment. We must stress the fundamentals of each position, tackling and creating turnovers.

Kicking Game

Good teams are able to execute in this area of the game. We will spend quality time on the kicking game. We can gain an advantage in the kicking game and force the opponent to take time out of their preparation to work on the kicking game.

Offseason

Phase 1: Strength /Quickness

Phase 2: Boot Camp

Phase 3: Football Skills

Phase 4: Summer Training Program



Yearly Plan

Offseason

December	January	February	March	April
Initial Offseason Testing	Continue Offseason Training	Continue Offseason Training	Continue Offseason Training	Continue Football Skills
Begin Offseason	Begin Winter Staff Meetings	2 nd Testing	Conclude Winter Staff Meetings	Prepare Insertion for Spring Football
Top 22 Meeting	Begin Leadership Council Meetings	Continue Winter Staff Meetings	Prepare insertion for O/D Skills	3 rd Testing
Quality Control for Offense and Defense	Begin Quarterback School	Implementation of new ideas into O/D	Begin Football Skills	Incoming 10-12 Parent Meeting
Selection of Initial Leadership Council	Plan for Offseason Clinics-1 Required	Continue Quarterback School	Incoming Freshman Open House	Summer Calendar handed out
Detailed Inventory	Order 2017 Football Equipment			
Send Film to Recruiters				

Spring Ball

May	June
"Spring Football" Begins	STP Begins
Tiger Day	Fall Calendar and summer letter mailed to Parents
Camp Courage	
STP forms available	
Captain Elections	
Fall Calendar handed out	

Summer

July	August
STP continues	Freshman Mini Camp
Coaches report back to work	Coaches Inservice
Home Visits Begin	Moms Dinner
Organize equipment and locker rooms	Decals with Dad
Youth Football Camp	Squad Meeting- Paperwork and Equipment
	Practice Begins
	Meet the Team Night



Academic Plan

Our primary focus in the Sealy athletic program will be academics. Fewer than two percent of our athletes will go on to earn a scholarship in any team sport. They must focus on their education as this is the area that will determine their future. Our program can help students perform well in the classroom.

Expectations

- ❖ Maintain a 90 average in the classroom- Our goal as a program will be to maintain a 90 average overall. Coaches will encourage athletes to meet this expectation. Those who meet this expectation will be recognized by the head coach.
- ❖ Attend all classes and complete school work- The student population looks to athletes to provide the right kind of example in the classroom. There will be no excuse for missing a class or not turning in class work. Our athletes will be held accountable in the athletic period for any missed classes, zeros and misbehavior.
- ❖ Provide positive leadership in the classroom setting- Student athletes should be problem solvers and not the ones causing problems.

Tiger Tutorials

Student athletes who do not maintain a 75 in all their classes will be required to attend Tiger Tutorials. Tiger Tutorials last from 3:00 to 3:35. We will monitor attendance in tutorials and hold accountable those who do not attend. Those athletes who do not require tutorials will in meetings, the weight room or video with their coaches. This will be organized in such a manner that coaches can attend their tutorials and help the students in their classes.



Community Relations

Parents and the community play an important role in the success and failure of any program. It is very important that parents and community members are kept up to date and informed of events in the program. We will schedule several events that encourage parent and community involvement.

Meet the Coach Night

The hiring of a new head football coach is always an exciting event in any community. I will hold an evening where members of the community can meet myself and learn about my vision for the program.

Home Visit

Every coach will visit the home of assigned athletes. The purpose of this meeting is two fold. One is to check residence and make sure the living situation follows UIL guidelines. The second reason is to explain to the parents where their son stands going into the fall. The coach should be very explicit in this explanation so that there is no miscommunication. The coach should review the schedule of practices, remind the athlete about obtaining a physical and clarify general expectations.

Freshman Parent Meeting

During the month of April, I will hold a meeting for all incoming freshman parents. Parents will be encouraged to bring their son so they can meet the entire high school coaching staff. The meeting agenda will include expectations, important dates for summer training and football camp, the role of the parent in our program and the opportunity for parents to answer questions of the coaching staff.

Video with Coach

Every Monday night during the season, there will be an opportunity to watch the video and ask any questions that a parent or community member might have.



Community Relations

Mom's Dinner

This event will be held right before the season. Each of our varsity football players will invite their mom or significant mother figure in their life to a dinner at local restaurant. The evening will culminate in each athlete standing and telling their mom what they mean to them and giving them a rose.

Decals with Dad

This will become a tradition in the Tiger program. Every year on the Thursday before our first game, each athlete will meet in the locker room with their father or father figure in their life. They will have the opportunity to decorate their helmet together and spend quality time together. The evening will conclude with a catered meal.

Lunch Buddies

All of our student athletes will be paired with an elementary or intermediate student to encourage leadership and provide a positive example. They will spend time with their buddy once a week and have lunch with them at school. We will try to match each athlete with an at risk kid or one who needs positive guidance.

Elementary/ Intermediate Pep Rallies

At least once during the fall we will have a pep rally at the elementary and intermediate campuses. We will bring the band and cheerleaders to participate. The goal is for these young kids to develop a dream of growing up to be a Sealy Tiger.

Camp Courage

Every May we will have a football camp for special needs kids and community members. Each camper will be partnered with a high school football player or cheerleader. They will go through a series of drills and get a picture dressed as a Sealy Tiger. We will conclude the camp with lunch donated from a local restaurant. Our campers and high school athletes will benefit tremendously from the camp.

Tiger Day

My vision for this program is to have every athletic program and extracurricular program participate in a day of service across Sealy ISD. We will go out into Sealy and paint, mow lawns, clean yards or wash cars. The Sealy community supports our kids and it is important that we give back to the community.



LEADERSHIP COUNCIL MISSION STATEMENT

- ❖ Provide positive leadership for the team both on and off the field.
- ❖ Serve the team and coaches as a means of communication on all issues that arise.
- ❖ To be proactive in facilitating academic, social and athletic success of each individual on the team and most importantly; the team itself.
- ❖ Provide ideas, share experiences and make suggestions for the improvement of the team.
- ❖ Be mindful that I have been elected by my teammates to represent not just personal thoughts, but the teams' thoughts
- ❖ Express ourselves as individuals, but to serve as one unified voice in support of the program in good times, but especially in the tough times and on difficult issues
- ❖ Understand that it is an honor to be a member of the Leadership Council and that the member must "walk the walk" and not just "talk the talk"

LEADERSHIP COUNCIL MEMBER CHARACTERISTICS

- ❖ Someone who socially has, and will be, a good representative for us
- ❖ A team player, not a selfish guy
- ❖ A dependable person
- ❖ A fighter when times are tough
- ❖ A guy with character who will be doing the right things when the coach is not looking
- ❖ A guy who will speak up to the team and will speak for the team.



40 Day Plan

The following are things that I would like to accomplish during the first 40 days:

- ❖ Meet with coaching staff and players
- ❖ Interview remaining coaches
- ❖ Meet with all Sealy HS head coaches
- ❖ Meet with Junior High coaches
- ❖ Conduct Meet the Coach night
- ❖ Meet with Booster Club
- ❖ Begin interviewing returning players
- ❖ Form leadership council
- ❖ Meet with any social organization in Sealy
- ❖ Evaluate weight room needs
- ❖ Evaluate video editing system
- ❖ Evaluate headsets
- ❖ Evaluate ordering for 2017 football season
- ❖ Establish motto for 2017 season
- ❖ Set dates for summer training program
- ❖ Set dates for football camps
- ❖ Set up date for 2017 physicals (if necessary)
- ❖ Begin interviews for additional openings on staff (if any)
- ❖ Meet with coordinator of Sealy youth football program



Booster Club Expectations

The following are expectations of the booster club:

- ❖ Keep detailed records
- ❖ Support the program and its philosophies at all times
- ❖ Support all student athletes at all times
- ❖ Support the decisions made by the coaching staff
- ❖ Organize fundraising and other activities
- ❖ Be in compliance with all district policies at all times
- ❖ Be in compliance with all UIL policies at all times
- ❖ Use booster club meeting as venues of support and not to question coaching decisions
- ❖ Do not use the organization to influence coaching decisions in any way
- ❖ Do not make decisions on the needs of the program without consulting the head coach and/or athletic director
- ❖ Do not begin projects without approval according to district policy
- ❖ Do not try to establish rules for the program
- ❖ Remain educated on district and UIL policies and policy changes
- ❖ Educate new members about policies
- ❖ Understand the role of the booster club



Booster Club Guidelines

UIL Guidelines for Booster Club

- ❖ Annually review policies related to obtaining administrator approval and the public notification of meetings
- ❖ Review the taking and posting of minutes
- ❖ Discuss how to support athletic teams regardless of the record

Relationship with the School

- ❖ Minutes should be taken at each meeting and kept on file at the school
- ❖ Both the school administration and booster club should notify each other of related activities
- ❖ Financial statements should be made and also kept on file at the school

Use of Funds

- ❖ Money given to the school cannot be earmarked for any specific sport
- ❖ The school has discretion on how to use the funds
- ❖ Fundraising projects are subject to state law. Tax exempt status should be obtained thru IRS.
- ❖ Coaches should serve as advisors, but not have signature authority over booster club funds
- ❖ Coaches and directors have \$500 limit on cash and rewards they may receive from the booster club. This is cumulative over the length of the school year.

Club Restrictions

- ❖ Booster clubs cannot give anything to students
- ❖ Booster clubs may donate to the school funds that would cover the cost of transportation or food, but may not pay for those things directly.
- ❖ Booster club members should be made aware of the seriousness of violating the amateur athlete status of a student.
- ❖ Student athletes may not accept anything that is of “valuable consideration” that is not offered to the entire student body.