

Staff Expectations

COACHING PHILOSOPHY

Coaches will be expected to adhere to all standards, values, and culture described throughout this document. We set the example for the student-athletes. There is never a job that is too big or too small for your title or station. Whatever needs to get done, get it done. WE ARE THE ULTIMATE STANDARD!

INTERACTIONS WITH COACHES

1. ***Trust and Loyalty*** – We must be able to trust and rely on each other. We need to be able to look at the guy next to us and KNOW they will do everything in their power to see us be successful. We are each other's keepers.
2. ***Respect*** – We will respect each other. We all carry different strengths and weaknesses. We will lean on each other's strengths, and up lift each other in weaknesses. It is ok, and even encouraged to disagree but we will do so in a respectful and professional manner.
3. ***Open and Honest Dialogue*** – Behind closed doors every member of the staff will be able to express their opinions and beliefs without worry. The only way to improve is to force ourselves to be uncomfortable and to challenge each other. If there is an issue, question, or concern, it must be brought forward in the appropriate manner so we can solve the issue and move forward.
4. ***United Front*** – We will debate and push each other to make sure that we are at our best. However, once a decision is made, we will show a united front. We will move forward together as one to show the players we are all working and moving together toward one goal.
5. ***We All Want to Win*** – Always remember, regardless of our interactions, we are all working towards the same end goal. Don't take things personally and understand where each person is coming from. At the end of the day, we all want the program, the team, and the players to be successful.

INTERACTIONS WITH PLAYERS

1. ***Build Relationships*** – We must build relationships with our players. It starts with love, trust, and respect. When we build those things with our players, we can hold them to any standards we choose. They don't care how much you know, until they know how much you care.
2. ***Make Decisions for Their Best Interest*** – We are developing more than just football players. We are shaping young people for the future. We must always make decisions with their best interest in mind, even if they don't like it. We are not their "hype men". We can be friendly and build a close relationship, but they are young men developing into who they will be for the rest of their lives.
3. ***Hold Them Accountable*** – Never allow our standards to slip. They will make mistakes. They are developing (some more than others). The only way they will grow and improve is if we hold them accountable for their actions. Always make sure they understand, a mistake doesn't make them a

bad person, or a failure, but there will always be consequences for actions. Be a teacher and a mentor.

4. ***Coach the Best Players the Hardest*** – No one is above coaching, and no one is above the team. Set the expectation for every player on the team that we will praise success and coach mistakes. If we can set the standard with our best players, it will send a message to the rest of the players what the standards and expectations are.
5. ***Affirmative Coaching*** – “Great job!! But...” Make sure they know they have what it takes to be successful. Every coach knows, you can find something wrong on every rep. Find things to be positive and excited about! It’s easy to criticize. Make sure they know they are valued and worthwhile. Don’t ever let a player leave the facility upset.
6. ***Be Prepared*** – We are the standard! We will preach being early and prepared to our athletes. We must not only uphold that expectation but demonstrate it daily. There are countless resources at our athletes’ disposal. Make sure you know what you’re teaching forward, backward, and with your eyes closed.

ACADEMICS

1. ***Monitoring and Support*** – Our top priority is our student-athletes graduating on time, and ready to be successful in whatever field they have chosen. Weekly meetings with all incoming freshmen, incoming transfers, and returners with GPA under 2.5. Utilize the “Academic Game Plan” to teach about planning, organization, time management, study habits, note taking, etc.
2. ***Student-Athlete in Danger*** – Any of our athletes within 0.2 GPA points of being ineligible will be required to show their position coach their planners, schedule, and notes. They will also meet with their position coach at the end of syllabi week to input all assignment due dates into their calendar.
3. ***Practice What We Preach*** – Demonstrate organization and attention to detail. We can’t simply say academics are demanding and are a priority, and then not adhere to our own standards.

SOCIAL MEDIA

1. ***Think Before You Post*** – As Herm Edwards says, “Don’t press send”. If you’re not sure, don’t send it. We are the face of the organization. If your social media says you are a coach at _____, you will be held accountable for what shows up on your social media.
2. ***Be Yourself, Be Authentic*** – We want our student-athletes and recruits to see the same coach on campus as they do on Twitter.
3. ***Three Impressions*** – Something related to _____. Something to show your personality. Engage a follower.
4. ***Tap, Don’t Type*** – You can follow, like, retweet. You cannot reply or quote retweet.

DRESS CODE

1. **Summer & Pre-Season** – Dress comfortably. Shorts and t-shirts are fine. _____ gear only
2. **In Season** – Dress professionally. Slacks, shirt with a collar, dress shoes. Bring a change of clothes for practice and workouts.
3. **Practice** – _____ coaching gear only.
4. **Game Day** – _____ issued game day gear. We will wear the same color slacks.
5. **Traveling** – Day trips: Wear your game day gear to the game. You can change and dress comfortably on the way home. Overnight trips: To the hotel wear team gear. In the hotel for team meal and meetings, suit and tie. From hotel to game, game day gear. Dress comfortably for the trip home.
6. **Recruiting** – Dress professionally. Always in a collar.
7. **Bottom Line** – Dress with class. First impressions are important! We always represent our program and institution. We will conduct ourselves as the best program in the country. When in doubt, over dress.

WHAT YOU CAN EXPECT FROM ME

1. **Run an Organized Program** – We will have short-term and long-term goals to keep the program focused in one direction together. There will be a clear hierarchy of communication and responsibility so that everyone knows what is expected of them. I will be prepared for every practice, meeting, game, drill, season, off-season, and year. There will be contingencies in place to be able to adapt to change.
2. **Face of the Program** – “The buck stops here.” I will communicate with administration, parents, and community members. Any potential issues will go through me. I will never ask you to answer for something happening in this program.
3. **Rigorous Work Ethic** – I will never ask you to do something that I would not be willing to do. I may be the head coach, but I will always work like a GA. There is no job too big or too small. I will work tirelessly to ensure every coach and our athletes are in positions to be successful.
4. **Open & Honest Communication** – We must operate with transparency. If something needs to change, I will tell you. If you come to me with questions, I will answer them honestly and to the best of my ability. If I don’t have the answer, I will find it.
5. **Care for You on and Off the Field** – Football is important. It is not everything. For us to be successful on the field, we must be healthy off the field. I should be used as a resource and support system. If I can help you, come to me.
6. **Hold You Accountable** – As coaches, we are the standard. Everything we do is under a microscope. I expect you to do what you say, when you say it. If we expect our players to conduct themselves a certain way, we must hold ourselves to even higher standards.

7. ***Push & Challenge you Every day*** – I will ask “Why?” a lot. Not because I don’t like your idea, but because we need to always understand every detail of decisions we make. I will always assume you are putting forth your best effort.
8. ***We Will Have FUN!*** – This is the greatest sport in the world. It’s given me everything I have in life. I will always have fun when I coach!