

2021 BYRON NELSON FOOTBALL



BELIEVE

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Football Protocol

- **Bobcat Values**
 - Brotherhood, Dawgs, Discipline
- **Bobcat Standards**
 - Joyful, Timely, Contribute, Prepared, Respectful,
 - Execution, Urgency, Exceed, Finish
- **Holidays**
 - We still have practice.
- **Social Media**
- **Missing Practice**
 - **Do not have excused or unexcused absences** – athlete will miss game playing time if absent (school /college related only exception).
 - Illness/Sick – sent home by Coach or Trainer possible excused.
- **INJURIES**
 - Report to Coach first.
 - Coach will send to the trainer if necessary.
 - Allow trainer to diagnose and then determine plan of treatment.
 - Follow plan of treatment diligently so we can get you healthy and return to play.
 - If at all possible, do not go to the doctor prior to seeing Coach/Trainer. If the injury is severe and needs immediate attention, obviously see a physician.
 - There are many injuries that our staff can treat without you having to see a doctor. Also, the amount of time that the athlete is out of competition can be greatly reduced by seeing our staff first. If there is ever anything that we feel needs to be addressed by a physician, we will contact you and make sure that gets scheduled.
- **Websites** – corecoursegpa.com, bnfootball.com, ncaa.org
- **Game and Practice Attire**
 - Nothing will be worn that is not Blue, Black or White except gloves and cleats. BIG TEAM – Little Me.
 - We will dress up for game days.
- **Recruiting**
- **We will have and participate in a fundraiser.**
- **Players must adhere to student and athlete code of conduct. You signed it on your online paperwork. Refer to it if any questions.**
- **wWW (Work Will Win)**
 - Need help with our Booster Club and volunteers.

HIGH SCHOOL FOOTBALL STAFF

Travis Pride	Head Coach
Zach Woodward	Defensive Coordinator/Safeties
Richard Leonard	Co-Offensive Coordinator/ Offensive Line
Hunter Hughes	Co-Offensive Coordinator/ QB's
Drew Borsellino	Running Backs
Brian Brown	Special Teams Coordinator /Defensive Line
Chris Martin	Offensive Line/Defensive Line
Chris Lee	Corners
Jimi Haire	Quarterbacks/Linebackers
Clay Richards	Outside Wide Receivers
Lee Hart	Offensive Line/Strength and Conditioning
Mitchel Cruz	Receivers/Defensive backs
Craig Owen	Inside WR's / Head JV Coach
Michael Johnson	Linebackers
Greg Garcia	Running Backs / Linebackers
Richi Trotter	Head Freshman Coach/WRs/Defensive Back

Coaching Guidelines

1. Be positive! Find something good to say before you say something negative. Don't be demeaning.
2. Tell them what you want them to do. Demand Excellence.
3. You are responsible to track your players' academic performance. All year!!!!
4. If you open it, close it. If you unlock it, lock it back. Don't let kids in field house, weight room, office, etc. unsupervised.
5. Don't punish players during or after a game. If they need punishment activities, wait until next practice opportunity.
6. Use our 9 standards – Joyful, Urgency, Prepared, Exceed, Respect, Finish, Execute, Contribute, Timely. Expect the kids to follow these and you must follow these as well.
7. Teach only techniques that adhere to the rules of the game (we'll never be dirty or cheap).
8. Be a student of our offense, defense and kicking game. Teach it our way.
9. Yell and scream as little as possible. Never be physical or aggressive with a player.
10. Motivate your players to be well rounded. Encourage them to play and attend as many school functions as possible.
11. If you have a problem with a staff member or me – tell the person involved. We must be the best example of teamwork our kids see.
12. Do a great job in the classroom – it's what we do.
13. Only I can remove a player from the team. If you have trouble with a player you can't deal with, send him to me. Be professional.
14. Wear Byron Nelson clothes and dress professional when required.
15. Our season is long; don't give up on a player who doesn't do it correctly right now, help him experience accomplishment. We must be at our best during district and play-offs.
16. Work hard while you are here. We won't be here for appearance's sake. If you see something that needs to be done, take it upon yourself to do it. Ask for help. Take pride in our facilities. Take pride in our office areas.
17. I like your input – speak up. When we go to the practice field, we must be in total agreement.
18. You will not yell at, argue with, or degrade officials in any way.
19. Games are not the time to yell and scream at kids. Don't get wrapped up on the last play – it's the next one that matters.
20. Our goal for this program is to never be mentioned as a group that had potential. Reach your potential as a coach – demand that the kids reach theirs as students and football players. We must up our game if we want to get better results.
21. Why do we follow expectations - Respect, Fear or Right thing to do.

Objectives of the Football Program

1. The program will be an encourager and motivator of all players to excel in the classroom. Academics and Football are not separate; they go hand in hand. Our Coaching Staff will strive to encourage all players to give their best effort in the classroom. We will take on the role of reminder to turn in work promptly and make that work a quality product. We will adhere to a policy of (No Zeros). If students turn in their work on time and stay organized, the Strong Grades will take care of themselves.
2. Play at a level of effort, intensity, aggression, and perseverance that our opponents cannot endure.
3. Through the Football experience, we want to become better people. Players will learn to be encouragers. They will learn to be more accountable and responsible. They will learn to be positive, about this day, their school, their community, and their country. They will learn the influence they have on younger people and use this influence in a positive manner.
4. Have fun. Football is a game to be enjoyed. To be enjoyed it must be done correctly. Once learned how to play correctly there is nothing more fun. The player will give his best physical and mental effort, and once he has done that, everything else will take care of itself.
5. Learn the schizophrenic nature of football. Between the white lines, we expect the most intense, physically aggressive people on the field. When we are off the field, we expect perfect gentlemen.

Role of Players

Assumption: *That which is taken for granted.*

We assume that you want to be the best football player you can be. This is important because when our coaches look at you, they see what you could and should be and will push you to achieve your maximum.

We assume that you want to play on a championship team. Our practices, our off-season, and our summer program are designed to produce a champion. You understand that decisions are made with the priority being the team, and the individual must be second. Players must understand that the position they play is where they help the team the most, and cannot always be where they want to play.

We assume that you expect to make the highest grades that you are capable of making. You are responsible to the team to turn in your work on time.

We assume you want to become a better person. You understand that you represent Bobcat Football 24 hours a day, not just at school. You may be the only player some people ever know. Your character is a reflection of our program.

Player Placement

Every player would like to be a starter on our Football Team, unfortunately, not all of you will. The coaching staff will determine who will start. Consequently, I feel it is important for you to understand how we will determine depth charts as practice progresses.

The following five points will be:

- 1. Knowledge of Assignment** – We cannot and will not play people who do not know their assignments. Your position coach will spend extra time with you if you so desire. Everyone can and should know their assignments.
- 2. Hustle & Effort** – Everyone will be expected to give 100% at all times. Your teammates will be giving 100% and they will expect you to also. **Extra effort wins games.**
- 3. Hitting & Mental Toughness** – We will discover during spring and fall training who has a strong desire to be physical. Football is a contact sport and must be played with a great deal of toughness. Everyone can hit.
- 4. Contribution to the Overall Team** – The individual who motivates his teammates to do better is always enthusiastic and ready and will make a greater contribution than one who does not have this quality.
- 5. Talent** – If the above four characteristics are equal – and they should be – then the young man who produces on the field in the way of making plays will start.

Player Expectations

I. General

Two Expectations: **A. Attendance** **B. Attitude**

A. Attendance

Be here every day on time.

If you cannot practice, come dressed out and encourage your teammates.

If you cannot come to practice call and let the coach know. Do not send messages by other players.

Irregular attendance makes it difficult or impossible for you to be a part of the team.

Consequences- *If you miss practice, you will sit out at least ½ of the next game. If you miss 2 practices, you will not play in the next game at all. If you miss for school related activities, coach will decide. There have been few, if any, exceptions to this rule. Report to practice, if you are sick coach will release you to go home. If you are so sick that reporting to practice would be detrimental to your health, you are probably in no position to play in a game anyway.*

General Rule: Haynesworth (600 yds) of accountability for unexcused absence.

½ Haynesworth (300 yds) of accountability for unexcused tardy.

There is no punishment for excused absence or tardy but there is always make-up work since you were gone. Only the head coach can excuse absences or tardies.

Player Expectations

B. Attitude (Respectful, Joyful, Contribute)

Come every day with the expectation of something great happening.

Be an encourager every day and be Joyful.

Losers view the player/coach relationship as a competition (i.e., the player is trying to do as little as possible – the coach is trying to get much more).

Winners view the player/coach relationship as a cooperative effort to make the player the best he can be with mutual Respect.

Have great expectations daily and Exceed those expectations.

Don't be Cool – We have no room for cool players – Be passionate about Bobcat Football and find a way to Contribute.

Consequences.

Attitude- *If you have an attitude detrimental to practice or the team, you will be eliminated from practice. When this happens you will not compete in the contest that week.*

Attendance & Attitude – choices you make.

Player Expectations

II. On Field (Practice – Game – Off Season)

Effort (Finish, Exceed, Urgency)

You are expected to give great effort every play.

You decide on each play and each drill exactly how much effort you will give.

Effort is simply a habit.

A player who gives 100% every play with less ability is often more productive than a player who gives 100% only under ideal conditions.

If you cannot give 100% effort – tell your coach.

We don't want 90% - all or nothing.

During practice – get in a habit of giving 100%; take each play, each drill one at a time.

Consequences: *Not giving effort will result in Accountability for every time you don't give 100%. The team that gives 100% effort every play takes care of their conditioning during practice.*

Compete

What you are watching when you see two teams competing is a contest of wills rather than skills. Skill will only come into play if one team is so superior in skill that the wills are never tested. Compete means to expect, prepare, practice, and play to win. It is higher than participation. It is to empty yourself physically and mentally to achieve victory. It is to sacrifice individualism to be a part of something bigger. Compete means to not be afraid to make mistakes. Compete means to not fear failure. Compete means to always encourage your teammates.

Player Expectations

Consequences of not competing – you won't play in games.

Both of these expectations are choices you make. You choose whether to go 100% physically (effort) and 100% mentally (compete). With every choice there is a consequence – the negative is punishment severe enough to help you understand that the positive choice not only is better, but easier.

III. Classroom – School Building

A. Accountability

You will be held responsible for all work your teachers ask you to complete. We can help somewhat by helping you increase your perseverance and work ethic, but most of all being a winner in the classroom is giving 100% effort which means turning in assigned work and doing the best you can on each assignment.

Vince Lombardi- “Winning is not a sometime thing.”

Consequences - *For every assignment not turned in, it will be Accountability after practice.*

B. Responsibility

You are responsible for your actions. Breaking school and classroom rules are choices and must have consequences. You are a member of something great, and being suspended for breaking school rules hurts our team. Use good judgment in the classroom and on school grounds, always keeping the team in mind. Remember, you are a member of this football team 24 hours a day, 7 days a week, 365 days a year.

Player Expectations

IV. Off Campus

Little Eyes Upon You

There are little eyes upon you and they're watching night and day.
There are little ears that quickly take in every word you say.
There are little hands all eager to do anything you do;
And a little boy who is dreaming of the day he'll be like you.

You're the little fellow's idol; you're the wisest of the wise.
In his little mind about you no suspicions ever rise.
He believes in you devoutly, holds all that you say and do;
He will say and do, in your way, when he's grown up like you.

There's a wide eyed little fellow who believes you're always right;
And his eyes are always opened, and he watches day and night.
You are setting an example every day in all you do,
For the little boy who's waiting to grow up to be like you.

The above was written for fathers, but it is just as true for athletes. High School athletes emulate College and Professional athletes; elementary children emulate you. Make sure what they are imitating is positive.

Consequences of Poor Choices

Selfishness – *You will be eliminated from the team. There is no cure except removal when you consistently put yourself above the team. You must be eliminated. **BIG TEAM, LITTLE ME***

Symptoms of Selfishness

Chronic Tardy / Absent, Stealing, Fighting, Violation of Dress / Appearance Code, Class Misconduct, Chronic Complaining.

If there are problems in the community, consequences are severe. You may be the only representative of our program that people see represents us – it is imperative that you keep this in mind.

Game Day Expectations

1. **Kill Opponents Will** - Every game will be tough to win. No team wants or has a burning desire to lose. Some team's desire to win is greater than others, hence, some teams are more difficult to defeat. When two teams are competing, what you are watching is more of a contest of wills rather than skills, with the stronger wills usually overcoming the skills. The skill will not prevail unless it is so superior to the other team's skill that the will is not tested.
2. **Play For 7 Seconds** - Force your opponent to play full speed seven seconds every play, knowing that when the game is on the line in the fourth quarter there is a high probability that fatigue should destroy his will. Force him into fatigue by making him give more effort longer than he's normally accustomed. Know in your mind if we are close going to the 4th quarter, the advantage is ours.
3. **Visualization** - Mentally prepare to play the game. Visualize the game before you every play. See yourself being successful. Remember, the body cannot tell the difference between a real experience and a vividly imagined experience.
4. **Win The Kicking Game** - Know and believe every close game will be decided by the Kicking game. It has to be our advantage. The coaches will devise a good plan and we will work on it more than any of our opponents. The players must be committed to winning in this area.
5. **Stay True to Bobcat Tradition** - Stay true. No team will win every game it ever plays. No player will ever play a perfect game. Every player can stay true to his team, his school, to his parents, and to his community. To give up, to quit, to cut back, to feign injury, to negotiate for peace with the opponents is to change color, to be disloyal to your school, heritage, and those who trusted in you. Not every person can be great, but every person can stay true to their colors.

Game Day Expectations

6. **Be Result Oriented** - Each player must realize he is responsible to get results. No coach will call a perfect game. Our coaches will spend the time in preparing a game plan to give you the best chance to win, but you must perform. Understand that in a game, sometimes it may look as if you have no chance to win; you have never lost until you give up. The greatest comeback in football could be this year. You are never too far ahead to celebrate compete until the game is over. They can't come back unless you let down.
7. **Show It** - What you do is so loud I cannot hear what you say. Football is a physical game, it is not a debate. You need to let your playing do the talking.
8. **Be Positive** - Never criticize, always encourage. Your teammates need you when they have made a mistake. Always be there to pick your teammates up.
9. **Win Pre-Game** - The contest begins with pre-game. Look like a team, act like a team, and sound like a team. The details of what we do are the most important part of our preparation.
10. **Be Thankful** - At the conclusion of each game we shake the hands of our opponents, and as one, gather in front of our fans and sing the Alma Mater to show our respect for our school and the appreciation for our fans. We then gather in the dressing room before you are released to your parents.

Parent Expectations

- Help Your Child attend every function on time.
- If you have questions, please communicate with coaches rather than players.
- Never hesitate to call or visit with coaches about any concerns that you might have.
- Do not ask a coach about your son's playing time. This conversation is never constructive. You will see your child for all the potential he has, we have to compare many more factors and we do this on a daily basis.
- Do not ask coaches questions about other kids; we will be glad to discuss your kid's progress, strengths, and weaknesses at any scheduled meeting.
- If at some point in time we do have a parent/coach meeting, the athlete will be in attendance unless it involves something unrelated.
- The only problem we cannot solve is the one we do not know about.

Locker Rooms & Meeting Rooms

These are your athletic homes. You are responsible to keep your individual area clean, and as a team, keep the area tidy. You are trusted to keep it orderly and neat. If this should be a problem, your position coach and you can work on this together.

I will try to always pick up the locker room and meeting rooms after practices. Since I am paid only as head coach, I feel it is fair that guys pay me to pick up after them.

Each article is $\frac{1}{2}$ Haynesworth.

Only players are allowed in locker/meeting rooms. Do not have or invite anyone in without permission.

Athletic Security

There always seems to be problems with items coming up “missing” in locker rooms.

No matter the cause – we must have a solution.

Athletic Solution:

Coach – To make sure all players have secure place to store items of value.

Athlete – To store items of value in safe place.

Team – To eliminate selfish acts such as stealing.

If the player does not store valuable items in safe place, athlete assumes responsibility.

Athletic Trainers

Handout and link at bnfootball.com