## THE WARRIOR WAY

Building Character and Winning Championships





CHRIS FORE, M.A. CAA



15 years of coaching experience

8 years as a Head Coach

6 years as an Athletic Director

A NEW & UPGRADED Edition of the Online Test from Gallup's

#### **NOW, DISCOVER YOUR STRENGTHS**

## STRENGTHS FINDER 2.0

#1 New York Times Bestselling Author

TOM RATH

GALLUP STRENGTHS FINDER RESULTS Achiever Analytical Arranger Strategist Competitive





Fallbrook High School – Frosh Asst (93); JV Asst (95)



Linfield School – Varsity OL, Special Teams Coor (01-02)
Head Football Coach (03-06)

Head Football Coach (03-06)

League Champions (02); CIF Semi Finals (02,04), CIF Playoffs (03, 05)

Grew program from 29 to 70 in 3 years



#### **Head Football Coach (06-11)**

League Champions (10); CIF Playoffs (06, 10)

Turned around 0-10 program to 5-5 in first year

Grew program from 19 to 32 student-athletes in first year

Special Teams Coordinator (12-13)

League Champions (12); CIF Champions (12)
Helped grow program from 25 to 60 student-athletes



**Special Teams Coordinator (14-15)** 

League Champions (14); CIF Semi Finalists (14)
Only League Championship in 8 year school history; first time to Semis



**Special Teams Coordinator (15-Current)** 

Improved Special Teams in 17 of 18 measurable categories



## Playoff Appearances

2014 — Semi Finals 2012 - Champions! 2004 — Semi Finals 2002 — Semi Finals 10, 106, 105, 103 — CIF Playoffs As a Head Coach, 6 of 8 teams have qualified for Playoffs

## MISSION STATEMENT

Fallbrook Football will be known for their ACTS

Achievement in the classroom

Coaches who teach football AND character

heir sportsmanship on and off the field

Success based not on talent or ability but a non-negotiable work ethic

## The Four Ps

My vision for the program

Player-centered environment
Protection of health

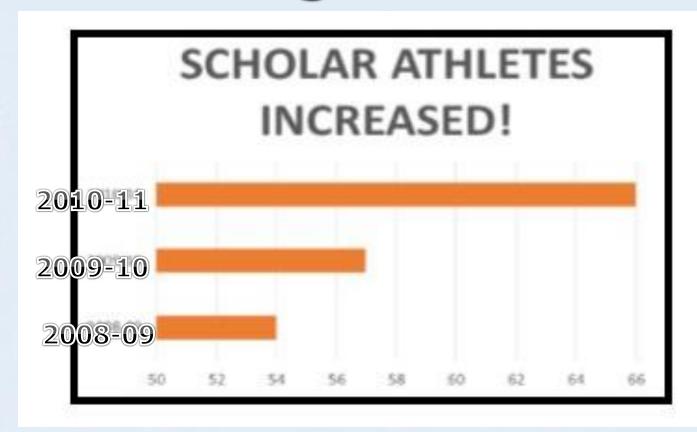
Public perception

## ANNUAL PROGRAM GOALS

Team GPA of 3.0 6 76 League Champions 12 1068 10068 Be Indes pursons of a CIFES IN DIECO Section Championship in December

Play HARD and Have FUN!!!

## **Building Character**



4 year increased athletic GPA at CVCS = 2.98 to 3.37

## Winning Championships







#### FALLBROOK FOOTBALL

by Head Coach Chris Fore

#### Tasks for first 30 days as Head Football Coach

- Meet with stakeholders
  - Administration one on one
  - Athletic Department Staff one on one
  - Current Assistant Coaches one on one
  - Student-Athletes two groups of six; one on one with returning captains
  - Faculty and Staff one group of four six; one on one as well
  - Boosters/Alumni one group of four six; one on one
    - Parents one group of four six; one on one with five to six
- Hire coaching staff
- Survey all stakeholders via SurveyMonkey.com
- 4. Evaluate and recommend changes to football website
- Budget meeting Analyze last year's budget; Get briefed on next year's budget
- 6. Develop my Spring and Summer schedule
- 7. Evaluate game schedules for 2016, 2017, 2018
- Tour game and practice facilities
- 9. Set up Twitter and Facebook accounts (if not already established)
- 10. Meet with Admissions to learn their process (if applicable)
- 11.Get acquainted with league by-laws, procedures, meeting schedule, officers, etc.
- Evaluate equipment inventory; determine needs list for upcoming year (if not done yet)

Day 30 (or so) – All Coaches meeting to cast vision for the future of the Fallbrook Football program, and share findings of stakeholder meetings, surveys



#### PARENT MEETING

First
Parent
Meeting

**Agenda** 

- 1. Welcome, Philosophy
- 2. Introduce Coaches Head Coach Chris Fore, Asst. Head Coaches
- 3. Summer Calendar see attached and online

Attendance Policy - miss 4 unexcused practices this summer and you will NOT play

- 4. Program sales see attached and online
  - Each player responsible to sell \$350 worth of ads.

Football Fees - see handout

5. Weekly schedule during season - will be online soon

Don't miss practice! Ever!

- 6. Playing time Coaches don't talk about playing time with parents, period. Direct your son to talk to their position coach if he is not happy with his playing time. If the position coach does not answer his questions or tell him what he needs to do to become a starter, talk to Coach Fore.
- Volunteers Booster Club

Football Contact Form

- 8. Injuries where to go and how to communicate return to play
  - a. Contact information here
- Websites
  - a. fallbrookfootball.com for our football specific information, calendars, handouts, etc.
  - b. maxpreps.com for all stats for our team and teams nationwide
- 10. Touchdown Club see attached
- 11. Your questions!

## Letter to incoming freshmen

I want to take this opportunity to **WELCOME YOU** to Fallbrook High School! You are about to embark on a great four years! Some say that your high school years are the best years of your life and here you are, getting ready to begin! I graduated from Fallbrook High in 1994. I can tell you that I'm still friends with those folks I went to school with because of the tremendous times we shared.

I don't know if you have any experience playing football but we would love to have you come on out and give it a try! I am sending a letter to every freshman to invite all of you to play football next year for the Warriors. Our football program will only get stronger and stronger with each one of you that decide to play. Every freshman class is different! What will your freshman class be like?

I had never played football before my freshman year. I was a little scared to come out and give it a try, but I'm so glad that I did. Playing Fallbrook Football was one of the best decisions I have ever made in my life!

We want you to be a part of this amazing opportunity. Our football program prides itself on being a family. So, if you are up for a challenge and if you are up for making friends with a great group of guys, you will make a great football player! Whether you have 7 years playing experience in Pop Warner Football or no experience ever playing, we want you to play!

Please stop by my office or send me an email if you have any questions! I really look forward to hearing from each one of you.

If you plan on playing football for the Warriors next year, we would like to see you out this summer preparing for the upcoming season! Freshmen will start on June 6<sup>th</sup> in the bleachers at the football stadium. Please be there on time, we need you there at 7:00 am sharp!

Best of luck finishing your eighth grade year and graduating from Junior High School!

Coach Fore Email here

#### Assistant Coach Interview Form

#### FALLBROOK HIGH SCHOOL FOOTBALL ASST COACHING INTERVIEW

Why do you coach?

How do you have time and or make time to coach?

What are your coaching goals? Short term? Long term?

What are your strengths as a coach? List your top 3.

How do you deal with your weaknesses as a coach?

In which areas of your job do you feel capable and in which areas to you feel more comfortable as a coach?

How do you prioritize the tasks to be completed in a practice?

When your team encounters a problem, such as irritation with another

co-worker, how do you reach a good resolution?

What has been your biggest challenge in coaching?

How would your past players describe you?

How would past coaching peers describe you?

How do you become a better coach during the year?

Most important thing that you learned at a clinic this offseason?

List what your strengths are out of this list.

5 = your best attribute 1 = your weakest attribute

Game planning/preparation

Game reviewing/grading

Development of skill /practice

Game time adjustments

Relationships with kids

#### SITUATIONAL COACHING QUESTIONS

Describe a time this past season when you made a kid better at their job.

You have a kid that has been starting but is going to get replaced, how do you break it to the kid that has been starting?

How would you go about maximizing the potential of an athlete that you know you can get more out of?

If a parent approached you after practice or a game on your way to your car and wanted to talk with you about playing time, what would you do? How would you respond?

We are getting blown out by an opponent in the second quarter. The score is 48-0. How would you approach halftime?

What do you think is the most important aspect of a championship (sport) team?

How do you prepare a scouting report?

How do you become a better coach during the year?

Tell us why we should hire you.

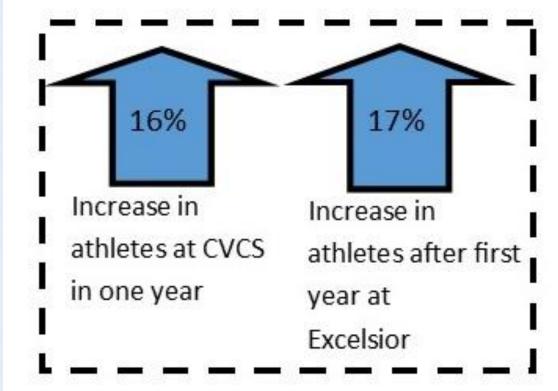
#### PUT COACH ON THE WHITE BOARD

## Sample of Coach Responsibilities

DEFENSIVE COORDINATOR	JIMMY KEMMIS	NEIL STRUIKMANS	STEVE CHAMBERLIN
Varsity Defensive Co-Ordinator	Varsity Running backs coach	Varsity Defensive Line	Varsity Defensive Back
Varisty Linebackers		Strength and Conditioning	Varsity Split Ends
	Individual time with running backs		
Critique position on our game film	Critique position on our game film	Critique position on our game film	Critique position on our game film
Scout opponent offense	Scout opponent defense	Scout opponent offensive line	Scout opponent offense
Evaluate special teams positions	Evaluate special team positions		Evaluate special team positions
Prepare weekly Defensive scouting report			
Develop game plan			
Individual time with linebackers			
Manage Defensive 7 on 7 time			
Special Teams	Special Teams		Special Teams
Punt Return	Gunners on kickoff		All kick returners
	Gunners on punt		
Run Team Defense Period	Run Scout Offense for Team Defense		Run Scout Defense for Team Offense
Monday Weight Room	Wednesday Weight Room	Wednesday Weight Room	Monday Weight Room
Game day	Game day	Game day	Game day
Ice and water to sidelines	Head phones	Extra Equipment Bag	Head phones
Field responsibility	Game footballs bag	Equipment Tray	Kicking net
Call the defense	Field responsibility	Field responsibility	Field responsibility
Linebackers	Running backs	Defensive Line	Defensive backs
	Offensive play calling with HC	Assist with offensive line	Split ends
		Get defensive scheme to HC asap	Get defensive scheme/numbers to HC asap



## Recruiting The Hallways





## EXPECTATIONS OF PLAYERS



**PLAY HARD AND HAVE FUN** 

## STUDENT ATHLETES

Team GPA Goal = 3.0

Mandatory grade check/study hall < 2.5

"Scholar Athlete" Award

Encourage success in the classroom verbally often!

#### Player Committee Handout

#### WARRIORS FOOTBALL 16

#### Player Committee

The Player Committee for the 2016 football season will consist of 4 seniors, 3 juniors, 2 sophomores and 1 freshman.

#### To be on the Player Committee

- Must be selected by peers and approved by coaches.
- Must have a 3.0 G.P.A.
- Must have a 90 % attendance rate at weight room workouts
- Must have been a part of this program last season
- Must have great character on campus, no suspensions, etc.

#### Player Committee responsibilities

- 1. Report to meetings with the Head Coach and other coaching staff
  - Meetings will be held every other week during the season and at other needed times.
- Take responsibility of being a leader in the football program.
- Bring to the attention of the Head Coach and coaching staff any kind of problems, questions, concerns that the football players might have. Simply be a voice to the Head Coach.
- 4. Bring to the attention of the players any kind of problems, questions, concerns that the Head Coach and other coaching staff might have. Simply be a voice to the players other than the coaching staff.
- Represent the Warrior football program at various events.
- Go above and beyond your peers to represent this football program in the classroom, on campus, on the field, in the community, etc.
- Help decide on the theme, logo, spirit package clothing, uniform look and other various ideas that go with a football program.
- Give a player's point of view in regards to discipline issues that might come up.

The coaching staff reserves the right to remove any player from the Player Committee should they feel the need to do so.

## GPA VERIFICATION FORM

#### YOUR NAME

#### **TEACHERS**

PERIOD	CLASS	SIGNATURE	GRADE	POINTS
FIRST PERIOD				
SECOND PERIOD				
THIRD PERIOD				
FOURTH PERIOD				
FIFTH PERIOD				
SIXTH PERIOD				
SEVENTH PERIOD				
	•	•		

Total Points

Classes

G.P.A.

#### To determine GPA -

A = 4 points, B = 3 points, C = 2 points, D = 1 point, F = 0 points

Total up the points you have and divide by how many classes you have.

This will give you your current GPA.

## PHILOSOPHY OF DISCIPLINE

Firm, fair and consistent

It is not to satisfy coaches!

**Team wide – even the All Stars** 

Players Committee to help make the rules

Discipline Monday thru Thursday = Discipline on Friday game night

## PHILOSOPHY OF DISCIPLINE

<u>Individual Infractions</u>	
Unexcused practice absence	You will not suit out for the game that week.
2nd Unexcused practice absence	You will not suit out for two games.
3rd Unexcused practice absence	Removal from the team.
Late to practice	1 cross field per minute you are late
10 minutes or more late	Warrior Special
Improper equipment	25 down ups per piece of improper Equipment
Lost equipment	25 down ups per piece of missing Equipment
Insubordination	Up downs at discretion of position or head Coach



### **OFFENSIVE PHILOSOPHY**

Fit the *athletes* to the System; Don't fit the System to the *athletes* 

**System: Wing T or Spread Fly Sweep** 

### **OFFENSIVE PHILOSOPHY**

1. Take what they give you; don't force what they don't 2. Finding mismatches is critical 3. Must be successful running the ball 4. Running game opens up passing 5. Stretch field horizontally 6. Stretch field vertically 7. Manage the clock; dominate TOP

# Blitz Summary For Scouting Report That I Created

#### SILVERADO BLITZ SUMMARY

They blitz on 63% of all plays.

#### TOP 3 MOST SUCCESSFUL FORMATIONS V. SILVERADO

(From Los Osos, Santiago, Victor)

Dubs Louis 20.78 yard avg. with this formation

Dubs 7 yard average
 Trips Louis 5.6 yard average

#### TOP BLITZES BY SILVERADO V. FORMATION

Vs. Shoot 78%; they used 7 different blitzes each 1 time
 Vs. Dubs Louie 78%; they used 7 different blitzes each 1 time

Vs. DUBS 43%;
 Vs. LEFT TRIPS 80 %;
 40% of the time with JACK 1!!!
 40% of the time with JACK 2

5. Vs. TRIPS 50% of the time; 100% of the time with WILL 5!!!

#### **TOP 3 FAVORITE BLITZES**

WILL 5
 23% of all blitzes
 Weak OLB off edge on offensive left
 SAM 6
 12% of all blitzes
 Strong OLB off edge on offensive right

JACK 1 6% of all blitzes Weak side MLB to 1 hole

Favorite Goal Line Blitz JACK 1, SAM 2 WILL 5

#### BY DOWN

1st down – 63%

2<sup>nd</sup> – 55%

3rd - 68% 4th - 74%

2nd Downs

< 4 4-7 7+ 43% 20% 63%

3<sup>rd</sup> Downs

< 4 4-7 7+ 82% 86% 62%

4th Downs

<2 2+ 0% 82%

#### BY FIELD POSITION

0-20	21-50	50-21	RED ZONE	GOAL LINE
68%	58%	69%	56%	31%

### **DEFENSIVE PHILOSOPHY**

Fit the *athletes* to the System; Don't fit the System to the *athletes* 

Attack, don't defend

### **DEFENSIVE PHILOSOPHY**

- 1. "Brain Dead Defense"
- 2. Minimal thinking, maximum speed
  - 3. 4-3, Cover 2
  - 4. Blitz early and often
  - 5. Never get beat deep

## SPECIAL TEAMS PHILOSOPHY

Predictability breeds vulnerability

## SPECIAL TEAMS PHILOSOPHY

- 1. Take what opponent gives
  - 2. Exploit their tendencies
- 3. Nobody, *absolutely nobody* is too good for Special Teams
- 4. You can never spend too much time on Special Teams as they have largest potential to change a game

	12 game	12 games		
Cal Preps Opponent Rating	14.9	7.9	+7	89 % harder
AVG YARD KICKED TO	4.79	9.6	+ 4.81	Increased 50 %
TOUCHBACK %	44%	36%	+8%	Increased 8 %
ONSIDE, POOCH KICKS/ RECOVERED	5/2	2/0	+ 40 %	Increased 40 %
OPPONENT AVG START AFTER KICKOFF	24.6	30.78	+ 6.18	Decreased 25%
OUR AVG START AFTER KICKOFF	33.21	31.08	+ 2.13	Increased 7 %
AVG START DIFFERENTIAL	+8.61	+.3	+8.31	Increased 2769 %
OPPONENT YDS PER ATTEMPTED KICK RETURN	20.94	28.35	+ 7.41	Decreased 26 %
YARDS PER ATTEMPTED KICK RETURN	27.1	16.53	+ 10.57	Increased 39 %
OPPONENT KICK RETURNS FOR TOUCHDOWNS	2	4	- 2	Decreased 50 %
KICK RETURNS FOR TOUCHDOWNS	1	0	+1	Increased 100 %
AVG START AFTER PUNT RETURN	45.05	34.48	+ 10.57	Increased 31 %
OPPONENT AVG START AFTER PUNT	32.68	33.41	+ .73	Decreased 2 %
AVG GROSS PUNT YARDS	32.88	35.86	-2.98	Decreased 8 %
PUNT RETURN YARDS ALLOWED	11	75	+ 64	Decreased 85 %
NET RETURN PER PUNT RETURN ATTEMPT	5.5	10.18	+ 4.68	Decreased 46 %
PUNT RETURNS FOR TOUCHDOWN	3	1	+2	Increased 200 %
BLOCKED OPP PUNT	1	1	EVEN	EVEN

2014

2013

OAK HILLS FOOTBALL SPECIAL TEAMS

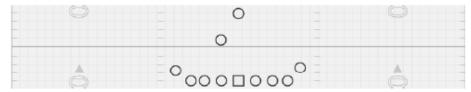
## Differences I've Made As A Special Teams Coordinator

EVEN	EVEN					
,	III TANA FOOTBA	LL SPECIAL TEAMS	2015	2014	DIFFERENCE	
S	ULTANS AVG STA	RT AFTER KICKOFFS	29.41	24	INCREASED +5.41	
OF	PPONENT AVG STA	ART AFTER KICKOFFS	24	29	DECREASED -5	
(	OPPONENT AVG Y	ARDS PER RETURN	15	22	DECREASED '-7	
	OPPONENT KIC	CK RETURN TDS	0	1	DECREASED -1	
	SULTANS PU	INT NET AVG	33.66	31	INCREASED +2.66	
	OPPONENT P	UNT NET AVG	29.4	38	DECREASED -8.6	
	SULTANS PUNT F	AKES/CONVERTED	2/1	3/0	INCREASED +1	
SUI	LTANS PUNT RETU	JRN YARDS/ATTEMPT	14.66	7.25	INCREASED +7.41	
OPP	ONENT PUNT RET	URN YARDS/ATTEMPT	2.3	15.8	DECREASED -13.5	
	SULTANS AVG ST	ART AFTER PUNTS	35.03	29	INCREASED +6.03	
(	OPPONENT AVG S	TART AFTER PUNTS	26.09	37	DECREASED -10.91	
	OPPONENT PU	NT RETURN TDS	0	1	DECREASED -1	
	SULTANS PA	T ATTEMPTS	20	15	INCREASED +5	
SULTANS PAT MADE			16	16 11 INCREAS		
	SULTANS PAT	PERCENTAGE	80%	73%	INCREASED +7%	
	SULTANS BLOCK OPPONENT PAT		1	1	EVEN	
	OPPONENT BLO	CKED OUR PATS	0	1	INCREASED +1	
	PAT FAKES/0	CONVERTED	2/2	2/1	INCREASED +1	

# Part of a Special Teams Scouting Report I Created

#### HAWKS PUNT TEAM

Punter = #4 Long Snapper = #55



#### STRENGTHS OF PUNT TEAM

- 1. They have a wide formation that makes it hard to block punt off the edges.
- Punter has a decent leg on him: his average punt through 4 games we broke down is a 35.4 average with kicks ranging from 20-57.

#### WEAKNESSS OF KICKOFF TEAM

- 1. Their coverage down the field is slower than average because of their formation.
- 2. They only send ONE kid (the center) down the field before the kick, GREAT for us!!
  - 3. They leave the MIDDLE WIDE OPEN FOR A BLOCK!!!

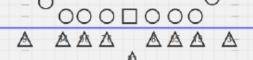
#### OUR PUNT RETURN APPROACH

- 1. Just like last week, we will return to the FIELD SIDE.
- 2. When in the very middle of the field, we will go FIELD RALPH (right).

**Our Formation** 

WE WILL BLOCK A PUNT THIS WEEK! GUARANTEED!!!!

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# Part of a Special Teams Scouting Report I Created

#### **HAWKS PAT**

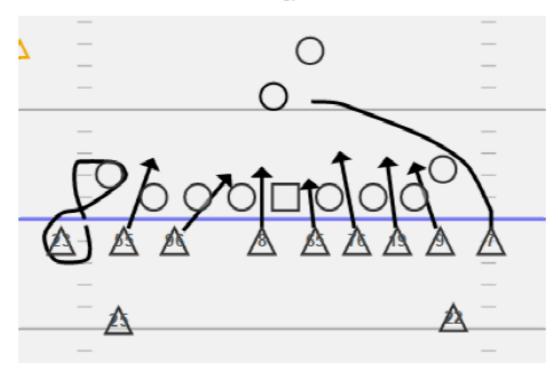
Kicker = #20 Holder = #15 (QB)

They have some BIG time weaknesses on their LEFT, OUR RIGHT side.

Gentlemen, take this play seriously, and we WILL block a PAT!!

- 1. We are overloading our right side.
- 2. #55, 76, 19, 9 need to pinch down hard, fight through the gaps.
  - Gino is coming hard off the edge.
  - 4. Griffin, you aren't rushing. Man on wing.
    - 5. JMart no rush, man on Tight End.
      - 6. Reed no rush, man on wing.
- Kistner make sure the tight end does NOT get a free release.

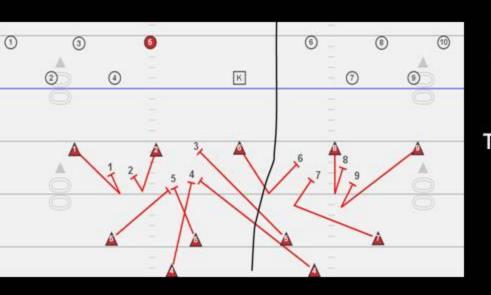
8.



#### **Special Teams Depth Chart on Game Card**

KICKOFF	KICKOFF	KICKOFF	KICKOFF	KICKOFF	KICKOFF	KICKOFF	KICKOFF	KICKOFF	KICKOFF	KICKOFF
> RT 64 OR	T 64 ORNG AWY > LF 46 ORNG HOME > LF 46 PUR HOME			< LF 46 ORNG AWY		< RT 64 ORNG HOM				
10	9	8	7	6	K	5	4	3	2	1
BRAMMER	DOW	ENRIQUEZ	BOYD	<b>FROBENIUS</b>	VASQUEZ	CHAVEZ	PELE	WALLER	HENDERSON	BLOOMER
ESPITIA.	WCXSOV	REED	ESPITIA.	JACKSON	CORTEZ	BEDOY	TAYLOR	LEE	BEATTIE	ESPITIA.
KICK RET	KICK RET	KICK RET	KICK RET	KICK RET		PUNT RET	PUNT RET	PUNT RET	PUNT RET	PUNT RET
LOUIE	THROWBK	MACHO ZO	NE	5 YRD		MACHO	SWORD		#16	28 YDS
	LEADIS	DEEP		#16					D	#10 = 30
	DOW	PELE							PELE	
		FROBENIUS							TAYLOR	
9-10/T	5/8	2/6	1/5			LC	>	м	S	LC
BRAMMER		FROBENIUS	BOYD			BRAMMER	FRO	ROBERTS	BLOOMER	WALLER
NERIO		MCDONALD	LEE	014		ANEXIA	.MCKSON	BEDOY'	BEDOY'	ESPITIA
8/10 PEDOV	7/9	6/7	4/2	3/1		RC	E	CWADTC	T	E
BEDOY	REED	RICE	WALLER	BLOOMER		BOYD	MOLINA	SWARTS	ENRIQUEZ	HENDERSON
JACKSON	MCKSON	DEL RIO	GALLARDO	ROBERTS		LEE	RCHROEDER	ESPARZA	VALENTINE	DOW.
PUNT	PUNT	PUNT	PUNT	PUNT	PUNT	PUNT				
	PUNI					PUNI		CIII TANA	TIMEOU 1 2 3	
SHIELD		CIRCUS	KANSAS	PORTLAND	OREGON			SULTANA		1 2 3
	53	52	S1		P			HESPERIA		
	BARROS		MCLAGHLIN		VASQUEZ					
R3	<i>NERIO</i> <b>R2</b>	ESPARZA R1	<i>NERIO</i> C	L1	<i>CORTEZ</i> <b>L2</b>	L3				
WALLER	BLOOMER	FRO	GRIFFIN	ENRIQUEZ	JACKSON	PELE				
DOW.		VILLALOBOS	BLOOMER	SWARTS	CHAVEZ	GALLARDO				
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	MINICE CO.	Lucico.	<i></i>	L375712	LASTIN ALIC				
PAT	PAT	PAT	PAT	PAT	PAT	PAT	PAT	PAT	PAT	PAT
				LOUIE	TAP					
R4	R3	R2	R1	LS	L1	L2	L3	L4	н	К
REED	BOYD	VALENTINE	SANCHEZ	PEREZ	MOLINA	MCDONALD		GABE	BRAMMER	VASQUEZ
PELE		ICLAUGHLIN	NEFIIO	VALENTINE		HENDERSON	WALLER	ENFIQUEZ	RICE	CORTEZ
ALLSTATE	ALLSTATE	ALLSTATE	ALLSTATE	ALLSTATE	<b>ALLSTATE</b>		KICKER	16		
D		24	23	22	21		LONGSNAPP	62		
LEE		HNDRSON	FROBENIUS	MEXIA	CHAVEZ		HOLDER	10		
MEXIA		GRIFFIN	SANCHEZ	GALLARDO	DOW.		PUNTER	16		
16	15	14	13	12	11		CHILI			
DEL RIO	WALLER	BRAMMER		REED	BOYD					
ESPITIA	CHAVEZ	MENDOZA	PELE	DOW.	BEDOY'					

### **RIGHT HASH RETURN v. 5-5**



#### **USE AGAINST**

55 personnel who kicks to middle of the field.

#### **PURPOSE**

To return the ball right up the right hash to right middle of the field.

#### **KEY BLOCKS**

#6, #7, #8, #9

This is a man return concept, meaning every one of our players is assigned to a man.

Against this specific team, #1 and #10 were not coming down the field very hard at all, they were simply contain men. Notice we don't even block #10 in this return.

#5 is double teamed in this return, as we was making 60% of the tackles during the season.

#4 is blocked by whoever does not catch the football.

It is very important that all players get great inside leverage, and "kick out" their guys.

We've got a really killer block on #3, that's a really fun one! And it's a KEY block!

Blocking #6 is also key, our #6 will just want to take that man downfield, where he wants to go.

Blocking #7 is probably the hardest block to make on this return, angle is key here.

### **BLOCK V. SHIELD GUNNERS**



We basically get a 6 on 6 here to block this kick. The tackles released outside in this scheme, giving us that 6 on 6 look. Crashing inside those tackles is key on this block. If you can do that with your ends, you will be in good shape. Using Safety type of kids here is perfect! Fast enough to shoot that gap, and then avoid the shield by trying to get skinny past them. The shield can usually block 4 guys, with 5 or 6 coming, great chance to block it! #34 and #9 are safety valves.



# PRACTICE PHILOSOPHY

How you handle Monday-Thursday on the field is how you will play Friday night.

Practices must simulate games as closely as possible in:

Attitude, Effort, and Accuracy.

## PRACTICE PHILOSOPHY

### COACHES MUST

- 1. Create game-like situations
  - 2. Script out situations
  - 3. Be effective with time

## PRACTICE PHILOSOPHY

Players must understand that:

Intensity > Length
Accuracy > Tempo
Effort > Repetitions
Attitude > Ability

#### WARRIOR FOOTBALL PRACTICE PLAN

DatorTDD	Date:TBD SPRING #3							
Time	Length	Activity		Position Specifics				
3:20	10	Warm Up						
3:30	10	Offensive Indy	W/QB/F/Z	X	OL/Y			
			with Coach Fore	with Coach Logan/patterns	with Coach Del Balso			
			Intro waggle, flood, wx switch, pass	- post, post corner, jet, stop				
3:40	15	7 on 7	with Xs	with W/QB/F/Z/Y	Y with 7 on 7			
			Strong Pass	Strong Pass				
			Strong Pass WX Switch	Strong Pass WX Switch				
			Strong Waggle	Strong Waggle				
			Strong Flood	Strong Flood				
			New York	New York				
3:55	10	Team Offense	all positions together	all positions together	all positions together			
			huddle/cadence	huddle/cadence	huddle/cadence			
			script on back	script on back	script on back			
4:05	2	WATER	WATER	WATER	WATER			
			W/QB/F/Z	X	OL/Y			
4:07	5	Form Tackling	all positions together	all positions together	all positions together			
4:12	20	Defensive Indy	block pro and shed with DL-5 min	block pro and shed-5 min	block pro and shed with LB-5 min			
			stance and footwork-5 min	footwork drills-15 min	get offs in chutes-5 min			
			pass drops-10 min		run reads-20 min(base and reach)			
4:32	18	Pattern Reads	LBs and DBs together	LBs and DBs together	continue run reads			
4:50	15	Team Defense	formation recognition	formation recognition	formation recognition			
5:05	5	Stretch						
			OFFENSIVE SCRIPT					
			1 Base Right Strong Pass					
			2 Base Right Strong Waggle					
			3 Tight Right Sap Strong Pass WX Switch Z Jet					
			4 Over Right Strong Flood					
			5 Wing Left Strong					
			6 Over Right Strong Keep					
			7 Base Right Jet Strong					
			8 Over Right Strong Quick Pitch					
			9 Base Right Strong Trap					
			10 Wing Left Strong Option					

## **MONDAY**



# TUESDAY PRACTICE

**Length** — 2:30

Early Outs	ON TANCA & PILLO
Stretch 105	Offensive EDD :10
Defense EDD 110	Offense 7 on 7 :10
Defense 7 on 7:15	Offense Inside Run:05
Defense v. Run :05	Team Offense :15
Team Defense :25	Red Zone Offense :15
Punt Return -10	Punt :10
PAT Defense :05	PAT :05
	Conditioning :05

# WEDNESDAY



# **THURSDAY**

PRACTICE = 30-60 minutes

	7	CILCE = 3	U-OU IIIIII
	1	Kickoff	Need Return Team
	2	Defense 3 plays	Need Offense
	3	Punt return (SWORD)	Need Pro Style Punt Team
	4	Offense 3 plays	On Air
	5	Punt - To pin inside 10	No Defense/On Air
15	6	Defense 3 plays	Need Offense
	7	Punt return (RALPH )	Need Pro Style Punt Team
	8	Offense 3 plays - Score TD	On Air
	9	PAT - 1 time	No Defense/On Air
	10	HALFTIME	HALFTIME
	11	Kick Return/Macho Man	Need Kickoff Team
	12	All State Team	Need Kickoff Team
			Need Mekon Team
	13	Offense 3 plays	On Air
	14	Offense 3 plays	On Air
	14 15	Offense 3 plays Punt - Fake	On Air Need Defense
	14 15 16	Offense 3 plays Punt - Fake Defense 3 plays	On Air Need Defense Need Offense

# **GAMEDAY** MEAL = 3:30TAPE/DRESS = VICTORY = 7:0

# SATURDAY





#### **OVERNIGHT CAMP** August 4-6

Thursday August 4th - 1:00 pm - CHECK IN AT GYM

Saturday August 6th - 7:30 PM - PARENTS PICK UP

#### What to bring:

- Air mattress or whatever kind of mattress you want to sleep on, sleeping bag, pillow, etc.
- Clothes for practice, sleeping, going out on the town one night
- Bathroom accessories (toothpaste, shampoo, etc.)
- A couple of towels
- A big drinking cup for water, Gatorade, etc.
- Cleats, shoes/flip flops for going out
- Playbook, something to write with
- Money for dinner out on the town Friday night

#### EVERY PLAYER NEEDS TO BRING THE FOLLOWING: (to be shared with everyone)

- 1 box of energy bars any kind you want to be shared with everyone
- 1 box of cereal (not a "sugary" cereal like Golden Grahams, Frosted Flakes, etc)
- 1 jar of peanut butter any kind you want to be shared with everyone
- 1 jar of jelly any kind you want to be shared with everyone
- 1 loaf of bread any kind you want to be shared with everyone
- 1 bunch of bananas
- 1 case of Water

7 total items to be shared with the team

#### Players will be allowed to use their phones only during the following times:

Thursday 8:30-9:00 pm Friday 9:30-10:00am; 1:30-2:00pm; 9:00-9:30pm

Saturday 10:30-11:00 am

THURSDAY	AUG 4	Meals		BREAKFAST	
1:00 PM	Check in at the gym	Thurs dinner	TBD	Oatmeal	
2:00 PM	Orientation Meeting	Fri breakfast		Cereal	
	Team Goals/Indy Goals	Fri lunch		Fruit	
3:00-3:30 PM	Team Meeting/Film Work	Fri dinner	On own	Juice	
4:00-6:30 PM	Practice	Sat breakfast		Eggs	
7:00 PM	Dinner - TBD in Gym	Sat lunch		LUNCH	
7:30 PM	Team Meeting/Speaker			Sandwiches - meats/cheeses/peanut butter&jelly	
8:15 PM	Free Time			Fruit	
9:30 PM	Lights Out			Whole wheat crackers	
FRIDAY	AUG 5			SNACKS	
6:30 AM	Breakfast			Energy bars	
7:00 AM	Team Meeting/Speaker			Bananas	
7:30-9:15 AM	Practice			Peanut butter&jelly sandwiches	
9:15 AM	Free Time				
11:00-12:45 PM	Practice			Each kid brings	
1:00 PM	Lunch			Box of energy bars	
	Free Time			Box of cereal	
3:15 PM	Team Meeting/Film Work			Peanut butter	
4:00-5:45 PM	Practice			Jelly	
6:00 PM	Team Activity Off Campus			Loaf of bread	
9:30 PM	Lights Out			Bunch of bananas	
SATURDAY	AUG 6				
6:30 AM	Father/Son Breakfast				
7:00 AM	Team Meeting/Speaker				
7:30-9:00 AM	Practice				
9:30 AM	Distribute Gear				
	Free Time				
11:00-12:45 PM	Practice				
1:00 PM	Lunch				
	Free Time				
4:30 PM	Team Meeting/Film Work				
5:00-6:45	Practice				
7:00 PM	Dinner - TBD in Gym				
7:30 PM	Break Camp/Parents Pick Up				

# Survey of the players, about the coaching staff

COACH FORE

6 - Time dedication and commitment to team

7 - Passion for coaching

8 - Made you a better player

#### WARRIOR FOOTBALL – COACHES EVALUATION

Please take this evaluation very seriously. This coaching staff places a high value on your opinion. You have the ability to change things that you might think need changing. You do not need to put your name on this evaluation unless you want to. Please be completely honest about each coach.

THIS EVALUATION FORM MUST BE TURNED IN BEFORE YOU RECEIVE YOUR LETTER OR ANY POST SEASON AWARDS AT OUR BANQUET ON DECEMBER 14<sup>TH</sup>!! Your coaches, parents and friends will be very disappointed if you fail to turn this in to Coach Fore before Friday December 12<sup>th</sup>!

COACH SCHOOLMEESTER

Please evaluate each coach. Indicate which coach is <u>your</u> position coach with a \* next to his name! Give each coach a grade based on the A-F scale that we use for scale. See the scale below!

A = way above average; B = above average; C = average; D = below average; F = failed in this category

CONCIL TORE	CONCH SCHOOLMELSTER
1 - Teaching the technique, x's and o's of the game	1 – Teaching the technique, x's and o's of the game
2 - Fair and just treatment of the players	2 - Fair and just treatment of the players
3 - Showing character on the field by his attitude, speech, etc.	3 - Showing character on the field by his attitude, speech, etc.
4 - Knowledge of your position My position:	4 - Knowledge of your position My position:
5 - Coaching ability during the games	5 - Coaching ability during the games
6 - Time dedication and commitment to team	6 - Time dedication and commitment to team
7 - Passion for coaching	7 - Passion for coaching
8 – Made you a better player	8 – Made you a better player
9 – Made you a better person	9 – Made you a better person
10 - Would you recommend this coach for next season? [circle] Y/N	10 - Would you recommend this coach for next season? [circle] Y/N
Any comments:	Any comments:
COACH HAUGE	COACH ABREGO
1 - Teaching the technique, x's and o's of the game	1 - Teaching the technique, x's and o's of the game
2 - Fair and just treatment of the players	2 - Fair and just treatment of the players
3 - Showing character on the field by his attitude, speech, etc.	3 - Showing character on the field by his attitude, speech, etc.
4 - Knowledge of your positionMy position:	4 - Knowledge of your position My position:
5 - Coaching ability during the games	5 - Coaching ability during the games
6 - Time dedication and commitment to team	6 - Time dedication and commitment to team
7 - Passion for coaching	7 - Passion for coaching
8 – Made you a better player	8 – Made you a better player
9 – Made you a better person	9 – Made you a better person
10 - Would you recommend this coach for next season? [gircle] Y/N	10 - Would you recommend this coach for next season? [girgle] Y/N
Any comments:	Any comments:
COACH BUSH	ANY OTHER COMMENTS ABOUT COACHING STAFF
1 - Teaching the technique, x's and o's of the game	(USE BACK OF PAGE IF NECESSARY!)
2 - Fair and just treatment of the players	
3 - Showing character on the field by his attitude, speech, etc.	
4 - Knowledge of your position My position:	•
5 - Coaching ability during the games	

#### 2016 WARRIORS FOOTBALL

NAME:

TURN IN TO COACHFORE BY FRIDAY!

What did you like most about this past season?

What did you like least? (Probably LOSING, but think of something more critical than that.)

3. How did you feel about our practices? The length? The dress? The tempo?

4. How did you feel about our Friday pre game routine?

5. How did you feel about our halftime procedure?

6. How did you feel about the offensive system, installation of plays, etc.?

How did you feel about the defensive system, installation of plays, etc.?

8. How did you feel about the special teams, installation of plays, etc.?

How would you evaluate the team captains and the leadership on this team?

10. Do you think the team as a whole kept focused on our theme and goals?

11. What did the coaching staff do that helped you the most as a football player?

12. What did the coaching staff do that helped you most as a person?

13. If you could change one thing about your football experience this year, what would it be?

14. If I were the Head Coach, I would:

15. Any more advice or anything else you have to say about the program at this time?

# 1 on 1 player exit survey

#### 2016 WARRIOR FOOTBALL PLAYER ONE ON ONE MEETING

NAME

#### REVIEW 2016 SEASON

How did you feel about our practices?

How did you feel about the offensive system, installation of plays, etc.?

How did you feel about the defensive system, installation of plays, etc.?

How did you feel about the special teams, installation of plays, etc.?

How would you evaluate the team captains and the leadership on this team?

Do you think the team as a whole kept focused on winning throughout the year? Why or why not?

#### 2017 SEASON

Banquet – December 12th
Off season requirements – play another sport or be in the weight room
Summer requirements
Training Camp starts July 31
RECRUIT the hallways!

3 Personal Goals for 2017 2 Team Goals for 2017



### RECRUTING

Must be **proactive** in building relationships with coaches when they are in the area.

Must **promote kids** to camps. Example: Jashon Lee (2016)

Must promote kids via social media.

RecruitFallbrook.com

Must educate parents/kids on the process of eligibility, NCAA Clearinghouse, testing, etc.

# What I Create For Our College Recruits

#### MICHAEL JACOBS

HT: 6'0' WEIGHT: 195 JERSEY # 42

#### Capistrano Valley Christian School

32032 Del Obispo Street San Juan Capistrano CA 92675

#### Head Football Coach - Chris Fore

Phone: 949-493-5683 x258 / Cell: (909) 851-4484

Email: cfore@cvcs.org



3 year Varsity Football letterman . 1 year Varsity Basketball letterman . 1 year Varsity Tennis letterman

Position: Linebacker/Tight End

40 Yd: 4.9 Bench: 220 Squat: 365

All Section Team: Junior Year - 2nd Team All CIF Linebacker

All League Nominations: Junior Year – 1st Team; Sophomore year – 2nd Team;

Post-season Awards: Junior Year - Football Team Defensive MVP, Football Team Captain;

Sophomore Year - Football Team Captain, Football Team Defensive MVP; JV Basketball MVP; Varsity Tennis Most

Improved

Freshmen Year - JV Football Team Captain; JV Basketball Most Improved

#### PERSONAL AND ACADEMIC DATA

Parents: Phone: Address: Email: Grad, Date:

GPA: Class Rank: SAT:

Desired Major:

NCAA Clearinghouse (Not yet registered)

Highlights:

#### STATS

#### JUNIOR CAMPAIGN

Mike was ranked #82 in the nation in assisted tackles with a total of 101

28 solo tackles . 12 tackles per game ayerage . 1 interception . 24 catches for 481 yards . 20 yard average per reception . 7 touchdowns

#### SOPHOMORE CAMPAIGN

#### SKILLS AND ABILITIES - COACHES STATEMENT

Mike has started on both sides of the ball since his sophomore year at the varsity level. His leadership abilities have been a strength for our coaching staff to rely upon over the course of the last year. His peers easily follow him both on the field and campus. He is a natural football player with a keen sense for the ball on defense and a relentless will to gain yards after the catch as a tight end. Mike has extremely reliable hands. To add to this, Mike comes from a very strong family unit with unlimited parental support. He will surely be a tremendous attribute to any college football program. I highly recommend Mike Jacobs to your program. Please feel free to call me at (909) 851-4484.





# Players have gone to play at . . .











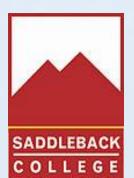








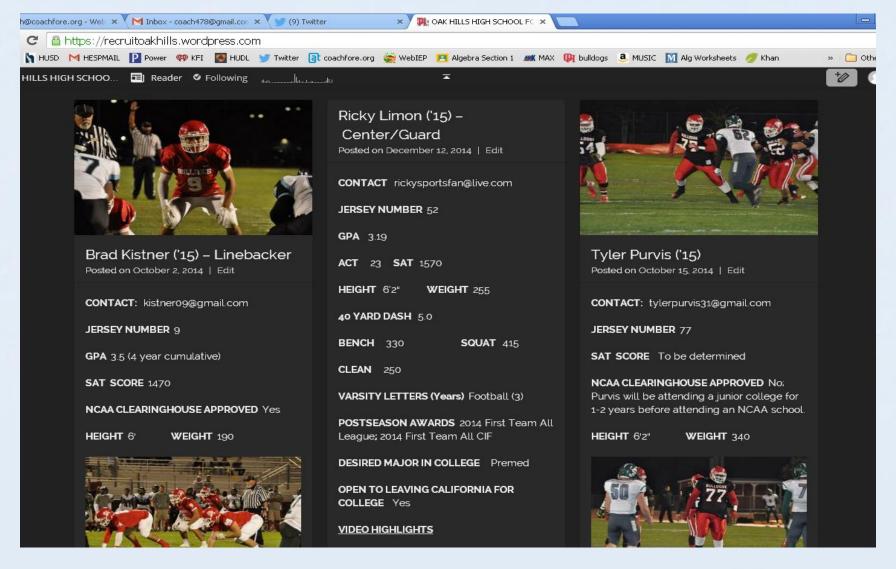








# Website I built for our kids: RecruitOakHills.wordpress.com





# Sample Booster Club Meeting Agenda Part 1

#### BOOSTER CLUB MEETING AGENDA

#### Date here

- 1. Welcome
- 2. Thank you for being here!
- 3. What is a booster club? The last five year history of the Booster Club at your high school.
- The need for a Booster Club athletics are Expensive!
  - a. See Handout of cost comparisons
  - b. Supplements regular athletic budget
  - c. There are a lot of irregular expenses
    - 1. Financial aid for student-athletes
    - 2. Uniform purchases and upgrades
    - 3. Equipment purchases and upgrades
    - 4. Facility rentals
    - 5. Coaches Certifications
    - 6. Clinics for coaches to receive continuing education/training
    - Playoff compensation for coaches the more successful your program, the less financial compensation you make
    - 8. Gear for coaches
- 5. New Ideas for the Athletic Program that aren't currently funded by our regular budget
  - a. Boosters Scholarship for a graduating senior athlete
  - b. Fan of the Year Incentive Program for students
  - c. Tailgate parties for building athletic spirit/community
  - Senior Night Program/8x10 picture for every senior
  - e. Every coach to a clinic in the offseason
  - f. Boost up spirit wear sales
  - g. Yourideas???
- 6. "Get In The Game" theme for 2010-11 school year
  - a. Opportunities for you to "Get In The Game"
    - 1. Financial Donations/Become a Member/See Handout of Memberships
    - 2. Join the board

#### Offices

- a. President = Vice President/Memberships = vacant To take over as President in June 2011
- b. Secretary/Publicity = vacant
- c. Treasurer (mainly for Golf Tournament) = vacant
- d. Banquet Coordinator =
- e. Spirit Wear Coordinator =

# Sample Booster Club Meeting Agenda Part 2

#### 7. The Annual Golf Tournament - October 19th, 2010 - Arroyo Trabuco Golf Tournament

- a. Opportunities to serve this major fundraiser
- 1 Chair Golf Course Liasion/Adult Volunteer Coordinator
- Golfer Coordinator Receives/tracks registrations/Sets Up Foursomes, Etc.

Golfers Participation Coordinator

3 Logistics Coordinator

Golfers Lunch

Coordinator

Golf Ball Drop

Coordinator

"Games" Coordinator - 100K Shootout, Longest Drive, Double Your Money, Hold The Green, Etc.

- Student Volunteer Coordinator
- 4 Publicity
- 5 Donations Coordinator In Kind Gifts and Monetary Donations
- 6 Treasurer will be responsible for the collection and recording of all income receivable and paying bills

Meetingsfor	Golf Tournament		
June 15	Next Tuesday!	6:00-7:00PM	Seeds Room
Aug 9	Monday	6:00 PM	Ten weeks out
Aug 30	Monday	6:00 PM	Seven weeks out
Sept 13	Monday	6:00 PM	Five weeks out
Sept 27	Monday	6:00 PM	Three weeks out
Oct 4	Monday	6:00 PM	Two weeks out
Oct 11	Monday	6:00 PM	One week out
Oct 19	Tuesday	Tourney!	

Year Round Booster Club Meetings						
To coincide with End of the	To coincide with End of the Year Banquets					
Sep 13, 2010	5:30 PM	Before Golf Tourney meeting at 6:00 pm				
Dec 6, 2010	5:30 PM	Before Fall Sports Banquet				
		Before Winter Sports				
March 11, 2011	5:30 PM	Banquet				
		Before Spring Sports				
June 7, 2011	5:30 PM	Banquet				

### WARRIORS FOOTBALL GAME DAY PROGRAM SPONSORHIP

Dear Prospective Sponsor,

Thank you for your time - I know it is valuable!

I would like to invite you to be a part of our upcoming football season! We are looking for businesses and family members to help support our team financially by purchasing an advertisement in our annual Football Game Day Program. Your investment will allow us to promote your organization as well as provide help to cover the costs of running a program of high caliber as we are trying hard to do here at Fallbrook High!

Our football team is coming off of back to back League Championships, and we have a bright future ahead of us.

#### To purchase an advertisement in our Football Program:

- Complete the form below
- 2. Make your check out to: Fallbrook Football Boosters
- Prepare your artwork. You may email your artwork to Coach Fore at coach478@gmail.com. If you email your artwork, it
   <u>must</u> be sent to us in jpeg, pdf, or tiff format in HIGH RESOLUTION 300 DPI (dots per inch).
   You may send your hard copy ad to us again, please make sure that is in a 300 DPI HIGH RESOLUTION format.
- Mail these three things form, check and artwork to: FALLBROOK FOOTBALL BOOSTERS

#### THE DEADLINE FOR ALL ADS TO BE RECEIVED BY COACH FORE IS AUGUST 1<sup>ST</sup>.

DESCRIPTION - Program is 8 1/2" x 11"	COST	PLACE AN X
TEAM POSTER SPONSOR - Only 1 sponsor!	\$1,000	
Inside Front Cover (Full Color)	\$400	
Outside Back Cover (Full Color)	\$400	
Inside Back Cover (Full Color)	\$400	
Full Page	\$250	
1/2 Page	\$175	
1/4 Page	\$125	
Business Card Size	\$100	
Fans In The Stands - One line, 80 characters	\$15	

TEAM POSTER will feature: team photo, schedule, theme, your 4" by 4" logo it will be approximately 14"x20"

FANS IN THE STANDS TEXT:

FALLBROOK FOOTBALL PLAYER:	
ADVERTISER'S NAME:	PHONE#_
CONTACT NAME:	CONTACT EMAIL:

If you have any questions, please feel free to contact Coach Chris Fore at <a href="coach478@gmail.com">coach478@gmail.com</a> or 760-900-8401. Thank you, in advance, for your support! GO WARRIORS!



# **Equipment Organization**

PLAYER:	
	,

#### WARRIORS FOOTBALL

#### **Equipment Checkout**

Check Out		Check In
Hip and tail pads		
Thigh pads		
Knee pads		
Belt	Var Game Belt	
Practice pants		
Red game pants White game pants	Number Number	
Red game jersey	Number Number	
Shoulder pads		
Helmet		
Check Out Coach	Check In Coach	

#### FALLBROOK FOOTBALL

#### GAME DAY INSTRUCTIONS

#### DON'T FORGET: <u>PACK YOUR BAG THE NIGHT BEFORE!!!</u> NOT TIME TO DO IT ON GAME DAYS!

- Cleats
- Game socks
- Red game pants for home. White game pants away.
- 2 Knee pads
- 2 Thigh pads
- 2 Hip pads
- 1 Butt pad
- 8. White belt
- Shoulder pads
- Red game jersey for home. White game jersey away.
- Helmet with chinstrap
- Mouthpiece
- 13. Misc. braces that you may need to wear
- 14. Towel, soap, etc. for shower afterward
- 15. Clothes for afterwards

#### 2. WHAT YOU WEAR

Players will wear their gray sweat pants and white shirt on the bus.

You will not wear your jersey before the game.

Players will travel in their gray sweat pants and white '16 Warrior Football shirt. You need to have your gray sweatshirt as well. You will travel home in gray sweat outfit.

#### 3. BUS POLICY

- a. No cell phones or pagers on while traveling to the game.
- b. Keep the talking quiet. This is a time to focus.
- c. How about your playbook/scouting report with you?!
- d. Seniors have seating priority and then down the chain

#### HALFTIME ORGANIZATION

Six things that must happen during halftime:

- 1. Players must be given time to rest.
- 2. All injuries evaluated by medical staff, Dr. DeHaas, and reported directly to Coach Fore
- 3. All equipment problems taken care of by Equipment Manager Dale Hector
- 4. Coaching staff must analyze the first half and make plans for the second half.
- 5. Players must be re-motivated to play the final part of the game.
- 6. Players and coaches re-hydrate themselves with Gatorade and water

#### Coach Logan is in charge of time with a stopwatch or personal watch.

Start 15 minute countdown when the scoreboard starts it.

#### Halftime divided into four periods:

#### First period (3 minutes)

Coaches circle up

Team rest

Injury and equipment care

#### Second period (3 minutes)

Offense and defensive position coaches meet with position groups

#### Third period (3 minutes)

Offense and Defensive Coordinators address appropriate teams

#### Fourth period (3 minutes)

Head coach addresses team

Return to field for warm-up

The time that we leave the locker room will vary depending on where our halftime location is and what school we play at.

Our goal is to be on the field with 1:30 left on clock.









#### PROFESSIONAL GROWTH ASSOCIATIONS

California Coaches Association Board of Representatives National Federation of State High School Associations (NFHS) Member Southern California Interscholastic Football Coaches Association (SCIFCA) Member National Football Foundation (NFF) Member

#### **CERTIFICATIONS**

Certified Athletic Administrator by National Interscholastic Athletic Admin. Association Impact® Concussion Certification and Credentialed Consultant NFHS Fundamentals of Coaching Certified Instructor NFHS Engaging Effectively With Parents Course NFHS Sportsmanship Course NFHS Creating A Safe and Respectful Environment NFHS Concussion In Sports: What You Need To Know







First Aid, CPR, AED Certified



Students at St. Catherine's High School in Racine, Wis., cheer during a basketball game. Packed stands are one of the best ways to encourage greater participation in athletics.

#### **Increase Athlete Participation By Reaching Out To The Student Body**

#### 5 keys for encouraging non-athletes to take the jump into athletics

By Chris Fore, C.A.A. Excelsior High School, Norwalk, Calif.

calthy athletic departments always have strong support from the school's student body. You don't want an atmosphere at your school where athletics is separate from the academic student body. When non-athletes are connected to your program, you have a better shot of encouraging more of those students to come out for sports down the road.

There are five ways to ensure the non-athletes in your school are just as connected to athletics as the people in uniform.

#### 1. Win!

Teenagers don't want to spend their time in losing programs. They need to be a part of a winning program and culture. The sad reality is a vast majority of children in this generation don't care to be a part of a team unless there is something in it for them.

In this day and age when everyone wins a trophy at the youth level, and there seems to be a "national charnpion" around every corner, if your program doesn't win, then don't expect to attract students who are on the fence about playing.

#### 2. Get Your Non-Athletes To **Attend Games**

When non-athletes attend games on campus, you have a better chance of recruiting them for a sports team. Subsequently, the more students atbody. This is something we did as we noticed dwindling student support for our teams. Go with a raffle ticket reward system. For example, going to a football game is a popular event, so reward students with one raffle ticket for attending. For less popular sports, give out more raffle tickets to those in attendance. Our girls tennis matches do not attract many fans, so we give three tickets to students in attendance at those events. Collect the tickets throughout the school year and host a raffle before summer break with cash and prize giveaways.

#### If your program doesn't win, then don't expect to attract students who are on the fence about playing ... "

tending events, the more popular athletics becomes at your school, which leads to more participation.

One idea is to start a "Fan Of The Year" contest within your student

The school year after instituting the "Fan Of The Year" contest yielded our highest athletics participation rate in history. In the fall, we had 25 percent more students come

coachad.com

out for sports than in the previous fall season.

#### Celebrate Your Athletes

When the students on your campus know athletics are valued, and you're not just paying them lip service, then they feel appreciated. If they feel appreciated and respected, they want to play. If they feel as if the school is just using them, and they are just unimportant spokes in the wheel of your department, their desire to play dissipates.

Initiate an Athlete Of The Week program at your school. This is something I put into place at my previous employer (Capistrano Valley Christian School in San Juan Capistrano. Calif.). Again, this is a way to promote athletics while making the student-athletes feel important.

Have coaches nominate a player from their teams based on the previous week's contests. Make nominations due Monday morning. As the athletic director, you select the one athlete to recognize for the week. Announce the Athlete Of The Week in front of the entire school while bragging about this person's accomplishments from the week prior. Conduct a short interview with the athlete and place a profile about him or her on your website for the week, which encourages the selected student to send the link to family and friends.

#### Market Your Programs In Your Community

When the community is excited about athletics, expect more students in your school to want to participate. When their families are discussing athletics in their homes, those students become motivated to be a part of this popular group. Quite simply, success breeds success, so keep your community informed of everything athletics-related in your school.

For better or worse, the community hears and knows about athletics more than math scores. Academic success rates aren't published on a daily and weekly basis like sports results are. Understand that athletics serve as a phenomenal promotion tool for the school, so utilize it.

Here are some ways to market your athletic program in your community:

- Have coaches report scores after every game to the neuropapers.
- Use social media (i.e. Twitter and Facebook) on a daily basis.
- · The community wants to see three things-people, action and results. Koop these three things at the forefront of your athletics marketing. Do this via pictures (people), storytelling (action) and scores/statistics (results).
- Use posters and schedules to promote hours. There are programs out there that pay you to create a schedule poster by raising funds from local businesses via advertising. This is a

· Brand your logo. You need the community to know your logo as soon as they see it. Think about the images burned in your brain-the golden arches, the Nike swoosh, the white text rending "Coca-Cola" on a red background. or the Mickey Mouse ears. These logos never change. Is your school logoidentifiable? Is it burned in the minds of your community members?

Some schools have so many logos that it's confusing to people in the community. Ensure logos, colors and uniforms are consistent from team to team. When people see your logo on a hat, sweatshirt, T-shirt or bumper sticker, they should automatically know what school is represented.

 Participate in community service presects. Have your athletes serve others in the community through ser-

#### The school year after instituting the 'Fan Of The Year' contest was our highest athletics participation rate in history ... "

great fundraising opportunity and a perfect way to promote your teams in the community.

- · Wire govers. Winning teams receive a lot of free coverage in the local
- Host Community Appreciation Nights at major sporting events. Each of our home football games for the last five seasons has served as a community outreach event. For instance, we are situated close to a lot of military families in Temecula, so we host a "Military Appreciation Night." All military and their families receive free admission to the game and we honor them at halftime.

We do the same for teachers and invite the media to cover the event. This brings teachers and their families to our games who never have attended in the past. Don't forget about the youngsters. Have the local Pop Warner football teams come and play at the halftime of your high school game. This gets youth players and their parents exposed to your program.

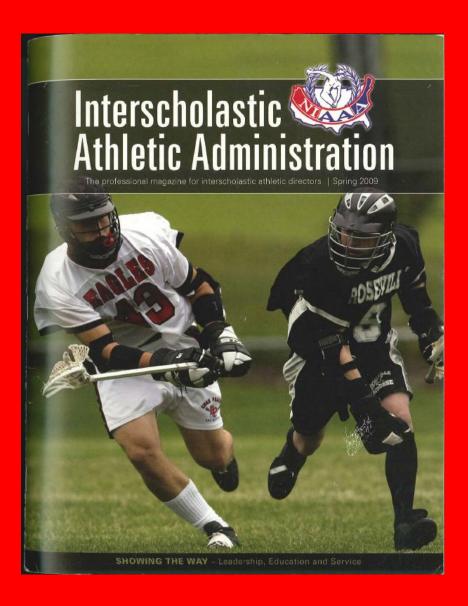
vice projects. This gamers an appreciation of what your athletic program and school are all about by the people who are served.

#### 5. Recruit In The Hallways

By following the first four steps, you have completed the hardest part of the job. Now, it's time to actively increase the number of participants you have on your teams.

Teenagers desire to be a part of something larger than themselves. Most are thirsting to belong to a group because they lack connection and meaningful relationships in their lives. They have 800 friends on Facebookyet feel lonely. However, they aren't outwardly seeking to belong. A majority of them aren't going to show and communicate this need to belong to a larger group, which means coaches and current players must reach out to them. Have players strike up conversations while also taking an interest in what the non-athletes enjoy. ESS

coachad.com Merch/April 2013 Coach 45



#### **IDEAS THAT WORK**

Edited by Glen Gillespie, CAA

#### Recognition/Technology

Students Web site

Chris Fore, Athletic Director, Capistrano Valley Christian School, San Juan Capistrano, California)

We have an "Athlete of the Week Award" each Monday. Students can fill out a profile and we choose one week to post on the athletic home page. Because of this, our athletic homepage is one of the most visited pages each month.



10:21 AM (23 minutes ago) 🖈



to me 🔻

Coach Fore,

I just wanted to send you an email to thank you for the excellent presentations you gave at the Glazier Clinic last weekend about shield punt and organizing special teams within practice. I have run the shield punt since 1997 and your presentation gave me several new wrinkles and coaching points that will help my staff coach it better next season. I really liked some of your thoughts and ideas for working special teams into practice as well. Your presentations made going to the clinic worth it for me. Keep up the great work and thank you.

Robbie Robinson
Head Football Coach
Social Studies Teacher
Great Oak High School
32555 Deer Hollow Way
Temecula, Ca 92592
(951) 294-6450 ex 3201
rrobinson@tvusd.k12.ca.us



March 23, 2011

Mr. Chris Fore,

Letter of Recommendation as Athletic Director/Administrator

Mr. Chris Fore has served as Capistrano Valley Christian School's high school athletic director since July 2007. During this time, Chris has spearheaded numerous improvements to our athletic program. Some of these improvements included major structural and material items such as...a new floor surface and 2 new scoreboards for our gymnasium; new outdoor field surface; 2 new vans designated for transporting athletes, and locker room renovations. Also, there have been numerous improvements in quality for smaller purchases such as team equipment and uniforms.

Coach Chris Fore is a task oriented individual who is extremely organized and is attentive to detail. He has provided a new sense of improved efficiency to our athletic department. Each and every task that Coach Fore has organized and/or has been the supervisor of is coordinated with utmost organization and detail. He is both gifted and industrious to provide an outstanding product of professionalism in all athletic events and activities.

Chris has attended and provided valuable insight and information to a multitude of league meetings over the last 4 years as athletic director. He is also in constant communication with the CIF Southern Section Administration to provide information and for the purposes of clarification of rules and policies. His suggestions, comments, communication, and written reports are always completed and presented with professionalism. This has earned him respect throughout the league and with the CIF Southern Section Counsel as well.

It is not uncommon for many smaller schools to have their athletic programs be perceived as "secondary" in importance to other school programs. However, under Chris' athletic leadership, it has been recognized by our athletic community that this is not the case with our school. Due to his constant attention to detail and communication in coordinating efforts within our athletic department, Chris is known as a "professional" in his field.

Chris has gained and obtained his athletic administrative knowledge through many years of involvement in athletics and his seeking of counsel from many "veterans" in the field. This demonstrates intelligence in which many others will not demonstrate.

From my over-all observations and experiences working with Coach Chris Fore, he has demonstrated only professionalism. It is at this time, I highly recommend Mr. Chris Fore for Athletic Administration consideration at this time.

Dr. Terry Gaunt, Principal









Mailing Address: 7151 SVL Box \* Victorville, California 92395

Main Campus: 18422 Bear Valley Road Bldg. 11 \* Victorville, California 92395

760-245-4262 \* Fax 760-245-4009

Barstow Resource Center: 2151 West Main Street • Barstow, California 92311 760-255-2764 • Fax 760-256-0193

Phelan Resource Center: 4083A Phelan Road • Phelan, California 92371 760-563-3980 • Fax 760-563-3978

www.excelsior.com

October 31, 2013

#### To Whom It May Concern:

I am pleased to write this letter of recommendation for Chris Fore. I was Mr. Fore's supervisor for two years. In that time I have found him to be a conscientious co-worker who has a positive attitude towards education and is very decisive in his quest to help students. He has been a dedicated staff member marked by his sincere initiative, work ethic, and enthusiasm.

Mr. Fore has a great rapport with the students, and parents at Excelsior. He has excellent written and verbal communication skills, is well organized, reliable and computer literate. Chris was enthusiastic, dedicated and diligent when it came to Excelsior athletics. He was extremely involved with CIF and was a member of CSADA (California State Athletic Director's Association) and continually kept up on current trends and legislature in High School sports.

Under Mr. Fore's direction Excelsior athletic participation increased 17%. Our football team won a CIF Championship and he launched boys and girls soccer and our wrestling program. Chris made many positive contributions to Excelsior, but I feel one of his strongest contribution was his ability to hire quality head coaches. He hired head coaches for six sports, all of which we feel will contribute positively to Excelsior.

Chris Fore is the type of employee who would work hard to build and strengthen your school. He gives 100% effort in whatever he does. Please give me a call if you need any further information.

Sincerely,

Thomas Lasiter

Assistant Principal

(760) 245-4262, ext. 259









#### **Excelsior Charter Schools**

District Office & Main Campus: 18422 Bear Valley Road Bldg. 11
Mailing Address - 7151 SVL Box \* Victorville, California 92395
760-245-4262 \* Fax 760-245-4009
www.excelsior.com

Date: October 1, 2013

Letter of Recommendation

RE: Christopher Fore

It is my pleasure to provide a letter of recommendation for Christopher Fore. I have known Chris professionally since 2011 as co-workers at Excelsior Charter Schools. As the Athletics Director of Excelsior Chris was able to organize a department that runs efficiently and provides a great learning and growth experience for all of our athletes. Because of Chris's leadership and knowledge of high school athletics programs, he was able to help our teams reach championship status in many of our sports. He is very knowledgeable in CIF rules and started 2 new sports programs at our school in just one year.

Chris possesses great organizational and time management skills that allowed him to keep all the sport events organized and running smoothly. Chris has also been able to develop professional relationships with all of the coaches and players through effective communication skills and open door policy.

Excelsior's athletics programs have improved immensely under Chris's leadership. During his employment at Excelsior, Chris has proven himself to be an effective leader that engenders a spirit of cooperation and productivity among colleagues and students. Chris is a conscientious faculty member who has a positive attitude towards education and is very decisive in his quest for academic and athletic excellence.

Chris does not shy away from hard work and pursues challenging and innovative ways of coaching and teaching whenever possible. While working full time as our athletics director and organizing our sports programs, Chris has also been attending the local University and pursuing his own education goals. Chris is a very well rounded individual and has the dedication and commitment needed to achieve his goals.

Chris is organized, punctual, self-motivated, and would be an excellent addition to your school. I recommend Chris to your school and I am certain that he will have a positive impact on your fine institution.

I would be happy to answer any questions you may have, or provide you with additional information.

Clerk

Navid McCarthy

John Cordero

President

Assistant Superintendent of Human Resources

December 5, 2010

RE: Chris Fore

Head Football Coach & Athletic Director Capistrano Valley Christian School

To Whom It May Concern:

Coach Fore has been the head football coach and athletic director at CVCS all four years my son has attended. During that time Coach Fore has consistently demonstrated a commitment to excellence in all aspects of directing the program. He possesses great organizational skills and has the vision and passion for developing and managing a high school athletic program. He does a fantastic job of balancing his role as athletic director, chaplain and head football coach, consistently working the hours necessary to manage those responsibilities. While CVCS is a small high school, the football program has maintained the elements and "feel" of a Division I high school program during his tenure.

I especially appreciate Coach Fore's approachability from both the standpoint of myself as a parent, and my son as a student. Coach Fore has always been respectful and contemplative of all input. He genuinely is concerned for the development of his players from a spiritual, mental and physical standpoint. He is a great asset to the school and has been a significant factor in my son's development into a young man.

Respectfully,

Eric James

Phone: 949.933.7162 Email: ericjames@cox.net

# Jairmont Preparatory Academy ATHLETIC DEPARTMENT 2200 West Sequoia Avenue • Anaheim, California 92801 • (714) 999-5055 • Fax (714) 999-0092

To Whom it May Concern,

I am writing this Letter of Recommendation on behalf of Chris Fore. As an Athletic Director and as the President of the Western Athletic Conference I have had the good fortune of having worked with Chris now for the past 5 years. I have found that he is a person of great character and integrity; a person you can count on to always do the right thing. Chris exhibits great professionalism in his approach and commitment to high school athletics and the athletes that are under his watch. I am also very impressed by his follow through, his attention to detail and his organization in everything he is a part of. He is always prepared and is usually one step ahead of his colleagues in every task he gets involved in.

I feel very confident in giving Chris my strongest recommendation. If I can in anyway enhance this recommendation further do not hesitate to contact me.

Sincerely,

Mark Alves

Fairmont Prep

Athletic Director/Head Baseball Coach

me alver

CIF-SS Athletic Director of the Year 2009-10

Physical Education Dept. Chair

The second

Home of the Huskies



March 6, 2014

Southern Section Executive Commit

To Whom It May Concern:

William E Dabbs

Jim Monico

Sr. Cheryl Milner

Reggie Thompkins

Janet Berardi

Nancy Billinger, Ed.D.

Bob Brown

Dan Burch, Ed.D.

Wendy L. Doty, Ed.D.

Sue Kuwabara

Steve Miller

Ray Moore

Carter Paysinger

Mark Rose

Guy Roubian

Larry Satterfield

Dr. Gary Smidderks

Southern Section 5

James T. Staunton, Ed

Debi Weiss

Rob Wigod

Kristine Palle

The purpose of this letter is to recommend Chris Fore for the position of Head Football Coach at your school. I have known Chris on both a professional and personal level for several years. First, as the Athletic Director and Head Football Coach at Capistrano Valley Christian High School, and then later, as one of my students in the Masters Degree Program in

High School, and then later, as one of my students in the Masters Degree Program in Coaching and Athletic Administration at Concordia University, where I was one of Chris' Professors, while also serving as his Graduate Advisor for his Culminating Project at the conclusion of the program. As a result of our relationship, I feel very qualified to comment

on his many outstanding qualities.

First, Chris Fore is a gifted teacher, one who is dedicated to educating the young people he comes in contact with, not only about athletics, but about life as well. He is a positive person, one who is upbeat, and imparts that philosophy to those students and athletes who work with

him.

Second, Chris is an excellent leader of young people. He is a motivator, who relates extremely well to his students and athletes, and is an excellent role model for the young

people he works with.

Third, Chris is a man of the highest integrity and moral character. He holds himself to the highest standards in this area, keeping in mind that he is an example for his students and his

athletes.

Finally, Chris is an enthusiastic, energetic, and dynamic person who inspires others to give their very best. As a result, he has proven throughout his career to be a successful educator,

athletic director and coach in every way possible.

In closing, I believe that Chris Fore possesses all of the characteristics that are necessary for this most important position at your school: knowledge, experience, dedication, enthusiasm, personality and many more. I have every confidence that Chris will do a tremendous job if given the opportunity. I give this my highest recommendation and invite you to contact me

at any time in regard to this matter.

Thank you for your consideration.

Scott Raftery Sincerely,

Rainer Wulf Fub Wul Thom Simmons Rob Wigod

John Costello Assistant Commissioner

Mitch Carty

Kyle Glaser Riverside Press-Enterprise 3450 14th Street Riverside, CA 92501

October 12, 2013

To whom it may concern,

Please consider the following as a letter of recommendation for Chris Fore. I had the pleasure of working with Mr. Fore when he was Athletic Director at Excelsior Charter School and I was a sports reporter with the Victorville Daily Press.

In terms of communicating with local media, from informing us of good potential feature stories to providing us with interesting historical data, Mt. Fore is simply one of the best I have ever worked with. He was always prompt at getting us whatever information we needed, setting up interviews with players and coaches, and in general providing us with information that greatly contributed to the overall quality of our stories. As a high school athletic director, he was better than many college sports SID's or pro sports media relations officials I have worked with.

As an administrator, I watched as he guided an athletics program that was little more than an afterthought to a powerhouse in the Inland Empire in less than two years. Excelsior's athletics program got little attention before he arrived because frankly, it didn't do anything to warrant attention.

Under Fore's guidance however, I saw the football team win a CIF-SS title and the volleyball, boys basketball and baseball programs all go from noncompetitive entities to playoff teams. He hired good coaches, and never once did we hear of any of his student-athletes getting into trouble – no small feat in the High Desert, where sadly almost every school lost players to criminal charges every year. Excelsior became a model for both athletic achievement and personal growth during Fore's tenure.

You will not find a better candidate for any type of athletic director or sports information director position than Mr. Fore. He is smart, passionate, caring and excellent at what he does. Hiring him would instantly make any program better, and I endorse him whole-heartedly.

Please feel free to contact me with any questions at kglaser@pe.com.

Sincerely,

Kyle Glaser Sports Writer Riverside Press-Enterprise



### Unity Christian High School

Unity Christian High School seeks to educate young people to serve God and neighbor in their daily lives and work.

To whom it may concern,

I've been a football coach for 22 years. I've been at the high school level and the college level. I've been a head coach, offensive coordinator, defensive coordinator, and a special teams coordinator...while also coaching about every position. Football is a major part of my life. I'm telling you this because I believe these experiences have taught me who/what to look for while hiring coaches. I'm writing a letter of recommendation for Chris Fore because he is the guy I look for.

Chris was on my staff for a number of years during my time in California. Our last year there we brought a team to the semi finals in the state playoffs. We've spent man days, and numerous hours together throughout the years. Chris has been one of those coaches that have stood out in my years of coaching. Chris has an amazing FB mind, he's a person who knows the value of hard work, and he's not afraid to put the hours in...wherever needed. This is evident in everything he touches in the program, his success on and off the FB field, and how he is regarded by the people around him. One thing that stands out about Chris is who he is as a person; a natural leader, an amazing heart for others, and the ability to put people at ease. The other thing that stands out is his administration and organization skills. Most people overlook this important aspect of running a football program. However, Chris is the type of guy who can tell you on Jan. 15<sup>th</sup> what time his team is practicing on Oct. 15<sup>th</sup>. This type of organization off the field helps his players be successful on the field. He is a great example of doing things the right way, not because he's told to, but because he believes it's the right thing to do. I have tons of respect for this guy. I've tried to get him back on my staff numerous times. He has been given many gifts, and I see him using those gifts to make those around him better. I highly recommend Chris Fore for this position.

Sincerely,

Perry Krosschell





Dear Selection Committee.

I am writing this letter to give my highest possible recommendation for Mr. Fore. I know Mr. Fore through his work in The Athletic Department of Excelsior Charter School as Athletic Director and Interim Head Football Coach. Mr. Fore first approached me a years ago about the possibility of joining the Excelsior Football staff as Head Junior Varsity Coach; and shared an incredible vision of a linkage with the Youth Football Organization that I had founded and ran for years. His idea to build a partnership through mentorship and expand his theory of "Playing football is a privilege," coupled with community service proved to be a tremendous community success.

Mr. Fore (Coach Fore) in my opinion is so much more then an administrator, his willingness to get involved with each sport that he has charge over has been impressive. Even more, was how he leads by example and is very knowledgeable about athletics in general. A great example is, he was appointed Interim Head Coach this fall for Excelsior's first 11 Man Football Game with limited practice time and all odds against him Coach Fore led the Eagles to their first ever 11 Man Football game with an impressive victory! His attention to detail and organizational skills assisted him in what could have been a disaster, however, excelsior won by a 40-point margin. I will never forget his Pre-game Speech to the team that game. He delivered an dynamic oration relating the schools first 11 Man football game to United States Marine Corps Major Lloyd Williams who was advised by the French Military to retreat due to insurmountable odds and he replied "Retreat hell, We just Got Here" this battle cry proved to be a turning point in World War 1. He assimilated a history lesson to motivate. Through assimilation, he gave new information, experiences and incorporated them into existing ideas. The outcome was dynamic and successful.

Mr. Fore is also an academic who is very adept at research. This research provided rapid growth of a small school into a future athletic power. His writings on leadership and coaching have inspired me and have assisted colleagues to get the most out of our student athletes. Coach Fore would be an asset to any High School or College program seeking an organized leader who can qualify or back up his theory!

Sincerely,

Barron Wilson, Ph.D.

Head Junior Varsity Football Coach

CEO -Alpha Connection Youth & Family Services

22675 Anoka Road • Apple Valley, CA 92308 • (760) 247-7930 • Fax (760) 247-8920 www.alphaconnection.org



#### Certificate of Attendance

This certifies that

#### Chris Fore, CAA

has successfully completed

ImPACT Concussion Training: Development of a Concussion Management Policy with Jon Almquist, ATC, VATL via the internet on June 7, 2012 for 1.5 hour.

Sponsored by: ImPACT Applications, Inc.

BOC Approved Provider Number P3429
2000 Technology Drive, # 150
Pittsburgh, PA 15219-3110

 $Administrator\ for\ Im PACT\ Applications:$ 

Mark Lovell, PhD, FACPN
Chairman, ImPACT Applications, Inc.

airman, ImPACT Applications, Inc.

ImPACT Applications, Inc. is recognized by the Board of Certification to ofter continuing education for certified athletic trainers. This program has been approve for a maximum of 6 hours of Category A continuing education. ATCs are responsible for claiming only those hours actually spent participating in the CE activity.



### Chris Fore has successfully completed

### Creating a Safe and Respectful Environment

12/5/2013 Date of completion California State of completion

Robut B Hayam NFHS Executive Director

SE2B684C6500

Completion code

This course cannot be used for NFHS Coach Certification
This course is approved for 3 (three) Clock Hours by the NFHS.



#### **Chris Fore**

has successfully completed

### NFHS Engaging Effectively with Parents

12/5/2013

California

Date of completion

State of completion

Robut B Hardin

EEP5BBE4B6500

**Completion Code** 

This certificate documents course completion, not mastery of the content This course is approved for 3 (three) Clock Hours by the NFHS.



#### **Chris Fore**

has successfully completed

### Concussion in Sports - What You Need To Know

6/19/2012 Date of completion California State of completion

Robert B Harden

CONC2CBC466400

NFHS Executive Director

Completion code

This certificate documents course completion, not mastery of the content This course is approved for 1 (one) Clock Hour by the NFHS.



### Chris Fore has successfully completed

### **NFHS Fundamentals of Coaching**

and the California State Component

4/27/2008

California

Date of completion

State of certification

Robert F. Komby
NFHS Executive Director

FOC0B93026400 Certification code



### Chris Fore

has successfully completed

### **Sportsmanship**

12/5/2013 Date of completion

California

State of completion

Robut B Hardin

SMS40674C6500

Completion code

This certificate documents course completion, not mastery of the content. This course is approved for 1 (one) Clock Hour by the NFHS.





### By virtue of the authority vested in the Commission on Teacher Credentialing in recognition of preparation to serve in California public schools

### CHRISTOPHER FORE

is hereby awarded a

### Preliminary Education Specialist Instruction Credential: New Credential Type

AUTHORIZED SUBJECT(S): Mild/Moderate Disabilities

SUBJECT MATTER AUTHORIZATION(S): Mild/Moderate Disabilities

SUPPLEMENTARY AUTHORIZATION(S):

Valid from 04/16/2015 to 05/01/2020

This is not an official document. The official record of credentials, permits, and certificates is the Commission's website at www.ctc.ca.gov

## Radio and Podcast Interviews













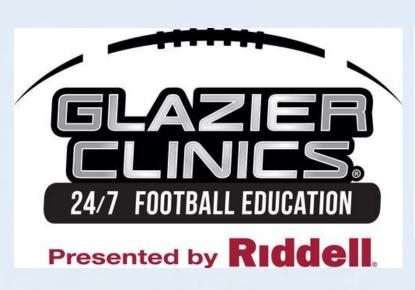




 $Football \cdot Coaching \cdot Podcast$ 

www. CoachXO .com

## Clinic Speaking







Southern California Interscholastic Football Coaches Association

**Publications** 





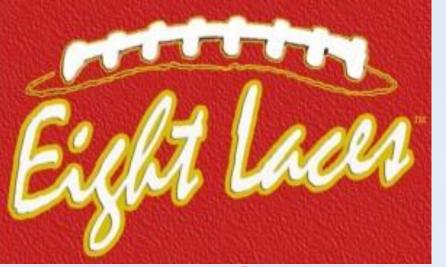






**COACHGRAY** 



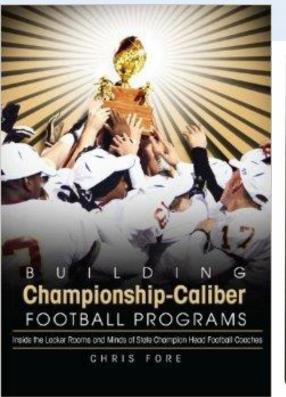


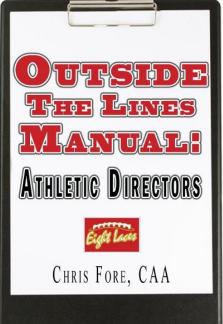




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