

# Kentlake Falcon Football

## 2017 Handbook: Program Philosophy and Expectations



**Family. Effort. Energy. Discipline.**  
*Always Growing. Men Built For Others.*

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## Kentlake Football: Who We Are

### Core Beliefs

Family  
Effort and Energy  
Discipline

### Mindset

Always Growing--View each day, interaction and event as an opportunity to learn and grow. Have a "Growth Mindset."

### Program Philosophy

Double-Win: Win on and off the field  
We are growing servant leaders who are "Built for Others"  
Winning is a byproduct of growth through hard work  
We are always growing and getting better  
Everyone is important and valued

### Philosophy of Education

They don't care how much you know until they know how much you care  
Coaches/Teachers set the climate  
Don't tell—teach  
Specific goals, success criteria, feedback  
Frequency is greater than duration

### Performance

Peak performance is a result of confidence that comes from preparation and growth developed by hard work.

### Environment

Practice is everything—goals, organization, energy and feedback.  
Keep it fun!  
Focus on improvement—always growing, always getting better.

### Style

Keep it simple, fast and fun

### Rules

Respect everyone  
Be present, on time and ready  
No foul language

**Winning on the scoreboard means little if we are not good teammates, citizens, and students. We are always growing and striving to win in football and in life. We take time to enjoy the process of growing and recognize that achievement is a byproduct of growth.**

# Program Overview



## Program Goal

*To build a family that values, practices and celebrates servant leadership, maximum effort, positive energy and self-discipline on and off the field.*

## Philosophy of Winning

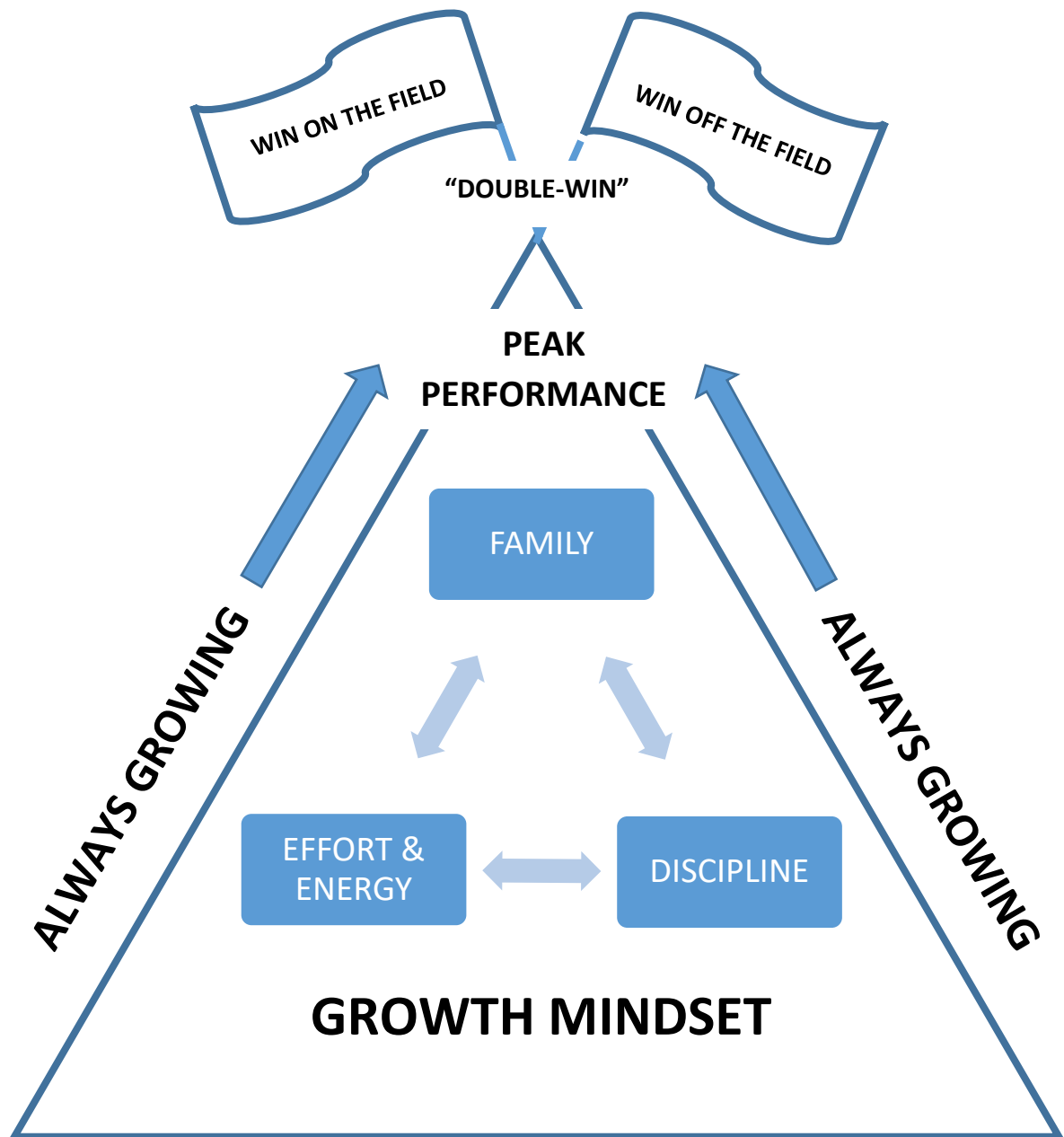
Winning is more than the end result on the scoreboard. Although, that is extremely important and the goal of each and every competition, winning is a byproduct of developing the habit of doing your best. **Winning is the result of hard work and preparation.** Winning is the result of working together as a team, as a family. And ultimately and most importantly, **winning on the field matters very little if one is not winning off the field at home, at school, at work and in one's community.** We teach student athletes that **relationships matter.** How they treat one-another matters. How they do in school matters. What kind of man they are becoming matters. **We want to measure success in terms of wins and losses AND the extent to which our players performed to their personal potential.** This “Double-Win” philosophy is more clearly articulated by the late Frosty Westering in his book, Make the Big Time Where You Are. This double-win philosophy is absolutely critical as a foundation for a successful high school football program. Our “**Built for Others**” team building program is designed to help reinforce this double-win philosophy so that our whole team is on the same page. I want Kentlake to be known as a physical football team that consistently wins games and acts with class on and off the field. **Success will be measured by the degree to which each young man in our football family internalizes and lives out the values, habits and mindset of family, servant leadership, maximum effort, positive energy and self-discipline in high school and beyond.**

## Program Vision

Kentlake Football will be a program that wins on and off the field. Our players will learn life lessons that build **character and integrity**. Their character will be positively manifested at home, at school, in the community and on the field. We want as many people, youth and adults, to **feel a part of the program** and to feel excited about where the program is headed. We want Kentlake Football to be a **positive influence in the school** as our players work hard in the classroom and model for their peers industry and citizenship. We want to be a **positive influence in the community** and for our high school players to interact with the youth programs and other sports as much as possible. We want to **instill a sense of pride** in our players that what they do off the field reflects on not just them, but their family, team, school and community. We also want to be known as a **class-act program** on the field with players **playing the game the way it should be—with incredible intensity, but also with good sportsmanship**. We want Kentlake Football to be a source of pride for everyone in our community and for **each person to feel like they play at least some role in the program**.

## Core Values

1. **Family** – FORGET ABOUT ME, I LOVE YOU. We are in this thing **together**. Players must learn that being a part of a football team means **sacrifice**. It means putting others first sometimes and striving to develop as a **servant leader**. It means that **we have each other's back**—the coaches have the players back and the players have each other's back. **No player on the team will be treated less than**. Every person matters from the ball boys to the starting quarterback, each person is part of the family and should know they are **loved, accepted and valued**.
2. **Effort and Energy** – **Football is fun**, but it is only fun when played with one's **best effort and highest levels of energy**. Coaches and players need to bring their best effort and energy to each practice and competition. **Great effort inspires others** to play with great effort. **High energy inspires others** to have fun and play with enthusiasm. Effort is something we believe **can make the difference between winning and losing**. Effort is not something one only brings to games, but to **everything one does in life**.
3. **Discipline** – **Focus, self-control and intentionality** are critical attributes to employ as an individual tries to develop into the best they can be. Discipline requires **concentration** which is required to succeed on and off the field. **Offenses execute** when they play with discipline. **Defenses play dominant** when each man is discipline with his alignment, assignment and adjustment. **Students are successful** when they are disciplined in the classroom and out of the classroom. Discipline is critical to a program's and an individual's success.



## **MY COACHING PHILOSOPHY**

### **What is a “Coach”?**

Definition of a Coach: A coach is someone who works to positively impact the character, habits and mindset of young people.

### **Why do I coach?**

My purpose as a coach: To build a family that values, practices and celebrates servant leadership, maximum effort, positive energy and self-discipline on and off the field.

### **How do I coach?**

1. Family: I intentionally create a family-like culture where there is unconditional love and every player feels a sense of purpose and belonging.
2. Servant Leadership: I create opportunities for young men to develop into servant leaders who are built for others.
3. Maximum Effort: I reinforce and praise maximum effort on and off the field.
4. Positive Energy: I set the climate of positive energy by modeling the growth mindset and keeping the fun in the sport.
5. Self-Discipline: I model and reinforce discipline on and off the field through praise and accountability.

### **How will I know if I am a successful coach?**

Success: Measured by the degree to which each young man in our football family internalizes and lives out the values, habits and mindset of family, servant leadership, maximum effort, positive energy and self-discipline in high school and beyond.

## MY COACHING PHILOSOPHY (CONTINUED)

### Relationships

*“They don’t care how much you know, until they know how much you care.”* This is the absolute truth. It’s all about relationships! The **players are more than athletes**. They are young men developing and trying their best to find their path in the world. Our job as coaches is to help them **develop confidence** in their ability to be a quality teammate on and off the field. **Our players are more important than plays**. We don’t coach so we can celebrate our system. **We coach so we can celebrate our players having success and developing confidence and having fun**. We coach so we can model for them how to compete, how to have fun and how to treat other humans.

### Teaching

Our job as coaches is to **TEACH and ENCOURAGE**. We need to have **clear learning targets**, establish **organized drills** to **help them grow and meet that target**. We need to **encourage** them along the way and hold them **accountable** when they miss the mark. If a player is not doing what we hope on the field there are **two scenarios: 1) We need to find a new way to teach them or 2) We are asking them to do something they can’t do**. We will **never deride** an athlete and make him feel humiliated or embarrassed. We want to create opportunities for players to succeed and develop confidence. When players are **confident** from **repeated successes** they begin to play to their maximum potential and more frequently achieve **peak performance**.

### Teamwork

A big part of our job as coaches is to create a **team culture where leadership is demonstrated through servant-hood** and sacrifice for the team. We want to build a positive team culture where **every player feels valued and important** to the overall team’s success. We want our players to **see the benefits of teamwork** and to celebrate the young men who show strong leadership that builds up the team, even if it means less personal “glory” for them. Coaches need to create that **culture of a team-first mentality** through well-planned team-building lessons/activities that explicitly teach these team and leadership concepts.

### Fun

Football is the **greatest game** ever created. To not coach, practice and play with great energy and enthusiasm is doing an injustice to this great game. Yes, this is a game that **requires struggle and hard work**, but there is also **great satisfaction from overcoming challenges and meeting goals**. There is also **tremendous fun to be had** when competing and striving towards a

common goal. Team sports by nature are fun and it is the **coaches' job to make sure that players are having fun**. Nothing will kill a program faster than a culture where there is little to no expectation of fun.

### **Practice**

**“Practice is EVERYTHING!”** Practice is the sacred time where **purposeful, well-designed drills and competitive opportunities** are used to **develop the skills, knowledge, habits and attitudes** that our players need to play together as a team and execute our defensive, offensive and special teams systems. Time is like gold and **each minute needs to be planned** out so as to maximize repetitions and **avoid players just standing around**. We want practices to be as **competitive** as possible so our players are well **prepared for game night speed, physicality and intensity**.

1. Up-Tempo, exciting practices...keep it fun!
2. Teach and coach on the run.
3. Efficient, well-organized practices. Every minute planned.
4. Make it competitive and game-like.
5. Coach and emphasize effort and fundamentals.
6. Encourage and praise as much as possible.
7. Drills need to strategically practice skills required in games.
8. Script all group and team periods.
9. Varsity coaches also coach Freshman and JV players each day.
10. Frequency is greater than duration—practice all three phases of the game each practice.

### **Strength and Conditioning**

**Championships are won in the weight room.** We want our players to develop confidence in their ability to play on the field by developing their strength and conditioning in the weight room. **Coaches need to be actively involved** with the weight room and agilities. **Team building and team identity begins taking form in out of season workouts. Relationships are formed and developed.** Players become **bigger, faster and stronger** through their effort and discipline in the weight room.

### **All About the Ball**

Every quality football program at any level makes **ball security** on offense and creating **takeaways** on defense one of its key ingredients for success. The reason is simple—**teams that are plus four in the turnover margin are 90% more likely to win the game**. Takeaways on defense gets the ball back to our offense to score and builds tremendous **momentum**. That



momentum quickly swings the other way if the offense loses the ball. However, emphasizing the importance of getting and keeping the football with just words is pointless. Keeping and acquiring the football are skills that need to be **consistently drilled and emphasized in competitive team periods**. We want to lead the league in turnover margin as we believe this gives us the best chance of winning as many games as possible.

### Confidence

One of the best ways to get players playing to their fullest potential is to **eliminate the fear of failure**. **Coaches have the power** to either increase or decrease an individual's or even a team's fear of failure. We want to create **a culture where our players play with reckless abandon** within the rules of the game. We want to play fast and hard and this requires players having tremendous confidence that has been developed through successful repetitions and an assurance that **failure is viewed as an opportunity to learn and grow**.

### Communication

As coaches, we also want to ensure our communication is **simple, direct, clear and positive**. We want to utilize **consistent buzz words** to teach concepts and techniques so our **whole team is on the same page**. We want to seek opportunities to **encourage and praise our players** so as to positively reinforce quality choices and actions. **Players should always know what they are doing well and what they need to work on and where they stand regarding their role during games**.

### Simplicity

Simplicity allow players to **develop confidence and play fast**. Complexity creates confusion, hesitation and therefore mistakes. We want to create confusion and pressure for opponents while keeping what we do simple so our team can **play fast and hard**.

### Toughness

Mental and physical toughness are **characteristics of winners**, regardless of sport. We want to positively reinforce **mental and physical** toughness both in practice and games, on and off the field. We want to be as tough as possible as a team so that we can **push ourselves to play to our highest potential** and not let adversity and setbacks have a negative impact on how we perform **THE NEXT play or game**.

## Tackling

Great teams are great tacklers. We will emphasize **proper shoulder tackle technique** using **multiple drills and circuits to reinforce** the proper tackling and make it second nature. We want to as many defenders **swarming the football** with **outstanding effort and pursuit**. We also want to be able to make **open-field tackles** and **minimize big offensive plays**.

## Systems

### Offense

We are a **power option** offense that utilizes formations, RPOs, and play action to gain numbers and leverage advantages. Our passing attack is integrated with our run game via play action passes. We want to have an **answer for everything** a defense might try to do to stop our attack using a **well-organized system** that confuses the defense, but is simple for our players.

### Defense

Defensively, we want to **control the line of scrimmage by filling interior gaps** and **protecting the middle**. We will **force the shortest-widest throws**. We will **keep the ball in front of us** and force the offense to march by not giving up big plays. The **3-4 defense** is the best defensive scheme to align with our defensive goals and control the offense. This scheme allows us the **flexibility** to change fronts and coverages based on formation, down and distance, situation and/or tendencies. We can **bring pressure** when we want and we can drop eight and **maximize coverage** when we want. That said, we want to **keep our scheme simple** for our kids so they can **play fast and aggressive and have fun**.

### Special Teams

The **biggest plays in football** often happen on special teams. Being that high school football is a **game of momentum**, we want to **play with great speed, discipline and physicality** on special teams so we **control field position**, always making our opponents start deep in their own territory and always making the most out of every return opportunity **trying to score points with every kick or punt return**. We will make the time during the week to become efficient at special teams. We make sure to recognize the importance of playing on special teams by calling it our "Special Forces" and recognizing a **"Special Forces Player of the Week"** after each game.

**“Built For Others”  
Team Building Program Overview**

1. Family
  - a. Team Camp
  - b. August Conditioning
  - c. Team Hike
  - d. Service Project
  - e. Boundary Breaking
  - f. Core Talks
  - g. Affirmations
2. Becoming a Man Built for Others
  - a. All About Relationships
  - b. Cause Bigger Than You
3. Code of Conduct
  - a. Accepting Responsibility
  - b. Leading Courageously
  - c. Enacting Justice On Behalf of Others
  - d. Developing Empathy
4. Myths of Masculinity
  - a. Athletic prowess
  - b. Sexual conquest
  - c. Economic success
5. Mindset
  - a. Fixed Mindset
  - b. Growth Mindset
6. Covenant Building
  - a. Core Values: Family, Effort, Energy, Discipline
  - b. Contexts: Personal, Team, Community
7. Goal Setting-Personal
  - a. Core Values: Family, Effort, Energy, Discipline
  - b. Contexts: Personal, Team, Community

## **Athletic Philosophy**

### **A. General Philosophy**

1. Education as they education is ALWAYS the priority (athletics is only a part of a child's education).
2. Coaching and Teaching go hand in hand; good coaches are good teachers.
3. Head coaches and athletic directors have enormous responsibilities, and his or her work ethic should reflect those responsibilities.
4. An Athletic program's diversity, budget, and emphasis should reflect the interests of the student/athletes.
5. All coaches should be supportive of every school program, both athletically and academically, in order to ensure that we are the best school we can be.
6. We should encourage students/athletes to participate in as many sports as they have an interest in. We should not encourage any athlete to focus just on one particular sport.

### **B. Qualities of Every Good Athletic Program**

1. It gives every participant a chance to succeed.
2. It builds character, discipline, self-confidence, self-image, pride and courage.
3. It promotes physical fitness.
4. It provides an opportunity to learn the valuable lesson of teamwork.
5. It promotes spirit and unity within the community.

### **C. Philosophy of Varsity Athletics**

1. Winning builds tradition and increases interest in that particular sport, which, in turn, increases winning. WINNING BREEDS WINNING.
2. A solid fundamental foundation in the lower levels allows varsity athletes to focus more on the team-oriented aspects of that sport.
3. A strong weightlifting program in grades 9-12 have become essential to any successful varsity athletic program. Quite simply, weightlifting increases athletic ability.

### **D. Philosophy of Sub-Varsity Athletics**

1. Participation gets priority over winning. We all want both.
2. Fundamentals, effort and discipline are emphasized.
3. Involvement is of premium importance.

### **Varsity Football Philosophy**

1. Play to WIN!
2. Have fun on the Varsity.
3. The best players play.
4. Other players play after the game has been decided.
5. Use non-district games to improve.
6. Develop servant leaders who are built for others.
7. Emphasize being a good teammate, effort, energy and discipline.

#### **Goals**

1. Win League.
2. Win Week 10.
3. Win Week 11.
4. Win Week 12.
5. Win Week 13.
6. Win State.

### **Junior Varsity Philosophy**

1. Have fun.
2. Play to win.
3. Teach fundamentals, effort and discipline.
4. All sophomores and “project juniors” are on JV.
5. Post JV suit-up lists on Thursdays.
6. 22 starters each game.
7. Make a genuine attempt to play all players in each game.

### **C Team Philosophy**

1. Have fun.
2. Win.
3. Teach fundamentals, effort and discipline.
4. Keep the freshman together on one team.
5. 22 starters each game.
6. Make sure to play all players in each game.
7. Do everything we can to keep participation high

## **Coaching Expectations**

- It is a privilege, not a right to coach.
- Establish and maintain positive coach—player relationships. They don't care how much you know until they know how much you care.
- Be great teachers. Know what you are going to teach, how you are going to teach it and give timely feedback.
- Encourage growth. Regularly have players reflect on what they are doing well and what they need to improve on.
- Expect to work hard. Model hard work for the players.
- Coach with your personality—don't be someone you are not.
- Coach with great energy and enthusiasm. Have fun!
- Be an encourager, not a yeller. We do not deride, shame or embarrass kids.
- Do not use foul language. Be a role model.
- I will be honest with you; please be honest with me.
- Discipline—Be on time and prepared—demand discipline from kids—be consistent.
- Remember that people are watching you, so have class. You represent the entire program.
- Teach the JV and Freshmen players just as effectively as Varsity players.
- Develop rapport with teachers. Let them know we can handle a lot of discipline problems out here. We will focus on grades with our athletes throughout the year.
- Keep our facilities clean.
- If there is something that needs to be discussed let's talk it out. Don't stab the program in the back.
- We might disagree during meetings, but when we leave the room everyone needs to be on the same page and onboard with the final decisions.
- Confidentiality—Meetings with the Athletic Director and coaching staff are to be kept confidential, especially matters concerning personnel and conduct issues.
- Be the adult—we are role models and need to set the example for how to be act and communicate. We need to maintain composure and be sure to keep perspective.
- Communication with the referees regarding questionable calls is my job. Be respectful and positive with referees. A referee will never change a call because of something you say.

## Player Responsibilities

1. All players will treat teammates, coaches, teachers, administration, officials and opponents with dignity and respect. Depending on the severity of the disrespect, a player may be suspended from a game, or be dismissed from the team.
2. All players, regardless of ability and/or playing time are equal members of the team. Each and every player will treat all teammates with acceptance, respect, and friendship. Hazing or bullying is absolutely NOT tolerated.
3. All players will provide maximum effort in practice and games.
4. Attendance at all practices, team meetings, and games from August 16<sup>th</sup> until the end of the season is mandatory.
5. While injured players may be unable to play, they are still expected to arrive on time and suit up in helmet, jersey and shorts. They are expected to listen to coaches, and encourage teammates and assist the team. They will also be given extra duties to help with practice or game management.
6. In very rare situations, players may be excused from games and/or practices. When this occurs, players are responsible for informing the coach verbally through a phone call or meeting at the earliest possible time.
7. When players miss practices and/or games, playing time in future games will be affected.
8. Unexcused absences are absences in which the coach was not informed in the manner described above. And/or the reason was for the absence is not satisfactory. An unexcused absence from practice and/or game will result in the suspension of the player from the next game in which the player is eligible to play.
9. Players are to be on time for all practices and games. Tardiness will affect playing time in games. Chronic lateness may result in suspension of the player.
10. Players are expected to directly seek understanding and resolution when questions or problems arise with coaches and teammates.
11. Players will conduct their personal and public lives in a manner that brings honor to themselves and the team. This includes school performances, self-respect, healthy behaviors and social responsibility.

### Summary of Player Expectations

<u>Family</u>	<u>Effort and Energy</u>	<u>Discipline</u>
<ul style="list-style-type: none"><li>• Be there. Show up and be mentally present.</li><li>• Be dependable. Earn the trust of your teammates.</li><li>• Be an encourager. Lift others up, don't tear them down.</li></ul>	<ul style="list-style-type: none"><li>• Do your best in school, football and life.</li><li>• Bring your best attitude each day.</li><li>• Be willing to take risks and push your limits.</li></ul>	<ul style="list-style-type: none"><li>• Be present, on time, prepared and consistent.</li><li>• Set goals, get a plan and get to work.</li><li>• Resist temptations and distractions.</li></ul>

## KLHS Football Attendance Policy

It is a privilege to be in the Kentlake Football Program. In order to participate in games, a player must be in good standing academically, have no disciplinary infractions at KLHS/in the classroom or at practice; and must have met all team practice expectations during the week.

- Kentlake High School rules are our football program rules. We will not deviate from any school rule. We will be 100% supportive of all administrative decisions.
- Players may not miss practice without a legitimate excuse from a parent, coach, administrator or doctor. If you cannot be at practice you must notify your coach with the valid excuse PRIOR to missing practice. **A note or email from your parent/guardian is required to make it an Excused absence. Do not leave word with anyone else.**

### Attendance – Unexcused Absences from practice:

Step 1: Unexcused absence from practice (or late 2 times) – won't play in 1<sup>st</sup> half

Step 2: 2 unexcused absences from practice (late 4 times) – won't play the whole game

Step 3: 3 or more unexcused absences from practice (late 6 times) – you will be asked to turn in your gear and will no longer be able to participate in the Kentlake football program for the current season.

### Attendance – Excused Absences from practice:

Step 1: Excused absence from practice – won't start the game

Step 2: 2 excused absences from practice – won't play the whole game

Step 3: 3 or more excused absences from practice – you sit out the next game and the first half of the following game.

### Attendance – During the school day:

You must be at school 4 out of the 6 periods in order to participate in practice or a game. If your absence for these 4 periods is unexcused this counts as an unexcused absence at practice or a game and you will be on Step 1.

### Attendance – Injured/Sick players:

Coaches expect every player on the roster to be on time and attend every practice or game, even injured players. If you have a doctor's note or a note from our school trainer (Barry Smith) stating you cannot participate or can only participate in a limited manner then we will honor their advice. If you are injured (not hurt, but injured) during practice then you can sit out until you are able to get to the doctor or our training room. You are still required to be at every practice and game. Without a note we expect full participation. Before you can participate in a game you must be at full participation for at least one day before you can play in a game.



## **Kentlake Tough Requirements FEED Point System 2017 Family, Effort, Energy, Discipline**

Kentlake Football players can earn the title and recognition of being “Kentlake Tough” for their time and effort spent working to improve themselves as individuals, making Kentlake Football a better team, and helping the Kentlake community. The categories for earning FEED (Family, Effort, Energy, Discipline) points reflect our core values as a program and the behaviors and habits that are necessary for individual and collective success. **120 FEED POINTS** must be accumulated from the categories below to earn the title of being “Kentlake Tough.” An athlete must complete the season as an active member of the team in good standing through the final game in order to be eligible to earn a letter.

### **OUT-OF-SEASON STRENGTH & CONDITIONING ATTENDANCE & PARTICIPATION**

1. 1 point for each day of attendance and active participation in the strength and conditioning program--weight room workouts (at least 76 points possible from 1/4/17-8/11/17).
2. 5 points for completion of all required tests during each testing week (15 points possible).

### **STRENGTH & CONDITIONING GROWTH & ACHIEVEMENT**

3. 5 points for a 10% or greater max increase on a core lift during testing week. (60 points possible)
4. 5 points for 800lb club, 6 points for 900lb club, 7 points for 1000 lb club, etc.

### **OUT-OF-SEASON PARTICIPATION**

5. 1 point for attendance of at the Mandatory Team Meeting in the Spring.
6. 1 point for participation at each Spring Practice (10 points possible).
7. 3 points for each day at the Gridiron of Champions Team Camp (12 points possible)
8. 2 points for each day working as a counselor at our Jr. Falcon Camp (6 points possible)
9. 1 point for each 7-on-7 or Lineman Practice (4 points possible)
10. 2 points for each day of attendance at August workouts (6 points possible)

### **IN-SEASON PERFORMANCE**

11. 1 point for every quarter played in a varsity game (1 quarter=3 plays minimum).
12. 3 points for being selected for a weekly award:
  - a. Scout Team Player of the Week
  - b. Special Teams Player of the Week
  - c. Family Award
  - d. Effort Award
  - e. Energy Award
  - f. Discipline Award

### **ACADEMIC EFFORT**

13. 5 points for earning a 3.5 or better cumulative GPA (as of 2nd semester)
14. 5 points for earning a 3.5 or better GPA 1st Quarter.
15. 3 points for earning a 3.0-3.49 or better cumulative GPA (as of 2nd semester)
16. 3 points for earning a 3.0-3.49 or better GPA 1st Quarter.

### **COMMUNITY SERVICE**

17. 1 point for every 2 hours of community service

Examples of how to earn 120 points:

Example A:

Played BBall	30 pts
Ran Track	30 pts
Spring Practices	10 pts
Team Camp	12 pts
Jr. Falcon Camp	6 pts
Summer Workouts	18 pts
Lineman Practices	4 pts
August Conditioning	4 pts
3.0 GPA cum	3 pts
3.0 GPA Fall	3 pts

Total 120 pts

Example B:

Winter WR	15 pts
Played Baseball	30 pts
Spring Practices	10 pts
Team Camp	12 pts
Jr. Falcon Camp	6 pts
Summer Workouts	18 pts
August Conditioning	6 pts
Community Service	3 pts
Varsity Qtrs played	40 pts

Total 129 pts

Example C:

Winter WR	15 pts
Track	30 pts
Spring Practices	10 pts
Team Camp	12 pts
August Conditioning	6 pts
Community Service	7 pts
Varsity Qtrs played	40 pts

Total 120 pts

**Other rewards for earning FEED Points and thus demonstrating your effort to become Kentlake Tough include:**

- Being first in line to get gear in the Spring
- Being first in line to pick your game jersey number
- Being eligible for Team Camp Scholarship money
- Post-season Banquet recognition
- Name posted on the Kentlake Tough List

## **Kentlake Football Letter Policy**

### **Players must meet the following requirements to earn a Varsity Letter:**

1. Participation in one-fourth the number of total Varsity quarters.
2. Must have completed the season unless injured or excused by coach for special reasons.
3. Must have followed the Athletic Code.
4. Must have been in regular attendance at turnouts.
5. Must be a student in good standing.
6. Must have turned in all equipment and/or paid all fines and obligations.

*The Head Coach has the final decision as to whether or not a player has earned a Varsity Letter.*

## Parent Expectations

Parents of athletes in the Kentlake football program are expected to adhere to the following expectations:

- Be aware of your child's needs, feelings and concerns
  - Support the "team first, individual second" belief
  - Attend as many games as possible so you get a full and complete picture of the program
  - Demonstrate sportsmanship at all games--treat players, coaches, opponents, and officials with respect and dignity.
  - Understand and respect the point of view of: your son, other athletes, other parents, the coaches and the referees.
  - Show positive support and encouragement for your son, for all members of the team, for the coaches, and for the entire Kentlake Football program
  - All comments by parents and their guests from the sidelines will be encouraging and/or complimentary. Parents and guests will refrain from making comments about players' mistakes or errors.
  - Parents will refrain from making derogatory comments to referees at any time.
  - Coaching football is to be done only by coaches on staff. Parents agree to refrain from coaching or directing their child or other players during all games and practices. Failure to respect this rule can result in removal from the contest.
  - Parents will discuss player and/or team concerns and problems directly with the head coach. These discussions will not take place right before or after a game. A meeting will be scheduled. During the meeting, playing time and comparisons to other players will not be discussed.
  - Parents will participate in the raising of monies needed to sustain the needs of the football program, regardless of the amount of playing of time given.
  - Let 24 hours elapse before initiating communication with the 5-step process below. Do not try to resolve conflict with a coach before or directly after a game or via email – that will likely create more conflict. Encourage your son to begin the appropriate 5-step communication process:
1. Athlete meets with individual coach and/or head coach
  2. Athlete and parent meet with individual coach and head coach
  3. Athlete, parent, and head coach meet with the athletic director
  4. Athlete, parent, head coach and AD meet with principal
  5. Athlete, parent, head coach, AD, and principal meet with district athletic director

***~Most of the time a conflict will be solved after step 1***

***-A more detailed communication process is described in the next couple pages***

# **Parent – Coach Communications**

## **Kentlake High School Football**

### **Parent/Coach Relationship**

We are very pleased that your son has chosen to participate in the Kentlake High School Football Program. We will do all we can to provide a positive experience for him. Possibly the most important ingredient necessary to achieve this outcome is communication. Our goal is to assure that lines of communication are developed to allow for free and easy resolution of questions before they become issues. As a parent, you have a right to know what expectations are placed on your son. This document is intended to spell out all levels of communications so that parents, coaches, and athletes are aware of the steps they have available to resolve anything they think is or might become an issue.

### **Communication You Should Expect From Your Athlete's Coach**

1. Philosophy of the coach.
2. Expectations the coach has for your son.
3. Locations and times of all practices and contests.
4. Team requirement: equipment, off-season training, etc.
5. Procedure to follow should your son become injured during participation.
6. Player Expectations and Attendance Policy and consequences for not following these guidelines.
7. Requirements to earn a letter.
8. Disposition of lost/outstanding equipment at the end of the season.
9. Communication concerning your athlete's role on the team and how he fits into the future of the program.

### **Communication Coaches Should Expect From Parents**

1. Concerns expressed directly to the coach first.
2. Specific concern in regard to a coach's philosophy and/or expectations.
3. Questions about how the athlete can improve
4. Concerns about the athlete's behavior

As your son becomes involved in Kentlake Football he will experience some of the most rewarding moments of his life. It is important to understand that there also may be times when things do not go the way you or your son wishes. At these times, your son discussion with the coach may be the quickest and most effective way to clear up the issue and avoid any misunderstanding.

### **Appropriate Concerns to Discuss With Coaches**

1. The treatment of your son, psychologically and physically.
2. Ways to help your son improve.
3. Concerns about your son's behavior.

At times it may be difficult to accept the fact that your son is not playing as much as you or he would like. Coaches are professionals who make judgment decisions based on what they believe to be the best for the team and all involved. As you have seen from the list above, certain things can be and should be discussed with your son's coach. We ask that other things, such as those listed below, be left to the discretion of the coach.

### **Coaches' Decisions**

1. Playing time.
2. Team Strategy.
3. Play Calling.
4. Matters concerning other student/athletes.

### **If You Have A Concern To Discuss With A Coach, Please Follow The Procedure Below**

1. Your son should first talk with the coach about his concerns.
2. If they feel it is necessary to involve you, then call the school to set up an appointment with the coach.
3. If the coach cannot be reached after a reasonable time, call the Building Athletic Director. He will arrange the appointment for you.
4. Please do not approach a coach before or after a contest or practice. These can be emotional times for both the parent and the coach. Meetings at these times usually do not work well for the coach, the parent or the player.

### **The Next Step**

What can a parent do if the meeting with the coach did not provide a satisfactory resolution?

1. Call and set up an appointment with the Building AD to discuss the situation.
2. At this meeting the appropriate next step can be determined as necessary.

Whether or not this step is ever reached, please keep in mind the following protocol when you elect to pursue a concern you may have regarding your son's experience. Please make contact as follows (contact info is found via the Kent School District website: <http://www.kent.k12.wa.us/>)

1. Assistant Coach.
2. Head Coach-Brett Thompson
3. Building Athletic Director-Bruce Rick
4. Principal-Heidi Mauer
5. Kent School District Athletic Director- Dave Lutes
6. Superintendent- Dr. Calvin Watts

Since research indicates a student involved in co-curricular activities has a greater chance for success during adulthood, these programs have been established and encouraged. Many of the character traits required to be a successful participant are exactly those that will promote a successful life after high school. We hope the information provided within this document helps to make the Kentlake High School Football Program as enjoyable and as positive as possible for both you and your son. Thank you for your support.

# Kentlake High School Athletics Core Values

As the Kentlake High School Football Program, we also believe in and abide by the core values of our school's Athletic Program. We know that these values will help student-athletes win on and off the field.

## FALCONS

### FAMILY

BEING THE FIRST TO PRAISE OTHERS AND BE THE LAST TO BRAG OR DRAW ATTENTION TO YOURSELF; NOT SEPARATING YOURSELF FROM OTHERS. TREATING EVERYONE AS AN EQUAL AND SHOWING YOU CARE BY DOING WHAT IS BEST FOR OTHERS.

### ATTITUDE

BE A POSITIVE CONTRIBUTOR TO THE TEAM AS WELL AS A POSITIVE AMBASSADOR FOR YOUR SCHOOL AND KENTLAKE COMMUNITY.

### LEADERSHIP

BRING OUT THE BEST IN OTHERS BY PUTTING THEM FIRST. PEOPLE FOLLOW LEADERS WHO LIFT PEOPLE UP AND INSPIRE THEM INDIVIDUALLY AND COLLECTIVELY TO REACH FULL POTENTIAL. PEOPLE WILL NOT FOLLOW THOSE WHO CONSTANTLY ARE NEGATIVE, OR PUTTING OTHERS DOWN.

### COMMITMENT

SETTING AN EXAMPLE DEMONSTRATES COMMITMENT. YOU CAN BE TRUSTED TO FOLLOW THROUGH NO MATTER WHAT THE SITUATION. IT'S NOT ABOUT DOING WHAT'S RIGHT WHEN IT'S CONVENIENT, OCCASIONALLY, OR WHEN YOU FEEL LIKE IT. COMMITMENT MEANS YOU ARE ALL IN AND THERE WILL BE NO EXCUSES.

### OWNERSHIP

YOU ACCEPT AND TAKE RESPONSIBILITY FOR YOUR DAILY EFFORTS ON AND OFF THE FIELD OF COMPETITION (PRIDE PERSONAL RESPONSIBILITY IN DAILY EFFORT). YOU ARE A PROBLEM SOLVER, NOT AN EXCUSE MAKER.

### NEVER GIVE UP

100% EFFORT IS GIVEN UNTIL THE END OF THE GAME REGARDLESS OF THE SCORE. SUCCESSFUL PEOPLE ARE PERSISTENT AND PERSEVERE WHEN STRUGGLING TO ACHIEVE GOALS, REGARDLESS OF THE ROADBLOCKS THAT MAY FACE THEM.

### SPORTSMANSHIP

BE HUMBLE IN VICTORY AND GRACIOUS IN DEFEAT. RESPECT THE RULES OF THE GAME; AND ACCEPT THE JUDGMENT OF OTHERS; OPPONENTS AS GUESTS AND REACT THE PROPER WAY EVEN WHEN OTHERS DO NOT.