

**BUILT**



**TOUGH**

**PREPARING FOR SUCCESS  
ON AND OFF THE COURT**



# PROGRAM PHILOSOPHY

*“Discipline is doing what has to be done, when it has to be done, as well as it can be done, and doing it that way all the time” – Bob Knight*

High school is meant to be a fun and exciting time that will mold and shape our youth for the future. Athletics play a huge part in the high school experience by generating memories that will last and be cherished for a lifetime. Basketball is an experience requiring hard work, commitment, and teamwork such that as a coach, I owe it to my student-athletes to work hard to make their experience worthwhile and successful.

Being **“Built Raven Tough”** is about building mental skills that will enable us to be better people as well as basketball players willing to do what it will take to make a difference. It’s the basis for how we build our basketball program. When things are difficult, we don’t give up or quit; instead we battle through to the end. Just as we teach fundamental basketball skills, we also teach our players the skill of toughness and doing things the right way.



# MISSION STATEMENT

*Play hard, play smart, play together*

## **PLAYING HARD:**

We will play harder than our opponent. Maximum effort must be given at all times. Slacking off will result in loss of playing time.

## **PLAYING SMART:**

We will be fundamentally sound in everything we do. Our practices are designed to allow the fundamentals to become habits. If we practice hard and learn, we can play smart.

## **PLAYING TOGETHER:**

Above all, we will play together. Taking care of one another is the ultimate path to success. The lack of one player performing unselfishly undermines the efforts of the team as a whole.

**These three principles are things we can control.  
The entire team must be committed to this mission.  
Doing just enough to get by isn't good enough.  
Extra effort must be who you are.**



# **STUDENT-ATHLETES AND MANAGERS**

## *What to Expect*

- You will be put in the best possible position for success on the court and in life
- You will have a coaching staff that cares about you beyond the game of basketball and will look out for your best interests
- You will be given freedom, be trusted to perform at your best, and held accountable for your results
- The coaching staff will work tirelessly to learn new techniques and principles that can aid your development as a player/manager and person.



# PARENTS

## *What to Expect*

- You can expect the coaching staff to act in the best interest of both your child and the overall basketball program
- You can expect to be communicated with openly and honestly
- You can feel that you are an integral part of the basketball program



# **ADMINISTRATION, FACULTY, AND STAFF**

## *What to Expect*

- The coaching staff will be supportive and cooperative of administrative decisions
- We will work as a team together to act in the best interest of members of the basketball program
- All teachers will be supported in their efforts to provide an highly effective educational experience
- We will act as partners with other school activities to enhance the overall Riverdale Ridge High School experience



# COMMUNITY

## *What to Expect*

- We will give back to the community through community service projects
- The basketball program will represent the community with pride and aim to be a positive influence on younger members of our community
- When attending games, you will see a competitive, hard-working program



# **ASSISTANT COACHES**

## *What to Expect*

- You will be a part of a well organized program so you can function effectively
- You will be shown loyalty and provided the mentorship required for you to advance professionally
- Your insight and expertise will be valued as the culture of togetherness starts with us
- High expectations will be placed upon you to help meet the values our program requires to be successful





# TEACHING METHODS

- In addition to on-court skills work, we incorporate classroom study on key concepts into our practice routine
- Film study is utilized to teach our basketball strategy and prepare for upcoming opponents
- We build our playbook throughout the season by strategically adding additional plays and concepts to our arsenal



# **OFFSEASON PROGRAM**

- **Offseason starts with evaluations of all program aspects (player, coach, etc.) to provide direction for continued work**
  
- **Skill sessions and strength training regiments will be implemented throughout the spring and summer**
  
- **We will hold our own team camps as well as attend college team camps throughout the summer**
  
- **Our offseason success is dependent on student-athletes being committed to their development when supervised and unsupervised by the coaching staff**



# **COLLEGE RECRUITING**

- We will teach our student-athletes the skills necessary to play at the next level including commitment and teamwork
- We will use our network of college coaching contacts to the benefit of our student-athletes. We will also proactively expand our network
- We will promote our student-athletes via the internet and social media
- We will educate our student-athletes and their families on college eligibility, the NCAA Clearinghouse, entrance testing, etc.



# **PROGRAM MARKETING**

- We will guide our student-athletes in maintaining a mature social media presence designed to highlight their athletic performance on the court and community involvement off the court**
  
- The program will maintain an active social media presence across multiple platforms and produce content designed to attract fans and publicity**
  
- We will educate our student-athletes on how to deal with the media after a win or loss**