



Fallston Cougars Football



2008 Program Objectives

“The opportunity to work with highly motivated people in an atmosphere of mutual respect, trust, and interdependence toward the common good of our children is priceless.”

Our Program Objectives are:

1. To ensure that everyone has a clear understanding of our purpose and responsibilities to the players and the program.
2. To shape a positive and professional Fallston Cougar image.
3. To improve the program’s overall quality and long-term stability.
4. To keep us focused on the positive and minimize personality conflicts.

They will keep us focused on the things that make a strong, unified, cohesive and respected program by establishing systems that guarantee the high standards of excellence inherent a well rounded program.

Our Prime Objectives are the guiding principles by which we run the Fallston Football Program. They are based on the development of our players, high levels of organization, communication, commitment, and character. They are also a binding agreement that leads to proactive involvement without the need for constant encouragement.

All positions within the program are voluntary and we would like everyone to enjoy them. So, a conscious choice to volunteer has to be made with the understanding that you must be a role model of the program’s Prime Objectives. By signing on, you agree to fully support, uphold and be accountable for them.

Objective #1

Systematically develop fundamental football skills in our players that will enable them to enjoy high levels of success. Through the implementation of the Fallston Coach’s Handbook, a standard set of fundamentals will be implemented for every age group beginning with clinic. They will then be expanded upon in each successive year, thus enabling players to be more comfortable with them. It will also minimize time spent each August learning techniques that don’t align from year to year, ultimately helping them to become as competitive as possible.

Objective #2

Create a fun, rewarding experience and environment for our players. The primary role of the coach is to build lifetime character traits in the players in their care. Established standards for effort, behavior, and character must be modeled, taught and corrected by coaches. Discipline should be used to help, to improve, to correct, to prevent, but not to punish or humiliate. Abusive/foul language and screaming at officials, parents, players or other coaches will not be tolerated. Use of tobacco or drugs and drinking of alcoholic beverages is strictly prohibited while on Rec. property. All coaches, officers, team administrators and others working in a capacity of assisting the program are expected to set a positive example for the players and show no tolerance for anything less.

Objective #3

Win Games Football focuses heavily on developing a skill set that, when properly executed, achieves the objective of defeating the competition. We focus on the development of discipline and fundamentals that will help our players achieve success. The skills are also taught to develop behavior patterns that will help them grow to become successful in football or outside of the world of sports. However, behavior indicating that winning every game is the most important thing, especially at the expense of a child's physical or psychological well-being is in direct opposition to this program's prime objectives. Poor behavior in this area leads to bad decisions and has the potential to destroy a child's confidence, self-esteem, and feeling of self-worth, even though he may have tremendous ability in some other aspect of life. When a player continually doesn't follow the standards and expectations of his team, the Head Coach should have a conversation with his parents to discuss the problem. Also, while winning one of our prime objectives, coaches are expected to make every effort to exceed the minimum required number of plays.

Objective #4

Ensure the financial well-being of the program by ensuring that each team plays a fair and balanced part in fundraising and concessions assistance. Every team is expected to pull equal weight in fundraising. Head Coaches have an obligation to ensure your team proactively steps up and participates in all program requests and needs by presenting a positive position to parents and players to lead the fundraising effort. Each coach will appoint 2 qualified Team Administrators to help with the administration of non-field related programs and events to minimize the time needed by him to attain positive results. However, it is ultimately the Head Coach's responsibility to ensure that his team fulfills its obligation and to ensure that all necessary communication reaches his parents in a positive and supportive manner.

Objective #5

Communicate in a positive manner. Parents entrust us with their children. We are expected to be role models. Motivate and inspire your players. Coaches and other leaders within the program should be organized and proactive. You should respond quickly and accurately to requests for information from the Executive Board, complaints, etc. Parents aren't always happy with everything you do, however, you should be readily available and make every effort to keep the lines of communication open. Unprofessional or unsportsmanlike conduct from coaches, assistants, players, parents or anyone else in the program goes against our standard. Badly timed comments by coaches about player ability, performance, and the requirement to meet minimum play requirements have led to many negative outcomes. Think before you speak and speak with the care and concern you would use with your own children. If you should become engaged in a negative situation, stay calm, take a professional (unemotional) position and try to 'disarm' the situation. Be factual, not defensive. Listen carefully. Often good ideas for improvement come from words of frustration. If necessary, involve the program authorities. After games, think about the message you plan send, especially after losses. Your objective has to be to instill a desire to improve. Players are already disappointed and don't need help to feel worse.

Final note

We hold our players to the highest standards possible to build positive lifetime character traits. No less is expected of us. Because of the importance of every team pulling their weight, anyone who ignores or undermines the Prime Objectives is putting their position at risk and will be required to meet with the Chairman and possibly the Executive Committee.

I understand the program objectives and will ensure that they are executed effectively and efficiently within my team.