Medford Boys Basketball

2015-2016

Boys Basketball Program Manual

“Relentless”

“It is really hard to play against relentless. It is really hard to beat relentless!”

Excerpt from the book Toughness by Jay Bilas
**Vision**

We envision a culture in which our student athletes commit to pursuing excellence and leaving a legacy in their community, schools, and team. A culture in which players strive to reach their full potential by being champions on and off the court.

**Mission “Our Culture”**

We believe in:

- Relentless pursuit of excellence and mental toughness, through HARD WORK and CHARACTER

  - **Raider Core Values:** Passion, Humility, Servant Hood, Thankfulness, and Unity
    - “Hard work beats talent, when talent fails to work hard!”

**Passion**

As the leaders of our program we are deeply passionate about:
Basketball Areas of Emphasis

- Being fundamentally sound in the sport of basketball
- Being Relentless with our actions and style of play on the court
- Creating a HIGH basketball IQ
- Developing Strength, Speed, and Conditioning
- Developing our Youth Program (Foundation)

Other Areas of Emphasis

- Supporting Academic Achievement
- Promoting Multi-Sport Athletes
- Impacting our Schools and Community
- Creating a Legacy on and off the court

Coach Brown’s Philosophy of Coaching:

On the court:

- Player Development
- Pressure defensive principles
- Efficient and Effective Half-Court Offense
  - Motion offensive principles that are built from the youth up to the high school program.
- Relentless Pressure
  - Full court pressure on defense & Attacking the backboards and rim
- Share, Outwork, and Communicate

Off the court:

1. Use basketball to teach hard work and character to help my student athletes reach their maximum potential and prepare them for the real world.
2. Create a connection between the basketball program and the student body.
3. Create a connection between the basketball program and the community.

Coach Brown’s High School Program Goals:

Goals:

1. Play HARD, SMART, TOGETHER
2. Play RELENTLESS
3. Have fun playing the game our way.
4. Help each player (and team) reach their maximum potential.
5. Take more shots than our opponent (turnovers and rebounding)
6. Make mental and physical conditioning a factor in every game.
7. Enter each game confident in our ability to get great shots.
8. Supreme confidence in our level of preparation.
9. Be difficult to prepare for.
Parent/Guardian Expectations

- The Medford Basketball Program recognizes what the parents/guardians do for the team. We know it takes a lot of commitment to be a basketball parent. We thank you for all your efforts and supportive dealings with the variety of situations that arise during the basketball season. Without your positive support and role modeling, the basketball team cannot be totally successful. The basketball program wants to give your son an excellent experience and an opportunity to learn, be successful, and build memories that last a lifetime.

- If a parent or player has a concern for the coach or question about playing time, please follow this protocol:
  - Wait 24 HOURS before addressing the coach (let everyone cool down)
  - The player must come and have a conference with his head coach first
  - If there is still an issue, a parent may call or email me (we will not discuss other players with you)
  - Non-negotiables: We will not discuss...
    - Other players
    - Strategy
    - Officials or officiating

- Our practices are always open to family and the public. Please stop by any time. We only ask that you watch practice respectfully.

Parent/Guardian Involvement

- We understand that it takes many people to make a program excellent. If you have any ideas or suggestions (no x’s and o’s please) on how we can continually make the program better for our athletes, please contact us and share your ideas. We hope we can work together to implement them.

- Booster Club
  - If you are interested in being involved with the booster club, please contact Bryce Kelley.

Coaching Staff

- Coaching Staff Expectations
  - High expectations are held for the Medford Basketball coaching staff both on and off the court. We feel we must practice what we preach and when we fall short (and we will have times when we fall short and make mistakes) we recognize that and ask our players for forgiveness. We hope to teach our program philosophy (hard work and character) while teaching the game of basketball, teaching life lessons, and creating a team that reaches their maximum potential.
Coaching Staff Contact Information

<table>
<thead>
<tr>
<th>Coach/Contact</th>
<th>Title</th>
<th>School Phone</th>
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Team Policies

Program Expectations:

- Players will be expected to abide by the following policies and team rules:
  - Exhibit exceptional character at all time. Remember that you are a role model.
  - Respect your coach, your teammates, your family, and your opponents.
  - Adhere to the Medford School District Policies.
  - Communicate directly with coaches regarding practice or game conflicts.
  - Be the best student-athlete you can be.

The Medford Basketball Coaches have the final say on situational punishments. These will be up to or more severe than the Medford Athletic Code and dealt with on an individual basis.

Practice and Game Expectations:

1. **Non-Negotiables (listed at the end of this document)**
2. Be dressed and ready to go 5-10 minutes before scheduled start.
   - Band Stretching
   - Shooting routine
4. When addressed by a coach, make eye contact and give an affirmative response if you understand. Ask question if you don’t understand.
5. Jerseys tucked in and shorts pulled up at all times. (Practice jersey must be worn)
6. No jewelry or rubber bands.
7. No Swearing!
8. Participate in drills when on the sidelines.
   - Communicate with and Encourage teammates
9. **On any loose ball:**
   - Get on the floor for the ball.
   - Hustle to it if you were not in the play and help teammates up.
   - All players—even the ones not in the drill need to help their teammate up and thank them for sacrificing for the team!!!!!
10. Hustle from drill to drill.
11. Don’t ask to leave practice for drinks. Drink breaks are scheduled into practice plan.
12. **PRACTICE WILL BE HARDER THAN GAMES!** Do not whine or complain. Make your teammates better and they will do the same for you.
Games:
- Each game night, regardless of the level, the team will be extremely focused. This is where teamwork, skill, attitude, desire, discipline, and will are put to the test. We undoubtedly want to win while playing within the rules of the game. A true winning team must exhibit great character and sportsmanship while executing skills and concepts.
- All players should address appropriately for away and home games.
  - **AWAY GAMES**
    - All players are required to wear “dress clothes” to represent our school, community, and team in a professional manner unless an alternate option is decided by the team captains and ok’d by the head coach. Jeans are not allowed. Clothing such as dress shirts, dress pants, ties, and khakis are great options. If a player is not dressed appropriately, consequences will be determined for the team.
  - **HOME GAMES**
    - Same as above, unless an alternate option is determined by the team (ex: team jump suits, Raiders gear, etc.)
- Players are required to ride the bus to and from games unless they have a pre-excused and signed note by the athletic director or an emergency situation arises.
- The use of hand-held/mobile devices for social media and texting is prohibited prior to and during games. Each player should be focused on the contest.

Levels of Competition:
- Medford Area Senior High School labels teams as Varsity, Junior Varsity, and C-Team. This allows the coaching staff to place each player at the level that best fits his skill-level regardless of grade.
  - **Junior Varsity 2**
    - Made up of freshmen, sophomores, and juniors
    - Winning is desirable, but participation and skill development are most important
    - Playing time will not be divided equally among all players, but the goal is for 8-10 players to regularly participate in each game.
  - **Junior Varsity 1**
    - Made up of freshmen, sophomores, and juniors- rare occasions a senior may play JV
    - Increasing emphasis on winning as a team, but main goal is to prepare players to compete at the Varsity Level
    - Playing time will not be divided equally among all players
  - **Varsity**
    - Can be made up of any players grades 9-12
    - Emphasis to compete at the highest level possible as a team
    - Playing time will not be divided equally among all players

Lettering Policy:
- A letter will be awarded to every varsity player who ends the season as a positive and productive team member in good standing.

The Value of Academics:
- Medford Basketball Players will be expected to strive for excellence both on the court and in the classroom. Education is our priority and regular contact between the players, families, and coaching staff, and teachers will aid in student success.
- If a teammate is struggling academically, teammates or classmates may be called upon to assist the player in areas such as increasing knowledge, enhancing study habits, or developing organization skills.
- If a player continues to struggle, practice time will be utilized for academics until the player improves.
Team Development:

- Being able to work together, trust each other, and care about teammates and coaches doesn't just happen overnight. Our goal is to help build and enhance team chemistry within and between levels as much as possible. We will offer different opportunities on and off the court for team development.

Character and Leadership Development:

- A major goal in our program is to create leaders in the community and our school who are hardworking and high character student athletes. The coaches will do their best to model the character traits that we believe in and develop those character traits in our athletes.

Athletic Development:

- Commitment Setting
  - Both players and coaches will be involved in a commitment-setting process both in and out of the season.
  - Commitments are achievable and will pertain to basketball, but also to work ethic, character, and school.
  - Creating commitments creates motivation and accountability while teaching valuable life lessons.
- Taking Care of Yourself
  - The coaching staff will regularly share information regarding nutrition, proper rest, and the benefit of making safe choices.
- Strength and Conditioning Program
  - In-Season
    - Required lifting sessions 2x/week
      - These are basketball specific strength and conditioning workouts, but players are allowed participate in other sports lifting programs.
      - Lifting times will be posted at the beginning of each season, this may be before school or after school depending on the practice schedule.
  - Off-Season
    - Be active in another sport
      - This is the easiest way to stay active and become a better athlete
      - If basketball is your thing, you can still find time to practice during another sport
    - During the off-season, players should be involved in a strength and conditioning program

Service Opportunities:

- Players and coaches within our program will be involved with, and possibly create, opportunities for service for the community or other groups. This will not be limited to the timeframe during our season. These service opportunities will provide a great chance for our players to see how they can positively impact others.
Off-Season Opportunities and Expectations:

“Hard work beats talent, when talent fails to work hard.”

- The coaches in the Medford Basketball Program will do everything in our power to create and organize valuable opportunities for our athlete at the best price possible. A few of the opportunities that will be available each off-season are listed.

**NOTE:** At least 3-5 days of 45-60 minutes should be used on developing individual skills
*Shooting, ball handling, finishing, and passing
*This can be in a driveway, at a park, in a gym, or anywhere with a basketball

- Open Gym
  - Accountability partners
  - Summer Notebooks
  - See summer calendar for open gyms and times
- Contact Days *(Strongly recommended to attend)*
  - At this time, the WIAA allows 5 days of instruction for the high school coaches and players
- Individual Camps *(Strongly recommended to attend)*
  - Bring 1-2 per summer to Medford
  - Examples: Mike Lee, Forest Larson, Woody Wilson
- Team Camps/Tournaments *(Strongly recommended to attend)*
  - 4 team tournaments will be scheduled each summer for the Varsity
    - If JV tournaments are available we will try to enter a couple of these also
    - If funding is available, one tournament may be replaced with a team camp
- Leagues *(Strongly recommended to attend)*
  - Varsity: Tuesday night Wausau League @ UW-Marathon
  - JV: Monday night Wausau League @ UW-Marathon
  - F: Wednesday night Marathon League @ Marathon Schools
- Strength and Conditioning *(Strongly recommended to attend)*
  - 3x per week (Dietzman’s)
- AAU
  - This is a personal family decision
  - AAU is not necessary to become a great basketball player, but it can be beneficial for some “elite” or very highly skilled players
  - A SUCCESSFUL AAU player must be willing to do the following to be successful:
    - Drive to a practice location 1-2 times per week
    - Travel to play in 5-8 tournaments in a summer
    - Participate in school team opportunities (camps, leagues, etc.)
    - Lift weights 3x/week
    - Get in a gym and work to enhance basketball related skills 4-5 x’s per/week
Youth Programs:

- An exceptional basketball program is built from the ground up. We will offer a variety of different valuable opportunities that are fun and challenging for the youth of the Medford School District.
- From “school ball” to “traveling ball” all coaches will be a part of the Medford Basketball Program.
- The Medford Basketball Booster Club will work in conjunction with the high school coaching staff to provide grades 3-8 opportunities for individual and team development. Traveling basketball practices and games occur during the fall and winter. To aid in overall program unity, we will promote the use of offensive and defensive schemes that mesh with the high school philosophy.
- We encourage parents to be involved in all levels of our youth program.
- High school players will be encouraged (and at times required) to help with our youth basketball program.

Elementary School

- In the early elementary years, we want to offer opportunities for players to become more athletic for all sports, learn basketball skills, and develop positive traits... all while having fun!
  - Opportunities
    - Saturday Morning Basketball - 5 Saturdays in December and January
      - Gr. K-1
        - Players will work on athletic skills, dribbling, passing, shooting, and defense in a FUN and COMPETITIVE environment!
      - Gr. 2-4
        - Players will continue to enhance their athletic, dribbling, passing, shooting, and defensive skills.
        - Players will be introduces to different team concepts including: team work, communication, and offensive and defensive tactics that work with what the high school program teaches.
        - Players will be introduces to competitive game play in 1 v 1, 2 v 2, and 3 v 3 small-sided games.

- Gym Rats Summer Skills Academy
  - Gr. 3-4
    - Players meet for 6-7 days throughout June and July (usually in the evening and on the same day every week) to work on all skills related to basketball in a fun and competitive environment.

- Summer Sizzler Basketball Camp
  - Gr. K-4
    - A 4 day long summer basketball camp that works on athletic skills, dribbling, passing, shooting, and offensive/defensive tactics in a fun and competitive atmosphere.
Middle School

- In all our middle programs, the high school coaching staff will serve as a resource for information on skills, schemes, and philosophies. We want all our players to learn how Medford Raiders Basketball is played so they can be as successful as possible. Middle school coaches will also be extended the invitation to attend coaching clinics, high school practices, scouting trips, etc. Our goal is to unify the coaches within the entire program.
  - Opportunities
    - School Basketball (Grades 5-8)
      - 5th and 6th grade school basketball is an in house program that includes skill development and games vs their Medford Peers. 7th and 8th grade begins “school basketball” where travelling happens to compete vs other nearby schools.
      - High school players and coaches will offer assistance in coach and player development.
      - Offensive and defensive techniques/terminology will be taught and implemented to flow with the High School Program
      - General emphasis is on player athletic and skill development. We still want to win, but to do so without sacrificing building the necessary skills needed for all players to be successful in the high school program.
    - Booster Basketball (Grades 3-8)
      - High school players and coaches will offer assistance in coach and player development.
      - Offensive and defensive techniques/terminology will be taught and implemented to flow with the High School Program
    - Gym Rats Skills Academy (Grades 4- incoming freshmen)
      - See above
    - Summer Sizzler Basketball Camp (Grades 4- incoming freshmen)
      - See above
    - Incoming Basketball Camp (Grades 4- incoming freshmen)
      - Each summer we will look to bring in at least one basketball camp from an outside source
    - Open Gym (All Grades)
Raider Non-negotiables:

**Practice**
1. Be on time
2. Wear appropriate practice attire
3. Be a great LISTENER
4. Be FOCUSED: be mentally prepared for practice
5. Give 110% effort
6. Communicate: Early, Loud, Often
7. Be a Great Teammate: Encourage, Help, Care

*Failure to abide by our non-negotiables will result in 2 things:
1. You will negatively impact your team
2. You will negatively impact your playing time

**Game**
1. **Respect**: school, coach, teammates, referees, and fans
2. **Be an Unselfish Teammate**: make the extra pass, take a charge, cheer from the bench, sprint to help a teammate up
3. **Give 110% Effort**: sprint the floor, rotate on defense, make hard cuts, be in a stance
4. **Contest ALL Shots**
5. **Find a BODY**
6. **Take care of the basketball**
7. **Take GREAT shots**: Open, In Range, In Rhythm
8. **Communicate**: Early, Loud, Often

**The Raider Way:**

1. **BUY IN**: Listen, Believe In, and Commit to what the team is doing! (Hard work beats talent...Defense wins championships)
2. Respect your family, school, basketball program, team, opponents, and the game! You are a part of something bigger than yourself. (Leave a legacy)
3. **Give 110% effort** and try your best in all that you do! (GIYBALWI: Give it your best and live with it)
4. Display true mental (Raider) toughness on and off the basketball court.
5. Tell the truth and make no excuses regardless of the circumstances.
6. Care for your teammates, take responsibility for their well-being and treat them as family.
7. Learn as much as you can. Be a lifelong learner.
8. Know your role, embrace your role, and be a STAR in your role.
9. **ATTACK** in everything that you do & **FINISH** everything that you begin!
10. Take care of your body along with staying dedicated to the gym and weight room.
Raider Toughness:

We want our basketball players to be "tough." What is tough though? We believe the following definition by the authors of *Train 2 B Clutch* is how we would best define toughness.

- Have a GREAT Attitude
- Give your VERY VERY Best
- Treat people REALLY REALLY Well
- Have Unconditional Gratitude
- REGARDLESS of your circumstances

8 Suggestions for Success:

1. Fear no opponent. Respect every opponent.
2. Remember, it's the perfection of the smallest details that makes big things happen.
3. Keep in mind that hustle makes up for many a mistake.
4. Be more interested in character than in reputation.
5. Be quick, but don't hurry.
6. Understand that the harder you work, the more luck you will have.
7. Know that valid self-analysis is critical for improvement.
8. Remember that there is no substitute for hard work and careful planning. Failing to prepare is preparing to fail.