

EARN THE JERSEY:

**CONFRONTING THE
CHALLENGES FACING
TODAY'S STRENGTH &
CONDITIONING COACHES**

2016 CSCCA CONFERENCE





SPARTAN STRENGTH & CONDITIONING STAFF

CURRENT SPARTAN STRENGTH TREE





ACADEMIC REQUIREMENTS

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**MASTER'S
DEGREE
OR HIGHER**



ACADEMIC REQUIREMENTS

Required Proficiencies

- **Human Anatomy: Structure & Function**
- **Sports Physiology: Principles to Practice**
- **Biomechanics of Athletic Movement**
- **Essentials of Musculoskeletal Care**
- **Research Methodologies: Tests & Measurements**
- **Motor Learning: Concepts & Applications**
- **Sports Psychology: Coaching Applications**
- **Alcohol & Drug Education**



ACADEMIC REQUIREMENTS

Elective Proficiencies

- Clinical Sports Medicine
- Sports Law & Litigation
- Athletic Administration
- Computer & Peripheral Technology

**“Education is not preparation for life;
education is life itself.”**

- John Dewey



PRACTICAL APPLICATIONS



PRACTICAL APPLICATIONS

EXPERTISE IN PROGRAMMING & IMPLEMENTING FOR:

1. Strength
2. Power
3. Speed
4. Agility
5. Flexibility
6. Mobility



PRACTICAL APPLICATIONS

Cont.

7. Sport Appropriate Energy System Conditioning
8. “Prehab”: Injury Resilience Strategies
9. “Rehab”: Post-Injury/Surgery Strategies
10. Recovery / Rejuvenation Strategies

**“Past experience should be a guidepost,
not a hitching post.”**

- D. W. Williams



PRACTICAL EXPERIENCE



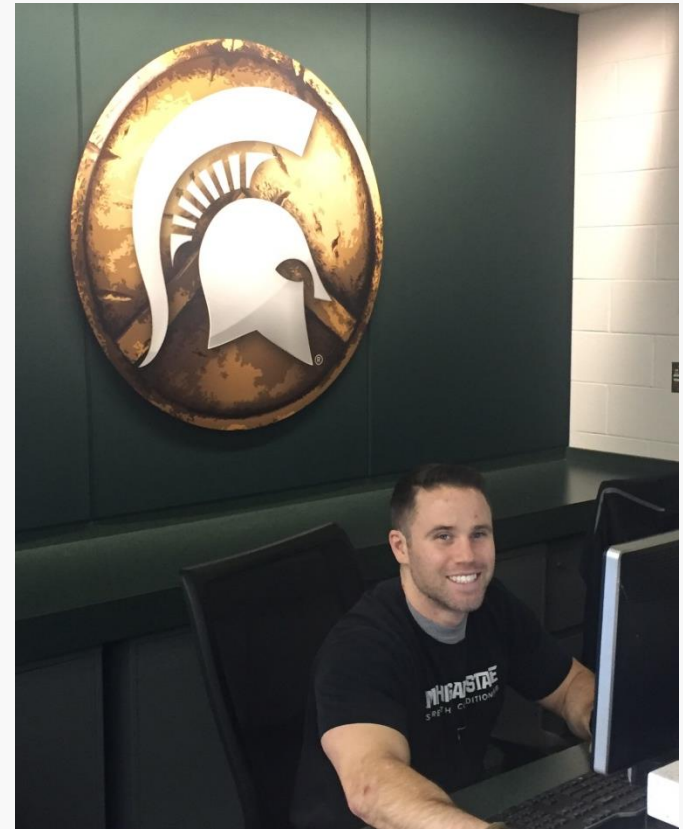
PRACTICAL EXPERIENCE

Career Requirements

Undergraduate Internships

Graduate Assistantships

Professional Internships



PRACTICAL EXPERIENCE

Professional Protocol For Seeking These Positions

DO

- Network at Conferences
- Send Handwritten Thank You Cards
- Schedule Visits to Nearby Universities
- Proof-Read all Correspondences and Resumes
- Include RELEVANT References

DON'T

- Send Mass Emails
- Make Unannounced Visits
- Assume First Name Basis
- Inundate with Phone Calls



CERTIFICATION REQUIREMENTS



CERTIFICATION REQUIREMENTS

EDUCATION
+
CERTIFICATION
+
EXPERIENCE =
+
CONTINUING
EDUCATION



CERTIFICATION REQUIREMENTS

1. ACCREDITED
2. RECOGNIZED
3. RESPECTED
4. COMPREHENSIVE
5. PROGRESSIVE



Collegiate Strength & Conditioning Coaches assoc.

**“You must continue to gain expertise,
but avoid (acting) like an expert.”**

- Denis Waitley



INSTITUTIONAL REQUIREMENTS



INSTITUTIONAL REQUIREMENTS

UNDERSTAND & WORK IN CONCERT WITH INSTITUTION'S POLICIES & PROCEDURES

1. Overall University P&P
2. Athletic Department Sub-set
3. Strength & Conditioning Sub-set

STRENGTH & CONDITIONING POLICIES & PROCEDURES HANDBOOK?

NELL JACKSON STRENGTH & CONDITIONING CENTER

RULES AND REGULATIONS

1. **PRIMARY OBJECTIVE:** The primary objective for activities within the Nell Jackson Strength & Conditioning Center is SAFETY. Any athlete who is experiencing any type of physical difficulty whatsoever before, during, or after a workout, should immediately report it to the supervising coach.
 2. **Spotting:** All student-athletes must train with, and be spotted by, at least one partner unless otherwise directed by the strength coach. NO EXCUSSES!
 3. **Behavior:**
 - a. Use appropriate language and treat others with respect at all times.
 - b. Athletes are to maintain a serious, business-like demeanor in the weight room. This is not a playground, it is a workplace. Hard work can be enjoyable without horseplay.
 - c. Spitting on the floor or in the water fountains is prohibited.
 - d. The equipment is designed for hard work. Do not use it as a rest area. Sitting or lying around for no apparent reason is unacceptable.
 4. **Dress:**
 - a. Only team issued attire may be worn in the weight room.
 - b. All compression gear must be worn UNDER loose fitting clothing and NEVER by itself.
 - c. Shorts must be worn around the waist and must be mid-thigh length.
 - d. Shirts must meet the shorts/waist at all times.
 - e. Hats and non-team issued apparel are not permitted.
 - f. Athletic shoes are required and must be clean and tied.
 5. **Staff:** All full-time Strength & Conditioning Staff members are to be referred to as "Coach."
 6. **Access:** Only Michigan State University student-athletes, coaches, and staff may utilize the Strength & Conditioning Center.
 7. **Athlete Access:** Athletes are only allowed to train in the weight room during their scheduled time. All other times must be prearranged with their strength coach.
 8. **Excused Sessions:** A sport coach, athletic trainer, or academic advisors are the only people who may excuse athletes from a lift or conditioning session. This contact must come directly from the person who is giving permission to the strength staff prior to the training session.
 9. **Punctuality and Reservations:** Training sessions will start on time. This means athletes are to be ready to begin training precisely at the scheduled time. Using the bathroom (check-in first), finishing dressing, etc. will not excuse an athlete from being ready to start. In addition, all training sessions will conclude at the end of their scheduled block.
 10. **Offices and GA desk:** Athletes are not permitted in any of the offices or behind the GA desk without prior permission from a coach.
 11. **Storage Rooms:** Athletes are not permitted in the storage room.
 12. **Food and Drink:** Only water and sport drinks in sealed containers are permitted. FOOD and TOBACCO (obviously) are NOT PERMITTED.
 13. **Post-Workout Recovery Snacks:** All post-workout nutrition products are to be handed-out by the supervising coaches.
 14. **Personal Belongings:** Cubbies are provided for personal items and they must be removed following the assigned training session.
- ITEMS LEFT OVERNIGHT WILL BE DONATED TO GOODWILL!
15. **Lost or Stolen Items:** The Strength & Conditioning Staff is NOT RESPONSIBLE for lost or stolen items. Stealing ANYTHING from the weight room will result in an IMMEDIATE and PERMANENT BAN from the weight room!
 16. **Music:** The music will be controlled by the Strength & Conditioning Staff ONLY.
 17. **Athlete Personal Music Players:** Are only permitted in the Cardio and Core areas. No headphones are to be worn while weightlifting!

ROOM RESPONSIBILITIES

1. Safety clips are to be used at all times on the barbells.
2. All exercises performed with a stretch-band must be preapproved by a Strength & Conditioning Coach.
3. Dumbbells are to be placed only in their respective rack location or GENTLY on the floor. Do not place dumbbells on top of other dumbbells or on the benches. DO NOT DROP THE DUMBBELLS!
4. No feet on benches or pads.
5. All sweat left behind on pads, handles, or floor is to be wiped clean with the antibacterial disinfectant.
6. Cardio Equipment must be sprayed and cleaned (including the floor) after use.
7. All weight room equipment is to be returned to its place of origin immediately following use (not at the end of the workout). This includes dumbbells, plates, sandbags, curl bars, belts, etc.
8. Plates are to be returned to their designated areas (e.g. no 25's on the 45 hook, etc.).
9. All bars are to be returned to their original lock position and broken-down to 135 lbs; return benches to the flat position.
10. All half-racks are to have 1-2.5lb, 1-5lb, 2-10lb, 1-5lb, and 3-45lb poly-urethane plates on each side of the storage area.
11. Towels must be placed in proper bin following use.
12. Recycle bottles...Stay Green!

THE STRENGTH & CONDITIONING STAFF RESERVES THE RIGHT TO PROHIBIT FACILITY USE FOR AN INDIVIDUAL AT ANY TIME AND FOR ANY REASON



SPORTS SCIENCE

MUST EVALUATE

- **Modalities (Ever-Evolving)**
- **Metrics Compiled**
- **Data Assessment**
- **Benefits Accrued**
- **Impact on Program (including Financial)**
- **NEED vs Want**



SPORTS SCIENCE

- **Represents the New Frontier in Our Profession**
- **Education and Concomitant Expertise are Rapidly Becoming Requirements**

“You can have data without information, but you cannot have information without data.”

- Daniel Keys Moran





"SEPARATION" QUALITIES

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LEADERSHIP

- Performance Leader
- Culture Leader
- Discipline
- Compassion
- Integrity
- Perseverance
- Enthusiasm
- Courage
- Dedication
- Toughness

LOYALTY

“Toughness is the application of focus, no matter the circumstances, of what is going on around you.”

- Dr. Lonnie Rosen



"SEPARATION" QUALITIES

ADMINISTRATIVE SKILLS

- Communicator
- Negotiator
- Organizer
- Planner
- Problem Solver

“A problem well-stated is a problem half-solved.”
- Charles Kettering



"SEPARATION" QUALITIES

BE A POSITIVE AMBASSADOR

- For the Community
- For the University
- For the Athletic Department

**For The Strength & Conditioning
Profession!**



IF YOUR ONLY POSSESSIONS WERE...

- **CALLOUSED HANDS**
- **BLOODY KNUCKLES**
- **FIRE IN YOUR HEART**

...YOU COULD BE ULTRA-SUCCESSFUL!



COACHING THE MILLENNIAL ATHLETE (1982-PRESENT)



COACHING THE MILLENNIAL ATHLETE

CONTRASTING PERSPECTIVES

Source 1

- Entitled
- Selfish
- Lazy
- Narcissistic

Source 2

- Confident
- Team-Oriented
- Achieving
- Pressured

Source 1: *Generation ME*, Twenge, J.M., 2006

Source 2: *Millennials Go To College*, Howe, N., Strauss, W., 2nd ED, 2007



COACHING THE MILLENNIAL ATHLETE

SUGGESTIONS

1. Establish Standards (Rather Than Philosophies)
2. Build an Identity
3. Create Challenges (Adversity)
4. Demand Accountability
5. Foster Verbal Communication
6. Nurture Decision-Making
7. Encourage Action on Those Decisions
8. Have Strategies for Managing the Results

SACRIFICE vs INVESTMENT



NAVIGATING THE COACHING LANDSCAPE



NAVIGATING THE COACHING LANDSCAPE

1. Be Standard-Driven

2. Be Relevant

a. Where You Are

b. In the Profession (Open Door)

3. Build Relationships

a. With Athletes (Mentor)

b. With Staff (Cooperation, Not Conflict)

c. With Peers (Network)

“Your standards, and how you hold yourself to them, are the greatest determining factors to how your life works out.”

- Jim Rohn



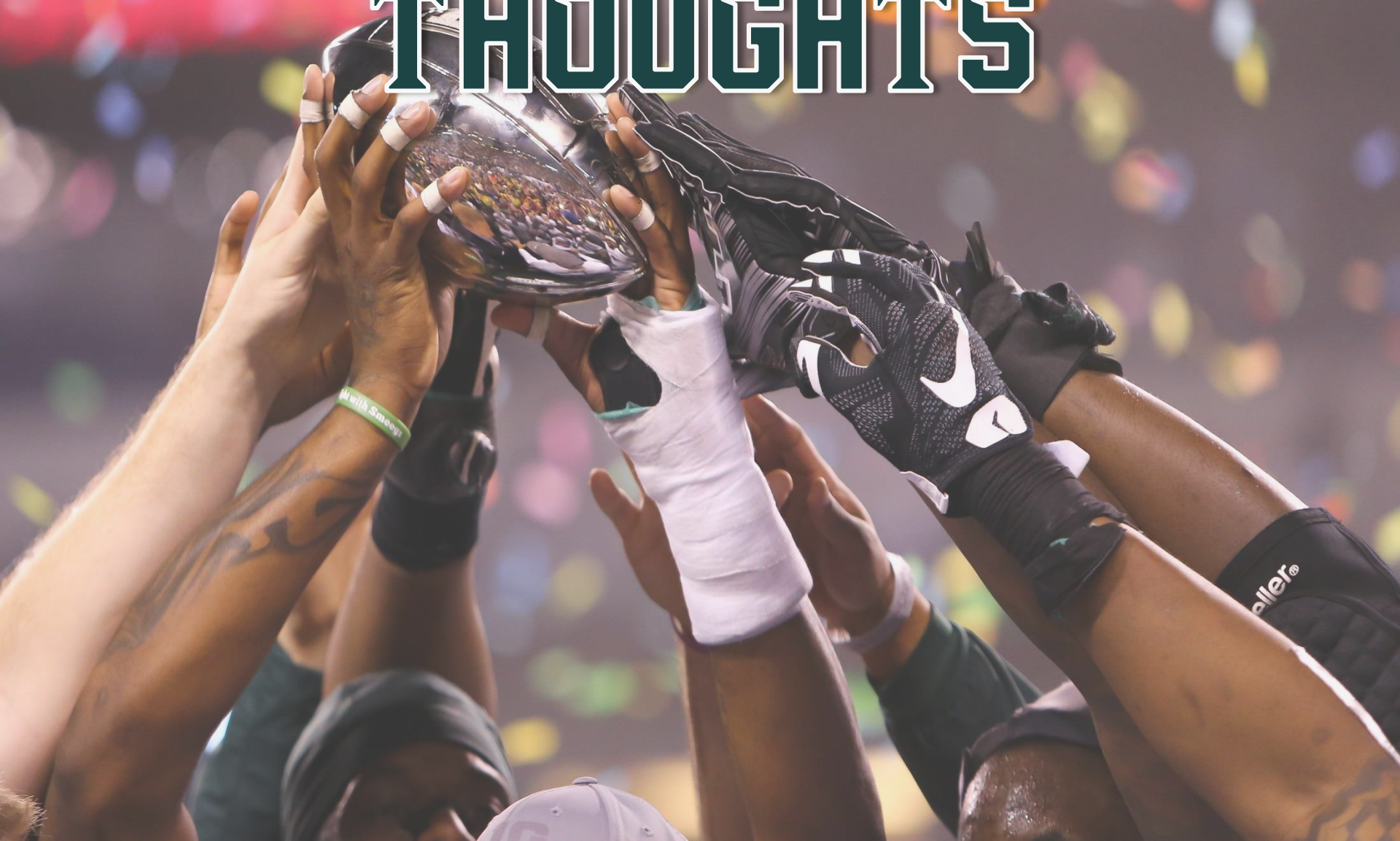
NAVIGATING THE COACHING LANDSCAPE

4. Maintain an **“EARN THE JERSEY”** Mentality
 - a. Continue to Learn & Grow
5. Stay Hungry & Humble
6. Expect the Pain of Commitment
7. Rest if You Must – **BUT NEVER QUIT**

**PREPARE FOR THE DAY
WHEN YOU CAN **NEGOTIATE!****



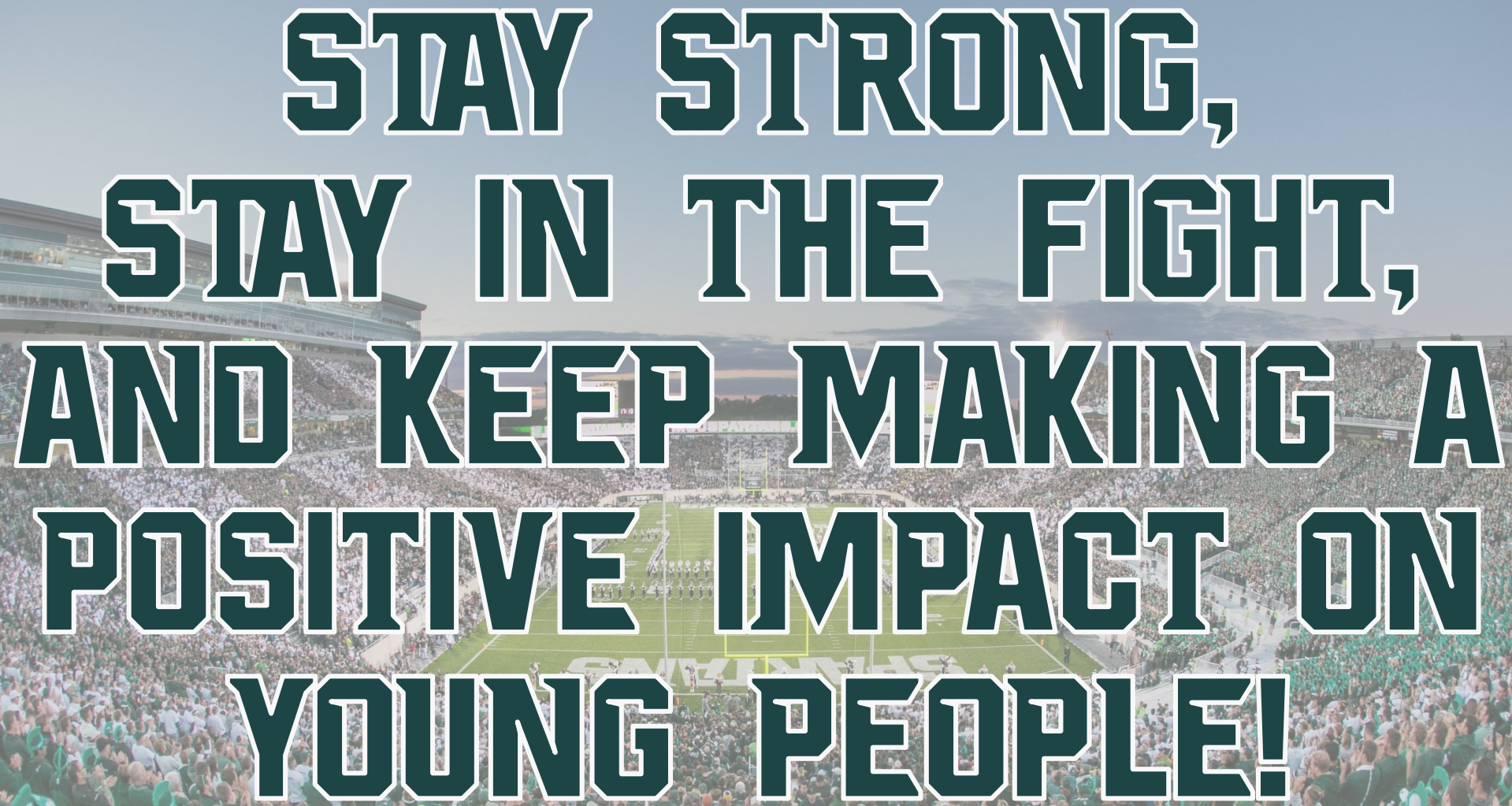
CHAMPIONSHIP THOUGHTS



IMPACTING LIVES: CHAMPIONSHIP THOUGHTS

- 1. MLK / PROVERBS 27:17 / SPARTAN HISTORY**
- 2. Build on The Extra Mile**
- 3. Put Your Name on It**
- 4. Problems Can Equate to Progress**
- 5. Every Day is a Clean Slate**
- 6. Everyone You Meet can Teach You Something**
- 7. Always Realign Yourself with Your Highest Priorities**



A large crowd of people at a stadium, many wearing green hats, cheering and clapping. The scene is captured from an elevated perspective, showing the field and the stands filled with spectators. The text is overlaid on the image in a bold, dark green font with a white outline.

**STAY STRONG,
STAY IN THE FIGHT,
AND KEEP MAKING A
POSITIVE IMPACT ON
YOUNG PEOPLE!**

THANK YOU!

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