

November 2017

BCAM Monthly Report



FROM THE EXECUTIVE DIRECTOR (Tom Hursey): "A COACH WILL IMPACT MORE YOUNG PEOPLE IN A YEAR THAN THE AVERAGE PERSON DOES IN A LIFETIME." That is a very powerful statement. As you get closer to starting your season how do you react to this statement? Besides spending time on X's and O's, should you think about how you will impact the young people on your team and in the stands. Will you be the raging idiot or the coach that conducts himself/herself in a manner that has a positive "impact?"

As you will see below, Rich Moffit and his Reaching Higher Committee has been working hand in hand with the MHSAA to bring back the Reaching Higher Showcase. There will be some major changes due to NCAA rules but the showcase will serve a very good purpose and will be a positive program for student-athletes interested in pursuing a sport in college.

BCAM is also happy to announce that the MHSAA has been working with the NCAA to allow D1 coaches to attend scrimmages. Schools with potential D1 players can scrimmage other schools with D1 players and invite D1 coaches to attend (see following article).

I always enjoy the BCAM Clinic Weekend. Over 700 coaches came to Oakland University to hear top college coaches explain how they do things. Greg Kampe (Oakland University Men's) and Jeff Tungate (OU Women's) were great hosts and were happy to show off the fine facilities at Oakland. With the Hall of Fame Banquet returning to Saturday night, around 250 people attended this great event. Four outstanding coaches were inducted in the BCAM Hall of Fame. Eight deserving people were inducted into the BCAM Hall of Honor. Coaches of the Year and Century Club winners were also recognized. (Side note: It would be nice if those coaches winning awards from their peers would attend this banquet. It was very sad that so few came.) The clinic weekend is the BIG weekend for BCAM. Whether you come for the X's and O's or the camaraderie, it is a great place to see your peers and get ready for the upcoming season. (Another side note: Who is the winningest boy's coach in the state? Who has coached over 40 years? Who was sitting near the front row taking notes from speakers? None other than Roy Johnston (Beaverton). What an inspiration to young coaches.)

I want to put in a good word for our newest sponsor: **KROSSOVER**. If you want the leader in statistical analysis make sure you check out Krossover. They were the first and continue to be the leader in breaking down your video and giving you all the stats you need to evaluate your team. Talk about a time saver. No more staying up late at night after a game to break down your video. No



more videos that are not broken down because you just don't have time. Give Krossover a chance to help you as a coach. Go to www.bcam.org and click on the Krossover banner at the top of the home page.



Another new sponsor that is making inroads into athletes' diets is the **UNITED DAIRY INDUSTRY OF MICHIGAN**. Chocolate milk offers a great alternative to traditional drinks. Go to: <https://www.milkmeansmore.org/athletes/> for more information. Feel free to contact their office to find out how your school can get milk specials.

By the time the December Monthly Report arrives you will be a few days away from the start of your season. I want to wish you all good luck and remember to make a positive impact this season.

BCAM Clinic Wrap Up – Kevin Richards, Clinic Co-Chairman

It's coming up on two weeks since our clinic end and having had some time to reflect, I thought I would write down some highlights from the weekend on "The Blacktop".

Oakland rolled out the Red Carpet for BCAM. BCAM Hall of Famer Greg Kampe and Women's coach Jeff Tungate couldn't have been better hosts. From accommodating visiting coaches to sitting in on all of the speakers, their presence was felt all weekend. What was most impressive was to see the culture that both coaches have brought to their respective programs. The attention to detail was evident in both practices. I expect both to have BIG years at the O'rena.

Mike Neighbors from Arkansas displayed why he led Washington to a 2015 Final Four and why Kelsey Plum became the NCAA all time leading scorer under his watch. His creativity and competitiveness in his shooting drills were on full display. The basketball coaching fraternity is lucky to have a coach like Mike Neighbors who is in it to help others. After receiving his infamous newsletter for years, it was nice to see his passion in action.

Chris Mack from Xavier emphasized defense. Xavier is known for its great transition defense and "Pack Line". I specifically enjoyed his 4 Ball Transition drill, which is one I'd never seen before. He stressed "building walls around the ball" and "corralling the ball" in transition. He spoke about Xavier's unique 1-3-1 defense. Chris likes to put his biggest, most immobile player as his tail vs. having your quickest defender. It definitely left some coaches talking.

Stan Van Gundy capped off our Saturday session. Coach Van Gundy gave a smorgasbord of sets, SLOBs, BLOBs, and ATOs. You can easily see why he is considered one of the best tacticians in the game today, not to mention one of the most entertaining.

Sunday morning Steve Wojciechowski led off and was impressive. Coach Wojciechowski has learned from arguably one of the greatest coaches in the sport and he was polished. He talked about their "Warrior Game" transition and half court offense. He emphasized ball movement by getting multiple ball reversals, paint touches and having tremendous spacing. I am looking forward to seeing Marquette play, including the three Michigan freshman that he brought in.

Robyn Fralick from Ashland was the talk of the clinic in her "homecoming" speaking debut. It was easy to see why she led Ashland to a 37-0 and DII National Championship. Her "Core Values" should be a staple in everybody's program (1. Be a great teammate, 2. Manners Matter, 3. Trust, 4. Toughness, 5. Commitment). Robyn talked about passing being such an important skill. The one quote out of all of the speakers that really stuck with me was, "if you can pass, you can score". It is simple and true. In this day of personal trainers it was another great example of what is most important.

Brad Underwood of Illinois rounded out our weekend. He talked about his famous High Post offense that he has employed at Stephen F. Austin, Oklahoma State and now at Illinois. His teams score fast and you can see why. The Spread offense has many cuts and can use multiple sides of the floor. Whether you were using this as a continuity or using as a quick hitter, Coach Underwood gave great detail into his offense.

I heard earlier in the fall at another clinic a coach said that you can make two mistakes at a clinic: 1. Implement everything you learned at a clinic and 2. Implement nothing you learned at a clinic. Hopefully you were able to take something from this clinic. Thank you to those of you that I talked to personally or emailed us. BCAM is looking forward to bringing you another great clinic in 2018.





Clockwise from top left: 1. Hall of Fame Alumni and 2017 Inductees
2. Dennis Hopkins (clinic co-chair), Jeff Tungate (OU), Kevin Richards (clinic co-chair)
3. Don Miller, Tom Hursey, Greg Kampe, Roy Johnston, Dan Young
4. Around 730 turnout for this year's clinic
5. Greg Kampe poses with his HOF Caricature
6. HOF Class of 2017 - Kampe, Mary Cicerone, Kurt Keener, Paul Polfus

NCAA DIVISION I COACHES CLEARED TO EVALUATE AT HIGH SCHOOL SCRIMMAGES

Michigan High School Athletic Association staff have received written clarification from the Big Ten office that NCAA rules allow Division I basketball coaches to attend in-season scrimmages of high school basketball teams.

BCAM's Rich Moffit and Keith Guy brought the question to the attention of the MHSAA, whose staff then brought the issue to Big Ten staff in writing and in a meeting last spring.

The result is that Division I coaches may be present when schools conduct multi-team scrimmages as well as regular season games, thus providing an efficient setting for coaches to evaluate a greater number of prospects at one place and time.

The scrimmage must involve at least one high school team and comply with all high school association requirements.

In Michigan, any of the four scrimmages allowed during each season could involve multiple teams at the same facility; and now it is clear that Division I college coaches may attend.

It is not required that the scrimmage be a part of the school's published schedule for the season; but it must occur within the high school season and all other MHSAA rules relative to scrimmages must be observed.

Reaching Higher Showcase

The BCAM-MHSAA Boys and Girls Reaching Higher Showcase will take place in July of 2018. The event will feature a College/Pro Keynote Speaker, tournament format for games, skill session for college coaches evaluation and a Parent Program focusing on the recruiting process. The event will be held as a non-certified event, which means that D2, D3, Junior College & NAIA Schools may attend to recruit. Additional information will follow in the coming months.

SEEDING: The MHSAA recently sent out a survey about seeding the basketball tournament. Once they analyze the results we should hear what they are planning on doing for the 2018-19 season. BCAM will continue to promote the KPI system of seeding. With all the interest that the football seeding has generated, BCAM still feels there is a place for a system that seeds more than a few schools.



THE IMPARTING OF THOUGHTS -- by Joe Ricard, BOCCC

BCAM has a special subcommittee titled BOCCC: Basketball Officials and Coaches Communication Committee. The title of this article is one definition of COMMUNICATION, something which BOCCC obviously spends a great deal of discussion time on.

However, improving communication between four or five people (coaches and officials) in a gymnasium full of hundreds of people leaves out many influencers of COMMUNICATION and sportsmanship. Consider how including others in the topic of COMMUNICATION will go a long way to improving the experience of everyone involved, not only coaches and officials--

ADMINISTRATION. At your evaluation meeting, when the administrator asks what she/he can do to help you, suggest that he/she address sportsmanship at a pep rally OR at a Meet the Winter Teams night. Have that person

have meetings with the true leaders of the cheering section. Address sportsmanship at a Booster Club meeting. Include in school announcements the student fan expectations for that night's game. Identify the school representative who is in charge of the game. Athletic Directors are not able to attend every game; they can, however, influence sportsmanship at every game.

PARENTS. Coaching is stressful during a game but possibly not as stressful as watching a son or daughter be part of a team; be aware of that. Be sure to have a preseason meeting with parents and be sure to show your human side. COMMUNICATE how they can help you throughout the season, ask them for assistance during the season, and use them as frequently as possible. Allowing parents to see your personal, non-coach side might go a long way to helping improve parent sportsmanship. Make sure they are aware of your goals and expectations for the season, goals and expectations which hopefully go far beyond winning games.

STUDENTS. Make sure the student cheer section and leaders are aware of the support the MHSAA provides for them. COMMUNICATE your thanks and appreciation for the student support. Little things like candy, signs, raffles, etc. are noticed by students. Thank them on daily announcements or on the marquis or during pregame announcements. Find out what exemplary cheer schools are doing and copy that. One of your goals should be to make the event enjoyable and fun for all involved. COMMUNICATE to the pep band and their instructor your appreciation for all they do.

PLAYERS. Your players receive COMMUNICATION from you regarding all sorts of things; be sure to include your expectations for the season and be sure these are realistic expectations. Being the best will only lift you above someone else; being the best you can be does not set any limits. Include topics like competing, playing with passion, setting examples, sharing, and academics in your player COMMUNICATION. The pressure to win championships can be overwhelming, as evidenced by coach burnout, player burnout, and parent burnout. Strive to be in it for the long haul and that might improve the season for everyone.

Enjoy your season!

OVER-CONCERNED PARENTS: Some of you have parents that might be a little too much involved in their kids' development. The following video will show you a way to recommend a book for them to read that might change the way they go about working with their student-athletes.

Part 1—<https://whatdriveswinning.com/conference-videos/part1-the-matheny-manifesto/>

Part 2—<https://whatdriveswinning.com/conference-videos/part-2-managing-the-cardinals/>

2016-17 EJECTION RESULTS: As we approach the 2017-18 season, let's look back at last year's Officials Reports. For Varsity Boys Basketball, there were 54 player ejections and 13 coach ejections. For Varsity Girls Basketball, there were 20 player ejections and 20 coach ejections. When considering the large number of games played, this might not sound like many ejections. But when coaches are supposed to be leading the efforts of good sportsmanship any ejection is too many. We have all reacted to officials' calls in a way that we might regret later but why not make a special effort this year to control ourselves and be a positive influence for players and fans.

To: **NABC Member Coaches**

From: Jim Haney, Executive Director
Reggie Minton, Deputy Executive Director

Date: October 3, 2017

Re: U.S. Justice Department Announcement Regarding Men's Basketball



We were all deeply disappointed, angry and frustrated to hear of last week's news regarding the arrests of ten individuals, including four assistant coaches, on criminal charges, including bribery and fraud.

Earning back the trust of the public, NCAA leadership, conference leadership, institutional presidents, directors of athletics, faculty representatives, compliance coordinators and our fellow coaches is of primary importance, and we all have a vital part to play in that effort. Together we can earn it back by making wise and honorable choices moment by moment, day by day, and month by month. This investigation may very well cause changes both inside and outside the college sports world, from universities and the NCAA to state and federal legislation, and we remain committed to ethically executing our duties as coaches. Regardless of what the future holds, we must also be sure to hold each other accountable in elevating the game and leading the student-athletes we coach. Greed, corruption, and foolish decisions have no place in our game or in the coach's mission.

In light of these recent events, it is the responsibility of the NABC to remind our members of the unique risks that you face as a result of your chosen profession; to reinforce your ongoing obligations beyond the basketball court; to outline steps that you can take to mitigate your risk (and there is risk!) and to ensure that you know that this organization is available to assist you as needed.

What Happened?

- a) Last week, federal prosecutors in New York arrested ten individuals, including four assistant men's basketball coaches at NCAA Division I institutions. The coaches are charged with violations of various criminal laws, including fraud, following their alleged involvement in schemes to direct student-athletes to particular financial advisers, sports management agencies, and other third parties in exchange for cash bribes. Unnamed coaches at other institutions are also allegedly involved-but not yet charged-in a separate scheme involving the sports apparel company adidas. Federal prosecutors allege that coaches conspired to facilitate the delivery of funds from the apparel company to high school players and their families in exchange for players' commitments to play at the coach's institutions, which were also sponsored by adidas.
- b) While these are merely accusations at this point and all individuals are presumed innocent until proven guilty, the government's allegations, if true, represent serious violations of not only clear NCAA rules but also federal criminal laws. The government has strongly stated that their investigation is ongoing.

Coaches' Unique Risks in Today's Environment

- a) Under our NABC Code of Ethics, coaches must avoid "conflicts of interest" with athletes, colleagues, officials, media, and the public, including so-called "outside parties."
- b) As the allegations illustrate, coaches occupy a unique space between talented, ambitious young athletes and a lucrative basketball related industry angling for access. Because apparel companies and other "third parties" see coaches as a point-of-entry for developing relationships with high school and collegiate student-athletes, coaches must be very vigilant in their interactions with individuals who might have a financial interest in a player or the success of your program.

Coaches' Obligations

- a) Our organization originally drafted its NABC Code of Ethics in order to "reassure the public that basketball coaches are deserving of public trust, confidence, and support." The trust has been broken. Each of us must now set out to earn that trust again!
- b) The news of last week reminds us that coaches are obligated not only to the players and colleagues within their program, but also to their athletic departments; their institutions; their athletic conferences; national organizations like the NCAA, NAIA, and NJCAA; and federal and state authorities. The repercussions of a coach's decision to disregard his obligations in favor of personal enrichment can be devastating to his life and his family's well being, but also jeopardizes the student-athlete's eligibility.

So What Can Coaches Do Within Their Programs?

Each coach is also individually accountable for his actions, regardless of whether a head coach, supervisor or other external party has directed him to act. By extension, each coach has an individual responsibility to act as a "gatekeeper" for the program with regards to recruiting and improper benefits. The head coach has an obligation to ensure each individual staff member is acting in compliance of the national governing body's rules as well as federal and state laws.

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It is interesting that this TIME article preceded the FBI probe. Read how big money is affecting youth sports. Maybe the FBI probe will deter some of these crazy situations with our youth.

SIGN OF THE APOCALYPSE FOR YOU ATHLETES: (and how does this affect high schools athletics?)

<http://time.com/magazine/us/4913681/september-4th-2017-vol-190-no-9-u-s/>

WHAT PARENTS SHOULD TELL THEIR CHILDREN

BEFORE A GAME

Have Fun

Play Hard

I Love You

AFTER A GAME

Did you have fun?

I am proud of you

I Love You



Player Selection Coach John Wooden

Three of the five items Coach Wooden described in his book *Practical Modern Basketball* as determining factors in selecting a squad were:

1. *Determining your best players*
2. *Determining the proper position for each player.*
3. *Determining the correct combination to make up your strongest unit.*

This criteria could be used in assembling any team in business or sports. Coach Wooden reminds us to: *Consider team spirit and morale. The five best players seldom make the best team.* This idea was one of the key themes of Jim Collins's bestselling business book: *Good to Great* where he cautions us to make sure we get the right people on the right seat on the bus.

Coach also advised it was important to:

1. *Be completely impartial and give every player the chance that he deserves and the opportunity that he earns.*
2. *Be constantly alert for the players who play well under pressure and those who cannot take pressure.*

Coach said he wanted players who had: *Industriousness, Enthusiasm, Cooperation, Team Attitude, Self-control and Alertness.*

Coach Wooden described his decision making process as follows:

Although the final decision for selecting the squad must be the responsibility of the coach and the coach alone, he should use every possible method to aid him in making the correct decision. Do not be reluctant or too proud to seek helpful information from every available source.

One of the sources Coach used was *keeping complete statistical charts of every scrimmage and analyzing them in a comparative manner.*

In addition to tracking points, rebounds, assists and many other normal basketball statistics Coach Wooden statistically tracked occurrences of some rather unusual items. Coach statistically tracked the number of times that a player:

1. *Failed to acknowledge a scoring pass from teammate.*
2. *Showed displeasure at a teammate.*
3. *Showed displeasure at a coach.*
4. *Showed displeasure at an official.*
5. *Sulked or got head down.*
6. *Lost temper or self-control in any way.*
7. *Failed to hustle on either offense or defense.*
8. *Appearance to be “cocky”, “fancy” or “grandstanded”.*
9. *Failed to see a teammate open for a pass.*
10. *Failed to keep hands up around board.*
11. *Forced a shot or dribble.*
12. *Failed to keep man busy on the weak side.*
13. *Failed to get proper rebound balance after a shot.*

In addition to general character traits Coach was able to identify very specifically the personal behaviors he wanted on the court and quantify them statistically.

If we can identify and communicate the specific behaviors we expect out of others as Coach Wooden did instead of just talking about general character traits we will get better results.

This is also a great thing to do when we coach ourselves.

Yours in Coaching,

Craig Impelman www.woodenswisdom.com *Twitter: @woodenswisdom*



“If you go to a tree with an ax and take five whacks at the tree every day, it doesn't matter if it's an oak or a redwood; eventually the tree has to fall down.”— **Jack Canfield**

“The proactive approach to a mistake is to acknowledge it instantly, correct and learn from it.”— **Stephen Covey (Sounds like coaching)**

“I'd rather attempt to do something great and fail than to attempt to do nothing and succeed.”— **Robert H. Schuller**

“The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly.”— **Jim Rohn**