



**BOBCAT FOOTBALL**  
**2023**

**#EARNiT**

# HS COACHING STAFF

*Head Coach (OL/RB):*

*Chuck Caniford*

*Offensive Coordinator (QB/RB):*

*Chris Taber*

*Defensive Coordinator (ILB):*

*Shannon Wilson*

*Character Coord. / Asst Coach (Safeties):*

*Brandon Jones*

*Assistant Coach (Defensive Line):*

*Richard Baker*

*Assistant Coach (Defensive Line):*

*Michael Colley*

*Assistant Coach (Outside LB):*

*Carl Hollums*

*Assistant Coach (WR):*

*Kenneth Johnson*

*Assistant Coach (Corners):*

*Brian McBeth*

*Assistant Coach (Offensive Line):*

*Ethan Watson*

*MS Coach:*

*Brandon Freer*

*MS Coach:*

*Kameron Hill*

*MS Coach:*

*Christopher Henderson*

*MS Coach:*

*Chase Hall*

*Athletic Trainer:*

*Danielle Henderson*

*Athletic Trainer:*

*Kelsea Cunningham*

# #EARNiT★

- *Everything you get as an athlete is earned (playing time, recognition, wins, gold balls)*
- *Athletics is one of the last places you can learn that in our current climate*
- *You have to make deposits before you can make a withdrawal*
- *The Law of the Price Tag – the team fails to achieve it's goals, when it fails to pay the price (the price NEVER goes down – have to earn it every day!)*



**TAPLAC**

***THINK, ACT, PLAY***  
***LIKE A***  
***CHAMPION***



**TEAM GOALS**  
**2023**

***Winning Record in District***

***Playoffs***

***Win a Gold Ball***



**TEAM EXPECTATION**  
**2023**

***WIN A GOLD FOOTBALL***

# **STAFF EXPECTATIONS**

- *Model the expected behavior and attitude*
- *Teach in a positive and encouraging manner*
- *Hold our student-athletes to a high standard of behavior and performance*
- *Be organized and prepared for every practice/game*
- *Compete with passion every day*
- *Build strong relationships with our student-athletes*
- *Turn challenges into opportunities – we expect adversity and will be prepared to respond to it*

# PLAYER EXPECTATIONS

- *ALL WE ASK IS ALL YOU'VE GOT*
  - *110% is a lie – you can only give what you have*
  - *Give us all of it (consistent, relentless effort)*
  - *Effort is non-negotiable (if you don't give maximum effort, you can't play for the Bobcats)*
  - *It doesn't take any talent to give effort*
  - *You get out of anything whatever you put into it*
  - *Have a passion for what you do – practice and play like your hair is on fire*
  - *Enthusiasm is contagious!*



# PLAYER EXPECTATIONS

- *EMBRACE THE CHALLENGE*
  - *Becoming a Champion is HARD – if it was easy, everyone would do it*
  - *Get comfortable being uncomfortable (the hardest steel is forged in the hottest fire)*
  - *Maintain a positive attitude, even in the face of adversity*
  - *Expect adversity and RESPOND to it!*
  - *Let us coach you – our job is to help you do what you can't or won't do on your own*
  - *“Football may be the best taught subject in American High School because it may be the only subject that we haven't tried to make easy” English Dept Chair, Brooklyn*

# PLAYER EXPECTATIONS

- *BE DISCIPLINED IN EVERYTHING THAT YOU DO*
  - *Do what you are supposed to do, when you are supposed to do it, how you are supposed to do it*
  - *If it doesn't help you achieve your goals (individual or team), then don't do it.*
  - *Be a leader on campus and expect others to act with discipline*
  - *Consistency is key*
  - *This includes on Social Media*

# PLAYER EXPECTATIONS

- *BE A GREAT TEAMMATE*
  - *Represent our program in a positive manner*
  - *Be where you are supposed to be, when you are supposed to be there (early!)*
  - *Be willing to do whatever it takes to help the team achieve its goals*
  - *Championship teams have members who are willing to make sacrifices for the good of the team*
  - *Celebrate the successes of your teammates*

# **PARENT EXPECTATIONS**

- *Exemplify the TEAM concept*
- *Be Great Fans*
- *Hold your child accountable for the expectations we have*
- *Communicate with the coaches (at appropriate time)*
- *Encourage positive sleep habits*
- *Monitor Nutrition and Hydration*
- *Chain Crew (sub-varsity)*
- *Join and volunteer (concession stand) with the Booster Club and our Parent Groups (Emilio / Becky)*

# INJURIES

- *All injuries should be reported as soon as possible to the athletic trainers*
- *Except in the case of an emergency, student-athletes are encouraged to see an athletic trainer before going to a physician*
- *Injured student-athletes are expected to attend all team meetings and practices*
- *Student-athletes are required to attend all treatment sessions as assigned by the athletic trainers*

# ABSENCES

- *Student-athletes are required to attend all mandatory practices, workouts and team functions unless otherwise advised by the coaching staff*
- *Missed practices WILL result in a loss of playing time*
- *If a student-athlete is going to miss a practice or team function, they must communicate to the staff PRIOR to that event or practice (reasons are given before, excuses are given after)*
- *Frequent absences may result in a removal from the program*

# **KEYS TO SUCCESS IN THE CLASSROOM**

- *Be in attendance and on time for all classes*
- *Sit in the front of the classroom if possible*
- *Don't talk unless asking or answering a question or participating in a discussion*
- *Appearance matters – both for your work and self*
- *Study and do your homework in bright light with no distractions (turn off the TV / Phone)*
- *Do homework as soon as possible after class*

# **KEYS TO SUCCESS IN THE CLASSROOM**

- *Turn in ALL work on time and complete (missing assignments are unacceptable)*
- *Do ALL extra credit if it is offered*
- *If you don't understand something, ask for help*
- *Compete in the classroom (As and Bs are wins, Cs are ties, Fs are losses)*
- *No Excuses – Get it Done!*



# NUTRITION INFORMATION

- *Start thinking of your food as fuel and not as entertainment (80/20 Rule)*
- *Eat Clean (perimeter of the grocery store)*
- *Fuel with minimally processed carbs (think “brown and close to the ground”)*
- *Power with lean proteins (1 gram per lb of body weight – the less legs the better)*
- *Eat Good Fats (protectors – nuts, fish)*

# NUTRITION INFORMATION

- *Eat the Rainbow (your plate should have multiple colors)*
- *Eat often instead of big*
- *Hydrate (1/2 to 1 ounce per lb of body weight)*
- *Fuel for activity (snack before workout)*
- *Refuel after activity*
- *Research all supplements thoroughly*
- *Eat something before showing up to practice*

# RECRUITING

- *The best way to get money for college is through academics*
- *Multi-position, multi-sport, multi-activity students are more marketable (build your resume)*
- *Beware of “recruiting services”*
- *Will be hosting a Recruiting Seminar this year*

# **OTHER INFORMATION**

- *Physicals / Rank One*
- *Cleats*
- *Calendar / Schedules posted on Website/Parent Square / Social Media*
- *August Practice Schedule*
  - *4:30-8:00pm on most days*
- *School-year Practice Schedule*
  - *10<sup>th</sup>-12<sup>th</sup> Grade – Split practices (before/after school) Monday through Wednesday (finish around 6pm)*
  - *9<sup>th</sup> Grade – 8<sup>th</sup> period and after school (finish around 5:15pm)*
- *Fundraiser update*



# BOBCAT FOOTBALL

## JULY / AUGUST 2023



SUN	MON	TUES	WED	THU	FRI	SAT
23-Jul	24-Jul 3XS Camp 8am-1030	25-Jul 3XS Camp 8am-1030 Sr/Jr Helmet Fitting after Camp	26-Jul 3XS Camp 8am-1030 So/FR Helmet Fitting after Camp	27-Jul 3XS Camp 8am-1030 HS FB Parent Meeting 630pm Auditorium	28-Jul Helmet Fitting make up 10am-Noon	29-Jul
30-Jul	31-Jul Practice (Helmets) 4:30pm - 8:00pm	1-Aug Practice (Helmets) 4:30pm - 8:00pm	2 Practice (Shells) 4:30 - 8:00pm	3 Practice (Shells) 4:30 - 8:00pm	4 Practice (Shells) 4:30 - 8:00pm	5 Practice TBA
6 Bobcat Bash 6-9pm	7 Practice (Full) 4:30 - 8:00pm	8 Practice (Full) 4:30 - 8:00pm	9 Practice (Full) 4:30 - 8:00pm	10 Practice (Shell) 4:30 - 8:00pm	11 Scrimmage vs Lake Worth	12 Pictures 9am Practice TBA
13	14 Practice (Full) 4:30 - 8:00pm	15 Practice (Full) 4:30 - 8:00pm	16 - 1st Day School Normal School Practice Routine Fundraiser 6pm	17 Practices TBA Scrimm @ Pilot Point	18 Practice TBA Varsity Retreat PM	19
20	21 Normal School Practice Routine	22 Normal School Practice Routine	23 Normal School Practice Routine	24 JV vs Whitesboro 9th vs Celina	25 Var @ Whitesboro	26

*Practice times include meeting times, weight room workouts and film review*

*Note: We will practice on Labor Day, September 4th in the AM*

*Once school begins - 10th,11th &12th Grade will have AM and PM Practices; 9th PM only*



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**ALL TIMES ARE ESTIMATES AND ARE SUBJECT TO CHANGE**

# CONTACT INFO

- [charles.caniford@krumisd.net](mailto:charles.caniford@krumisd.net)
- 940-435-7297
- *Parent Square – in process of creating new groups for 23-24*
- *Twitter - @ccaniford3*
- *Facebook – Krum Bobcats Football*

# **CLOSING**

- *Helmet Fitting – Friday 10am-Noon*
- *New to KISD – See Coach Caniford following presentation*
- ***NO EXCUSES! GET IT DONE!***