

THE FIRST 100 DAYS

A proven plan for building people, culture, and a championship football program

MY APPROACH

I am not bringing a theory about how a football program should operate. I am bringing a leadership system developed, implemented, and refined through more than two decades as a head football coach. I have rebuilt programs, improved academics, developed coaches and players, strengthened alumni relationships, and established cultures built on accountability and purpose. The circumstances change. The principles do not.

TEAM OVER INDIVIDUAL. We will use the transfer portal aggressively where immediate improvement is needed, but no amount of talent justifies recruiting a player who would negatively affect the team. Every recruit must fit our standards.

DAYS 1-15 | ALIGN LEADERSHIP & ASSESS THE PROGRAM

Understand the university. Evaluate the roster. Build the leadership team.

- Meet with the President, Athletic Director, and university leaders to align football with the institutional mission.
- Evaluate current coaches, staffing needs, and resources; begin priority coordinator and staff hiring.
- Meet with players and staff; audit roster, academic standing, eligibility, scholarships, recruiting, facilities, and available resources.
- Identify priority retention needs, positional gaps, and immediate portal opportunities.
- Meet with athletic development leadership to understand the existing fundraising plan, campaign priorities, donor relationships, and how football fits institutional goals.

OUTCOME An aligned institutional vision, an informed roster assessment, and a clear staffing plan.

DAYS 16-30 | ESTABLISH IDENTITY, STANDARDS & RETENTION

Install the leadership framework and set the standard for roster decisions.

- Implement Clarity of Purpose: Purpose → Identity → Standards → Habits → Response → Outcomes; reinforce $E + R = O$.
- Establish Team Over Individual, weekly player meetings, academic accountability, and a Players Council.
- Complete priority staff hires; establish recruiting assignments and identify essential players to retain.
- Adopt a consistent transfer evaluation process covering character, coachability, academic fit, motivation, football ability, and team impact.
- Define the head coach's role in donor engagement with development leadership, including introductions, stewardship, and coordinated fundraising responsibilities.

OUTCOME A unified staff, a defined culture, and documented retention and recruiting priorities.

DAYS 31-50 | ACTIVATE RECRUITING & ORGANIZATIONAL SYSTEMS

Accelerate roster improvement without compromising team culture.

- Use the portal to target immediate positional needs; verify academic and eligibility fit through institutional processes.
- Vet transfer candidates through film, direct interviews, reference conversations where appropriate, and careful assessment of their response to adversity.
- Establish home-state and regional high school territories and activate established Chicagoland and Midwest coaching relationships.
- Coordinate recruiting operations with strength and conditioning, sports medicine, academic support, and player development.
- Join development-led introductions and meetings with alumni, donors, and corporate partners; build relationships and communicate the university's vision.

OUTCOME A targeted recruiting operation with a consistent, culture-first evaluation standard.

DAYS 51-75 | BUILD RELATIONSHIPS & RESOURCES

Strengthen the people and partnerships that sustain a program.

- Reconnect alumni and former players through regular communication and direct engagement.
- Partner with university development and community stakeholders on fundraising and facility priorities.
- Continue high school coach outreach, player retention conversations, and comprehensive portal evaluations.
- Build service opportunities and communicate authentic stories of academic achievement and team culture.
- Participate in coordinated development initiatives and donor events, bringing energy and a compelling football vision while development guides solicitation strategy.

OUTCOME A program supported by alumni, coaches, families, donors, and the community.

DAYS 76-100 | MEASURE, EVALUATE & ADVANCE

Establish a long-term plan for competitive excellence and roster stability.

- Review academics, roster retention, recruiting, player development, staff performance, and community engagement.
- Present a State of the Football Program report to university leadership with priorities, progress, and needs.
- Present a three-year roster plan: portal-accelerated improvement initially, sustained high school recruiting, and ongoing player development.
- Adapt recruiting volume and resource commitments to the university's actual roster, scholarship structure, and available support.
- Agree with development leadership on fundraising priorities, donor-engagement responsibilities, and a recurring calendar for stewardship and outreach.

OUTCOME A measurable three-year roadmap for sustainable program growth.

ROSTER CONSTRUCTION | THE NON-NEGOTIABLE STANDARD

Talent earns an evaluation. Character and team fit determine whether we recruit. We will not recruit a young man whose presence would negatively affect our team, regardless of athletic ability. We will build a competitive roster by retaining the right players, strategically adding thoroughly vetted transfers, and developing a lasting high school pipeline.

PROOF OF EXECUTION | WHAT I HAVE ALREADY DONE

PROGRAM BUILDING Led Concordia University Chicago to five wins in 2019, its most since 2012.

ACADEMICS Raised Kentucky Christian University football team GPA from 2.4 to 3.2.

RESOURCE LEADERSHIP Advanced program systems while operating budgets and full-time staffing declined.

FUNDRAISING Helped secure a \$35,000 healthcare partnership commitment toward facility improvements.

ALUMNI & CULTURE Created Monday Meeting with Coach Aubry; received unsolicited praise for players' conduct.

MY COMMITMENT

I will build a football program that the President is proud of, the Athletic Director trusts, alumni reconnect with, donors believe in, the community embraces, coaches want to work for, recruits want to join, and players are better men for having experienced. What I bring to a university is bigger than a football philosophy. I bring an operating system for building a football program.