

# Program Development System

## Structure & Alignment

### System Overview & Impact

---

#### Program Overview

The program through synchronized development cycles. Rather than managing player development, team building, recruiting, staff growth, operations, and fundraising as separate departments, this system aligns them within a shared structure of phases, assessments, and progression benchmarks. Each area moves on the same calendar, guided by the same standards, building toward the same competitive goals.

#### Program Structure

The annual calendar is organized into four seasonal phases: **Off-Season**, **Pre-Season**, **In-Season**, and **Post-Season**. They're broken down into 10 development cycles and 4 formal assessment periods. Within each cycle, five core areas operate simultaneously:

- **Player Development** — Individual skill plans, strength and weakness tracking, film breakdown, position development, progress tracking, goal setting, academic monitoring, community service, and graduation progress.
- **Team Development** — Offensive and defensive system install, spacing and concepts, reads and decision-making, situational basketball, special teams (BLOB/SLOB), game execution, team bonding, leadership development, communication, accountability systems, standards and culture, competitive mindset, and role clarity.
- **Recruiting Strategy** — Aligned to NCAA evaluation and contact periods, transfer portal windows, signing dates, and live event calendars. Recruiting board management, staff territory assignments, campus visit hosting, and prospect follow-up are mapped to each cycle.
- **Staff Development** — Role definition, teaching assignments, professional growth, recruiting territory ownership, scouting report training, in-game responsibilities, and career development conversations.

- **Program Operations** — Scheduling, travel planning, budgeting, compliance, equipment management, academic tracking, and administrative infrastructure that supports every other area.
- **Fundraising** — Booster club development, alumni engagement, community partnerships, corporate sponsorships, camp and showcase event revenue, golf tournament coordination, donor cultivation, and annual giving campaigns aligned to each cycle.

Every cycle includes defined priorities and focus areas. Every assessment period evaluates progress, adjusts priorities, and resets accountability. The system ensures nothing operates in isolation and nothing gets overlooked across a 52-week season.

## **Program Alignment**

The strength of the system lies in alignment across all areas. Recruiting supports roster needs. Player development supports team identity. Staff responsibilities support player growth. Operations support execution. Fundraising supports program resources and community investment. Each department progresses together, creating consistency and clarity throughout the program. Assessment phases within each cycle evaluate progress, adjust priorities, and maintain accountability while keeping long-term goals in focus.

## **Program Impact**

Programs built on structure outperform programs built on talent alone. This system creates an environment where player growth is measurable and tracked, not assumed. Recruiting decisions are informed by data, not instinct. Staff members understand their responsibilities at every point in the year. Fundraising efforts are planned and executed proactively rather than reactively. Operational details, from travel logistics to compliance deadlines to academic grade checks, are anticipated and executed on schedule. The result is a program where development is predictable, communication is clear, and every person in the organization knows what they're working toward and when. The system doesn't replace coaching, it gives coaching a foundation to build on.

***Structure creates accountability. Progression drives growth. Building champions together.***