

**Question: How will the Performance Coaches function throughout the year? Job description and Responsibility Outline. What will their schedules look like for the year?**

### **PERFORMANCE COACHES**

Performance Coaches are a multi-faceted position that will be customized and adjusted to fit the specific needs of each team the PC is assigned. As an overview, the PC would provide support to:

- Student-Athletes
- Coaches
- Athletic Directors
- Ecosystem Development

The PC position would be a part of my consulting team. I would personally hire, manage and develop this position for the first year or two of activation to customize this position to fit the exact needs of our program and set measures for long-term sustainability. Just like every other part of this proposal, our ultimate goal is to build a SUSTAINABLE program to make sure you could continue programming once my contract is complete.

But just to give you a feel for the initial direction of this position, here's the current job description and responsibility outline currently being created for our PC position:

### **PERFORMANCE COACH JOB DESCRIPTION**

#### **General Description:**

A Performance Coach (PC) will be assist student-athletes in the creation and implementation of a successful plan for academic achievement, athletic performance, college & career readiness and exemplary citizenship. Performance Coaches will collaborate with RCSD faculty members, parents and community members to facilitate initiatives that will address the specific needs of each individual athlete.

Additionally, Performance Coaches will provide a much-needed layer of assistance, quality control, accountability and clarity of what is necessary to facilitate a student-athletes' overall success.

#### **Essential Duties and Responsibilities:**

- Work with players to define clear academic, athletic and career goals then create a strategy to accomplish this objective.
- Work closely with admissions and financial aid staff to advise new students (e.g., evaluates transcripts; develop plans of study, etc.).

- Coordinate academic advising to returning students, individually or in groups, about College policies, programs of study and degree options. Provide students with information about alternatives and possible consequences of academic decisions.
- Hold players accountable for actions necessary to accomplish goals (ie. Attendance, attitude, citizenship, collaboration) Academic Goal Setting
- Engage parents, siblings, family members, alumni, administration, and teammates as needed to act as added support for player success.
- Assist head coaches and administrators with football operations as needed.
- Provide written reports on football operation, practice and game protocol game decisions and player engagement.
- Monitor and assist with practice and game operations to make sure program is consistent with new RCSDF standards.
- Support career services by counseling students on career options and guiding their development of job search skills. Assist career services staff with special projects.
- Establish and maintain relationships with Athletic Directors, Principles
- Work closely with the teachers to connect students to academic support (e.g., tutoring).
- Facilitating RCSD Football initiatives including, but not limited to, ROCREAD Integration, Off-Season Program, Coach Recruitment,
- Complete other support duties as requested such as: track retention, authorize add/drops, and conduct degree audits. Keep advising statistics, work schedule and other reporting documents up-to-date.
- Scheduled weekly student engagement for a minimum of 42.5 hours, and be flexible in terms of hours and days worked (includes Saturday and evening hours).
- Participate in professional conferences and other self-directed professional development activities.
- Assists Coaches and head coaches with inventory and monitoring of school-owned equipment and materials; makes minor adjustments and requests repairs to instruments as required.
- Assist Head Coach and administrators with orders all supplies and materials necessary for team activities in accordance with established district procedures and budget allocations.

- Coordinates and implements appropriate instructional and learning strategies, activities, materials, and equipment that support needs of students assigned.
- Creates an environment conducive to learning and appropriate for the physical, social, and emotional development of students.

Each **Performance Coach** will have the autonomy to do what is necessary for each student to succeed. Players and parent/guardians will sign a written agreement to give Performance Coaches access to academic records and acknowledge they are all committed to accomplishing the player's academic goals.

#### **Additional Work Requirements:**

- Superior interpersonal and problem-solving skills with players
- Sensitive to issues of ethnicity, disability and diversity.
- Adhere to strict confidentiality and other ethical standards.
- Must be clearly student-focused in both philosophy and purpose.
- Football coaching or playing experience
- Communicates team needs with the administration.
- Self motivated and able to work autonomously .
- Should also be able to manage stress well and be flexible in a changing, fast-paced environment

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

**NOTE:** Reasonable accommodations will be made, if necessary, to enable individuals with disabilities to perform the essential functions.

1. Determines time and location of team community service projects
2. Supervises practices, competitions, and camps.
3. Meets with Building Principal to review goals for the football team.
4. Communicates team needs with the administration.
5. Complies with federal and state laws and Board of Education policies.
6. Recruits students to participate in athletic participation.
7. Submits a year-end report including the following information:
  1. Summary of season
  2. Recommendations for improvement
8. Complies with federal and state laws, State Board of Education rules, MSHSAA rules, and Board of Education policies.
9. Orders all supplies and materials necessary for the academic team activities in accordance with established district procedures and budget allocations.
10. Plans and uses appropriate instructional and learning strategies, activities, materials, and equipment that reflect understanding of the learning styles and needs of students assigned.
11. Creates an environment conducive to learning and appropriate for the physical, social, and emotional development of students.

## **Mental Development Training? Who will deliver the training and is there a current curriculum outlining program you could share?**

As mentioned previously, I will personally be delivering the mental development training along with Performance Coaches and other special guests as needed. As discussed, in addition to being ESPN analyst, Super Bowl Champion, RCSD graduate with a history of developing young minority men in the city, I am an author, professional speaker and trainer. In short, there is NO better person to captivate participants and implement this training. Program curriculum will cover the following:

- Belief
- Courage
- Honesty
- Goal-Setting
- Forgiveness
- Action
- Visualization
- Teamwork
- Leadership
- Perseverance
- Sportsmanship

The training curriculum will tap into visual, aural, verbal, physical, logical, social and solitary learning styles. The District would have to pay for the curriculum to get a copy of it.

## **Online Integration – Social Networks platforms? What will this look like? What is the funding for the RCSDfootball.com expense cover?**

By every standard, RCSD Football is way behind other schools in the area. **Its time to give RCSD Football something to be AHEAD of other schools.** Technology is the perfect vehicle. Just like any major business that wants to engage the youth demographic, being relevant in the social space is critical to long-term success. This online integration plan would get that done. Strategy. Content creation. Maintenance. Additionally, the new website would be ground-breaking to help student-athletes take their game to the next level.

Look at sites like: <https://www.gobigrecruiting.com> or <http://www.captainu.com> to get a feel for existing sites that currently help student-athletes for a fee. Offering this type of service FREE for students who play RCSD Football would garner national POSITIVE attention and media. Exciting for RCSD Athletics. These are the tools I need to make MAGIC happen for RCSD Football.

## **Could you outline the following development programs:**

This was already outlined in the proposal submitted, but for clarity, I will reiterate below:

## **Off-Season Speed, Strength & Agility Programs?**

Trainers will take players through speed, agility, strength and explosive power off-season training 4 days a week at their schools. During the season, players will work 2 days per week. Cost-effective equipment will be secured to service all players.

## **Player Skill Development Sessions?**

RCSDF will secure venues and qualified coaches to teach RCSDF players the fundamentals skills needed to dominate the competition. Position by position. 20 sessions. Special emphasis will be given to offensive lineman, defensive lineman and special teams -- major areas of weakness for RCSD teams. RCSDF players and coaches will all attend a free 5-day camp in June offered by the NFL High School Development Program each year at Wayne Central High School.

## **Champions Academy?**

I will host an intense 5-week summer program to prepare RCSDF players and coaches for the upcoming season. Practices will be 4 days a week and start each day after mandatory summer school. Academy will refine physical and mental skills developed in off-season program. Will begin each session with box lunch and conclude each night with a snack. There will also be opportunity for RCSD coaches to receive additional compensation as Roland's assistant coach.

## **Standardize Practice Formats – what will this look like?**

RCSDF practices have a lot to be desired. How they warm up. Line up. Move. There is not much time given to strategy. With an increased emphasis on speed, efficiency and consistency, players will become closer to their goal of perfect execution. Varsity, JV and Modified teams will practice as one unit for portions of practice to make sure standards of execution are consistent.

## **Standardized Offensive & Defensive Schemes – do we have asset plan book?**

After funding is approved, I would meet with coaches and begin to create the standardized schemes for long-term success. As mentioned, players will be introduced to offensive & defensive schemes that can be coached and implemented with a high level of effectiveness. Our goals are simple. Win. To do so, leadership is needed. OUR COACHES NEED HELP. Schemes need to also provide college recruiters an opportunity for prospects to showcase their skills in a more impactful way.

## **12-Month Mental Development Training?**

You asked this already above.

### **Can we work out partnerships around equipment instead of workout gear. Brands like Nike and/or Under Armor?**

Not initially. Equipment providers like Nike & Under Armor make a majority of their revenue from High Schools. When sponsorships are given, they go to programs that are highly visible, have a large influence population and WIN. We can get there. But it is going to take time.

For clarity, RCSD football is NOT currently attractive for sponsorship. Through my relationships, I will be calling in favors, selling, promoting and helping these companies personally to leverage the Districts commitment to improving football. These are strictly benefits of having Roland Williams as a RCSD Ambassador.

### **What current business are eager to support program – Can you provide business and contact personal?**

For clarity, the eagerness to support RCSD Football is solely based on the possibility of the RCSD allowing me to drive its program development. Business professionals and business owners are tired of the same old leadership and direction of RCSD and its athletic programs. They know that I KNOW football, marketing, business and have a strong history of developing young men from the city. Following District support, I will be able to leverage the commitment CREATE a platform worthy of support.

### **Do we have a list of potential celebrity?**

Are you serious? For clarity, can you please explain the relevance of this question to funding and or program implementation?

### **Do you currently have curriculum around the following Life Skills programs:**

1. **Social Etiquette Training**
2. **Financial Fundamentals**
3. **Grooming**
4. **Professional Mondays**

Yes. I have a curriculum for them all. But for clarity, can you please explain the relevance of this question to funding and or program implementation? This training comes at \$0 cost to the RCSD.

## **Budget Overview Questions?**

**New Signage Cost = Standard \$60,000? RCSD \$40,000 – will you secure sponsorship for total cost? Is it \$10,000 per school?**

Yes. Its \$10,000 per school. My intent was to illustrate the actual cost versus what it will cost RCSD after I am able to secure discounted services. Again, to save money for the RCSD, I was willing to pound the pavement to discount services. Take a look at <https://bigsigns.com>. Example of one company I've had initial talks with.

**What is the Online Integration and In-Season Curriculum standard cost entail?**

Again, my intent was to illustrate the VALUE of the services that RCSD was going to get for FREE. It takes work to build content and connect with the masses during the season. It takes work to reinterate and hold students accountable to focus on their academic and athletic goals. This is highlighting the fact my team would cover it.

**365 Sports Mind Signage how is this different from New Signage \$9,600 – will you secure sponsorship for total cost?**

"365 Sports Mind Signage" is a message (eg. HAVE COURAGE, BELIEVE) while "New signage" is an introduction of the rebranding of the mascots throughout the schools. Question, wouldn't new signage actually be an expense that could be shared along other sports?

**Performance Coaching overall cost – shared information with Legal and Human Resources. Overall yearly salary is more than 1<sup>st</sup> year teacher salary? Looking into it.**

To reinterate, for the first year or two, this position needs to be a consulting fee payable from my company. The needs of this district are COMPLEX. I don't need to add another position to be legislated by unions and lawyers. I need to have the autonomy to GET THE JOB DONE.

Just like companies that come into the District providing leadership development workshops, teacher training, after-school tutoring, etc., I need my program staff to NOT be ran by the District. I would personally hire, manage and develop this position for the first year or two of activation. We must have time to customize this position to fit the exact needs of our program and set measures for long-term sustainability.

**Just like every other part of this proposal, our ultimate goal is to build a SUSTAINABLE program to make sure you could continue programming once my contract is complete.**

**Team Workshop Standard Cost = \$32,000 no cost to district? What does the \$32,000 Standard cost entail?**

Again, my intent was to illustrate the VALUE of the services that RCSD was going to get for FREE.

**Performance Coach Manager? Standard Cost? What does this entail? No cost to district, but inquiring on cost?**

Again, my intent was to illustrate the VALUE of the services that RCSD was going to get for FREE. This was one more cost-saving measure to make this program work. I committed to personally fly back and forth to manage this entire program including Performance Coaches. So it won't be an additional cost to the RCSD.

**SAT/ACT, Local College Tours and College Coach/Staff Visits? Standard Cost? What does this entail? No Cost to district, but inquiring on cost? How will we cover without any RCSD cost?**

This would be another direct benefit of RCSD commitment to me and its football program. After I'm able to build a platform worthy of support, THESE are the type of programs people are willing to support financially. I am committing to securing the funding to pay for this part of the program. Once again, extra work for me and a gift to the RCSD.

**Social Networking?, Alumni, Parent, Community and NCAA training Standard cost? What does this entail? No cost to district, but inquiring on cost?**

Carlos, there is no cost to the RCSD, however, clearly you understand there is a cost to build these networks that have not existed.

**WeREAD Video Campaign? Standard Cost \$40,000? What does this entail? RCSD \$2,000 cost what does this entail?**

Again, my intent was to illustrate the VALUE of the services that RCSD was going to get for a substantial discount. When I secure celebrity video testimonials and support for the WeREAD campaign, that is value. If it was someone else without my connections, it would cost A LOT of money. Because you have me doing it, it won't. Just highlighting this point again for detractors of my value to this District.

**Standardized Practice Safety & Access and Offense and defensive schemes? Standard Cost? What does this entail? No Cost to district,**



## **but inquiring on cost?**

Knowledge and expertise has value. It is unrealistic to expect the wealth of training and structure without acknowledgement of its value. Just highlighting this point again for detractors of my value to this District.

## **Special Teams Assistance and Standardized Practice formats although waived for RCSD what does this cost entail?**

Knowledge and expertise has value. It is unrealistic to expect the wealth of training and structure without acknowledgement of its value. Just highlighting this point again for detractors of my value to this District.

## **Post-Practice Snacks/Meals Standard = \$600,000 no cost to RCSD how will we secure sponsorship?**

It actually says "TBD". Not "no cost to RCSD". Depending on budget and support, we would be working with District food services and find local sponsors to secure snacks for kids. Again, I will solicit and secure support to compliment our efforts after a commitment is made to RCSD Football.

## **Unified Player Development Overall Cost:**

After being in discussion about this strategic plan for months, its quite discouraging to get this extensive list of requests from you as if you have no knowledge of what the program entails or any insight as to what programs cost to activate.

I've created a budget. I met with the CFO of the District and reviewed it with him on numerous occasion, modifying the budget twice to address his concerns and to make it less expensive. I've explained each element of this program in great detail to you. I've combined services and cost basis to make it an easier program to understand and fund. I'm trying to deliver football EXCELLENCE on a Walmart budget. It's my intention to stretch RCSD resources to get unprecedented results. But this request is unacceptable. As we continue this process, I believe it's critical that we review a few points for clarity:

- The Superintendent asked me to provide a plan to build RCSD Football into the BEST program in the state in record time. A program that PROMOTES the District and makes parents and students choose the RCSD over other alternatives. I am a specialist. I KNOW football, marketing, public relations and the development of young men. I have submitted my final recommendations. However, just like a world-renown heart surgeon, I don't appreciate being requested to repeatedly explain every decision or expense in my GREATLY DISCOUNTED proposal to get the job done. Just like any great service provider, I have provided a comprehensive plan that will deliver on the request from the Superintendent. If there is a problem with the budget, the focus should be trying to identify what the acceptable overall budget number is, then communicate with me to HELP investigate what can be done to fit my proposal into those numbers or find money to

supplement. But frankly, I don't have time to debate the merits of my budget. I'm not a sales person. I'm the solution the Superintendent desperately needs and requested.

- I am not an accountant. I met with the District's CFO and we went over my budget in great detail over months. To be approved, we know there is no need for such an extensive itemization of a budget. Moreover, if one was required, I you know requesting such extensive information that cannot be confirmed as you KNOW we don't have accurate numbers of participants, RTS bus pass costs, facility, food costs, etc.
- I'm not an administrator. Nor do I have time to waste. Since I have already fulfilled my obligation to provide a needs assessment to the Superintendent, please CALL me on the phone whenever possible to discuss matters like this. It's been quite challenge to talk with you on the phone, and during our face-to-face meetings you haven't had many questions. Now, you provide this extensive list. I don't understand bro. I could have explained much of this in previous meetings over the last few months during creation. But I certainly don't have time for politics.
- The end goal of this proposal is to create a SUSTAINABLE program you can duplicate and continue once my contract is complete. To accomplish this objective, it's going to require me to continue to "get under the hood" and HONESTLY assess and solve the list of issues keeping RCSD Football (and athletics) from greatness. As we have discussed on numerous occasions, there are many reasons RCSD Football (Athletics) are not where we want it. I am here to SOLVE these issues. To do so, I need autonomy to do what is necessary to win. For example, I will need to personally hire, manage and develop my required staff and programs for the first year or two of activation. Then, after winning systems and strategies are in place, I would facilitate a phase out of my company and hand you over the program. Since I'm going to be responsible for the success of this initiative, I have to be able to do things my way.

That being said, in good faith, I will attempt to answer your questions below as efficiently as possible.

### **Strength & Conditioning Staff/Performance Coaches??? Please provide curriculum = \$25,000 please itemize breakdown**

Performance Coaches and Strength & Conditioning coaches are not the same people. I broke down the days, amount of coaches and purpose in the proposal. We discussed this in our meetings. Comes out to be roughly \$20 per session for coaches. Just like with Performance Coaches, I would prefer initially to make these positions as a part of my consulting team to work out the kinks in activation. Again, my objective is to be #1 in the State. I described this in detail in the proposal.

### **Skill Development Sessions – Please provide curriculum = \$10,000 please itemized breakdown**

Goal was to bring in notable NCAA or NFL Players/Coaches to SHOW kids what it takes to be great. Appearance fees average \$10,000 to \$50,000 a piece, which doesn't include their flight, travel expenses, a venue to host sessions, food and media promotion. Because of my relationships, I would bring in coaches to Rochester for discounted prices. As mentioned, our purpose is to PROMOTE the new RCDS Football and make people give us a second look before they enroll elsewhere. Bringing in CELEBRITIES does that.

### **Champions Academy – Please provide curriculum = \$65,000 please itemized breakdown**

This is a 5-week summer program to prepare RCSD players and coaches for the upcoming season. Practices will be 4 days a week and start each day after mandatory summer school. Academy will refine physical and mental skills developed in off-season program. Will incorporate 365 Sports Mind curriculum. Will begin each session with box lunch and conclude each night with a snack. There will also be opportunity for RCSD coaches to receive additional compensation as assistant coaches. As you are aware, we were still looking for cost basis for transportation and food services during creation of this document. But Carlos, you know this type of event COSTS. Expenses include:

- Transportation
- Audio/Visual
- T-shirts
- Coaches
- Food
- Video
- Equipment
- Food
- Promotional Materials
- Entertainment

After talking with the CFO, this detailed If you desperately needed a budget, I'm sure you can

### **How will you cover half of coaching scholarship program? Standard \$28,000 to RCSD \$14,000?**

I was highlighting the fact that there would not be 10 coaches signing up per program. So I wanted to put a more realistic expense.

### **Coaching Clinic? \$20,000 please identify overall expense 4 HC and 30 assistants who would these individual be?**

If you wanted to do a respectable coaches clinic, you would bring in coaches that your coaches would RESPECT. Notable NCAA or NFL Coaches, require average fees of \$10,000 to \$50,000 a

piece, which doesn't include their flight, travel expenses, a venue to host clinic, food and media promotion. Because of my relationships, I would bring in coaches to Rochester for discounted prices as well as get our coaches into other clinics. As mentioned, our purpose is to PROMOTE the new RCDS Football and make people give us a second look before they enroll elsewhere.

**Please provide additional information as it results to off-season program equipment? \$50,000**

Already in proposal submitted.

**Video Cameras/elevated Stands? Will you provide sponsorship to cover cost? \$14,000**

No.

**Who will cover Videographer = \$11,200 Standard Cost but no cost to RCSD?**

We will make it a part of volunteer coaches requirement.

**Locker Room Sanitation? How will you secure sponsorship?**

My company.

**Field Trip and Unique Experience? \$65,000 Standard to \$25,000 please itemize and breakdown? How will we secure sponsorship?**

My company.

**NFL/NCAA Engagement? Please identify potential coaches and players as well as an itemized breakdown on cost?**

Notable NCAA or NFL Coaches, require average fees of \$10,000 to \$50,000 a piece, which doesn't include their flight, travel expenses, a venue to host clinic, food and media promotion. Because of my relationships, I would bring in coaches to Rochester for discounted prices as well as get our coaches into other clinics. As mentioned, our purpose is to PROMOTE the new RCDS Football and make people give us a second look before they enroll elsewhere.

**RCSDFootball.com? What does \$20,000 entail?**

Already explained previously.

**Securing sponsorship will be critical in moving many of these great ideas?**

These aren't "ideas". This is all part of a strategic plan that will take RCSD Football to greatness. Remember, this is my specialty.

**Awards banquet? What does \$20,000 entail?**

**Combine? What does the \$19,000 entail?**

**In school displays? What does \$8,000 entail?**

Already discussed in 365 Sports Mind signage.

**RCSDF Assemblies/Unveiling Ceremony/Recruitment etc.. – What will this entail at a cost of \$20,000 please provide breakdown and itemize overall cost?**

BIG event to get media, parents, alumni and kids excited about football again. But always option of District to not choose to do it.

**Flag Football Integration? What is meant by RW/PC compensation?**

RW/PC compensation mean that I'm going to do it without charging the District.

**Free Youth/Coaches Clinic? What will the \$10,000 entail?**

T-shirts, and football costs.

**Free Clinics for Youth/Coach? Is this the same as Feeder system development? We already have \$10,000 in that section?**

Correct, its already there.

**Elementary Visits/Community Clean-up – Standard cost entail what? No cost to RCSD?**

Was just going to include it into general expenses.

### **Free Tickets? How is this included in RW compensation?**

I would go secure tickets. And the District wouldn't pay me for doing the work.

### **Sponsorship Procurement – How is 20% already secured?**

I have already received tentative commitments from sponsors to discount and donate products that we NEED for this transformation. I have discounted my fee. Other coaches and players will all be doing the same. This is because of my company and personal connections. Period. RCSD athletics will benefit financially because of it.

### **Consulting Fee**

#### **Including transportation, relocation and other expenses? What will that entail?**

This means my fee includes these expenses. I cost.

#### **Office space? RW would need office at district office or nearby for him and secretary? How is the secretary being funded. Is the secretary included in Consulting Fees? How is this a pre-existing expense?**

Secretary included in my budget. That's how it's a pre-existing expense. Also it said \$0 on that line item. So don't understand the inquiry.

***Roland hopefully we can connect sometime this week. I missed you last week... I know there is a lot of requested information above, but we difenetly need to know how all of these great programs and additional support/personnel are going to function before moving forward.***

I have already talked with Bill and the Superintendent. Waiting for an opportunity to present to the School Board. So I don't know who the "we" is you are referring to. I believe all they care about is bottom line PRODUCTION. That's all I'm focused on also. Look forward to your feedback on what else you don't quite understand, however, as you know, getting FUNDING is first priority. These intricate details can be discussed after funding is allocated.

***Funding is a major factor in this proposal and you indicate lots of sponsorship which we will need to secure in order to move forward. Looking forward to talking very soon.***

It is impossible for me to secure sponsorship BEFORE the District agrees to move forward. For clarity, are you suggesting that this is the stance of the Superintendent and CFO?