



NSCA
COACHES
CONFERENCE 2023

JANUARY 4 – 6, 2023

Charlotte, NC & Online | 2.0 CEUs

#NSCACoaches23

CONFLICT OF INTEREST STATEMENT

I have no actual or potential conflict of interest in relation to this presentation.

5 Steps to becoming a High School S&C Coach

By Elton “Croc” Crochran
M.Ed, CSCS



Elton “Croc” Crochran M.Ed., CSCS
5 Steps to becoming a High School S&C Coach

NSCA **COACHES**
CONFERENCE 2023

About me:

Head S&C Coach @ Veterans Memorial HS in San Antonio, TX

College Experience

Intern @ Texas State 1/2014-8-2014

Intern @ UTSA 8/2014-5/2015

Grad Assistant @ Hardin Simmons University 8/2015-5/2017

Assistant S&C @ IMG Academy 6/2017-8/2017

Assistant S&C @ Marshall University 8/2017-5/2018

Assistant S&C @ University of the Incarnate Word 6/2018-1/2019

Head S&C @ Texas A&M University-Kingsville 1/2019-1/2020

High School Experience

MS P.E, Head MS Football, Varsity LB and Head Girls Powerlifting Coach @ Bishop HS in Kingsville, TX 8/2020-5/2021

MS P.E, MS Football, Basketball, Track, Unofficial/ Official S&C Coordinator for 6th-12th grade @ Randolph Field ISD in San Antonio, TX 8/2021- 4/2022



My position

- Full time S&C coach that works year around. No teaching or sport coaching.
- Reports to boys/girls athletic coordinator on campus.
- Do not have a budget but can use some funds from general athletic account and PE funding.

My school

- 5a school in Texas: have about 1600 students
- 450 student athletes.
- 18 Varsity Programs



Elton "Croc" Crochran M.Ed., CSCS
5 Steps to becoming a High School S&C Coach



January		Monday	Tuesday	Wednesday	Thursday	Friday					
Before School	7:00-8:00	Powerlifting	Powerlifting	Powerlifting	Powerlifting	Powerlifting					
	8:00	Freshman Girls BBall		Freshman Girls BBall							
1st Block	8:45	B Soccer	Volleyball XC	B Soccer	Volleyball XC	B Soccer					
	9:20	Girls BBall	Wrestling	Girls BBall	Wrestling						
	9:50										
Passing Period	11:35-11:40										
3rd Block	11:45	Football	Football	Boys BBall	Football	Football					
	12:20										
	12:50										
	1:20										
Passing Period	3:15-3:20										
5th Block	3:25	Warm Up	Warm Up	Warm Up	Warm Up	Warm Up					
	3:30	Fresh Vball	Tennis	Fresh FTBL	Fresh BBall	Tennis	Girls Soccer	Boys T&F	Fresh FTBL		
	4:00	Baseball	Boys T&F	Girls T&F	Vball	Baseball	Boys T&F	Girls T&F	Vball	Girls T&F	Golf
	4:30										
End of day	4:35										
After School	4:45	Girls Soccer		Softball							



Elton "Croc" Crochran M.Ed., CSCS
5 Steps to becoming a High School S&C Coach



Step 1: Finding a job

Where do I start.

If you don't know, ask!

- Shotgun email athletic directors and head coaches.
- Time it up.
- The worst they can do is say nothing.
- 2/20 is a WIN!



Take a P.E or assistant sport coaching job

- The goal is to show your skills.
- Fast track to building relationships with the coaches at the school.
- Easiest way to meet the people in charge.



Elton Crochran <ecrochran2@gmail.com>

Apr 28, 2021, 12:06 PM

to rharri [REDACTED]

Good afternoon Coach Harris,

My name is Coach Elton Crochran and I am inquiring about potential coaching opportunities on your staff for this fall. I have spent the past 7 years as a collegiate strength and conditioning coach with my most recent stop as the Head Strength & Conditioning Coach at Texas A&M University-Kingsville in 2019-2020. I am currently teaching Junior High PE and coaching at Bishop CISD in Bishop, TX. I was the Head Junior High Football coach last fall and coached Linebackers on varsity. I also served as the Girls Head Powerlifting Coach that had 2 girls placed at state this year.

My collegiate coaching experience along with my college playing career at Abilene Christian University has made the transition to coaching in HS seamless. I am a native of San Antonio (MacArthur Class of 09) and believe I can be an asset to your athletic department. I have attached my current resume and hope to hear from you soon. Thank you for your time and consideration.

One attachment • Scanned by Gmail



 Spr21 Resume.pdf

Reply

Forward



Elton "Croc" Crochran M.Ed., CSCS
5 Steps to becoming a High School S&C Coach



Before you apply

- Experience is great but being certified with experience is even better.
- Multiple years of S&C experience can reduce the need for being certified.
- Degree in a related field. Checks the box for minimum qualifications.
- NSCA CSCS. Ideal but not always needed.
- USAW Weightlifting
- *Emergency Teacher certification

Most school districts want some form of education/experience to justify paying you your salary without teaching.

How to create a HS S&C job

If you don't know, ask!

- **Shotgun email athletic coordinators and head coaches.**
- **The worst they can do is ignore your email.**
- **2/20 is a WIN!**

Take a P.E teaching job or assistant sport coaching job

- **The goal is to show your skills.**
- **Fast track to building relationships with the coaches at the school.**
- **Easiest way to meet the people in charge.**

Showing the need for a HS S&C coach

A lot of sport coaches run their own S&C program, show them why your program is better

- They may or may not have S&C knowledge, use this as an opportunity to flex your S&C brain.
- When you get a chance to meet, don't miss!

Benefits of having a designated HS S&C coach.

- Work with ALL athletes
- Assist Middle School S&C
- No allegiance to one particular sport
- Liability is transferred to a professional
- Bridges the gap between AT's and workouts

Step 2

Maximize your facilities.

“The weight room doesn’t make the strength coach, the strength coach makes the weight room”! Croc

- **Your facility will most likely have deficiencies**
- **You will probably lack an inventory check list so be prepared to make one.**
- **Set a weight room usage policy immediately.**
- **Be prepared to step on toes!**





Elton "Croc" Crochran M.Ed., CSCS
5 Steps to becoming a High School S&C Coach



Utilizing your staff

Understand that there are several people on your campus that can help make your job easier.

1) Custodial staff

- Silent hero's for your facility
- Help keep your weight room sanitized and clean

2) Athletic trainers

- Return to play protocol
- Data for injuries

3) Sport Coaches

- Assist S&C coaches
- Give them responsibility or kick them out
- *They help you keep your job!!



Needs analysis

“High school S&C is **NOT** an entry level job” Missy Mitchel-McBeth

Programming for HS athletes is easier compared to programming for collegiate athletes.

- Squat-Hinge-Push-Pull-Triple Extension

Training collegiate athletes is easier than training HS athletes.

- College workout can last 45 min-90 min
- HS class may only allow for a 25 min workout

K.I.S.S principle for HS weight lifting

- Squat-Hinge-Push-Pull-Triple Extension

Step 3

Create buy in from the School

Chances are the principal is going to affect scheduling. Tutoring, hours, testing, planned drills.

- **Have a vision and a plan and share it with admin.**
- **Be fluid in all things that you do (scheduling, facility usage, length of workouts etc.)**
- **Don't be afraid to take a Loss, just make sure that everyone wins in the long run.**

Step 4

Develop a system and implement your system

Create a series of checks and balances to keep you grounded.

- **Coaching philosophy**
- **Exercise selection**
- **Periodization**
- **Testing**

Coaching Philosophy

My coaching philosophy:

I believe in training the total body to develop a well rounded athlete. My programing is based on my 5 foundational movements that will be used every training session. I believe that improving strength/balance and power/rhythm can help prevent injuries and improve speed.

Exercise Selection

Foundational Movements

Squat:

Athletes will squat or do a squat variation everyday they are in the weight room using bilateral and unilateral front and back loads.

Pull:

Loading and strengthening the Posterior Chain, Lower/Upper and Mid Back.

Hinge:

Loaded movements through the hips, knees and ankles to strengthen the low back and posterior chain.

Triple Extension:

Triple flexion and extension in the hips, knees and ankles using plyometrics, skipping and other drills.

Push/Press:

We will use a combination of Bilateral/Unilateral horizontal and vertical pressing with landmines, barbells, dumbbells.

Name:		Day 1	Week 1 @ 70%	Week 2 @ 80%	Week 3 @ 75%	Week 4 @ 85%
BLOCK	Hands Free Front Squat	x6		x5	x5	x3
		x6		x5	x5	x3
	CMJ x4	x6		x5	x5	x3
	Shin Boxes x3 ea	x6		x5	x5	x3
BLOCK	Clean Pull	x3		x3	x3	x3
		x3		x3	x3	x3
BLOCK	Couch Stretch x10s	x3		x3	x3	x3
		x3		x3	x3	x3
BLOCK	Chin Up Holds	10s		10s	10s	10s
		10s		10s	10s	10s
		10s		10s	10s	10s
		10s		10s	10s	10s
BLOCK	1/2 Kneeling DB Press	x6ea		x6ea	x5ea	x4ea
		x6ea		x6ea	x5ea	x4ea
	Face Pulls x12	x6ea		x6ea	x5ea	x4ea
		x6ea		x6ea	x5ea	x4ea
BLOCK	MB Rotational Throw	x5ea		x5ea	x5ea	x5ea
		x5ea		x5ea	x5ea	x5ea
		x5ea		x5ea	x5ea	x5ea
		x5ea		x5ea	x5ea	x5ea

PATRIOT POWER

Name:		Day 2	Week 1 @ 70%	Week 2 @ 80%	Week 3 @ 75%	Week 4 @ 85%
BLOCK	RFE Goblet Squat	x6ea		x5ea	x5ea	x4ea
		x6ea		x5ea	x5ea	x4ea
	Skiers x3	x6ea		x5ea	x5ea	x4ea
	Squat to Reach x3 ea	x6ea		x5ea	x5ea	x4ea
BLOCK	Pronated Inverted Row	x6-8		x6-8	x6-8	x6-8
		x6-8		x6-8	x6-8	x6-8
BLOCK	Bench Press	x6		x5	x5	x4
		x6		x5	x5	x4
BLOCK	KB ATW x5 ea	x6		x5	x5	x4
		x6		x5	x5	x4
	RDL	x5		x5	x4	x3
		x5		x5	x4	x3
BLOCK	T-Spine Rotation	x5ea		x5ea	x5ea	x5ea
		x5ea		x5ea	x5ea	x5ea
		x5ea		x5ea	x5ea	x5ea
		x5ea		x5ea	x5ea	x5ea

Name:		Day 3	Week 1 @ 70%	Week 2 @ 80%	Week 3 @ 75%	Week 4 @ 85%
BLOCK	Box Squat	x6		x5	x5	x3
		x6		x5	x5	x3
		x6		x5	x5	x3
		x6		x5	x5	x3
BLOCK	Couch Stretch x10s hold					
	Pendlay Row	x8		x6	x6	x5
BLOCK	Shin Boxes x3	x8		x6	x6	x5
		x8		x6	x6	x5
BLOCK	Z-Press	x6		x5	x5	x4
		x6		x5	x5	x4
	KB ATW x5 ea	x6		x5	x5	x4
		x6		x5	x5	x4
BLOCK	KB Swings	x10		x10	x10	x10
		x10		x10	x10	x10
		x10		x10	x10	x10
		x10		x10	x10	x10
BLOCK	MB Chest Pass	x12		x12	x12	x12
		x12		x12	x12	x12
		x12		x12	x12	x12
		x12		x12	x12	x12

Field Work

Dynamic Warm Up 10-15 yards each drill

1. Forward Skip with Arm Circles
2. Backward Skip with Arm Circles
3. Knee Hugs
4. Quad Pulls
5. Skip to scoop
6. Straight leg bound
7. Tall Side Slides x2
8. Quick feet Carioca x2
9. Ladder drill to burst x1

Day 1: Speed Day

Movement Prep #1

1. Stiff leg Kicks for Speed x15 yards
2. Stiff leg kicks for distance x20 yards
3. Push Up Starts 2-4 x 30 yards

Curvy-Linear Sprints Add 1 rep after each week

1. 30 yards x2
2. 40 yards x4
3. 50 yards x2

Day 2: Change of Direction

Movement Prep #2: 10 yards each drill

1. Pogo hops for speed
2. Pogo hops for height
3. Lateral Pogo hops R+L
4. Single leg Pogo hops R+L

The Grid: 10 cone boxes

1. Shuffle-Sprint
2. Speed turns
3. 45 degree cuts

Day 3: Tempo Runs

Week 1-2: 10-14x40 yards

Week 3: 12-16x40 yards

Week 4: 14-18x40 yards

Week 5-6: 16-20x 40 yards

Periodization

Periodization for HS athletes is like transportation...It all works however some methods are more convenient than others.

My main 3 periodization schemes. Not married to a specific team.

- Block periodization *ex. football off season*
- Undulate *ex. Volleyball in season*
- Linear periodization *ex. Freshman athletes*



Testing

What gets measured, gets improved.

Whether coaches want to test or not, test your athletes.

- **Strength test (Squat, Cleans, TB Deadlift, Bench Press)**
- **Speed test (40 yard or flying 10s)**
- **Power test (broad jump, vertical jump)**
- **Conditioning test (300yd shuttles, 400m test)**
- **Weigh your athletes (be mindful of weighing female athletes)**

Step 5

Create YOUR own culture!!

What do you want to be known for?

Myself

- Know your WHY!
- Be prepared
- Organized
- Let that ego go
- Consistent

My athletes

- Understand the Why
- Be prepared
- Have a good attitude
- Take pride in the weight room
- Consistent

Shout outs

- My parents Bryan and Cheryl
- My wife Emily and son Elijah
- My AD Triva Corrales
- Boys Coordinator Coach Bobby Irvin and Girls Coordinator Coach Janelle Mulkey

Twitter: TheCrocShow

Email: coachcroc2@gmail.com

TikTok: PatriotSC



Elton "Croc" Crochran M.Ed., CSCS
5 Steps to becoming a High School S&C Coach

