The Unsung Heroes of College Basketball:
A Closer Look at the University of South Florida Men’s Basketball Team

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Honors Thesis

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ABSTRACT

There is very little research or information in regards to men’s college basketball staff positions. This study will focus on five positions on the University of South Florida men’s basketball team and explain what they do and whether it is necessary to the functioning of the basketball team. As a member of the University of South Florida men’s basketball team, I will work alongside these five positions and note their responsibilities and the amount of work that goes into upholding those responsibilities. I will also conduct an interview with each position as to gain any additional information that may add better explanations of their responsibilities to the reader. As a result of my research I have found that each position that was focused on exerts an unbelievable amount of time and effort into their jobs and is proven to be essential for the functioning of a men’s college basketball team. This work should prove that these positions on a men’s college basketball team deserve to be recognized for their hard work and importance to the functioning of the team.
ACKNOWLEDGEMENT

This paper is culmination of everything I have done over the past four years here at the University of South Florida. The two things that have consumed my time the most, academics and being a student-manager, have come together and created something very special. It has been an extremely rewarding four years of my life and I couldn’t have done it without several people that have helped me along the way.

I would like to thank Dr. Silverman and the entire Honors College for giving me the most challenging and enriching experience in my academic career. Without Dr. Silverman’s advise and encouragement I would not have been able to complete this paper and be proud of its significance. The University of South Florida Honors College is a fantastic experience that has enabled me to grow as both a student and as a person.

I would also like to acknowledge the University of South Florida men’s basketball program as it was a focus of this paper as well as the past four years of my life. I have learned many life lessons from working with the basketball team and I can honestly say that my future is brighter because of it. Two people, Tommy Tonelli and Andy Hipsher, who were director of basketball operations for the University of South Florida men’s basketball team over the past four years have had a major impact on me. Coach Tonelli was the first person during my college career to truly respect me as an adult and have the confidence and trust in me to do everything he asked. Although he is now the head boys basketball coach for Wharton High School we still have a strong friendship. I look up to Coach Tonelli as a role model and thank him for all that he has done for me and taught me in basketball and in life over the last four years.
I also want to thank Andy Hipsher; he has been fully supportive of me and has helped put me in a position to succeed with a career in coaching college basketball. I would also like to extend even more thanks for Andy as he served as my Thesis Director. I truly appreciate the time he put into working with me over the last few months and helping me overcome a late start to my Thesis.

I would also like to acknowledge my mother and father for everything that have done for me. They have supported me financially throughout college with no regards to their personal financial situations. They have always put me first, above anything else and I am truly appreciative for that. My mother, Janice Brantley, has been my support system and someone to turn to no matter what the situation is. I have leaned on her emotionally when things have been tough and she has always encouraged me to keep my head up and keep moving forward. I developed my work ethic and determination from my father, Chris Brantley. I watched and learned from him to never accept anything less than success, no matter how difficult the task or how longer it takes to accomplish it. Those two qualities installed in me by my father have helped me work through the obstacles this project has presented and achieve success.

Finally I would like to thank God. He has blessed me with wonderful abilities that have allowed me to accomplish everything that I have to this point. God has also blessed me with a wonderful family and unbelievably great friends that I have surrounded me with a great atmosphere. I also want to thank God for being by my side through all the highs and lows that I have endured in college and throughout this project, because without him none of this would have been possible. 

JB
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Director of Operations</td>
<td>3</td>
</tr>
<tr>
<td>Video Coordinator</td>
<td>19</td>
</tr>
<tr>
<td>Athletic Trainer</td>
<td>30</td>
</tr>
<tr>
<td>Academic Advisor</td>
<td>38</td>
</tr>
<tr>
<td>Student-Managers</td>
<td>46</td>
</tr>
<tr>
<td>Conclusion</td>
<td>64</td>
</tr>
<tr>
<td>Appendix A</td>
<td>66</td>
</tr>
<tr>
<td>Appendix B</td>
<td>70</td>
</tr>
<tr>
<td>Appendix C</td>
<td>79</td>
</tr>
</tbody>
</table>
Introduction

I have always loved the game of basketball; as a child I grew up playing basketball every day and watching my beloved Los Angeles Lakers with my father every night they played, even though their games always started past my bedtime. I continued to follow my passion as I played basketball in both middle and high school. At the end of a successful senior year, both team and individually, I was presented with the option of playing college basketball at several smaller NCAA Division 2 and 3 schools. It was always a goal of mine to play college basketball and I had earned the opportunity to finally accomplish this goal. However, a larger goal became more apparent, I wanted to become an NCAA Division 1 head basketball coach. With this new goal being set I was presented with what is still to this day, the most difficult decision of my life; should I play college basketball at a smaller school or should I begin to work towards my new goal by becoming a student-manager for the University of South Florida men’s basketball team? After much careful consideration I choose the latter. At the time I thought it was the right decision to make for the long run although it did hurt to miss out on my only chance to play college basketball. Four years later however, I know I made the right decision. There have been many trials and tribulations throughout these past four years but I am very happy with the decision I’ve made.

In my four years as a student-manager I have learned so much about basketball and even more so about life. I’ve also learned a great deal about those that work with me on the University of South Florida men’s basketball team. A college basketball team is made up of much more than just a head coach and his assistant coaches; it is made up of
many unsung heroes that go without recognition and the rightful appreciation that they
derserve as they are integral parts of a college basketball team.

Positions like the director of basketball operations and video coordinator may be
on the immediate coaching staff but they are not given the same amount of appreciation;
not saying that the head coach doesn’t appreciate them but the public in general,
including students and alumni of the university as well as fans of the team don’t even
know they exist. People in these positions work incredibly hard and deserve to be
recognized for the importance of what they do as it is vital to the proper functioning of a
college basketball team.

The same can be said about those on the support staff; the team’s athletic trainer
and academic advisor are even less recognizable than the director of basketball operations
and the video coordinator. These positions are extremely demanding and nothing short of
pure dedication and hard work is needed to uphold their responsibilities for the basketball
team. Without a healthy and academically eligible team the University of South Florida
would not even be able to compete in college basketball. An athletic trainer and
academic advisor are absolutely essential to the success of a college basketball team.

Although it is the lowest position on the basketball staff’s hierarchy, student-
managers are amazingly important to the operations of a college basketball team. It is
remarkable that student-managers are heckled and called “towel boys” or “water boys”
by those outside of the basketball team including fellow student and fans of the
University of South Florida; while the student-athletes on the team build strong personnel
relationships with them and treat them with a great deal of respect. They do supply the
student-athletes on the team with towels and water but they do so much more for a college basketball program. Student-managers are self-less, dedicated and inspiring people that also deserve to have their job and the hard work associated with it recognized.

This paper focuses on five different positions on the University of South Florida men’s basketball team: the director of basketball operations, video coordinator, athletic trainer, academic advisor, and student-manager. It explains and details the responsibilities associated with each position during the three separate parts of a basketball season, the pre-season, regular season, and post-season while also recognizing the importance that each position has to the team.

**Director of Operations**

One of the positions on a college basketball staff that often goes unnoticed is the director of operations. Although he shares some of the same responsibilities as assistant coaches on the staff, his job deals with many aspects that go beyond basketball. The director of basketball operations at the University of South Florida is Andy Hipsher. He describes the responsibilities of his job as “the forming of day-to-day activities for the University of South Florida men’s basketball team that relate both athletically and administratively, while also assisting in the maintenance, cohesiveness, and efficiency of the basketball program.”¹ He will be an excellent source of knowledge when it comes to this position and its differences from being an assistant coach as he was previously an assistant coach at Western Michigan University. Hipsher has been in his current position

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¹ Andy Hipsher (Director of Basketball Operations), interview by Jared Brantley, University of South Florida, March 21, 2011.
with the University of South Florida for two years now. In our interview he described his responsibilities and duties during the pre-season, regular season, and postseason.

One of the early points that Hipsher talked about were the similarities and differences between the director of basketball operations job and that of assistant coaches’. Both positions are on the immediate coaching staff, share an important relationship with the student-athletes on the team, and act as academic overseers of certain student-athletes. Differences between the two positions are more associated with the limitations placed on the director of basketball operations in accordance to practice and the recruitment of student-athletes. For instance, the director of basketball operations is not able to “actively coach on the floor” during pre-season and post-season workouts or regular season practices. The key to that limitation is “on the floor,” only the head coach and three assistant coaches are permitted by NCAA rules to be on the floor during those activities listed above. However, Hipsher said that he is still able to teach and coach student-athletes in other ways such as through watching film and studying the playbook. He can also relate to the current student-athletes on the basketball team since he was a student-athlete at University of Akron from 1999-2004.

Another one of the big differences between the director of operations position and an assistant coach is the recruitment of student-athletes. Limitations include “not being able to recruit student-athletes on the road.” Recruiting on the road is visiting potential student-athletes at their high school or prep school games, AAU (Amateur Athletic Union) events, or individual camps held throughout the year (the vast majority during the

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2 Ibid.
3 Ibid.
4 Ibid.
5 Ibid.
summer). These are the primary ways in which high school student-athletes are recognized by college coaching staffs. However, the director of basketball operations is able help in the recruitment of athletes “while they are on campus during their official visit.”

This includes tours of academic buildings in their potential major, athletic facilities, and student residential areas.

Overall most differences between the director of basketball operations and assistant coaches are the limitations of coaching and recruitment. There are also added responsibilities in regards to administrative duties including the team budget, equipment, and road trips which will be further discussed in detail while over viewing the director of basketball operations’ duties during the pre-season, regular season, and post-season.

There are four major areas of concern for Andy Hipsher as the director of basketball operations at the University of South Florida during the pre-season: Under Armour and equipment, student-managers, academics, and future preparations for road trips during the regular season. All of these areas are vitally important to the future success of a basketball team especially as the season progresses.

One of the first areas of concern for the director of operations is the handling of Under Armour apparel and gear. He is the direct contact with Under Armour and is “in charge of sizing, purchasing, distributing, and monitoring the budgeted allotment that the men’s basketball program receives from Under Armour.” Each step in this process is important as it has an impact later on during the season. When it comes to sizing, it is important to make sure that each returning student-athlete samples the coming year’s practice and game jerseys as well as team shirts, shorts, and jump suits. It becomes even
more difficult when it comes to newcomers who are not able to try on the new equipment; meaning the director of operations must determine a size for them without having an exact idea of what size fits or that tailors to their liking. Hipsher said, “It is tough to project the needs and wants of players, especially those that haven’t yet joined the team. Even returning staff members are difficult to order for, some attire runs big while some runs small; it is definitely a difficult process.”

Ordering is another part of the process, which “is somewhat tedious but nevertheless important.” The difficulty associated with this process is the balancing of the allotted budget that Under Armour provides the University of South Florida men’s basketball team. Hipsher said “it would be great if I could have a surplus of every product but our budget does not allow that, so I have to be as precise as possible and have enough foresight as to order the right amount of each product.” There is a plethora of products that Hipsher is responsible for ordering players and staff members including: short sleeve shirts, long sleeve shirts, shorts, socks, shoes, spandex tops and bottoms, travel jump suits, headbands, wristbands.

Distribution of apparel and gear is also important when it comes to Hipsher’s responsibilities when dealing with Under Armour apparel. He explained that certain products are ordered for a specific time period during the course of the year. Examples range from the distribution of Under Armour book bags before fall session begins to black shorts and matching shirts for spring workouts during the post-season period. Hipsher also cited that there are certain restrictions from the NCAA on distribution of apparel to student-athletes. Then there is always common sense that comes into play.

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8 Ibid.
9 Ibid.
10 Ibid.
when giving college aged kids an abundant amount of gear; “if I gave them all of their gear at the beginning of the year it would probably last two maybe three weeks before these guys come in telling the head coach they have nothing to wear.” The final responsibility, monitoring apparel and gear, nearly goes hand-in-hand with distribution. Monitoring the levels of inventory and knowing when to order more of a product is imperative as to never have student-athletes ill-prepared for any circumstance. An example of this occurrence would be the team socks because they are the fastest product the team goes through. When the socks begin to run low Hipsher needs to be aware of the supply levels so that he can successfully have them ordered and received for distribution if needed. “Although it is one my least favorite responsibilities, the maintenance of our apparel and allotted budget are no less important to the success of this team and the efficiency that is required by my job,” Hipsher stated.

An important position within the University of South Florida men’s basketball team that will be examined with great detail later in this paper is that of student-managers. The director of basketball operations is in charge of the hiring of student-managers and the overseeing of their work for the basketball team. Obtaining students that are willing to put in a great amount of time and effort is critical as it helps lessen the load on the director of basketball operation. They are very valuable to the entire staff including assistant coaches and other staff members but they are the most used assisting the director of basketball operations. “Student-managers bring all kinds of help to the table and I need to be able to diligently delegate responsibilities on them with confidence

11 Ibid.
12 Ibid.
that they will accomplish whatever task is given,” said Hipsher. He also said that communication with them is crucial, as to make sure everything is completed in a “clear and effective way.” More attention will be brought to student-managers later but assembling a staff of student-managers and delegating tasks to them in an efficient way is an important part of the director of basketball operations job.

Academics and paperwork are also important areas of concern of the director of basketball operations throughout the entire year especially starting in the pre-season. As an immediate member of the basketball staff, the director of operations is responsible for monitoring a select member (3) of student-athletes’ academics. The academic issues that are dealt with in the pre-season largely deals with paperwork and communication with the team’s academic advisor. Hipsher said it is very important to reach out to the school’s academic support team as they have to “work together all year long, and the best way to do that is through a strong relationship with great trust in one another.” Once the school year begins Hipsher will help assist the academic advisor check student-athletes classes, making sure that they get off on the right foot and have a strong start before the regular season begins.

The paperwork the director of operations deals with is absolutely critical to the success of student-athletes. Financial aid paperwork such as the Free Application for Federal Student Aid (FAFSA) forms and scholarship documents are some of the first papers that must be correctly filled out and submitted to the right administrative staff members. An especially trickery part of the paperwork is student housing. The director of basketball operations must make sure that all freshman or first year players, such as

13 Ibid.
14 Ibid.
15 Ibid.
junior college transfers, are placed into student housing located on campus; a requirement of the head coach. Although it seems like an easy task it can become “a difficult one when the proper paperwork is not taken care of in the correct fashion or in a timely manner.” Student-athletes that are also required to live on campus are those that do not have a solid grade-point average as it is deemed a privilege to live off campus. The director of basketball operations is also responsible for the monitoring of paperwork for those student-athletes permitted to live off campus in apartments such as The Province, The Lodge, Sterling, and On 50. Although this isn’t directly associated with basketball it is again another important aspect of the director of basketball operations job.

The final major concern of the director of basketball operations is the preparations for future travel plans in regards to hotel and flights. During the University of South Florida men’s basketball team there were fifteen road trips that had to be planned for in the pre-season. The planning and selecting of hotels and flights for an entire basketball team is by no means an easy task that someone can do on Orbitz.com. Hotels need to accommodate both the travel budget of the team as well as be in a close proximity to the arena in which the team is playing their scheduled game. Even more in depth is the process of selecting which student-athletes will room together and the reserving of conference rooms for team meetings, meals, and the watching of film. All of the hotel plans and flight plans are finalized in September, two months before the season gets underway. Much like planning and selecting hotels, the director of basketball operations must group the team in one area of the plane as best as possible while also monitoring the luggage that the student-athletes and student-managers bring on the trip. However, regardless of all the planning in the world, sometimes things just don’t go according to

16 Ibid.
Flights present an even more difficult challenge to schedule and plan for because there are countless variables that can affect flights. An example of this would be the Seton Hall road trip, which spanned December 27-29, 2010. Everything was taken care of in the pre-season yet due to detrimental weather in the New Jersey area, the team’s scheduled flight was cancelled. Hipsher had to scrap all of the previous plans and find another way to get the team to Newark, New Jersey. Eventually a plan was devised and was described as “quite an adventure, something I haven’t dealt with before and sure hope I don’t have to again.” The team was forced to fly into Baltimore Washington International Airport then bus over four hours just to reach their hotel in Newark. When asked about the difficulty that the trip presented Hipsher replied “its part of my job, I didn’t have time to worry or get angry over the situation. I had to jump on the horse and find a way to make things work; the job is to get it done, and I found a way to do exactly that.”

Although it is the pre-season there is more than enough work that the director of basketball operations is responsible for. These responsibilities can be very taxing and strenuous and often are not related to the actual playing of basketball yet, they are incredibly important and vital to a director of basketball operation’s jobs as well as a successfully and efficiently ran college basketball team.

Responsibilities during the regular season for the director of basketball operations change from those in the pre-season as they are more focused on the organization of games both at home and on the road. There are still academic responsibilities associated with the job but they are only minor in comparison to that of the pre-season.

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17 Ibid.
18 Ibid.
The Unsung Heroes of College Basketball

The first type of game that Hipsher discussed was University of South Florida men’s home basketball games. These games are a slightly easier in comparison to road games but a great deal of work and time is still required for the optimal organization. Responsibilities for home games also include accommodating visiting teams and their needs. The two needs of visiting opponents are a practice time on the day prior to the game and a shoot around time for the day of the game. Communication with the visiting school’s director of basketball operations is important as well as communication with Sun Dome staff members as to make sure there is no conflict in times for any party involved. Once a time is selected for the visiting team’s practice, the director of operations will delegate certain responsibilities to student-managers. Those responsibilities include meeting and greeting the visiting team as well as having practice equipment (balls, towels, water, etc.) ready for them. Shoot around and practice responsibilities are the same for student-managers. However, one added wrinkle for the director of basketball operations is to make sure that visiting team’s shoot around time does not interfere with the shoot around time of the University of South Florida. “This is another way in which student-managers help me in the execution of my job; they allow me to be focused on higher priority tasks while knowing that the small things, which are still very important, are done the way I expect them to be,”19 Hipsher stated. He also monitors student-managers in their set-up for home games (further detailed in the Student-Manager section) and while also accommodating any needs of the rest of the coaching staff in preparation for the game. During the game itself Hipsher tracks both teams’ individual and team fouls while also keeping tabs on the number of time outs both teams have remaining.

19 Ibid.
As for road games there is much more work involved in the preparation and organization of the trip for a director of basketball operations. As mentioned before hotels and flights were planned during the pre-season but there are various other parts of the trip that must be planned. In order to plan everything else that takes place during a road trip, a “tentative itinerary,” is created. When beginning to create an itinerary, the director of basketball operations will discuss the desires of the head coach and then attempt to accommodate them as best as possible. The first two things that are scheduled are practice and shoot around times, which happen “around a month before a specific road trip.” In order to do this contact must be made with the host school’s director of basketball operations and sees what time slots are available for practice and shoot around. The majority of practices will take place at the arena where the game will be played. However, there were some road trips during the 2010-2011 regular season in which that was not possible. One instance was the West Virginia road trip on January 22-23, 2011. Practice was held at the West Virginia University Recreational Center instead of the West Virginia University Coliseum because there was a conflict with the West Virginia University Women’s basketball team.

Other times that need to be put into each road trip’s itinerary are wake up calls, film time, study hall, meals, and lights out. Hipsher makes an itinerary for each road trip about one to two weeks beforehand (two to three weeks in the case of the Big East Tournament). However, an important concept when dealing with the creation of an itinerary is the ability to have flexibility. “You can’t put all your hopes on one itinerary because things can change quickly on the road. It can become stressful but if you have

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20 Ibid.
21 Ibid.
multiple itineraries created you can prevent the worst from happening ninety percent of the time. The last thing you want to do on the road is scramble and be unprepared,” Hipsher said. An example of how important it is to have multiple itineraries created was the 2011 Big East Conference Tournament, which began on March 8, 2011. The team was already in New York playing the St. John’s University Red Storm on March 5, 2011. With parity playing a major role in the Big East Conference in 2011, many teams were not aware of their seeding, first round opponent, and time of that game until the final game of year was over. This put Hipsher in a tough position since the team was already on the road and was busing from Queens, New York to New York City, New York on March 6, 2011. To prepare for this situation he created two separate itineraries so that he was prepared no matter what time slot our game would be as seen in Figures 1 and 2. With extra preparation on the director of basketball operations part, the trip was able to continue seamlessly.

The regular season has responsibilities more focused on one specific area than the broad spectrum of the pre-season. When asked to sum up the regular season Hipsher said “the ability to plan is important but the ability to adapt to change is the most important thing for someone in my position. Being prepared for the expected is only part of the job, being prepared for the unexpected is the rest of it.”

As the regular season winds down and the team enters post-season the director of basketball operations job still continues to be as busy as ever. There are two main focuses in the post-season, the team banquet and the upcoming summer basketball camps. The team banquet is the culmination of any team’s season as it recognizes the team for its accomplishments, honors those that were instrumental to the team’s success by giving out

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22 Ibid.
The Unsung Heroes of College Basketball

Figure 2
awards, and saying one last goodbye to the seniors that are graduating from the university. The first objective is to find a location, and select a date and time that will accommodate the entire team and its many fans and boosters. This year’s University of South Florida men’s basketball team banquet was held at the Embassy Suites Tampa hotel on Monday, April 11, 2011 at 7 p.m. Once those details are taken care of, the director of basketball operations must order the awards to be presented at the ceremony and mail out invitations to all of the supporters and boosters of the University of South Florida men’s basketball team. Hipsher compares the preparation and execution of a successful banquet to road trips saying “it is extremely close to that of road trips except I get to enjoy cheesecake at the end of the banquet.”

The other main focus of the post-season is the preparation and execution of summer camps. As the director of basketball operations, Hipsher is in charge of running and operating the university’s team camp and the head coach’s two individual camps. The first step in this process is the setting of dates, which can be very tricky because of the various factors that affect it. Some of those factors include NCAA legislative rules, facility availability, and the recruiting time allotted to coaches during the summer months. The individual camps span four days (Monday-Thursday) whereas the team camp is last two days (Saturday and Sunday). Individual camp is held in the Sun Dome while the team camp often uses other facilities such as the University of South Florida Recreational Center and All People’s Life Center due to the high number of teams registered for the camp. Once dates and locations are finalized the marketing of camp can begin as well as the hiring of staff for both camps. Marketing for camp consists in the mailing out of brochures as seen in Figures 3 and 4. Individual camp presents a unique
The Unsung Heroes of College Basketball

2011 Basketball Day Camps
Session I: June 20-21 (basketball)
Session II: August 1-4 (soccer)
Cost: $205

Stan Heath

Stan Heath

Figure 3

Figure 4
challenge because of certain NCAA restrictions, which do not allow basketball camps to hire high school coaches that have a player that has been contacted by the team through recruitment. This makes the hiring of respected high school basketball coaches difficult. The staff for individual camp usually consists of all the student-athletes and student-managers of the University of South Florida, three to four high school coaches, and the University of South Florida men’s basketball coaching staff. Team camp is also difficult to staff because it requires the hiring of around fifty referees in addition to student-athletes and student-managers that are responsible for operating the scoreboard on each court.

After all of the preparation of facilities and staff members for summer camps, the director of basketball operations is in charge of creating an itinerary for each day of individual camp as seen in Appendix A. Team camp differs from individual camp as it uses team pool schedules like the one in Appendix B.

The director of basketball operations is a lesser-known position on the immediate basketball coaching staff yet the responsibilities associated with it go well beyond the game of basketball. There are many administrative, academic, and extracurricular responsibilities that come with this job. These range from ordering hundreds of spandex shorts in the pre-season, to creating multiple itineraries for road trips during the regular season, to orchestrating multiple basketball camps in the post-season. The position and the work of a director of basketball operations are invaluable to a college basketball team.
Video Coordinator

The next position to be examined is that of the video coordinator. A video coordinator is a “a support member of the coaching staff that collects and edits game films which enable a college basketball team to properly prepare its student-athletes for upcoming opponents’ offensive and defensive tendencies as well as their personnel,”23 as described by Anthony Brammer, the University of South Florida’s men’s basketball video coordinator. There are a few other areas that a video coordinator assists in as to benefit the team, but over the course of the pre-season, regular season, and post-season the bulk of the work deals with film collection and editing.

During the pre-season time period, a video coordinator will focus mainly on preparations for the upcoming regular season. Three areas of preparation include the reviewing and ordering of film equipment, beginning of the film exchange process, and the purchasing of television and computer programs. Reviewing and of film equipment allows the video coordinator to see what materials are left over from the previous season and what materials need to be ordered for the season to come. Equipment associated with film includes video camera, film projector, DVD disks, DVD players, DVD recorders, and DVD burners. These are essential devices that are needed for any kind of basic functions that a video coordinator is responsible for. Materials that are more likely in need of being ordered include DVD disks, DVD labels, and DVD sleeves. For the pre-season of 2010-2011 Brammer ordered fifty spindles of one-hundred DVDs, one-thousand DVD labels, and seventy-five hundred DVD sleeves. These numbers are

23 Anthony Brammer (Video Coordinator), interview by Jared Brantley, University of South Florida, March 28, 2011
staggering but that quantity of materials is a must for a video coordinator to be prepared for an entire regular season.

A second area of preparation that a video coordinator must undertake during the pre-season is the process of film exchange. Film exchange is “the collection and distribution of game film between different schools in order to satisfy future needs in dealing with preparation for upcoming opponents.”\textsuperscript{24} In order to start preparations, Brammer reaches out to various schools that have common opponents, opponents both teams will play during the regular season, and requests a copy of that certain game. He fills out and mails the form seen in Figure 5 and awaits an answer from that team. It’s very important to confirm which games other schools are willing to supply you with so that “you can make other plans to obtain the films they are unable to send.”\textsuperscript{25} In some instances schools will refuse film exchange citing inconvenience or certain conference rules. Those instances force a video coordinator to become creative in collecting the needed game film such as recording games off of various cable channels.

However, not all the games needed are broadcasted as nationally televised games; sometimes they are on certain unique channels such as Big Ten Network or ESPN Plus. This brings us to the third part of pre-season preparation for a video coordinator, the purchasing of television and computer programs. For the 2010-2011 regular season, Brammer had to purchase the ESPN FullCourt College Basketball package (around one-hundred and twenty dollars) during the pre-season to make sure all games that might be needed were available to him. This package offers at least thirty college basketball

\textsuperscript{24} Ibid.
\textsuperscript{25} Ibid.
Dear Coach,

As the 2010-2011 basketball season approaches, we are in the process of organizing our film exchange program. If possible, we would like to obtain a DVD copy of your game with the following school(s):

<table>
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<th>Opponent</th>
<th>Date of Game</th>
<th>Date Needed By</th>
<th>Date We Play</th>
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Please check off the following:

- [ ] Yes, we can comply with your request via DRAGONFLY STORM (preferred).
- [ ] Yes, we can comply with your request via mail
- [ ] No, we cannot comply with your request. Why?

Please fax a copy of this letter to (813) 974-3068, or return a copy in the prepaid, self-addressed envelope provided.

Film Coach: ___________________ School: ___________________

Cell Phone: _______________ Work Phone: ___________________

Email: ___________________ Address: ___________________

We will be happy to reciprocate any DVD's that might be of assistance to you, as long as it does not violate Big East rules.

Thank you for your time and cooperation. I look forward to hearing from you in the near future. If you have any questions, or if I can be of any assistance to you, please do not hesitate to contact me. We wish you the best of luck in the upcoming season.

Account Information

UPS: F2290E

Sincerely,

Anthony Brummer
Video Coordinator
University of South Florida
Office: 813-974-3105
Fax: 813-974-3368
abrummer@sfsu.edu

Figure 5
games that would otherwise not be available on television; a very useful tool especially during the non-conference part of a team schedule, which deals with smaller schools not featured on nationally televised channels.

In addition to the cable sports package that the video coordinator had to purchase, there are also two different computer programs that need to be purchased, DragonFly Storm and Synergy Sports. DragonFly Storm is an online film exchange program that numerous video coordinators use in men’s college basketball. This program is used to speed up the process of traditional film exchange which relies on mailing DVDs to one another; DragonFly Storm makes it possible to do this entirely online in a much shorter amount of time. Instead of mailing film, video coordinators that own this program simply upload their team’s game once it has been completed. The uploading process takes “between an hour and two hours.”26 Once the games are uploaded to the server, they are able to be obtained by any school that has a subscription to DragonFly Storm. Although not all colleges’ video coordinators subscribe to this program, it is one that makes many aspects of a video coordinator’s job much easier and more time effective.

The second computer program that is purchased is Synergy Sports, an online editing program. This program enables video coordinators to break down film to single plays such as a made shoot, a defensive rebound, or a turnover. This process is much easier than having to find key plays while watching an entire game. Synergy Sports is an incredibly useful program and is a vital part of opponent edits that Brammer is responsible for during the regular season. It is a much more efficient way to quickly find tendencies, mistakes, or excellent plays of your opponents as well as your own team.

26 Ibid.
The preparation done by a video coordinator in the pre-season is paramount to the success of his job during the regular season. Ordering thousands of blank DVDs is a must for recording hundreds of games a week during the regular season; much like the preparation of film exchange, both the traditional and online styles, and the purchasing of programs such as Synergy Sports. The amount of quality work that a video coordinator puts into the pre-season has a direct impact on the efficiency and success of his job during the regular season.

With all of the preparation taken care of in the pre-season, a video coordinator is able to jump straight into his work without any problems during the regular season. Once the regular season comes a video coordinator shifts his focus to three important things, the filming of practices, the process of creating opponent edits, and the responsibilities associated with home and away games.

The filming of practice is a very important responsibility of a video coordinator, especially in the beginning of the regular season when there have only been a limited number of actual games played. Brammer will delegate the duty of filming practice to one of the basketball student-managers and monitor them to make sure there are no mistakes made. By delegating to a student-manager this allows the video coordinator to focus on more important duties. Following practice, the video coordinator will make copies of the DVD for each coach on the basketball coaching staff and then review it with them looking for mistakes and problems that need to be addressed in the next practice. It is also a great way to watch the development of young players as they adapt to the college game from high school or junior college.
The most important part of a video coordinator’s job is the creating of opponent edits. These edits are absolutely critical to the scouting and game planning of an opponent. There are three different types of edits that a video coordinator such as Brammer produces: offensive edits, defensive edits, and personnel edits. These three edits are made in the same way for every opponent that the University of South Florida’s men’s basketball team played during the 2010-2011 regular season. By using the online editing program Synergy Sports, the video coordinator is able to make three very detailed and informative edits that assist in the successful scouting and game planning of an opponent. The first edit that is worked on is the offensive edit. The first step is to find transition (fast-break) clips in Synergy Sports and then find clips that best illustrate that certain opponent’s tendencies. For example, “teams such as Marquette University and the University of Connecticut tend to rely on dribble penetration for offense where as Villanova University and the University of Louisville tends to use the three point shot for their offense.”

Afterward the video coordinator will look at the opponent’s man offense and select two to three clips for each set they run; he will then add one to three options that can be ran out of a certain set. An example of this would be a “high ball screen from the center for the point guard. The first option would be for the point guard to use the screen and attack the basket looking for a lay-up or foul; the second option would be to use the screen then pass the ball to the center as he rolls to the basket. The third option and final clip would be of the point guard using the screen and attacking the basket but instead of attempting to score himself, he passes the ball to a teammate on the perimeter for a three point shot.”

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27 Ibid.
28 Ibid.
offense, which is offensive sets that are ran against a zone defense as opposed to a man-to-man defense. The zone offense is the last part of the offensive edit.

The defensive edit is broke down in much the same way as the offensive edit. The video coordinator looks at what defensive tendencies certain teams have such as Syracuse University’s famous 2-3 zone or the University of Louisville’s vaunted full court press and adds them to the edit first. The rest of the defensive edit is filled with secondary defenses and the different situations in which they will use them. West Virginia University is a great example of changing defenses throughout the game. “The Mountaineers primarily run a man-to-man defense but often switch to a 1-3-1 zone when they are trailing or being out rebounded in the second half.”

The final type of edit made by the video coordinator is the opponent’s personnel. This edit focuses on the opponent’s individual player’s strengths and weaknesses as opposed to team strengths and weaknesses seen in the offensive and defensive edits. In order to compile a personnel edit for an upcoming opponent, Brammer will take the starting five and key reserves and look at each players’ last one-hundred offensive clips on Synergy Sports. Based on those clips Brammer will pick up on individual tendencies that players have like “a shooting guard driving to his right when attacking the basket or a center shooting most of his shots primarily over his left shoulder.” He also noted that he avoids clips of opponents missing shots as that “gives the wrong impression to our student-athletes as they might think they are unable to make that type of shot.”

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29 Ibid.
30 Ibid.
31 Ibid.
These edits consume much of Brammer’s time and effort throughout the regular season; it is not an uncommon scene for him to work five or six hours in the office on just one of the three edits. However, these edits are some of the most valuable items a college basketball team has in its preparation of an upcoming opponent and great care is needed to make sure they are as accurate as possible. The kind of hard work and dedication a video coordinator like Brammer puts forth is essential to a successful scout and game plan.

The final responsibilities of a video coordinator during the regular season are those associated with home and away games. Responsibilities begin the day before when all three edits of the upcoming opponent are watched. The offensive and defensive edits are watched before practice while the personnel edits are watched immediately following practice. The personnel edit is again watched during pre-game meal (fours before a game) for any extra review needed by student-athletes or the coaching staff. Following pre-game meal Brammer will make sure that a student-manager records that night’s game as well as set up another recording in the basketball office. Once the game begins Brammer said he “charts each and every offensive possession of our opponent in order to pick off plays before they are executed and keep for the possibility of future meetings with that specific team.”32 This is important as are adjustments made during halftime as well as for future game planning. Following the game Brammer will take the recording from the basketball office and make fifteen copies to distribute to the coaching staff and any players that inquire about one. The copy made by the student-manager is used as a back-up in case there was a problem with the cable box, television, or DVD recorder in

32 Ibid.
the basketball office. Once those copies are dispersed, Brammer will upload the game to DragonFly Storm to hold up his end of any film exchange asked of him.

The responsibilities for a video coordinator on the road are the exact same for home games except that copies of the game are made by the host school. Opponent edits are watched in the same sequences as at home. However, there are no responsibilities for recording the game. Brammer will meet with the host video coordinator and pick up a copy following the game for the head coach to watch on the flight home. Once the team arrives back home Brammer will again make fifteen copies for the coaching staff and any student-athletes that want a copy. The Big East Tournament is always more difficult and challenging than a normal game. Due to a playoff style system in which possible opponents vary by seeding or by winning their previous game it is much more difficult to be prepared. In order to combat the possibility of being unprepared, Brammer packs every single Big East men’s basketball game in case the University of South Florida plays any of the other fifteen Big East basketball members. “It is also much more difficult to prepare opponent edits as hotel Internet connection and speed is not of the same level that is provided in the basketball office as well as the extremely shortened time to complete them.”33 For the 2011 Big East Tournament, Brammer was already working on our next possible opponent, the University of Cincinnati, before the team’s first game of the tournament, against Villanova University, was even played. It would be too late to wait until after the game as the next opponent’s edits would be watched immediately when the team arrived back at the hotel.

33 Ibid.
The regular season for a video coordinator is an incredibly busy time of the season. Even with the preparation of the pre-season there is so much work that is needed to achieve the objectives required by a video coordinator. The filming of practices and game responsibilities are not too difficult but added on to the incredible demands of opponent edits makes it very difficult.

The post-season for a video coordinator is much tamer in comparison to the non-stop work that is demanded during the regular season. Not to say that a video coordinator does not work hard in the post-season, that is far from the truth; however, it is not as consistently time consuming as the regular season. The post-season mainly deals with the creation of a highlight DVD for the team’s banquet, assistance in the organization and operation of summer camps, as well as further edit creation for player development.

The highlight film is part of the team banquet that captures the essence and dramatics of the just recently concluded regular season. Since the video coordinator is responsible for all game films he is then in charge of the creation of the team highlight film. Although it does take a great deal of work and time it is described as “a much more enjoyable and less stressful task,” by Brammer when compared to opponent edits. The highlight film consist of signature plays from all the University of South Florida men’s basketball student-athletes as well as the most exciting plays from the season; plays like Jawanza Poland’s slam dunk that made ESPN SportsCenter’s Top Ten Plays or Anthony Crater’s last minute heroics against Villanova University in the 2011 Big East Tournament are the most crowd pleasing.

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34 Ibid.
The Unsung Heroes of College Basketball

The video coordinator is also responsible in assisting the director of basketball operations in the organization and execution of summer camps. Brammer helped the director of basketball operations in numerous ways such as marketing and preparation for camp. A marketing project that Brammer was in charge of was the distribution of team camp invitations to every high school in the state of Florida. He was in charge of the gathering every address and making sure information was sent to each school, quite an undertaking.

A video coordinator will also create edits to help in player development. The post-season is a great opportunity for student-athletes to further strengthen their game. An example of this was an edit full of clips from J.J. Redick’s college days. Redick is considered one of the best shooters to have ever played college basketball. This edit was given to Shaun Noriega, the University of South Florida men’s basketball starting shooting guard. The hope is that Noriega will watch and learn from Redick so that he can improve even further on his shooting ability.

The video coordinator is much more than a “support position” on a college basketball coaching staff. It is the person most vital to the team’s preparations for scouting and game planning. Without someone like Anthony Brammer, a college basketball team would never be as prepared to accomplish its goals. The time, effort, dedication, and hard work that a video coordinator puts into his job are absolutely necessary for a college basketball team to be successful.
In any sport, professional or collegiate, injuries can occur to players and thus, becomes a huge problem for a team. It is an athletic trainer’s job to best prevent injuries from occurring while also restoring any injured players back to full strength. The athletic trainer for the University of South Florida men’s basketball program is Kenneth Woodard Jr. and he takes those responsibilities on as well as many others during the course of a college basketball season.

During the pre-season an athletic trainer such as Woodard Jr. has mainly three large tasks to take care of: meet with the current coaching staff, jobs associated with team workouts, and the treatment and rehabilitation of student-athletes with injuries. The first task is rather short but very important for getting the season off on the correct path. Meeting with the coaching staff allows an athletic trainer to learn valuable things such as the expectations of the head coach as well as the current and past injuries of the team’s student-athletes. Expectations of Woodard Jr. were of the basic sort, inform the head coach of any injuries and keep him up to date on the progress of its treatment. The other major discussion point that Woodard Jr. mentioned was that of past and current injuries of student-athletes on the team. Understanding the current injury situation is vital in order for treatment and rehabilitation to take place as soon as possible. However, the history of injuries of student-athletes is equally important. “Understanding a player’s history with injuries allows me to best be prepared to prevent those injuries from
An example of a player on the University of South Florida men’s basketball team that had a history of the same injury was Hugh Robertson. Robertson had dealt with minor knee injuries throughout his basketball career in high school and junior college as a result of knee tendinitis. With this knowledge in hand, the athletic trainer is able to begin preventative treatment by using exercises or drills to help with knee tendinitis. It also gives a place of concern to closely watch over and monitor throughout the season.

Another important responsibility for an athletic trainer during the pre-season is to treat and provide rehabilitation to any student-athlete’s injuries. More injuries tend to occur during the regular season but it is extremely important to treat injuries during the pre-season, especially minor ones, so that they do not linger and leave the possibility of a major injury occurring during the regular season. As mentioned earlier with Robertson’s knee tendinitis, the athletic trainer can treat that area in order to strengthen it and work on ways to prevent it from becoming a major problem in the future. Smaller injuries such as bruises, muscle strains, and cramps are treated with great care to again, prevent them from becoming major issues during the regular season.

The final responsibility of an athletic trainer during the pre-season is associated with the basketball team’s individual workouts. For these workouts the athletic trainer is responsible for taping student-athletes’ ankles, provide hydration, and give care to any injuries that occur during the workouts. Taping ankles is well known responsibility but it is very important in the preventative care of student-athletes. Injuries associated with the

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35 Kenneth Woodard Jr. (Athletic Trainer), interview by Jared Brantley, University of South Florida, April 5, 2011.
ankle are very common in the game of basketball. The use of ankle tape restricts the movement of the ankle in a way to prevent things such as sprains without restricting student-athletes’ normal basketball movements.

Once the athletic trainer ensures the safety of all student-athletes’ ankles, workouts begin and his responsibility changes to providing hydration for the student-athletes involved in the workout. A ten-gallon cooler of PowerAde and a five-gallon cooler of water are prepared for hydration purposes. There are also eight bottles filled with PowerAde and another eight filled with water. These bottles are placed at both ends of the basketball court. The main coolers are placed near half court with at least two sleeves of cups ready for use. The only other thing left for an athletic trainer to do is to give any care or treatment to any student-athletes that happen to incur an injury.

The pre-season is an important time of the year for an athletic trainer such as Woodard Jr. as expectations and preparations are made for the regular season. Understanding the student-athletes injuries, both past and present, allows for the possibility of fast recovery and preventative measures to occur. While the individual workouts provide a small sample for the three-hour basketball practices that happen throughout the regular season.

During the regular season the responsibilities of an athletic trainer continue to be the same in regards to treating and preventing injuries. However, new responsibilities are added such as the nutritional responsibility of the team as well as the responsibilities associated with University of South Florida men’s basketball games.
The nutritional responsibility of the team is very important as having a healthy team ties into having an injury free team. This responsibility was a new one to Woodard Jr., as he had previously never dealt with that as an athletic trainer for professional football teams like the Cincinnati Bengals, Kansas City Chiefs, and Tennessee Titans before. “It was something new that I had not yet encountered. I definitely had to do some research on it to help me out,” admitted Woodard Jr. He found the research necessary to provide optimal nutrition for the team is more challenging than he initially anticipated. He attempted to find the right balance of foods that could provide exactly what the student-athletes of the University of South Florida men’s basketball team needed. “I attempted to find food that had a concentration of about fifty percent carbs, thirty percent protein, and twenty percent fat.”\textsuperscript{36} He explained that all three of those are needed in providing the kind of energy student-athletes must have to play basketball at the highest of their ability. The foods that were most often used were pasta dishes, steaks, and bread; while trying to avoid fried foods as much as possible. Woodard Jr. provided this nutrition to the team in numerous ways, especially on the road, with great emphasis on pre-game meal.

Pre-game meal is the most important nutritional meal that Woodard Jr. provided the University of South Florida men’s basketball team. This meal occurs four hours before the start of each game as to provide enough time for “gastric emptying if necessary as well as the replenishing of glycogen stores.”\textsuperscript{37} Home games were much easier on Woodard Jr. as he relied on three or four different restaurants that he knew he

\textsuperscript{36} Ibid.
\textsuperscript{37} Ibid.
could count on. In trying to avoid “recreating the wheel,”38 he used Applebee’s, Outback Steakhouse, Carrabba’s Italian Grill, and Olive Garden Italian Restaurant. Initially Woodard Jr. thought to get meals that were individually pre-packaged at the restaurant with the food he had ordered. An example of an individually pre-packaged meal from Outback Steakhouse was two small chicken breasts, a pasta cup, mixed greens, and bread. However, as the regular season progressed he found that a different style of serving team meal would be more beneficial. Woodard Jr. changed to a buffet style that would enable student-athletes to decide what exactly they wanted eat and how large of a portion. When asked to explain further he said “a seven foot, three hundred pound center is probably going to need quite a bit more food to provide the fuel his body needs to play than a six foot, one-hundred seventy-five pound point guard.”39 After making this switch he felt that home meals were much more successful. Pre-game meals for home games cost anywhere between two-hundred and fifty dollars to four-hundred dollars to feed approximately twenty-five people.40

Pre-game meals on the road follow the same time frame and reasoning that home games do yet they offered a much more difficult challenge for an athletic trainer such as Woodard Jr. Requirements of restaurants that Woodard Jr. could use were those that delivered to the team’s hotel and those that offered the correct balance of nutrition. While he used mainly chain restaurants for home games, Woodard Jr. was left to rely on “mom and pop” restaurants for road trips. The food qualities of these restaurants were never the problem. The problems often were due to the quality of service provided.

38 Ibid.
39 Ibid.
40 Ibid.
Faxing food orders were problematic at times as some of these restaurants either didn’t have one or one that was less than reliable as well as restaurants not following the requested guidelines.

When asked to discuss a road trip that presented difficulties, he immediately began to talk about the Cleveland State road trip, which occurred during December 21-23, 2010. He explained that only one restaurant in Cleveland would deliver to our hotel and they proceeded to mess up the two things most important to delivering the food, time of delivery and labeling of the food boxes. Numerous student-athletes complained of cold food as did member of the coaching staff. The labeling of food boxes was also done incorrectly. There were instructions to label each box with that recipient’s last name on it. Occurrences of this sort were not the norm on the road, yet they were a few cases over the course of the year. Although he may have taken pre-cautions to avoid those messy situations, “it is the risk you run when you have to rely on others. Sometimes they don’t understand or have the same urgency you do,” explained Woodard Jr.

The athletic trainer has other responsibilities on game day besides nutrition. The first responsibility is taping student-athletes’ ankles before the game; followed by the set-up of a training station near the team bench. Set-up includes having the proper hydration (same as individual workouts) ready, injury ice for potential injuries, and towels for student-athlete perspiration. For home games the athletic trainer has to make sure both teams have these basic essentials for the game where as for road games he only needs to make sure his area is properly equipped. Responsibilities during the game for an athletic trainer include properly hydrating players on the bench and during time outs as well as

\[41\] Ibid.
monitoring and caring for injuries. After games have concluded the athletic trainer tends to any injuries or bumps/bruises that players obtained during the course of the game.

With the addition of nutritional responsibilities and game responsibilities, athletic trainers are extremely busy with all of the work they must do to properly execute their job. In the case of Woodard Jr. extra time doing research was needed in order to provide the very best possible nutrition for the University of South Florida men’s basketball team.

The post-season for an athletic trainer more closely resembles that of the pre-season as nutritional responsibilities are no longer stressed. Much of the work an athletic trainer does in the post-season is the same he has done throughout the entire season. The care of injuries is always the most important of an athletic trainer and the post-season is a chance to make sure all of these injuries are taken care of. An injury that Woodard Jr. had to give special care to was that of junior point-guard Anthony Crater. During the second-round of the 2011 Big East Tournament, he injured his shoulder while attempting to steal the basketball underneath the basket. After an MRI and other tests were taken it was deemed that Crater would need surgery to correct the injury. It was Woodard Jr.’s responsibility to schedule a date and time for Crater. After the surgery was completed, Woodard Jr. worked closely with Crater in order to rehabilitate his shoulder back to full strength. He said that rehabilitation with Crater usually takes “two hours a day during the week and it varies over the weekend.” A schedule is created to follow in order to successfully reach the medical date given for full recovery. “Not every post-season is

\[42\] Ibid.
like this, but when they are it takes much more care and time to make sure everything that can be done is being done.”\textsuperscript{43}

Another undertaking of Woodard Jr. in the post-season is a review of the regular season and the making of recommendations that could help the coming year. An instance of that during this post-season was the suggestion of a flexibility program. Numerous student-athletes struggled with injuries related to flexibility and with a program focused on that, “there will be a great chance of lowering the possibilities of those same types of injuries from occurring next year.”\textsuperscript{44} This can even benefit student-athletes that were not hampered by flexibility issues, as they can improve even more in that area. For reasons such as these the post-season is an important time for an athletic trainer and the work needed to be done is also extremely valuable to the team.

An athletic trainer such as Kenneth Woodard Jr. is incredibly important to the success of the University of South Florida’s men’s basketball team. The hard work and dedication that he puts forth in making sure student-athletes are given the proper treatment of injuries as well as attempting to prevent injuries, is a must. Even the added responsibility of nutrition during the regular season is incredibly important to the student-athletes health and the team’s success. An athletic trainer is yet another vital part of any basketball team.

\textsuperscript{43} Ibid.
\textsuperscript{44} Ibid.
**Academic Advisor**

An important position that does not pertain to the immediate basketball staff is that of academic advisor. The job of the academic advisor is to “coordinate and organize tutors for players and monitor the academic progress for academically at risk student-athletes.”\(^{45}\) In order to achieve that goal the academic advisor for the University of South Florida’s men’s basketball team must do various tasks over the course of the pre-season, regular season, and post-season. This portion of the paper will highlight how instrumental an academic advisor is to the academic success of student-athletes. The academic advisor for the University of South Florida’s men’s basketball program is Ernest Leal.

There are three objectives for a successful pre-season as an academic advisor. The first of these objectives is the scheduling of classes for all of the student-athletes on the men’s basketball team. This can be a daunting task for just one person to undertake but thankfully there is a computer program that comes into great assistance for academic advisors such as Leal. The computer program is called Degree Works and with its use it is possible to create a class schedule for each individual student-athlete that puts them on track for graduation while also taking into account practice and workout times they are obligated to. “It makes my job much easier in that aspect. I just need to input their major and previous college class work (in case of returning players or transfer students) and block out their scheduled practice time.”\(^{46}\) For instance this year’s men’s basketball team had practices scheduled from 1-4 p.m. during the school week; with this knowledge Leal

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\(^{45}\) Ernest Leal (Academic Advisor), interview by Jared Brantley, University of South Florida, March 31, 2011

\(^{46}\) Ibid.
blocked out the time period between 12:30 p.m. and 5 p.m. as not to interfere. The program also gives a complete list of requirements for graduation as to keep student-athletes on track from the beginning of their time at the University of South Florida.

After successfully setting a class schedule for each student-athlete, Leal “checks the degree progress of returning players and sets goals for each student-athlete.”\textsuperscript{47} It is important to keep tabs on their progress to prevent any of them from slipping behind their projected graduation date. There is a reason why they are called student-athletes, because academics are the top priority. Academic success is also a component of a basketball program as the NCAA monitors all of its members (Division 1-3) to make sure they are ensuring student-athletes are given the best possible education and possibility of graduating. One of the ways that Leal goes about this is setting goals for each student-athlete. The goals vary and often are determined by the individual they are set for; goals can range from “improving overall their grade point average (GPA), higher attendance at tutoring sessions, or maintaining a certain amount of GPA hours.”\textsuperscript{48}

The final part of an academic advisor’s responsibilities in the pre-season is to monitor grades and class work as to ensure all of the student-athletes are getting off on the right foot before the season gets underway. There are several ways to accomplish this; communication with student-athletes and the coaching staff as well as creating weekly grading reports. Communication is important to make sure there is any extra assistance student-athletes may need for course work. It is also key to have good communication with the coaching staff as they are also involved in the student-athletes’

\footnote{47 Ibid.}
\footnote{48 Ibid.}
academic progress and success, as seen with the director of basketball operations earlier in this paper. On top of communication, a weekly grade report helps to ensure everyone, including the student-athlete, academic advisor, and coaching staff is all on the same page in regards to academics. As can be seen in Figure 6, it lists all of the classes a student-athlete is enrolled in and the grade up to that date. There are also little reminders that either show previous assignments being turned in and upcoming work and the due date associated with it. It also lists other important areas of academic concern such as hours enrolled in, the student-athletes GPA, and tutoring information. With the combination of communication and weekly grading reports, an academic advisor is able to make sure student-athletes continue down the right path academically while also evaluating their progress in achieving academic goals.

All of the work in the pre-season that an academic advisor performs is vital to the continued academic success of student-athletes during the regular season as athletic competition begins to take more time away from their academics through practices, games, and traveling. An academic advisor can help these student-athletes set themselves up for academic success by starting strong and carrying that work ethic into the classroom throughout the rest of the year. Without an academic advisor the jobs of the basketball coaching staff as well as the lives of student-athletes would be very difficult.

Once the regular season begins, many of the responsibilities of an academic advisor are continued with only a couple new ones being added on. Monitoring of grades and schoolwork is a responsibility that continues throughout the regular season. The new
responsibilities an academic advisor takes on during the regular season are checking class attendance, dealing with declining student-athletes’ grade, and interacting with potential student-athletes when they are taking their official visit on campus.

Checking class attendance becomes a premium responsibility as student-athletes sometimes shift more of their focus off of academics and onto athletics. In order to prevent this, academic advisors (with the help of a few others) create a master schedule of all basketball student-athletes classes and check every student-athletes class. An example of one day of class checking is seen in Figure 7. By checking these classes, Leal makes sure they are not losing attendance points while also gaining the valuable knowledge each class session provides. After the first month of class checking, Leal scales it back to only student-athletes that are habitually tardy or absent and those that are “academically at-risk.”

However, there are some student-athletes that fall behind and become “academically at-risk.” That label is used for those that have allowed their GPA to slip to a point that endangers their athletic eligibility. Student-athletes at the University of South Florida are required to have a minimum 2.0 GPA. Although summer school is a way to help fix problems that may occur, Leal says that relying on summer session is “an up.” Student-athletes that do not recover from being at-risk force Leal to go into what

\[49\] ibid.
\[50\] ibid.
\[51\] ibid.
MONDAY

9:40 – 10:30
Player 1 – Public Speaking – CIS 3084

9:40 – 11:30
Player 2 – Basic American Sign Language – PCD 1146
Player 3 – Intermediate American Sign Language – PCD 1144

10:45 – 11:35
Player 4 – Interpersonal Communications – CIS 3074
Player 5 – Interpersonal Communications – CIS 3074
Player 6 – Interpersonal Communications – CIS 3074
Player 7 – Intro to Communications – CIS 1023
Player 8 – Intro to Communications – CIS 1023
Player 9 – Cultural Anthropology – SOC 1D9

11:50 – 12:40
Player 10 – Persuasion – CPR 259
Player 11 – Persuasion – CPR 259
Player 12 – Globalization – CWY 197

4:35 – 5:50
Player 13 – Juvenile Justice – CPR 123
Player 14 – Juvenile Justice – CPR 123

6:05 – 7:20
Player 15 – Finite Math – BEH 104
Player 16 – Finite Math – BEH 104
Player 17 – Finite Math – BEH 104
Player 18 – Finite Math – BEH 104
Player 19 – Finite Math – BEH 104
excuse not to do my job. As an academic advisor I want summer session to be a way for these student-athletes to get ahead on their graduation progress not a way to catch back he calls “crisis mode.”52 This is when a student is on the verge of failing a class and needs one-on-one study sessions with Leal, not just a regular tutor. Leal said that he helps with whatever he can, “the class itself, study skills, analyzing skills, whatever will improve the student-athlete’s situation.”53 Over the course of the 2010-2011 academic year there were a total of five basketball student-athletes that fell into that predicament. Only two of those student-athletes will need to rely on summer session to get back on track, while the other three were able to right the ship. Leal stated, “This job is not just eight to six. I put at least two extra hours in a day because my job is to give everything I can to these kids in the area of academics; it is my obligation to help them in whatever way I can.”54

The only other added responsibility Leal has as an academic advisor during the regular season is being a part of the academic portion of potential student-athletes’ official visits. During these visits Leal will give a tour of the campus that highlights the Student Marshall Center, athletic facility, and academic buildings that pertain to the recruit’s possible major. Leal also has a meeting with the recruit where he “explains what the University of South Florida has to offer and how you can earn a quality education while also being a part of a special family environment.”55 Although there are only five official visits a year that an academic advisor can take part in, Leal attempts to

52 Ibid.
53 Ibid.
54 Ibid.
55 Ibid.
sell the best points of the University of South Florida to the recruit especially those in
regards to how special an education from the University of South Florida is.

As the regular season winds down and the post-season begins so does the
academic calendar year. Leal continues to closely monitor all of the student-athletes’
academic progress as many of the same responsibilities from the regular season are
carried over into the post-season. The last two weeks are very busy as student-athletes
are beginning to finish up course work and prepare for final exams. In some cases, a
final exam could make or break a letter grade or even a passing of a class. Helping
prepare them for their finals is extremely essential for an academic advisor in the post-
season. Once the semester is completed the academic advisor will evaluate all of the
student-athletes academic areas and begin placement for summer sessions. Those that
complete a successful academic year will have a lighter load in the summer than those
that struggled to do so. “It is not a punishment for those student-athletes; it is simply to
make up for what they did not accomplish during the year,” although some student-
athletes view it that way. Leal must also prepare for incoming student-athletes as they
will begin to take summer classes at the University of South Florida during summer
session B. The work for an academic advisor never slows as student-athletes’ education
is the primary reason they are at the University of South Florida.

An academic advisor has no impact on the game of basketball; he may not even
understand the game of basketball. Yet he plays an absolutely critical role on a
basketball team. These players are again student-athletes, which mean academics should
always come first. Academic advisors, such as Ernest Leal make sure that focus is

56 Ibid.
maintained and the ultimate goal of graduating is always in sight. Without an academic advisor and all of the time and effort that is required by that job, even the most talented and most well coached basketball team in the nation would not be able to be a success.

**Student-Managers**

The final position of a college basketball team examined is that of student-manager. They are students of the university that volunteer to help and assist the basketball team and its coaching staff in many different ways. During the course of the 2010-2011 season, the University of South Florida men’s basketball team had four managers: Jared Brantley, Cody B. Wilson, Kyle Newton, and Ryan Chapman. These four students varied in grades from sophomore to seniors in college as well as a first year manager to a fourth year manager. There are more jobs and tasks that student-managers complete during the pre-season, regular season, and post-season than can even be described; with this in mind, I will only focus on the most important areas of responsibility that student-managers have.

During the pre-season student-managers are largely responsible for recruiting mail outs, setting up and assisting in workouts, as well as laundry associated with those aforementioned workouts. They also are of assistance in many different miscellaneous tasks such as class checking, delivering paperwork to compliance offices in the athletic building, binding recruiting notebooks, and even driving some of the coach’s cars to be washed.

Recruiting mail outs are a very important part of a manager’s responsibilities not just in the pre-season but throughout the entire season. There are two different types of
recruiting mail outs that the University of South Florida men’s basketball team uses, standard and formal. The standard recruiting mail out is sent out twice a week every week of the season. These recruiting mail outs are sent out to prospective high school recruits that the coaching staff is actively recruiting as well as potential recruits for the future of the program (no younger than high school juniors per NCAA rules). On average there are at least one-hundred and fifty recruits that receive the University of South Florida men’s basketball standard recruiting mail outs. The focus of the recruiting mail outs are on three things, the university’s basketball team, the university itself, and the surrounding Tampa area. Examples can be seen in Figures 8 and 9, the first dealing with a student-athlete receiving an honor and the second emphasizing the team’s sponsorship with Under Armour apparel. The thought process behind that is to use the highlights of those three things to help build a recruit’s interest in joining the University of South Florida men’s basketball team.

The formal recruiting mail outs are slightly different from those of the standard recruiting mail outs. Formal recruiting mail outs are not computer generated, they are instead hand written and attempt on tightening the focus on exactly what that recruit likes about the university. Usually these types of recruiting mail outs are immediately following a prospective athlete’s official visit. This allows the coaching staff to inform the student-managers what the potential recruit most enjoyed about his visit so they can further emphasize that area. An example of this can be seen with a student-athlete that really enjoyed the sunshine and great weather that Tampa offers compared to the dreary weather of Seattle, Washington; the formal recruiting mail out would include things such
Gilchrist Named to BIG EAST Weekly Honor Roll

TAMPA - University of South Florida junior forward Augustine Gilchrist was named to the BIG EAST Conference Weekly Honor Roll for the week ending on Feb. 27.

Gilchrist posted 32 points and grabbed eight rebounds in USF’s first road victory of the season, an 86-76 win at DePaul on Feb. 26.

The native of Clinton, Md., was 9-of-14 from the floor and hit a three to go along with his 13-of-15 shooting at the line. He also tallied two assists and a steal in the win.

He is the first Bull not named Dominique Jones to score 30 points in a game since senior James Holmes netted 35 points on Jan. 20, 2006.

The game at DePaul was also Gilchrist’s sixth 20-plus point performance of the season and 12th of his career. He has scored at least 10 points in all but seven games this season.

Gilchrist leads the Bulls with his 13.0 points per game and is second on the squad with 6.3 rebounds per night. He is hitting 41.4 percent of his shots (122-275) and has 15 blocked shots in 20 games.

Catch Gilchrist and the Bulls in action on Wednesday, when USF faces off against No. 4/5 Pitt at 9 p.m. in the Sun Dome. 

Figure 8
The Official Gear Sponsor of the
USF BULLS

Figure 9
as seven day forecasts of both cities, only needing sunglasses and shorts at the University of South Florida, or comparing the recruits’ bright talent to the bright sunshine enjoyed in Tampa. Anywhere between ten and fifty individual formal recruiting mail outs are sent at one time. Although this may seem like overkill, the idea is to have other players or student at the recruits’ school see the abundance of mail and further show the team’s desire for the player to join the team.

Another example of a formal recruiting mail out that I have personally sent out this year as a student-manager was for a recruit’s birthday. Sending ten cards saying happy birthday, in different ways of course, illustrates that the basketball team cares about the recruit on a personal level not just on an athletic one. Recruiting mail outs are by no means difficult but they are very time consuming and with the combination of other obligations that student-managers has, that is where the difficulty begins to mount.

Setting up and participating in pre-season workouts is another important responsibility for student-managers. The set-up of workouts begins an hour and a half before workouts begin; the first step in the process is sweeping the entire court with a specialized broom. This helps clean up any dirt and dust from the court, which helps the traction between student-athletes’ shoes and the court. Afterwards there are numerous items that need to be brought out to the court including:

- 20 basketballs (14 regulation Wilson brand basketballs and 6 weighted basketballs)
- 20 towels (16 for student-athletes’ perspiration and 4 for student-managers to clean wet spots on the court with)
• 12 cones (for use in various drills)
• 2 body pads (used to simulate contact with a defender while attempting lay-ups)
• 10 lightweight practice pullovers (pennies) that differentiates between two teams (5 red, 5 blue)
• 2 white boards (for coaches to draw sets/plays if needed)
• 2 shot clocks with remote control (if practicing in the Corral at the Sun Dome)

During workouts student-managers assist coaches in drills by way of passing to and rebounding for student-athletes. They also assist in the set up and transition from drill to drill; an example would be setting up “pressure passing”\(^{57}\) and then transitioning into “alley drill.”\(^{58}\) Cones are lined up from the top of the three point line and extend to each sideline; student-athletes must pass the basketball to teammates while also staying inside of those cones without dribbling and with defensive pressure applied by another group. Once this drill is over, cones must be shifted to make an alley down the court reaching from one lane line to the other. Student-managers must also keep track of the bricks and saves sheet seen in Figure 10. This keeps track of positive and negative plays that each individual student-athlete makes during a workout or practice. At the conclusion of practice all of those plays are added up for one final number. If that number is positive there are no consequences; however, if a student-athlete has a negative point total then the corresponding number is the amount of sprints they must complete before being dismissed from practice. This is a way of tracking student-athletes’ progress as well as pinpoint areas of strength or needed improvement. At the end of workouts,

\(^{57}\) ibid.
\(^{58}\) ibid.
student-managers are responsible for putting all of the equipment back in its proper place as well as do the team’s laundry.

Team laundry is a task that student-managers perform following workouts or practices so that the next day student-athletes will have their mandatory attire in order to play. In attempting to make it a team effort instead of just one student-manager’s duty, laundry duties during the course of the 2010-2011 season were as follows: Brantley – Sunday, Wilson – Monday and Friday, Newton – Tuesday and Thursday, and Chapman – Wednesday and Sunday. Laundry is a simple task yet it is somewhat time consuming. A
student-manager simply puts all of the team gear into one washer and washes it on cold while washing the towels on hot; the average time the washing cycle takes is thirty-five minutes. Once the wash is done, the team gear is dried on medium-low for sixty minutes and the towels are dried on high for forty minutes. After the drying cycles are complete the gear is placed into its respective student-athlete’s locker and the towels are folded and put back into the equipment room.

When it comes time for the regular season many of the main responsibilities of student-managers are the exact same as the pre-season; recruiting mail outs and laundry are done the same way and practices hold the same responsibilities as pre-season workouts except they are lengthened from an hour to three hours. There are some new responsibilities that come with the regular season; these include tasks during recruiting visits, assistance with the creation of scouting reports, and the responsibilities associated with home games and road trips.

As mentioned previously in the paper, there are numerous people in different positions that have responsibilities while a potential recruit is taking an official visit on campus and student-managers are no different. Student-managers assist the director of basketball operations with reservations for dinner during the recruits visit as well as the creation of an Under Armour apparel display. When dealing with restaurant reservations the student-managers are mainly used as a double check for the director of basketball operations as he has a great deal on his plate during an official visit. The creation of an Under Armour apparel display is made up off all the different apparel the team ordered and purchased from Under Armour for that year, 2010-2011 in this case. The conference
room in the University of South Florida’s men’s basketball office is the normal spot for the display. Twelve pairs of Under Armour shoes are exhibited showing off the different colors (white, black, and green) and designs of the training shoes and basketball shoes. Twelve different shirts are hung over the shoes to showcase the unique graphic design that each presents. Laid out on the conference room table are the home and away jerseys, which are also accompanied by the three different travel jump suits the team has. Beside the table and opposite of the Under Armour shoe and shirt display are racks that parade the multiple practice uniforms available with the various types of spandex tops. Other materials such as hats, wristbands, shorts, and bags are carefully placed inside the conference room. This display is a big part of the official recruiting visit as it gives the potential recruit an idea of the quality of apparel Under Armour has to offer as well as the vast amount of apparel University of South Florida student-athletes are supplied with.

The assistance with scouting reports is another exceptionally important responsibility of a student-manager. This task however is only attributed to the head manager as it is of the utmost importance. As I am the head manager I have a great deal of experience assisting in the creation of scouting reports. Each coach on the staff is assigned a designated number of scouts throughout the regular season and it was my responsibility to work closely with them in its creation. Assistant coaches watch numerous films on the opponent and take a great deal of notes on certain elements of the games especially offensive and defensive with a focus on personnel in the later aspects of watching film. The coaches will then give me their notes and it was my responsibility to create a comprehensive report that highlighted their notes. I was able to do this with the help of Fast Scout, a computer program that helps organize scouting information in a
presentable and easily digestible manner. An example of a scouting report can be seen in Appendix C. These scouting reports very closely coincide with the offensive, defensive and personnel edits that the video coordinator is responsible for.

The next responsibility of student-managers deals with home games. There are three parts of this process, responsibilities that come before the actual game, responsibilities during the game itself and those that follow the conclusion of the game. The responsibilities that occur before the game tips-off start on the day prior, such as the set-up of an opponent’s practice (the same as a University of South Florida men’s basketball practice) as well as meeting and greeting them when they arrive at the Sun Dome. The same process is repeated the following morning for the opposition’s shoot around except that a student-manager provides the opponents with game credentials so that they will be able to pass through security later that night for the game. Soon after the end of an opponent’s shoot around, the University of South Florida men’s basketball team will hold their shoot around. The responsibilities described previously for workouts and practices are the same for the shoot around, the only difference again being the allotted time, which is only an hour long. However, one student-manager leaves the shoot around early to pick up the pre-game meal from whatever restaurant the athletic trainer selected. The food is then brought back to the Green and Gold Room in the Sun Dome where it is set up in a presentable fashion. Once the team is done with meal the student-managers then clean up any mess left behind and move on to actual game preparations.
There are numerous tasks student-managers are required to accomplish before the start of the game and they must use a great deal of teamwork and coordination to get it all done. In most cases two student-managers will begin filling coolers with beverages for the referees, the opponents and the University of South Florida men’s basketball team. The referees’ cooler is filled with three of each type of beverage, which includes: Dasani water, PowerAde, Coke, Diet Coke, and Sprite. They are also provided with five towels. The two basketball teams are given fifteen Dasani waters and fifteen PowerAde bottles. While this is taking place the other available student-managers begin game set-up in the locker room. In order to properly set-up the locker room for a game all furniture is moved to the side of the room and fifteen chairs are lined up facing the white board which is located at the front of the locker room. The white board must be completely wiped down so that the head coach can right the keys of the game and later the personnel match-ups. Following that is the distribution of game uniforms and warm-ups to each student-athlete’s locker. The uniforms are hung on one side of the locker as to face the front of the locker room while the warm-ups are hung on the opposite hooks. Locker room set up usually takes about the same amount of time as filling and passing out the coolers. All of the student-managers then bring out the equipment needed on the bench, five stools for student-athletes during time outs and a white board for the head coach to use. After completing all the tasks involved in setting up, the final part of pre-game responsibilities for student-managers is to rebound for players while they are warming up for the game.

Once the game finally begins student-managers are given specific responsibilities. One manager, usually Newton, is responsible for filming and recording the game; the
other managers are located on the bench and have in-game responsibilities. Wilson was held responsible for charting the opponent’s substitutions and informing the assistant coach that scouted that specific game of any substitutions throughout the game. I was in charge of the deflection chart, Figure 11, which tracked defensive statistics such as deflections, steals, blocks, charges drawn, offensive and defensive rebounds as well as turnovers. This information would then be given to Coach Hanson, who was in charge of defensive statistics, during each television timeout. Television timeouts occur at the first dead ball once the game clock dips below the sixteen, twelve, eight and four minute mark of both first and second halves. There is an extra television timeout in the second half, the first timeout a team calls, usually a thirty second timeout, automatically becomes a full time out (one-minute in length). During television timeouts and full timeouts student-managers are also responsible for bringing the five stools onto the court and setting them up for the five student-athletes currently checked into the game in order to listen to the head coach. A regular chair is brought out for the head coach as well as the white board so that he can draw sets/plays up or illustrate any areas of concern and show the team. After setting the stools and chair up, I would grab six game stat sheets from press row and then pass them out to the members of the coaching staff. At the conclusion of the timeout, student-managers would gather all of the materials brought out and place them back in their respective area behind the bench.

When the game becomes final it’s the student-managers responsibility to break down all equipment that was used in the game set-up and begin the laundry. The student-
## DEFELECTION CHART

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## CUMULATIVE DEFECTION CHART

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**Figure 11**
manager in charge of film breaks down all the film equipment he used to record the game and then converts it to a DVD in the basketball office. The other student-managers collect the coolers from each team and the referees as well as bring the five stools and white board back into the equipment room. The locker room is quickly rearranged to its normal arrangement once the head coach is done addressing the team. It usually takes thirty minutes to collect all of the game gear from the student-athletes; once this happens student-managers can begin laundry, which follows the same procedures for workout and practice laundry.

A home game is a very busy and action packed day for student-managers as I have often been in the Sun Dome from nine in the morning until midnight. Although that is a great deal of time spent working, road games are even more demanding of time as well as hard work. The main difference between home and away games is not the actual game and the responsibilities involved during the game but instead it is all of the work leading up to the game and afterward. Responsibilities leading up to an away game include the packing of team bags and their handling on buses and at the airport as well as constant watch over the student-athletes.

Packing for a road trip takes place the day before the team is scheduled to depart Tampa and takes a couple hours to complete. The same equipment and items used for home games are needed on the road and must somehow be packed in team travel bags. This is a difficult task but to make it even more difficult all of the team travel bags must have a total weight less than fifty pounds; the reason for that is the University of South Florida men’s basketball team uses commercial airlines which have a strict requirement
that charges extra fees for bags over fifty pounds. In total there are seven team travel bags that are packed which include:

1) Uniform Bag – All of the student-athletes’ uniform tops and bottoms
2) Warm-up Bag – All of the student-athletes’ warm-up tops and bottoms
3) Stool Bag – The five bench stools, a packet of PowerAde mix, and six water bottles for the athletic trainer
4) Practice Bag – white boards, cones, pennies, and any other equipment used at practice
5) Laundry Bag – any dirty practice uniforms and assorted apparel
6) Extras Bag – one pair of shoes in each student-athletes size (in case of a broken shoe), extra Under Armour apparel that is worn during a game (spandex, socks, headbands)
7) Blue Box – a hard case blue box that holds all film equipment including DVD player and remote, extra DVD disks, opponent’s previous games, and video projector

Student-managers are responsible for making sure all of these bags are safely loaded on the bus and brought to the airport and also safely checked-in at the airport. After checking bags the responsibility shifts to making sure student-athletes make it through security in a timely fashion as well as make sure they board the flight. This is a new responsibility added during the 2010-2011 season as two student-athletes during the 2009-2010 season did not make a flight once because they were caught in a long security line after choosing to eat at a restaurant before security instead of after it. When
successfully landed student-managers attend to all of the team travel bags and ensure they make it onto the team bus. The next stop is the team hotel in which the practice bag, stool bag, and extras bag are left underneath the team bus while the other four bags are brought up into the student-managers’ hotel room. Immediately after bringing the bags up, the blue box must be brought down to the film room so that the video coordinator can set up for the watching of film that night. During the stay at the hotel student-managers monitor the student-athletes making sure they are on time to different events such as film, team meals, and lights out (eleven o’clock). As mentioned earlier, the responsibilities of practice, shoot around, and game are the same on the road as at home. The only minor difference is that there are only two managers brought on the road so it is that much more important for student-managers to be on top of their responsibilities and give top notch effort in completing them in a timely fashion. Another area that is commonly difficult is the completion of laundry; not all of the hotels the team uses have a laundry facility which forces student-managers to become creative in order to make sure all laundry is clean when needed. An example of this is when the team travels to play West Virginia University. The only laundromat is a five-minute taxi ride up a mountain and is often surrounded by nothing more than woods and snow. However, it is something that student-managers adapt to and anticipate as to better perform their job. Once the away game is concluded the team will fly back home and the same types of responsibilities presented earlier on the way out of Tampa are preformed on the way back to Tampa.

The regular season is an incredibly demanding time for student-managers; to add to the time consumption of being a student-manager is their academic life. In order to be a student-manager a student must maintain full-time status (twelve hours) which can be
difficult if time is not balanced between basketball, academics, and one’s social life. One student-manager during the 2010-2011 season had to resign from his position because of the strain of being a student-manager had put on his academic life. I fully believe that being a student-manager for a basketball team is not for everyone and at times can become incredibly difficult and sometimes overwhelming. However, I also believe if extra effort is displayed and better time management skills are demonstrated, a student can be successful both academically and as a student-manager. I am an example of this as I set my priorities and made sure that I handled my academic business before enjoying my social life. As a result I will graduate with a History Degree as well as from the Honors College during the spring of 2011 while being able to maintain a GPA above 3.4. Wilson is another example of dedication leading to success; he is about to graduate with a Communications Degree in the Spring 2011 while also earning honors recognition as his GPA is above 3.5. In actuality, being a basketball student-manager enabled me to be a better student because of all the life skills I’ve picked up.

After a long and sometimes strenuous regular season student-managers are able to relax as their responsibilities become a great deal fewer. The post-season is very similar to the pre-season as recruiting mail outs, workouts, and laundry are the main tasks expected. The only added responsibilities are those associated with summer camps. There are two types of summer camps in which the University of South Florida men’s basketball team runs individual camp and team camp. There are two individual camps that vary depending on the scheduling done by the director of basketball operations. During these camps student-managers are responsible for setting up all baskets (10) while also making sure there are seventy balls available for campers to use throughout the day.
On the first day (Monday) when registration is taking place student-managers will man different jobs such as selling parking decals to parents wanting to watch their child throughout the day and maintaining the camp bank where parents can leave money for their children to use at the camp concession stand. During the day student-managers will do multiple jobs including running drill stations, overseeing contests, and running the camp concession stand. At lunch all of the student-managers will work the camp concession stand as there are lines of campers trying to order pizza and other various snacks for lunch. Student-managers are also responsible for creating the award certificates that are given away at the end of the week, which include, Iron Bull (best camper during station work) and Camper of the Week (the camper with the best attitude and work ethic). Once camp concludes student-managers are responsible for breaking down all equipment used to put on camp.

Team camp is much different from individual camp as it mainly requires student-managers to operate the scoreboards during games and keep track of the winners and losers at their specific basket. Throughout the camp win and loses are recorded to set up a playoff on Sunday. Following the conclusion of all the games on Saturday, student-managers will meet with the director of operations and video coordinator to place all of the teams into three different championship brackets and then seed them.

Student-managers are the lowest on the pecking order of a college basketball team. This often means that they are also the least important, but that couldn’t be farther from the truth. Without the dedication, hard work, and hours of time that student-managers put forth a college basketball team would be unable to function. Student-
managers sacrifice their time for the better of the whole; their assistance can be seen in every area of a basketball team. Each coach and support staff member relies on managers in some way or another. Student-managers are the epitome of an unsung hero in college athletics especially when looking close at the University of South Florida men’s basketball team. The ability to help the team so much while also attend and succeed in college is absolutely incredible.

**Conclusion**

As this paper concludes it is important to digest all of the given information as to decide whether each of the five positions described are indeed important to the functioning of the University of South Florida men’s basketball team. The director of basketball operations is in charge of the daily organization and efficiency of the basketball team. This position’s importance is verified as all of its responsibilities are essential to the functioning of a college basketball team. While examining the video coordinating position, his importance to the team’s preparation in multiple areas can be observed by the information provided. It can also be proved that the athletic trainer is of immense importance to the basketball team as it is the position’s responsibility to monitor the team’s health through treatment and prevention of injuries as well as watching over its nutrition. The importance of the team’s academic advisor is also established in this paper by his ability to facilitate student-athletes’ academics. The importance of the final position mentioned in the paper, the student-manager, is also established through the immense amount of information regarding their responsibilities to the team. Without any one of these positions, the University of South Florida men’s basketball team would be
unable to operate as efficiently or successfully as it currently does with them. These positions are often not given the proper recognition for their importance; however, this paper exemplifies their true importance to a college basketball team and rightfully recognizes their time, effort, and dedication
DAY 1

Teams will be in attendance lines.

7:45 AM  Registration

8:30 AM  Coach's Meeting

9:00 AM  Attendance/ Introduction (Coach Hipsher, Coach Heath)
          Separate into divisions

9:15 AM  Stretch/ Warm-up

9:45 AM  Separate to Courts
          Big East – Main Floor     Big 10 – Upstairs
          SEC – Main Floor          NBA – Upstairs

9:50 AM  Skill Development

10:50 AM 5 vs. 5 Evaluations - Teams set

12:00 PM Lunch

1:00 PM Attendance

1:15 PM Guest Speaker

1:45 PM Demonstrate hot shot - Separate to courts

2:00 PM FT’s

2:30 PM Hot Shot

3:00 PM 5 vs. 5 League

3:45 PM Return to main floor

4:00 PM Distribute T-Shirts - Closing Remarks
DAY 2

8:30 AM  Free Shoot
9:00 AM  Attendance/ Stretch/ Warm-up
9:30 AM  Skill Development
11:00 AM  FTs
11:30 AM  Speed Shooting
12:00 PM  Lunch
1:00 PM  Attendance
1:15 PM  Guest Speaker
1:45 PM  Demonstrate 1 vs. 1
2:00 PM  1 vs. 1
2:30 PM  3 vs. 3
3:00 PM  5 vs. 5 League
3:45 PM  Return to main floor - Closing remarks
4:00 PM  Dismissal
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DAY 4

8:30 AM  Free Shoot
9:00 AM  Attendance/ Stretch/ Warm-up
9:30 AM  Skill Development
11:00 AM  5 vs. 5 Tournament
12:00 PM  Lunch
1:00 PM  Attendance
1:15 PM  Guest Speaker
1:45 PM  Finals 3 vs. 3
2:30 PM  Finals 1 vs. 1
3:00 PM  Finals 5 vs. 5
3:45 PM  Closing Remarks
### Team Pools

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### KEY

- C1: Sun Dome
- C2: Upper Sun Dome 1
- C3: Upper Sun Dome 2
- C4: Coral
- C5: REC 1
- C6: REC 2
- C7: All People's 1
- C8: All People's 2
## POOL B

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**KEY**

- C1: Sun Dome
- C2: Upper Sun Dome 1
- C3: Upper Sun Dome 2
- C4: Coral
- C5: REC 1
- C6: REC 2
- C7: All People's 1
- C8: All People's 2
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- **C1**: Sun Dome 1
- **C2**: Upper Sun Dome 1
- **C3**: Upper Sun Dome 2
- **C4**: Coral
- **C5**: REC 1
- **C6**: REC 2
- **C7**: All People's 1
- **C8**: All People's 2
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### KEY

- C1: Sun Dome
- C2: Upper Sun Dome 1
- C3: Upper Sun Dome 2
- C4: Coral
- C5: REC 1
- C6: REC 2
- C7: All People's 1
- C8: All People's 2
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<tr>
<td>C8</td>
<td>All People’s 2</td>
</tr>
</tbody>
</table>
# The Unsung Heroes of College Basketball

## POOL G(JV)

<table>
<thead>
<tr>
<th>Game #</th>
<th>Matchup</th>
<th>Day</th>
<th>Time</th>
<th>Court</th>
</tr>
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<tbody>
<tr>
<td>G1</td>
<td>LAND O'LAKE VS BISHOP MOORE(A)</td>
<td>SATURDAY</td>
<td>10:00</td>
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<tr>
<td>G2</td>
<td>BRUBAKER TECH VS BERKELEY PREP</td>
<td>SATURDAY</td>
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</tr>
<tr>
<td>G3</td>
<td>STEINBRENNER VS EAST LAKE</td>
<td>SATURDAY</td>
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<tr>
<td>G4</td>
<td>LAND O'LAKE VS BERKELEY PREP</td>
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<tr>
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<tr>
<td>G8</td>
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<td>G15</td>
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## KEY

<table>
<thead>
<tr>
<th>Code</th>
<th>Location</th>
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<tbody>
<tr>
<td>C1</td>
<td>Sun Dome</td>
</tr>
<tr>
<td>C2</td>
<td>Upper Sun Dome 1</td>
</tr>
<tr>
<td>C3</td>
<td>Upper Sun Dome 2</td>
</tr>
<tr>
<td>C4</td>
<td>Coral</td>
</tr>
<tr>
<td>C5</td>
<td>REC 1</td>
</tr>
<tr>
<td>C6</td>
<td>REC 2</td>
</tr>
<tr>
<td>C7</td>
<td>All People's 1</td>
</tr>
<tr>
<td>C8</td>
<td>All People's 2</td>
</tr>
</tbody>
</table>


# The Unsung Heroes of College Basketball

## POOL H(JV)

<table>
<thead>
<tr>
<th>Game #</th>
<th>Matchup</th>
<th>Day</th>
<th>Time</th>
<th>Court</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Wiregrass Ranch vs Bishop Moore (B)</td>
<td>Saturday</td>
<td>9:00</td>
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</tr>
<tr>
<td>H2</td>
<td>Newsome vs Northside Christian</td>
<td>Saturday</td>
<td>10:00</td>
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</tr>
<tr>
<td>H3</td>
<td>Oviedo vs Santaluces</td>
<td>Saturday</td>
<td>11:00</td>
<td>2</td>
</tr>
<tr>
<td>H4</td>
<td>Wiregrass Ranch vs Santaluces</td>
<td>Saturday</td>
<td>1:00</td>
<td>2</td>
</tr>
<tr>
<td>H5</td>
<td>Bishop Moore (B) vs Newsome</td>
<td>Saturday</td>
<td>2:00</td>
<td>3</td>
</tr>
<tr>
<td>H6</td>
<td>Northside Christian vs Oviedo</td>
<td>Saturday</td>
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<td>3</td>
</tr>
<tr>
<td>H7</td>
<td>Wiregrass Ranch vs Oviedo</td>
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<td>3</td>
</tr>
<tr>
<td>H8</td>
<td>Bishop Moore (B) vs Northside Christian</td>
<td>Saturday</td>
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<tr>
<td>H9</td>
<td>Newsome vs Santaluces</td>
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<tr>
<td>H10</td>
<td>Wiregrass Ranch vs Newsome</td>
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<tr>
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<tr>
<td>H12</td>
<td>Northside Christian vs Santaluces</td>
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<tr>
<td>H13</td>
<td>Wiregrass Ranch vs Northside Christian</td>
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<tr>
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<td>Bishop Moore (B) vs Santaluces</td>
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<td>11:00</td>
<td>3</td>
</tr>
<tr>
<td>H15</td>
<td>Newsome vs Oviedo</td>
<td>Sunday</td>
<td>11:00</td>
<td>3</td>
</tr>
</tbody>
</table>

## KEY

- **C1**: Sun Dome
- **C2**: Upper Sun Dome 1
- **C3**: Upper Sun Dome 2
- **C4**: Coral
- **C5**: REC 1
- **C6**: REC 2
- **C7**: All People's 1
- **C8**: All People's 2
The Unsung Heroes of College Basketball 80

Villanova SCOUT

South Florida vs. Villanova | 6-Jan-2011

**Personnel**

### #2 Maliek Waynes

- **Pos:** G  
- **Ht:** 6-2  
- **Wt:** 180  
- **Sr:**

<table>
<thead>
<tr>
<th></th>
<th>MPG</th>
<th>FG%</th>
<th>FG3%</th>
<th>FT%</th>
<th>DRB</th>
<th>ORB</th>
<th>STL</th>
<th>TO</th>
<th>BLK</th>
<th>AST</th>
<th>PB</th>
<th>OBP</th>
<th>TRB</th>
<th>LKs</th>
<th>STLs</th>
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<tbody>
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<td>Season</td>
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<td>13.7</td>
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<td>46.6%</td>
<td>811%</td>
<td>27</td>
<td>45</td>
<td>17</td>
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<td>6</td>
<td>12</td>
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<tr>
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<td>36.9%</td>
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<td>80%</td>
<td>26</td>
<td>44</td>
<td>28</td>
<td>0</td>
<td>0</td>
<td>12</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Last 4</td>
<td>33:00</td>
<td>15.3</td>
<td>38.6%</td>
<td>38.9%</td>
<td>78.2%</td>
<td>23</td>
<td>45</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

- Very good off the dribble / good right-hand / finishes in the paint
- Defensive rebounding / 1st assists / good size / size of the ball
- Loves to screen / will take any open / keen passer / complete left
- Got his shot in college / great % / loves getting a catch-and-flip
- WE MUST: Engage closer down in transition / contain penetration / contain all short shots and contain Defendant's hustle/limit paint touches

### #10 Corey Fisher

- **Pos:** G  
- **Ht:** 6-1  
- **Wt:** 200  
- **Sr:**

<table>
<thead>
<tr>
<th></th>
<th>MPG</th>
<th>FG%</th>
<th>FG3%</th>
<th>FT%</th>
<th>DRB</th>
<th>ORB</th>
<th>STL</th>
<th>TO</th>
<th>BLK</th>
<th>AST</th>
<th>PB</th>
<th>OBP</th>
<th>TRB</th>
<th>LKs</th>
<th>STLs</th>
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</thead>
<tbody>
<tr>
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<td>15.6</td>
<td>41.9%</td>
<td>32.2%</td>
<td>77.5%</td>
<td>28</td>
<td>48</td>
<td>7.3</td>
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<td>1</td>
<td>15</td>
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<td>0</td>
<td>15</td>
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</tr>
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<td>Last 4</td>
<td>14:30</td>
<td>9.8</td>
<td>26.3%</td>
<td>12.5%</td>
<td>62.5%</td>
<td>0</td>
<td>40</td>
<td>1.8</td>
<td>0</td>
<td>0</td>
<td>8.8</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

- ALL Big East Freshman selection / Sr. leader has voted him to be "The Guy"
- Can pass to start or move to PC or even edge / solid 10 per-game
- Quick all over the court / very athletic / looks for contact and gets on the line / Academy size screens
- 38/71 FTs / has even hit 4-5 for 80% and has lifetime / 75%
- Loves shot fake and pull-up / lighter / always looks to pass off baseline / steady from 2-but make up some points /
  - Designed to foul, not to foul you
- WE MUST: Limit 1st opportunity / keep him from in transition / contain penetration / stay connected to the baseline / make him finish in the paint / key him off the baseline

### #24 Corey Stokes

- **Pos:** G  
- **Ht:** 6-5  
- **Wt:** 220  
- **Sr:**

<table>
<thead>
<tr>
<th></th>
<th>MPG</th>
<th>FG%</th>
<th>FG3%</th>
<th>FT%</th>
<th>DRB</th>
<th>ORB</th>
<th>STL</th>
<th>TO</th>
<th>BLK</th>
<th>AST</th>
<th>PB</th>
<th>OBP</th>
<th>TRB</th>
<th>LKs</th>
<th>STLs</th>
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<tbody>
<tr>
<td>Season</td>
<td>33:08</td>
<td>14.1</td>
<td>42.4%</td>
<td>41.3%</td>
<td>85%</td>
<td>29</td>
<td>13</td>
<td>1.4</td>
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<td>1</td>
<td>6.8</td>
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<tr>
<td>Conference</td>
<td>14:20</td>
<td>7.7</td>
<td>51.1%</td>
<td>51.8%</td>
<td>556%</td>
<td>23</td>
<td>20</td>
<td>1.3</td>
<td>0</td>
<td>0</td>
<td>0.7</td>
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</tbody>
</table>

- Right shoulder / takes a good shot / moving guard / will catch-and-flip
- 9/19 3's / 3's have been 3 of 3 / need to knock down some 3's
- WE MUST: Limit 1st opportunity / keep him from in transition / contain penetration / stay connected to
  - looks on the baseline / don't back down

- WE MUST: Limit 1st opportunity / key him off of the baseline / stay connected / don't back down

- WE MUST: Limit 1st opportunity / key him off of the baseline / stay connected / don't back down

- WE MUST: Limit 1st opportunity / key him off of the baseline / stay connected / don't back down

- WE MUST: Limit 1st opportunity / key him off of the baseline / stay connected / don't back down

- WE MUST: Limit 1st opportunity / key him off of the baseline / stay connected / don't back down
The Unsung Heroes of College Basketball

Villanova

SCOUT

South Florida vs. Villanova | 8-Jan-2011

Personnel

#0 Antonio Pena

- Versatile/athletic point guard
- Excellent ball handler, court vision
- Strong offensive game, effective in the post, handles the ball
- Good court vision, strong shooting from deep

#13 Mouhamed Fofana

- Strong player, good rebounder
- Excellent court vision, good scoring ability
- Strong offensive game, effective in the post

#23 Nakia Lunn

- Strong player, good rebounder
- Excellent court vision, good scoring ability
- Strong offensive game, effective in the post

#25 Maurice Sutton

- Versatile/athletic point guard
- Excellent ball handler, court vision
- Strong offensive game, effective in the post

---

South Florida
## The Unsung Heroes of College Basketball

### Team Stats

<table>
<thead>
<tr>
<th>Player</th>
<th>FG%</th>
<th>3P%</th>
<th>FT%</th>
<th>Last 4 Games</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maurice Sutton</td>
<td>67.6%</td>
<td>70.0%</td>
<td>75.0%</td>
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<tr>
<td>Antonio Pena</td>
<td>52.9%</td>
<td>51.3%</td>
<td>61.2%</td>
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<tr>
<td>Mouphnata Tareu</td>
<td>49.6%</td>
<td>52.3%</td>
<td>77.3%</td>
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<tr>
<td>Isiah Armwood</td>
<td>47.9%</td>
<td>52.9%</td>
<td>75.7%</td>
<td></td>
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</tbody>
</table>

### Best FG%

- **Player**: Maurice Sutton
- **FG%**: 67.6%
- **Last 4 Games**: 70.0%

### Worst FG%

- **Player**: Dominic Cheek
- **FG%**: 34.8%
- **Last 4 Games**: 37.3%

### Best TT Shooters

<table>
<thead>
<tr>
<th>Player</th>
<th>FTM-A</th>
<th>FT%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corey Stokes</td>
<td>77-82</td>
<td>.937</td>
</tr>
<tr>
<td>Shemil Ware</td>
<td>125-129</td>
<td>.971</td>
</tr>
<tr>
<td>James Bell</td>
<td>12-14</td>
<td>.857</td>
</tr>
<tr>
<td>Corey Fisher</td>
<td>57-61C</td>
<td>.932</td>
</tr>
<tr>
<td>Dominic Cheek</td>
<td>31-46</td>
<td>.673</td>
</tr>
</tbody>
</table>

### Poor TT Shooters

- **Player**: Dominic Cheek
- **FTM-A**: 132-141
- **FT%**: .939

### Best 3P Shooters

<table>
<thead>
<tr>
<th>Player</th>
<th>3P-A</th>
<th>3P%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corey Stokes</td>
<td>83-100</td>
<td>.830</td>
</tr>
<tr>
<td>Corey Fisher</td>
<td>40-49</td>
<td>.816</td>
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</table>

### Poor 3P Shooters

- **Player**: Dominic Cheek
- **3P-A**: 12-14
- **3P%**: .857

### Assists

<table>
<thead>
<tr>
<th>Player</th>
<th>APG</th>
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</thead>
<tbody>
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<td>Corey Fisher</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Shemil Ware</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Antonio Pena</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Corey Stokes</td>
<td>5</td>
<td>10</td>
</tr>
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</table>

### Turnovers

- **Player**: Mouphnata Tareu
- **Team**: 27
- **Last 4 Games**: 28

### Rebounds

<table>
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<tr>
<th>Player</th>
<th>RPG</th>
<th>Last 4 Games</th>
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<td>7</td>
<td>7.2</td>
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<td>Mouphnata Tareu</td>
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<td>7.2</td>
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<td>Isiah Armwood</td>
<td>7</td>
<td>7.2</td>
</tr>
<tr>
<td>Dominic Cheek</td>
<td>3</td>
<td>3.4</td>
</tr>
</tbody>
</table>

### Off. Reb

- **Player**: Dominic Cheek
- **Off. Reb**: 1.4
- **Last 4 Games**: 2.3

---

**South Florida vs. Villanova | 6-Jan-2011**
The Unsung Heroes of College Basketball

Villanova SCOUT

South Florida vs. Villanova | 9-Jan-2011

Scout Offense

Tendencies and Actions:
How They Score:
- Transition, secondary, dribble penetration, ball screens, isolation, motion, FT’s, and offensive rebounds
- Transition: we want to get the jump on the defense and get the ball in the hands of a perimeter player
- FT’s
- Primary penetrating threat from #2 Wyne and #10 Fisher
- Point guard is extremely efficient from behind the arc
- Blocking 3’s attempt to #24 Stokes and #23 Cheek
- Wing – try to get the ball in the hands of #2 Wyne or #10 Fisher

Transition:
- Stop the ball (#2 Wyne and #10 Fisher) early in transition
- Secondary:
  - Dribble screens, wing ball screens or ball reversal
  - 4 Out 1 In Motion, post iso

Motion:
  - ‘Open Hand’ – 4 Out 1 In, pass, go away opposite on perimeter, post iso to the 5, #2 Wyne and #10 Fisher dribble drive
  - when they confine perimeter, ball screens

Handoff Option
- Left Side: #5 Makes high 5-man handoff with #24 or #10 on his 5 and guard gets under and outlet out of down screen from #4
- Ball Screens:
  - Screen and go threat, roll, threat, screen, wing #24 Stokes hard defender, go over
  - Sets:
    - Hand Down – Flat ball screen
    - 2” Diamond: set wing pop, single screen on either wing (‘Open Hand’) to Fisher, 2” Stokes
    - High/Short: #24 Stokes set double screen, high 5-man handoff

Tip-Off:
- 1 = Box out, 2 post & go
- 2 = Tip off screen, back screen
- 3 = Down screen, cross screen, back screen
- 4 = Motion, go to 3

Zone Offense:
- Motion Principle: 4 Out 1 In, 3 Cut 2 In ‘Open Hand’
- 2” = Ball screen set on perimeter
- Small lineup (#2 Wyne, #10 Fisher, #23 Cheek, #24 Fisher, #0 Portal)
The Unsung Heroes of College Basketball 85

**USF Defense**

- Try to slow the initiation (Make #2 Wayne and #10 Frazier USF jerseys in front of them)
- Contain guard penetration (Make #2 Wayne and #10 Frazier USF jerseys in front of them)
- Occupy and contest #24 Stokes at all times
- Min 4-4 Zone
- Try to take him out of the game push him off 4-man side of the floor sets and play #24, #10, #13, #15, #22, #25 at the elbow, outside players
- Scrag
- Don't allow deep post position and pressure the front the perimeter
- Keep them off of the free throw line
- Team Rebound - Block second shots
- Contain penetration from defense (Make #2 and #10 Suck out, lose shooters #24, #13, #32)
- Take Charges
- Limit Paint Touches by #10, #4
- Guard ball screen on #2 Wayne and #10 Frazier
- Stay deep and cut off on all jump shots
- REBOUND
The Unsung Heroes of College Basketball

Villanova

SCOUT

South Florida vs. Villanova | 6-Jan-2011

Scout Defense

Man to Man
- Crescent are all good perimeter defenders
- Can be effective
- Very physical
- W. Faulkner and L. Soto deal with ball screens
- W. Faulkner will be a huge off ball screens
- Veteran guarantee for Miller and #24 Stokes are very good at faking charges

1-2-2-2 Man and 1 Press
- 1-Man on #20 Pena, #75 Sutton = Hard Press
- The Line-ups are very aggressive
- They do a good job matching up in half-court

1-2-2-2 Press
- 1-Man up #24 Stokes, #33 Cheatham = Soft Press trying to take time off the clock

Full Court Press
- Full Court Press
- Full Court Press

2-3 Zone
- We go 2-3 when in foul trouble

Man to Man
Villanova SCOUT

South Florida vs. Villanova | 8-Jan-2011

USF Offense

- Transition
  - Bigs must run
  - Flop when Lebron does
  - Make them guard in the half court
  - Go in their legs in the half court

- VePress
  - Execute Press Offense 2 and 1
  - Keep/Attack after breaking the press - we should have mismatches
  - Be ready to shoot up the sideline

- VeZone
  - Attack gaps and be ready to shoot
  - Get ball reversed into the short corner
  - Post must get touches
  - Power - they will switch
  - Screen Tag
  - 1-4x
  - Gut and Flare Screen zero one pop

- Double Pick
  - Execute for post touches while running
    - Car
    - Circle 2
    - Iso, 2, 5
    - Box X, 3
    - Power, 2
    - Zipper 2, Up
    - Triple
    - Flare
    - Flare Screen

- South Florida