



Kelven Moss
Boy's Basketball
Falcons 2019-2020

Coaching Philosophy

At Fenwick High School our main goal in our program is to develop respectful young men. This has become a personal goal for coaches, and players. We preach character development and making positive choices in life. This is an ongoing process that we preach on a daily basis and we truly believe that great character and great choices will create respectful young men and champions for life.

Our program goals will be to win the league championship. We will have an immediate impact in the league. Individual goals will be based upon on-going evaluations of each player's skills and his role on the team. My preferred style of play is up-tempo but under control while sharing the ball on offense and defensively causing havoc and taking teams out their comfort zone. Our players will learn that the little things sometimes make a difference; an offensive rebound on a free throw or a pass deflection on defense leads to a turnover. To do this, we will define each player's roles in terms that they understand.

Also, the keys to a successful team are discipline, character, effort, and communication. Those are the qualities I will teach and my teams will possess. Before I can get any results from my team we have to build an everlasting relationship that will build the trust for a successful program. Connect before you coach. Developing long lasting relationships with your players doesn't happen overnight, it takes a lot of work. In our program, we make it a priority to let our players know that it's more than basketball when they are a part of this program and we truly care about who you are as a person.

At Fenwick we ensure that our players present themselves in a manner with class, professionalism, and pose. You're representing FENWICK BASKETBALL everywhere you go,

so be an example. We have a rich tradition at Fenwick, but I would like to take our tradition to another level and create our own lane in the Fenwick history books. For us to create our own lane in history, it will take outworking, consistency, family mind frame, and a want for excellence. We are excited about our future and can't wait to get the season started. GO Falcons!

Falcon Coaches Directory

Coach		Phone	Email
Kelven Moss	Head Varsity	513.620.3177	kelven_moss@marshallhs.org
Dwayne Terry	Asst. Varsity	513.435.4564	dterry@monroelocalschools.com
Detrick Johnson	Asst. Varsity	513.884.6687	detrickcjohnson@gmail.com
Andy McCarthy	JV	513.465.9177	Andymc82000@yahoo.com
Rob Goodale	Freshman	513.777.8579	Rgoodale91@gmail.com

Playing Time

Your son's playing time is determined solely by his coach. It is determined by that player's ability, attitude, commitment and effort. Playing time is not a right, and it is EARNED by those factors alone. Playing time will not be equal. If a player would like to discuss his playing time, he can always speak with his coach about it. We, as a coaching staff, are always open to discussing with a PLAYER, why he is playing as much as he is and what he can do to EARN more playing time. No conversations will be held with parents before a conversation has occurred with the player. At no time will parents and coaches engage in discussions about game strategy, playing style or other coaching decisions, and under no circumstances will another player, besides your own, be discussed. If you feel it is necessary to speak with your son's coach, the player must be in attendance for this discussion as well. No conversations about playing time will be had over the phone or in email. Those may only be used to set up a meeting with your son's coach. We also ask that you abide by the 24 Hour rule outlined below to prevent emotions from influencing the conversation.

24-Hour Rule

Any conversation with your son's coach about playing time cannot be had within 24 hours of the completion of a game. This is to protect the coaching staff as well as parents from letting emotions guide their words. Time to reflect upon these sorts of things usually leads to more productive conversations. Approaching your son's coach immediately following a game will not be allowed.

Home Games

All varsity players must be at all JV home games. JV players are required to stay for the varsity games. The only exception is for family reasons, and that must be communicated ahead of time with his coach.

Away Game Bus Sign Out

All players are required to ride the bus to and from away games. The only exceptions will be for family reasons that are communicated ahead of time, unless it is an emergency. If for school or family related reasons they must leave, then a parent must sign them out with his coach. No parent may sign out any other child but their own unless communicated ahead of time with the administration and Athletic Director.

Missed Practice Policy

Practices missed for family reasons must be communicated with your son's coach. Missed practices are only excused for medical reasons (must have a doctor's note), or family emergencies. Even if you are injured you are still expected to attend practice. Any missed practice, for any reason, must be communicated to your coach ahead of schedule if possible. A missed practice deemed unexcused will be dealt with by that player's coach. Punishments may include anything from extra running to missed playing time, and is decided at each coach's discretion. Once your child has served his penalty the issue is settled unless it becomes chronic.

Game Day Policies

- Be on time for walk through/film/departure.
- Travel gear will be worn to away games. The team will agree on what we will wear to school when we have home games.
- Headphones will not be used in our gym or anyone else's. They may be used on the bus and in the locker room.
- Pick up after yourself in all gyms and locker rooms.
- Grooming and personal appearance must meet coach's discretion.
- Please do not leave any trash on the bus after eating your travel meal.
- Flip flops, house slippers, Sperry's, and Ugg's are not appropriate footwear when traveling to away games.

Parent Expectations

- Understand the process.
- Be positive: towards players, coaches and referees.
- Encourage TEAM attitude and effort above playing time and points scored.
- Support the coach and be loyal to the coaching staff.
- Resist shouting directions from the stands.
- Encourage your son to communicate to the coach and handle problems. Players determine playing time in practice not parents.
- Understand we expect commitment. We work 10 months a year.
- Parents do not come into the locker room unless told otherwise.
- Parents do not come into practice unless told otherwise.
- Enjoy this season.

Player Expectations/Non-Negotiable's

- Be early to all functions. On time = 10 minutes early.
- Listen
- Commitment
- Be a positive person and not a complainer. If there are problems see the coach. Have a great TEAM attitude.
- Support all other levels. We are all Fenwick Basketball.
- We MUST have Togetherness
- We MUST have Discipline
- We MUST have Great Character
- Leadership-Not always means vocal
- Develop a champion's mindset:
 - a. Team Attitude- Be eager to play your role.
 - b. Work Ethic- Be willing to conquer what you hate so you can create something you love.
 - c. Emotional Strength- Mental Toughness>Physical Toughness

5 Core Values

- Humility
- Passion
- Thankfulness
- Servanthood
- Unity

Falcon Basketball Motto

- Family, Dedication, Perseverance

The Falcon Way

Things All Players Can Do to Contribute

1. Shot Fake and Pass Fake

This is truly a lost art. When's the last time you said to yourself, "that player is excellent as shot and pass fakes." Of course part of the responsibility belongs to us as coaches — are we teaching and emphasizing it? Few things can help an offensive player more than the proper use of a pass fake and a shot fake.

2. Know and Execute the Plays

Sounds a little silly saying "know the plays" but it's amazing to see a player or two who doesn't know where they are supposed to be or what they are supposed to be doing. Whether is an inbounds plays, a half-court set, a motion entry or anything else structured, take the time to know where you are supposed to be and what you are supposed to be doing. Next is execution — doing it when you are supposed to and as well as you can. This does not take talent but commitment to knowing and understanding your team's playbook.

3. Play Hard

Again, seems like it shouldn't have to be said but it does. The key to playing hard — you have to do it all the time...not just when your team's ahead or the play is called for you. My definition of playing hard means that you are making all your cuts in your offense hard. It means that you are sprinting to screens. It means that getting back on defense is a full speed proposition.

4. Have a Team First Attitude

We must have the players that are constantly encouraging their teammates...picking them up both physically and emotionally when the time comes. Don't be the player with the horrific body language when a teammate turns the ball over as if you were saying "I wouldn't have made that mistake." If a player does make a mistake, correct it in a positive manner.

5. Understand Shot Selection

Forcing shots does not help your team nor does it impress a college coach. Know what a good shot is for you — and yes, your shot selection will vary from those of your teammates. Don't hunt shots, let the shots find you.

6. Concentrate

As I heard Nick Saban once say; "Wherever your shoes are, be there." Don't wonder mentally. Stay focused to the job at hand. Be a process oriented player. Don't worry about the past play — it's over. Don't worry about a play in the future they may or may not happen. All you can control is the current possession you are involved with — give the possession complete concentration.

7. Be a Great Listener

This actually can take you a long way and help with concentration. In timeouts are you locked in with your eyes and ears. Does your coach have your complete attention. There's a free throw situation and your coach or captain is barking out instructions. Are you actually listening and processing or just hearing — and there is a difference between listening and hearing.

8. Be in Great Shape

Without doing anything in regard to skill work...without saying anything about your talent level...you can make an impact on your team by being in great physical shape. When the game is in the fourth quarter or late in the second half and everyone else is starting to drag, this is where you can make a difference. Not only will you be a step faster because of your conditioning level, but you will be mentally sharper as well. How many times have we seen a team put on a late run and in large part because of players that are in just better shape that run the floor and past their opponent.

9. Control Your Intangibles

Again, these have nothing to do with skill or talent but they are game changers. The three areas that players can control (but often choose not to) are: attitude, energy, enthusiasm. Now I'm not saying it is easy but if you want to make a difference in your team its well worth working on. By controlling your intangibles, I mean you don't let officiating, teammates, opponents, coaches, gym conditions or anything else effect you having a team-first attitude, with high energy and positive enthusiasm.

10. Be an Example

What do your teammates see when they see or think of you? He is always early to the gym. They stay late. They are on time for meetings. They listen to the coach. They keep their composure. Off the court they're conducting themselves the right way. They maintain a proper diet to put fuel in the tank. They are positive talkers — not criticizing a coach or gossiping about a teammate.

11. Rebound

Some of the best rebounders are lacking in talent and athleticism — they board well because of effort and tenacity. Rebounding is one of the only areas in basketball where it's alright to be selfish. I've coached for over 13 years and have never heard of a coach taking a player out for rebounding too much!

Transformational Purpose

I coach because I have a passion for the sport and enjoy sharing my wisdom and knowledge of the sport with younger athletes. In addition, I love the individual and team growth that happens when I create a family environment where it is okay to fail and we learn and adjust from those mistakes and support one another. I find the relationships I develop with the athletes extremely rewarding as they learn not only life lessons, but how to trust me and I learn to trust them over the course of the season and thereafter. I love giving our players the opportunities and skills that will help them throughout their life. We will instill teamwork, leadership, commitment, hard work ethics and respecting others. We instill these values so they are all collectively on the same page to become one and to become a great team.

Hoops Parents Club

I think it's so important to have parents engaged and also empowered within the boundaries of the program. I thought it would be awesome idea to start a Hoops Parents Club. We have identified a few parents of upperclassmen who have committed to a leadership role in the Hoops Parents Club, a group of parents that will aid the program in handling many of the logistics that go into running a successful basketball program. The responsibilities of such an organization would include:

- Organizing team dinners and after school meals, as well as providing snacks after school before workouts.
- Running a hospitality room during events and game days for any college coaches, basketball alumni, or any other guests of honor during the season.
- Organizing program-wide team building activities on a monthly basis throughout the season.
- Contacting alumni of the Fenwick High School basketball program to serve as honorary captains for all home games this season.
- Helping organize banquets.

President- Carolyn Richards

VP- Pat Luers

Finance/Treasurer- Paul Richards

Volunteer Coordinators-Elizabeth and Tony Braun