

College Athletics: What Are You Missing?

Toby Brooks, PhD, ATC, CSCS, YFS-2, PES

Assistant Professor, Athletic Training

Texas Tech University Health Sciences Center

Director of Research and Education, International Youth Conditioning Association

Maybe we've got it all wrong...



Did it ever occur to us to *just ask*?

- College strength & conditioning coaches can be powerful allies...and harsh critics
- Philosophically, most seem to be primarily interested not so much in what your athletes can do RIGHT NOW as much as what they HAVE THE POTENTIAL TO DO IN THE FUTURE
- Let's face it, we're all *kind of a big deal...*



So I did...

- Ten top NCAA Division 1 strength & conditioning coaches were contacted via phone and email
- Four simple questions:
 - What are you looking for in an athlete?
 - What is the most common area(s) of deficiency?
 - What are high school & private coaches doing right? And wrong?
 - What might provide the “best bang for the buck” for parents trying to help their kids?

If you are/were to be involved in the recruitment process, what general physical skills do you think are most important to look for (in order of importance) in a prospective student athlete? Why?

Here's What They Said...

- Speed
- Agility
- Vertical leap and/or broad jump
- NOT strength (body size more important than total strength)
- Capacity for improvement

What It Means To You...

- Speed is sexy. Speed kills.
 - Speed *sells*.
- Agility and movement are key, as well
- Not just measurables
- Athletes vs. combine superstars



What is the most common area of deficiency you see in incoming athletes, and Have you identified anything you would characterize as a relatively "quick fix" that your program addresses early on with newcomers?

And They Said...

- Deficiencies
 - Posterior chain
 - Lack of focus on upper back musculature
 - Multi-axial/multi-planar movement complexes
 - Hip flexibility
- Fixes
 - “Non-mirror” muscles
 - Athletic development vs. strength
 - Long-term program philosophy



In your opinion, what, if anything, are high school coaches and/or athletic development specialists doing "right?" What, if anything, do you think they consistently do "wrong?"

And The Answers Are...

- The good...
 - Knowledge base regarding college-type strength & conditioning vs. traditional bodybuilding has improved dramatically in recent years
 - Good foundation established to build upon



And The Answers Are...

- The not so good...
 - Importance of combine performances and numbers
 - Athleticism vs. sport specificity



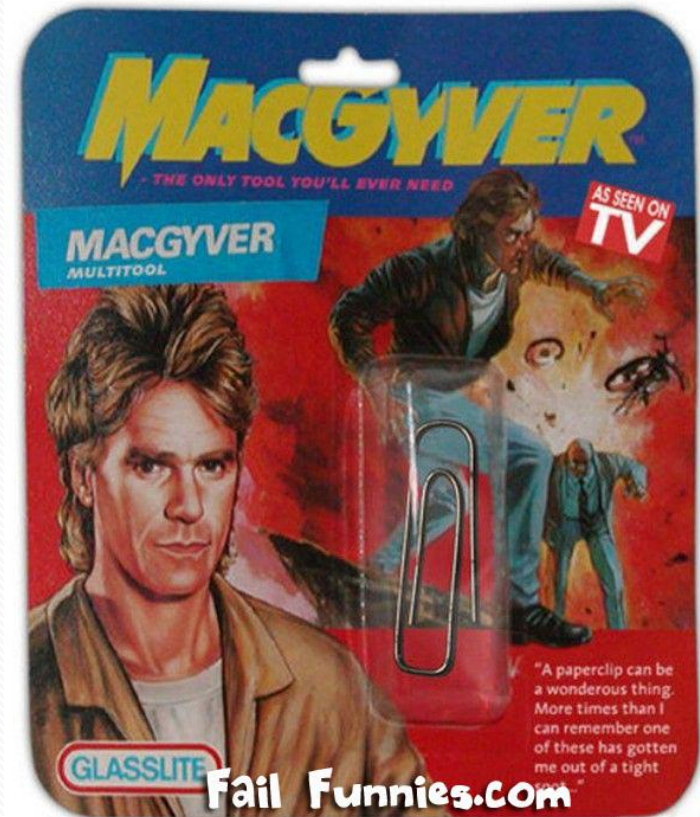
What It Means To You...

- ALWAYS EDUCATE

- Must know it yourself before you can teach others
- “You can fool most of the people some of the time, but it only takes one person who knows more than you to make you look like an idiot”
- Consider professionally done websites/blogs, handouts, and even quizzes for your clients/athletes

What It Means To You...

- Stop selling short term results
- It's the system, not the tools
- To be regarded as a professional, you really need to *be* a professional
 - Content
 - Presentation



In your opinion, and again, speaking in generalities, given the finite budget most parents have, what type of private training/services/instruction is likely to provide the athlete with the "best bang for the buck?"

Drumroll Please...

- “If their high school program is solid, I would prefer they work through that.”
- “Work through what you’ve got first...it is free”
- If that is not an option, consider a development program with individuals with background in college strength & conditioning

What It Means To You...

- May prove most beneficial (long term) to serve as a resource for schools and teams
 - End user
 - Teams & schools?
 - Athletes/parents themselves?
- Attend programming & events where college strength coaches might be
 - Somewhat inclusive
- Don't be afraid to introduce yourself and/or offer to assist/shadow periodically

Now What?

- IYCA is here to help!
 - Educational resources
 - Youth Conditioning Specialist
 - Youth Speed & Agility Specialist
 - Youth Nutrition Specialist
 - Crash Courses
 - Long-term developmental model
 - Form over function

Now What?

- Crash Courses
 - Basics of Kinesiology
 - Upper extremity functional anatomy
 - Lower extremity functional anatomy
 - Core/trunk functional anatomy
 - Photoshop basics
 - More coming soon!

Now What?

- To be considered a pro, look like a pro
 - NiTROhype Creative (www.nitrohype.com)
 - Logos
 - Identity
 - Websites
 - Products/packaging
- Don't oversell your skills
 - Recognize that you are building a relationship and the development of trust takes time

Now What?

- Consider opportunities to reach out to area collegiate professionals
 - Workshops & continuing education opportunities
 - Camps and short term programming
 - Advisory panels & boards



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toby.brooks@ttuhsc.edu

Texas Tech University Health Sciences Center

806.743.2261

NiTROhype Creative

toby@nitrohype.com

618.509.3677

International Youth Conditioning Association

toby_brooks@iyca.org

