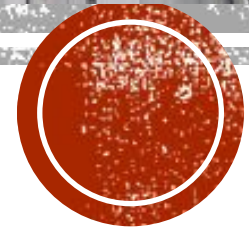




# Crook County Track & Field

## TEAM CULTURE

What we do: One Team, One Goal, One Track Mind



# ABOUT ME: Ernie Brooks HC Crook County hs

- But, first: Thank you to **NFHS** for the 2024 National Boys Track Coach of the year award and Darin Boysen for the invite to share at this clinic, it is a true HONOR!
- I grew up in Clarkston & Asotin, WA. I played football and threw for the track team.
- I played 4 years of football and did 1 year of track at Eastern Oregon University.
- I got my undergrad and master at EOU in La Grande, OR where I got my intro to coaching, football.
- I have been a PE teacher for 24 years at Crook County Middle School, Prineville, OR.
- I have been the Head Track & Field Coach for 21 years at CCHS (boys & girls)
- I have the best of both worlds teaching at the MS and coaching at the HS - build relationship and recruit!
  - Our focus throughout the season is preparing for Districts and State through the PR
  - We use dual meets as training tools and to get JV level athletes varsity experience

I am blessed to have a solid core coaching staff that has been together for a lot of my 21 years and now ALUMNI are coming back to coach. FULL CIRCLE



# COACHING STAFF OF THE YEAR



2024



TRACK & FIELD

**Head Coach: Ernie Brooks**

**Assistant Head Coach: Heidi Lea**

**Assistant Head Coach: Izzy Bonanno\***

**Assistant Head Coach: Jessica Mumm\***

**Assistant Head Coach: Sara Rouse**

**Assistant Head Coach: Jason Slawter\***

**Assistant Head Coach: Alec Carne\***

**Assistant Coach: Kari Cox**

**Assistant Coach: Dominic Langley\***

**Vol Assistant Coach: Cory Nystul**

**Vol Assistant Coach: Zach Brentano**

**Shot, Discus**

**LJ (Asst Sprints)**

**Hurdles (Asst Sprints)**

**Sprints & Relays**

**Pole Vault**

**Javelin (Asst throws)**

**Distance, Asst 300H, 4x4**

**Assist Throws**

**Assist Blocks/Sprints/Jumps**

**Assist Distance**

**Strength & Power**

**Athlete Centered > Coach Driven > Performance Based**

One Team, One Goal, One Track Mind!







# **DISCLAIMER**

I am a MS PE teacher and not very good public speaker

I will go down rabbit trails frequently

I will say Umm, kinda likes and you know a lot, please bear with me

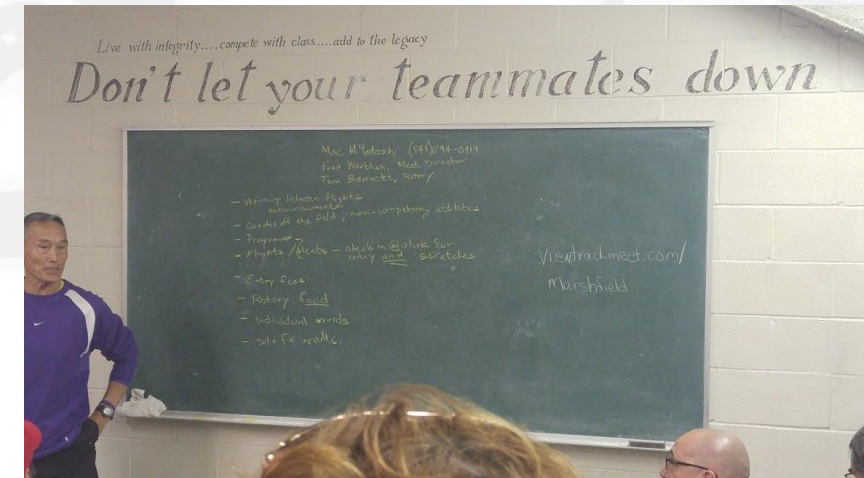
Please ask questions anytime





# MENTORS!

- Thank you to a lot of programs we try to emulate and coaches who have mentored myself and my coaches of the years
- Dave Turnbull at Summit-
- Rocky Miner- MS Principal- Relationships
- Mac Mactosh at Marshfield (who passed away) from cancer
- Tate Metcalf at Sisters/ Mt View
- Fred Bushrongs past CC head coach
- Tim Montgomery past head coach
- Especially My Wife Jenny b for always being there and helping.
- SO Many More
- You have to find your CIRCLE of Trust and encouragement- Staff/Admin/Grounds/Meet Vol...



# #CCONETEAM CULTURE

- Why do you coach? what your reason?
  - Not for \$\$..... .08 an hour....take a sec to think about that

My reasons:

- Building relationships with Kids- I had those coaches that leaned into my life when i needed it most.  
(Youlden-wilcox-Keller-Little-Rocky-Cochran-Pard)
- Building relationships with our coaching staff and shepherding them and connecting coaches to kids and programs to programs
- I Love of the process and journey, end product will happen its the time between the start and finish i live for.
- Be the constant rock/ light for our kids and families
- I feel God made me to do this!
- I want to build community in our team, school and community

Every season you need to ask your why?



# #CCONETEAM CULTURE

- Know your History. You can't appreciate where you're going if you don't know where you have been! Every program is different! Legacy
- 2004 was my 1<sup>st</sup> year with 5 paid coaches and no budget for equipment
  - We scored 14 points at the district meet with only 1 runner making finals
  - It was a LONG DAY - this is when our tradition of wearing Hawaiian shirts on the second day of Districts began.
  - 0 to State that year
- 2005 2<sup>nd</sup> year broke the ice and sent 1 to state (shot putter Andy Munsey)
- Each year from there we add, most was 32- 27 in 2024, 23 in 2025
- In the spring of 2008 all funding for athletics was cut - 2 weeks before spring season





# NO NO NO in 08

Starting in 2008 our district was unable to fund sports.

NO Coaches, No Bussing, No Money - Zero, Zilch, Nada!

- This started our fundraising machine!
- Our athletes, parents and the community poured their hearts out and we raised approx \$30k throughout the season to pay for bussing, equipment, a small coaching stipend and other expenses.
- We had 85 kids on the track team in 2007 and had approx. 50 in 2008 due to the money crunch. Our community motto that year became:  
“Tough Times Don’t Last, Tough People Do”
- My great grandma muzzy grew up in the depression and were very frugal with money and DIY alot. I feel the same going thru a time where we were zeroed in our account and what we could do was limited to what we fundraised. Hand to mouth
- 4 seasons of this - it was long and hard, but provided a great atmosphere for Team Unity!
  - We got good at making things work and were able to help and encourage other programs!
  - That year at our district meet we stayed in the host school gym (Hermiston) and the host program and a generous family, the Barnett's fed our team dinner.
  - Summit HS in Bend helped us purchase a new timing system by doing a fundraiser just for US!
  - Many more!
  - Shapes US and our culture



# NO NO NO '08-'12, YES in 13!

- 2013 CCSD district brought back coaches pay and bussing
- All additional expenses were fundraised
- We average 80-100 until COVID and have been >100 since, steadily climbing over a 100, 2024-124, 2025-134, in a school of 680-720
- We fundraise for:
  - Extra Coaches beyond the 6 District Paid (2 additional coaches)
  - Coaching Clinics
  - Team dinners 3-4 a year
  - District and State expenses, except bussing
  - Equipment
  - Uniforms (most)
  - Facilities upgrades



# This has led to...

- Two Boys 4A State Titles!
- 2 Time Oregon 4A Coach of the year
- 15+ District Title (between boys and girls)
- 15+ Coach of the year awards in three different leagues
- Top 10 in GPA year in year out (Boys #1, Girls #3 in '24 & '25)
- Avg 100+ athletes over the last 5 years ('25 - 134)
- 80% Medal Rate at State
- A dynamic team with a positive attitude that is focused on the PR and encouraging each other to be your own best competition!





# #CCONETEAM CULTURE

In sports, culture refers to the shared values, beliefs, and behaviors that define how a team operates. It encompasses the norms, rituals, traditions and expectations that shape how athletes interact, train, compete, and even think about their sport. A strong sports culture can foster teamwork, improve performance, and create a positive environment, while a poor one can lead to conflict and hinder success. Double edged sword. (Google)

It boils down to what you as the head coach allows and foster. You Set the Tone and direction of your Culture



# #CCONETEAM CULTURE 2024

2024 was the worst year for me from a coaching aspect due to a small group of senior athletes that were selfish.

BUT -

We won the first boys State Championship in CCHS history, while setting the new state scoring record for 4A with 96 pts.

Multiple State champs: Javelin, Long Jump, 4x1

#1 in State for GPA

Our boys scored in every event except 2, discus & 400. We did have athletes in those events, though!

The REST of the TEAM was focused and ready!

We are going to have ups and downs in your season and career. Play the long game! outlast and work



This is what  
describes our  
#program?

6 years ago-PR shirt and made  
a come back this year. asked  
kids to describe in a # our  
program

What would they  
say about yours?

# WEARECCTF

#Sweat #Blood #Tears #Gains #NoPainNoGain  
#Fitness #HODRA #MondayBlues #Track #Track&Field  
#Thrower #DistrictChamps #Cowboy Games  
#Distancerunning #SkrtSkrt #Yeet #Yeehaw #Health  
#Saltteam #US #Together #ONETeam #Cowboys  
#Cowgirls #Onetrackmind #Shot #Discus  
#RunJumpRun #HundleForDays #SendIt #Shotputt  
#Discus #LightingUni #BlackOutUni #ExplodeOut  
#ProteinShakes #TeamDinner #Spaghetti  
#SpeedSuits #AllYouCanEat #DefendtheHouse  
#talentshow #IMC #4x4 #Javelin #Missionpossible  
#Athletes #Family #boom #BreakingRecords #HallofFame  
#Top10 #MamaLea #PoundtheRock #SeniorSeason #Heart  
#BlackandBlues #Peace #War #Pride #WEareCC #Blue  
#Gold #Weights #CC #PRbeforePlace #Nike #Prineville  
#Oregon #FullthrottleNoBrake #PRallDay #WeGonnaEat  
#TEAM #212 #StudentAthlete #StoneColdUnis  
#Full5teamAhead #TacoTuesday #ChuckinaTruck  
#HawaiianShirtFriday #68Olympics10k #TripstoCoosBay  
#RFTB #LittleLea #4x1 #TogetherWeWill  
#1...2...3ReachHighV #CC #OurCoachBeatPRE #WINtheDAY  
#1ruleDontLetTeammatesdown #BuildaLegacy #50secRun  
#Jogathon #DaHill #GoldMedals #NeverGiveup #THROWfar  
#PBJ #STATECHAMP524 #DistCHAMP5again #LOCKEDin  
#BeBetterTogether #TrackTownCC #StillHungry #PTC  
#WingWed #ThirstyThur #PBB4PTS #BelieveinBlue  
#NationalCoachoftheYEAR #CHAMPIONSHIPsaturday  
#HAYWARDfield #TeamDinner  
#Livew/Integrity #Competew/Class #BuildaLegacy

ONE TEAM ONE GOAL ONE TRACK MIND

# #CCONETTEAM



# Mantra:

## One Team, One Goal, One Track Mind!

# PR before PLACE

Our program is built on the PR. Not points. Points will take care of themselves if you focus on the PR.

Celebrate all efforts and PR's

Pic with PR Chain

Iron on PR Star for PR Shirt

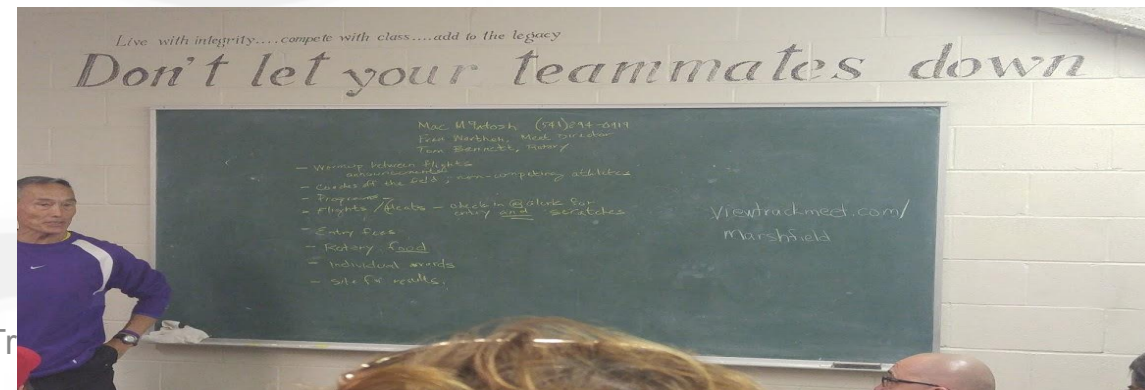
Building your team around a common theme and guidelines. Team Expectations

We have 4



# #1 Rule: Don't Let Your Teammates Down!

- Story behind: Mac Macintosh
- Attendance- Be at PRACTICE
- Grades- More \$\$ than athletics
- How you train and prep - give your ALL
- How you handle each other – be RESPECTFUL
- Has Nothing to do with talent
- individual events TEAM score





## #2-Live with Integrity

- Integrity is the quality of being honest and having strong moral principles, or moral uprightness. It is a personal choice to hold one's self to consistent standards. In ethics, integrity is regarded as the honesty and truthfulness or accuracy of one's actions.
- Integrity A person of integrity honors his/her word. A person of integrity is honest and truthful.
- A person of integrity has a highly developed conscience.
- He/she listens to it and lets it serve as a guide.
- Integrity is doing what is right even when no one is watching.
- A person of integrity knows there are no shortcuts to victory.
- People of integrity are whole and cannot be divided. They adhere to a strict ethical code and cannot be swayed.
- Integrity is measured by what you do, not by what you say.
- Integrity is doing the right thing, all of the time, regardless of the situation or the circumstances.
- SAY WHAT YOU MEAN AND MEAN WHAT YOU SAY
- YOUR LANGUAGE is a REFLECTION of your HEART!



## #3-Compete with Class

- “To compete in a manner where your attitudes, actions and reactions are synonymous with the ideals of good sportsmanship.”
- TREAT officials and opponents with RESPECT
- At the end of your event thank the official and meet helpers.
- Clean up your AREA
- Clean up after yourself and teammates

## #4 Build /Leave a Legacy

- Legacy - Anything handed down from the past, as from an ancestor or predecessor.
- Training the next CC track athlete @KIDS CAMP
  - make connections
- How we INTERACT with...Teammates, underclassmen, Middle school Athletes, Build them up, encourage
  - Fundraising- for the next year. Not this year
- SALT TEAM- Student Athlete Leadership Team

# Team LEADERSHIP – SALT TEAM

- Student **A**thlete **L**eadership **T**eam
- Must apply each year after the first two weeks of the season
- Chosen by coaches, at least two from each event, no set number
- We look for athletes who are:
  - Humble and lead by example
  - Desire to leave a strong legacy
  - Strong work ethic
  - Put the team before themselves
    - Set the tone and get a feel for the pulse of the team
    - Gives ownership to the process



# Our program - What a Year looks like

A lot of SWEAT

A lot of FAMILY gatherings

Preparing for your NEXT

# SWEAT- Off-season Training

## ONE TEAM-ONE GOAL- ONE TRACK MIND

DEC-JAN - FEB

Weekly Winter Workouts - 2 weight room days, 2 event work days

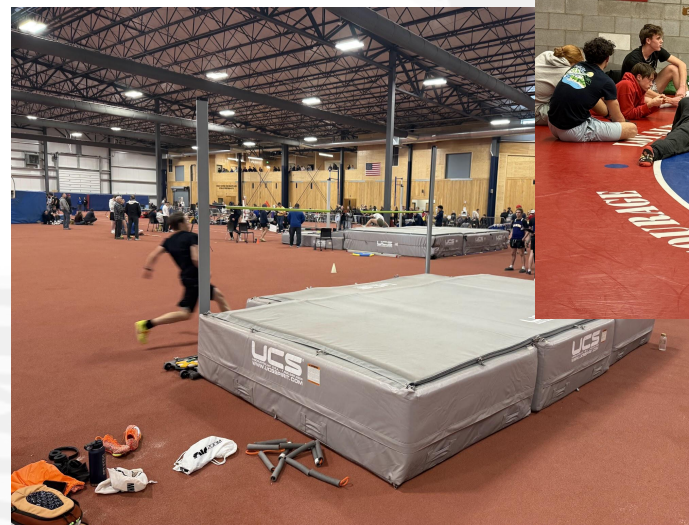
Pole-vault - 1 day/week

Throwing -1 day/week

LD's - 3 days per week base running, Friday optional

Attend indoor Meet at EOU (bare bones)

Make 80% of the workout earn a winter workout shirt!









# SWEAT- In-Season

Team Circuit 1st 2 wks  
Teach/Routines/Comradery

Team Hill

Chocolate Milk Mondays  
80 Gallons in 2025

PBJ Tuesdays  
(over 1000 made!)  
Leftovers Thursdays

Amazing managers!!!





# FAMILY

end of 2nd wk- Doing things that are outside of our event & training to promote and encourage the TEAM aspect of this group. Instilling the belief that we ALL have a role to play and want to strive to do it to the best of our ability, regardless of what that is.

Cowboys games - A fun, colorful, intersquad competition that brings together kids from all events into teams to conquer unique challenges through teamwork and ingenuity.

EVENTS: Picture day | Tug-O-War | King Tut Relay | Team High Jump | Ice Ice Baby

Mario Kart Relay | Marble Madness | Messy Eater Relay





# Family (Team) Spaghetti Dinners

My Wife and team moms come together to prepare a full meal that is eaten in our team room, sitting together, hearing from the SALT team and just spending time together.

Sometimes this is the only sit down meal some of these kids have.

No kid goes away hungry!





## Overnight Invitational Meets

Each year we make a trip to Coos Bay, on the coast, to the Prefontaine Invite at Marshfield High School. This is the most coveted trip to go on for the team, not counting districts and state. The top two in each event go.

- Fun trip where we see the ocean, play in it and the sand and enjoy a little “vacation” from home.
- We do drawings for prizes on the bus trip. They get tickets, but can also risk losing those tickets by being unduly disruptive on the bus.
- Skit night where we get to see some pretty creative productions! and games FAMILY FUED
- It's a time to come together and focus on US and our team. Team meeting the night before to share our goals, fears and concerns
- Cuts down on outside distractions. little more control on diet and sleep.





# Back 40 and Breaks

Back 40 and the start of the 100 curve at the start of the 3k, next to last race before the 4x4. Our goal is to be the loudest team, organized in chants and sometimes choreograph like a duke basketball game. SALT team leads this

Breaks- we break every group session. Fun silly things, word of the day, etc 2 claps and a ric flair.

End of meets we circle up and coaches talk about positives of the meet and call outs for PR's and Performances then the Clap starts.....

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## Uniforms - Changing attitudes

WE have a variety of different colored uniforms for different meets.

Everyone is in our Blues; JV and Varsity

I will go to SALT and get a vote on what we want to wear for invites with our varsity crew. we have a couple of choices:

- Lighting (Neon Yellow)
- Stone Cold (Gray)
- Blizzard (White)
- Pink Out
- Black Out (only come out for districts and State) Nothing escapes us!





# FAMILY

- SMART Goal Setting
- 2 times on paper before invites early in season
- I keep and give to pos coaches to review with kids
- Frosh goals as a Senior -Adam
- Put in on the TRACK monday of districts. for the nest 4 days we revisit our plan either as a big group or positions groups
- [https://photos.google.com/u/1/photo/AF1QipOLYXJ4ER8tvmmpHelk0fwUJKD1OgVM\\_SeJBZuv](https://photos.google.com/u/1/photo/AF1QipOLYXJ4ER8tvmmpHelk0fwUJKD1OgVM_SeJBZuv)





# FAMILY

## District Dinner

- The night before districts
- “Fancy” meal with tablecloths and real plates
- Sets a serious tone for the next day
- Athletes are expected to dress up
- Coaches, SALT Team & Seniors get to speak
- Season Highlight video





# FAMILY

This isn't just about the kids, the coaches get in on it, too!

- Coaches wear Hawaiian Shirts, day two of District Meet and Saturday of State Meet- Remembering 1st year coaching when we were at HERMISTON
- Traveling Fridays in memory of Mac. of Coos Bay
- State Shirt - This year Hawaiian with CC logo for kids.





# Senior Night

We honor our graduating seniors and their families. At our last home track meet, we call it our Senior Meet, and each senior gets introduced with their bio read, gives their mom a flower and gets a special family selfie with the coaches.

We also celebrate any seniors who are ready to sign their letter of commitment to compete in track and field at the next level.



# Fundraising

Fundraising can bring the team together. Typically 20% of the team does 90% of the work when it comes to fundraising. We try to challenge that norm.

We have 3 key team fundraisers: I cover in better detail in next session..

- Jog-a-thon
- Kids Camp - Building a Legacy
- 4th of July Splash-n-Dash

These fundraisers get the athletes and families involved.

Fence signs sponsorship primarily driven by me as the head coach and community representative for our team.

Other Sponsorships - District Meet, Equipment Purchases/Donations, Labor and Supplies  
Donations, Splash-n-Dash Sponsorships





# LEAVE A LEGACY KIDS CAMP

- 100+ kids, Grades 2-8
- 4 Tuesdays in the middle of the season.
- After track practice, athletes to stay to help get dinner ☺
- The athletes coach and run the drills and events. Coaches plan and assist.
- Make \$1k
- More of a community event rather than a fundraiser





# SPLASH 'N DASH

- 4<sup>th</sup> of July
  - Community Event for 40 years and counting.
  - We just finished our 17th year.
- John Marsh 5k Memorial Run
- Duathlon
- Triathlon
- Quadrathlon



BBQ at Finish Line

Community is very generous and most supplies are donated!

Net approximately \$6-8k



# -PREP FOR NEXT

- Summer – Prep
- After State meet and Nike Nationals
- gage the interest level of team and see where we go or start workouts and rebuild
- Workouts for multi sport athletes – Soccer/Football/Basketball/Track
  - Same kids
  - Camp (Ironwood Throws Camp)
  - All Comers Meets at University of Oregon every thursday. we live 3 hrs away
- end of july we stop and encourage kids to move to next sport and learn how to compete
- Fall - Off due to coaching Football-encourage multi sport





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**TRACK AND FIELD**