



SOUTHERN MISS FOOTBALL HISTORY



First season was **1912**

- **79** Consensus All-Americans
- **8** Conference Championships
- **2** National Championships
- **3** AP Top 25 appearances
- **23** Bowl Appearances
- **125** NFL Draft selections
- **18** Players have played in the Super Bowl
- **2** Players inducted into the NFL Hall of Fame (Brett Favre and Ray Guy)
- **Winningest FBS college football program in the state of Mississippi**

**ATTITUDE
IS EVERYTHING**



**WELCOME
TO**

SOUTHERN MISS

No. 1
MISSISSIPPI
COLLEGE TOWN IN
REVIEWS.ORG

2ND
BEST CITY
TO LIVE IN
MISSISSIPPI
CHAMBEROFCOMMERCE.ORG

TOP
50
BUSINESS
SCHOOLS IN
AMERICA
SUCCESSFULSTUDENT.ORG

TOP
85
BEST COLLEGE
CAMPUSES IN
AMERICA
NICHE.ORG

📍 HATTIESBURG, MS

3

**CONFERENCE
CHAMPIONSHIPS**

64%

CAREER WIN PERCENTAGE

6^{BEST}

**WIN PERCENTAGE AMONG
ACTIVE G5 COACHES**



WILL HALL HEAD COACH

SOUTHERN MISS

WILL HALL

HEAD FOOTBALL COACH

COACH HALL'S BACKGROUND

ALMA MATER: NORTH ALABAMA 2003

HOMETOWN: AMORY, MISSISSIPPI

WIFE: REBECCA

CHILDREN: TRIPP & PETE

COACHING EXPERIENCE

- 2020 SOUTHERN MISS (HEAD FOOTBALL COACH)
- 2019 TULANE (OFFENSIVE COORDINATOR)
- 2018 MEMPHIS (ASSOCIATE HC/TE)
- 2017 LOUISIANA LAFAYETTE (OFFENSIVE COORDINATOR/QB)
- 2014 - 2016 WEST GEORGIA (HEAD FOOTBALL COACH)
- 2011 - 2013 WEST ALABAMA (HEAD FOOTBALL COACH)
- 2008 - 2010 WEST ALABAMA (OFFENSIVE COORDINATOR)
- 2007 ARKANSAS-MONTICELLO (OFFENSIVE COORDINATOR)
- 2006 SOUTHWEST BAPTIST (OFFENSIVE COORDINATOR)
- 2005 HENDERSON STATE (QB COACH)
- 2004 PRESBYTERIAN (QB COACH)

CREATING ALIGNMENT WITHIN YOUR CULTURE

1. Hire the right people, Recruit the right players
2. Communicate your culture with clarity
 - Overcommunicate – my saying
 - Never assume they know what you are thinking
3. Define Job Expectations of your staff
4. Allow staff to do their job
5. Hold everyone accountable – nothing kills moral like an employee not doing there job

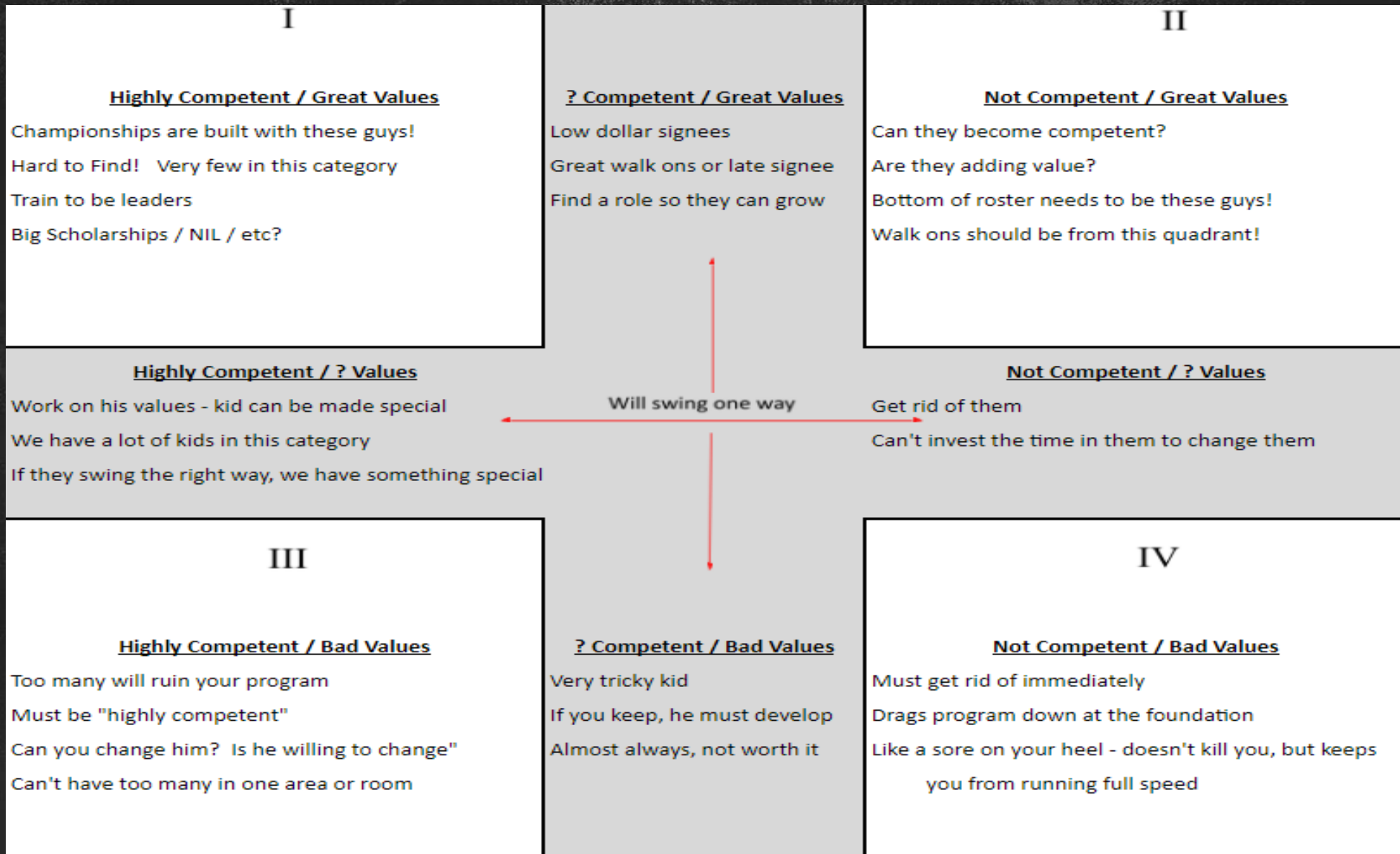


HIRING THE RIGHT PEOPLE

- Intelligence
 - Can learn what they don't know
 - Can solve problems
- Character – Good People
 - Understand the bigger picture
 - Create environment people want to be around
- Initiative – Self Starter
 - No task too small for them
 - Don't wait for someone to tell you what to do
 - Constantly seeking improvement – Lifelong Learner



RECRUIT THE RIGHT PLAYERS



SOUTHERN MISS PERSONNEL QUADRANTS

I

Highly Competent / Great Values

Championships are built with these guys!

Hard to Find! Very few in this category

Train to be leaders

Big Scholarships / NIL / etc?



SOUTHERN MISS PERSONNEL QUADRANTS

II

Not Competent / Great Values

Can they become competent?

Are they adding value?

Bottom of roster needs to be these guys!

Walk ons should be from this quadrant!



SOUTHERN MISS PERSONNEL QUADRANTS

III

Highly Competent / Bad Values

Too many will ruin your program

Must be "highly competent"

Can you change him? Is he willing to change"

Can't have too many in one area or room



SOUTHERN MISS PERSONNEL QUADRANTS

IV

Not Competent / Bad Values

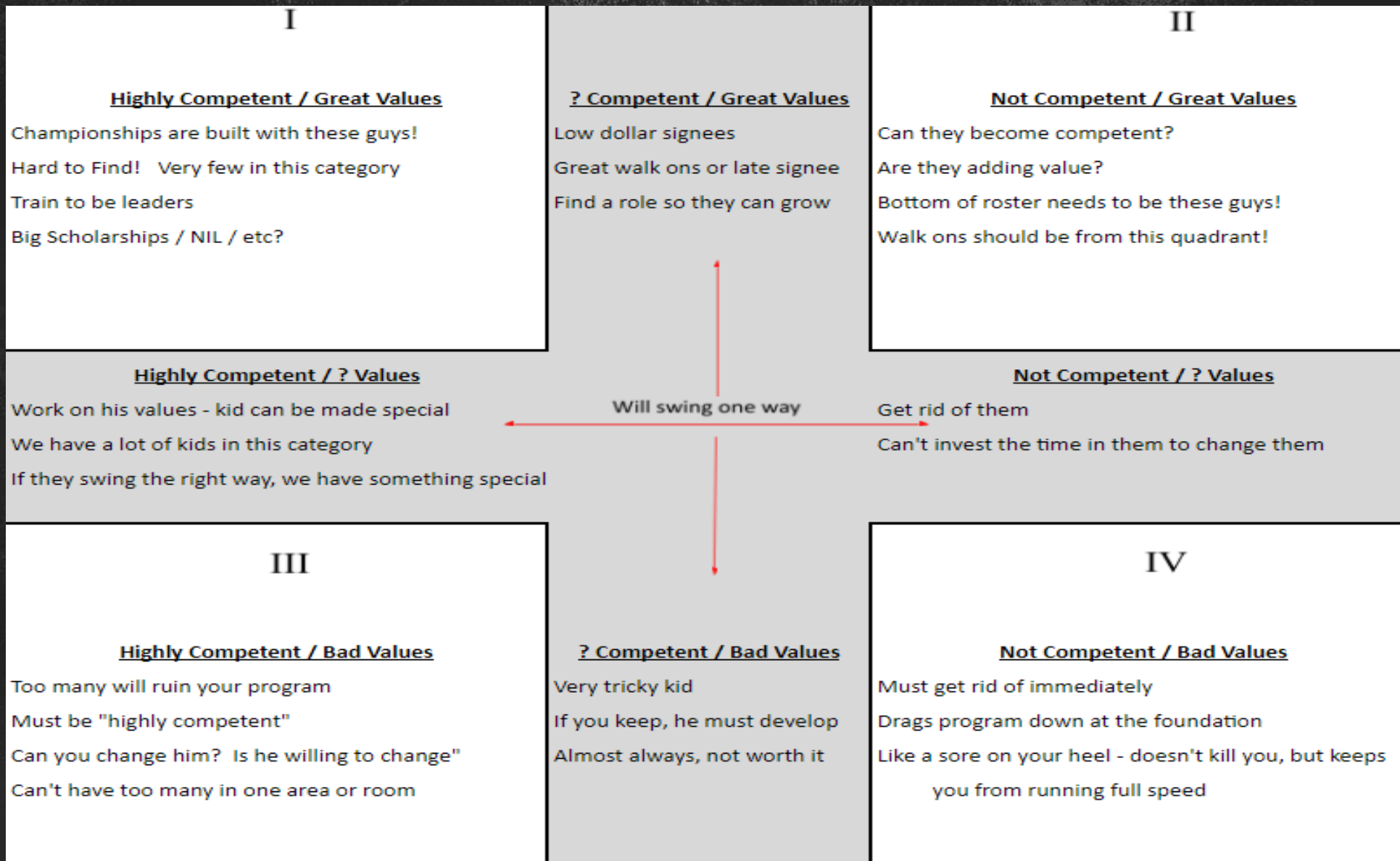
Must get rid of immediately

Drags program down at the foundation

Like a sore on your heel - doesn't kill you, but keeps
you from running full speed



SOUTHERN MISS PERSONNEL QUADRANTS



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SOUTHERN MISS FOOTBALL CULTURE

A.I.E

**Attitude
Is
Everything**
"Only YOU get to choose YOURS"

VISION

**To be the best G5 football program
in America
&
To develop REAL men**

MISSION

To help each player reach their full potential in 4 areas:

- 1. Academics**
- 2. Athletics**
- 3. Character**
- 4. Future**

CORE VALUES

- | | | |
|--------------------------|--------------------------|-----------------------------------|
| 1. Honesty | 3. Golden Rule | 5. Project Positive Energy |
| 2. Accountability | 4. Always Compete | 6. Find a Way |



VISION

**1. Be the Best Group of 5 Football
Program in America**

2. Develop Real Men!



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CORE VALUES

- 6 of them
- Foundation of our Program
- What we want a USM player to look and act like. The values we want them to portray.
- All are clearly defined at the beginning of each semester. Always start over as if they don't know
- 1 to 2 are tied into every workout, speech, practice
- Punish and called out when they are broken.
- Rewarded and called out when they are being done.



CORE VALUE 1 - HONESTY

- Simple – Tell the truth and do it all the time.
- We will tell the truth even when it's not what you want to hear!
- If you tell the truth, your problems become a part of your past. If you lie, your problems have to be dealt with in the future. Usually becomes worse.



CORE VALUE 2 - ACCOUNTABILITY

- Do Your job! Handle Your responsibilities!
- BCD – We want no BCD in our program!
- Every decision has a consequence. Good decisions lead to good consequences. Bad decisions eventually lead to bad consequences.
- Mistakes are inevitable. Own it, fix it, and be better moving forward.



CORE VALUE 3 – GOLDEN RULE

- From the Bible – I am Christian. That matters to me.
- Treat others the way you would want them to treat you.
- How we define “Good Person” in our program.
- In a relationship, conflict comes from 1 of 2 areas:
 - Someone lied to someone
 - Someone is not meeting the expectation of the other side.



CORE VALUE 4 – ALWAYS COMPETE

- “Competition” is not a negative word. It is a positive word that pushes you to be a better version of yourself.
- Little League Baseball story
- The world wants you to believe, “It will be all right”. Not true unless you compete!
- We compete in everything we do.



CORE VALUE 5 – PROJECT POSITIVE ENERGY

- Everyone loves being around people that lift them up.
- We all can't stand those people that bring us down.
- Social Media tells kids – “You do you” “You be you”
- We tell them otherwise! Change!
- Everyone wants to be “Blessed” but not accept the responsibilities that come with the blessing!



CORE VALUE 6 – FIND A WAY

- Some days are not your day – Find A Way
- Can never fix a problem by creating a new problem
- As you get older, if you only get good work done on days you feel really good; you will never get a lot of work done.
- Success is hard! Not a lot of pathways to it.



A.I.E

ATTITUDE IS EVERYTHING

- Only You get to choose Yours!
- Greatest Gift the Good Lord gives us.
- Battle Cry!!!
- Ties it all Together!
- What we break it down everyday!



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MISSION STATEMENT

- We will create a culture and environment to help our players reach their full potential in four areas:
 1. Academics
 2. Athletics
 3. Character
 4. Future
- All four areas are equally important
- This is what our program will do for you.
- Constant evaluation of these four areas to see if we are meeting our goals.



ACADEMICS

- We will provide a culture and environment that gives you all the resources to succeed as a student.
- From the moment you join us, you will be expected to get a degree.
- 3 best GPA semesters in USM history
- TQ Newsome – Post Grad Scholarship
- 53 kids over 3.0 and 8 with a 4.0



ATHLETICS

- My responsibility to give you a shot to continue playing football. NFL Schemes in all 3 phases – O,D,ST
- 125 NFL Draft Picks
- 23 Bowl Games
- 18 in Super Bowl
- Bowl win in Year 2 of rebuild



CHARACTER

- We have built a culture and environment that will equip you with the tools for being a great father, husband, and leader in the community.
- It will be shown to you everyday by our staff.
- Veteran's Home, Stamp Out Hunger
- 13 Baptisms in 2 years



FUTURE

- This program will push to figuring out what life will look like after football ends.
- We will not use you, we will serve you!
- 36 of 38 JR and SR will graduate in May
- Honest conversations about NFL chances.



CREATING ALIGNMENT WITHIN YOUR CULTURE

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JOB EXPECTATIONS OF A USM FOOTBALL COACH

A. Presentation - 1st Class

- a. When dealing with anyone on campus - Nice Shirt and Slacks/Shorts**
- b. Practice and workout mornings - USM gear or USM colors**
- c. Recruiting events - always slacks and nice shoes**

B. Language - minimize cussing

C. Media

- a. All goes through Jack Duggan**
- b. I want you in front of the media**
- c. No bulletin board material - focus on us**

D. Boosters - I'm good, but keep me in the loop

E. Job Opportunity - I will help, but keep me in the loop; Do not lie to me

F. Cell Phones - answer or call back (I want you to be able to go home)



JOB EXPECTATIONS OF A USM FOOTBALL COACH

G. Social Media

- a. Should be a running timeline of how positive your life is, & how awesome USM is.**
- b. I do not want to have to defend or answer questions about one of your social media posts**

H. Politics

- a. Everyone has a right to their opinion - respect it**
- b. We love USM and treating people the right way**

I. Time

- a. Respect people's time**
- b. Be efficient - Don't waste time; I want you to go home**
- c. Have a plan, don't be off the cuff - Abraham Lincoln quote**

J. Technology

- a. Have to remain up to speed**
- b. If you lose touch with times, you will find yourself out of the profession**



JOB EXPECTATIONS OF A USM FOOTBALL COACH

K. Golden Rule - everyone! All the way to the student managers

L. Coach your players

- a. Coach them the way you would want to be coached.**
- b. You must be in charge of your players.**
- c. Coach the scheme the way the coordinators want it coached.**
- d. Demand their respect by:**
 - i. Being organized – never waste their time**
 - ii. Being a master of your craft**
 - iii. Showing them you **care!****
- e. Be the hammer we need for:**
 - i. Academics - Reed**
 - ii. Eligibility Center - Reed**
 - iii. Financial Aid / Housing / On Campus issues - Tad**



JOB EXPECTATIONS OF A USM FOOTBALL COACH

M. Other Position Player interactions

- a. Always positive**
- b. Sell Coach Hall, the coordinator, and the position coach**
- c. Never, never, never have a negative interaction with a kid that you do not have a relationship with.**

N. Family

- a. I want them to feel welcome**
 - i. Let your kids come up every time the time is right**
 - ii. Don't abuse it by taking someone else's time from them (staff meetings)**
- b. Must have conversations with family members about how they represent our program**
- c. Social Media awareness - running timeline of how great your life is and how great it is at USM**
- d. I'm not the boss of your family, but respect for this matter is appreciated.**



JOB EXPECTATIONS OF A USM FOOTBALL COACH

O. Recruit

a. Your Area – we must know about everyone in your area

i. Not knowing about a prospect shows negligence or just laziness

ii. Have your area players evaluated in our database. Know how to use our database.

b. Recruit your position

c. Don't have an ego. Allow the area coach / coordinator / Head Coach to help in the recruitment of a player

d. Care about more than just your position and your side of the ball

P. Don't get your feelings hurt.

a. Recruiting - Don't get me in trouble with an offer we can't back up. We will not offer every kid the "instant" we see his film for the first time. We are in this together!

b. Coaching – It's never personal when I or a coordinator coaches a player from another position.

I want to build a football program. That can still be done. I don't want a bunch of independent contractors. We can serve each other and make each other better. My goal is to try to make this job so good that you never leave, or you always want to come back.



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ALLOW STAFF TO DO THEIR JOB

Don't Waste Their Time

- 1) Staff Meetings – only discuss things the whole group needs to hear.**
 - Never talk about Defensive issues with Offense sitting there twiddling thumbs.**
- 2) Bulleted list of things to get done for the day, week, etc.**
- 3) When the job is done, go home**
 - How do you know when the job is done?**
 - Define the job. That way you know when it is done.**



ALLOW STAFF TO DO THEIR JOB

Let Your People Work

- 1) Hire Good People**
- 2) Give them Responsibilities and define them**
 - Everyone gets everyone's job responsibility list**
- 3) Give them authority to make decision**
- 4) Don't hold a grudge against them if their decision doesn't work**



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HOLD EVERYONE ACCOUNTABLE

Realize you are part of something bigger

- 1) If we win football games, it helps this university so much!**
- 2) The University would be able to open their doors the same day they shutdown football.**
- 3) Impact people**
- 4) Golden Rule**



HOLD EVERYONE ACCOUNTABLE

Find a Way

- 1) Never be caught off guard when something bad happens.**
- 2) Have the mindset of “I am just the man for the job!”**
- 3) We tell our players to “handle adversity”, we have to set a great example.**



**The Behavior of Your People
is a reflection
of the culture you create!**

