



Building Champions: Strategies for Recruiting and Retaining Sprinters

CHRIS HERRIOT

ARROWHEAD HIGH SCHOOL-WISCONSIN- HERRIOT@ARROWHEADSCHOOLS.ORG

The secret plan



@CoachHerriot



- **There is no magic bullet**
- **High school coaches**
 - **Extremely Limited stock of speed**
 - **Get them out and keep them out**
- **Have a plan**



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Who is this guy?



@CoachHerriot



Social Studies Teacher

History, Psychology, Global Relations

Head Track coach 23 Years

6 State Championships

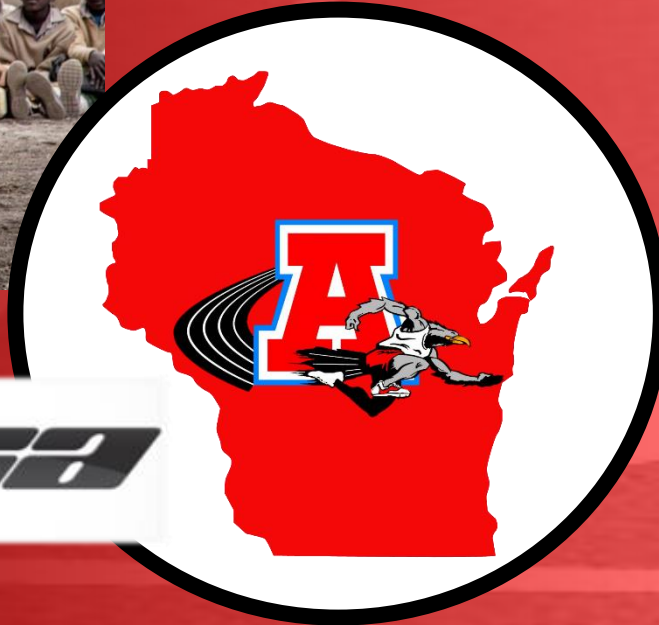
3 state records

Past WISTCA President

Camera Club Advisor

Landscape Photographer

@mywisconsin



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024



What is the most important thing a sprint coach needs?



Sprinting Success



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Don't discount the late bloomers



@CoachHerriot



2021

3.99 Fly 30M

Second to last ranked boy



2024

3.06 Fly 30M

10.91 100M



2016

All-B1G Decathlon

2009

4.06 Fly 30M

Last Ranked Boy



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024



**So how do you attract them
and how do you retain them?**



Make your Connections Early



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Promote them



ARROWHEAD 30M FLY

Jackson Hill	12	2.95
Logan Hicks	11	2.96
Sam Vargas	11	3.07
Noah Ledvina	12	3.06
Kyle Janke	11	3.08
Hayden Russ	10	3.13
Brandon Varner	11	3.17
Christian Rothmeier	10	3.18
Jackson Schulz	11	3.19
Shawn Gregg	11	3.21
Connor Foley	11	3.22
Rem. Landman	11	3.24
Caleb Hicks	9	3.27

February 2023
Arrowhead High School



MIKE ARROWHEAD INTRASQUAD

We are taking the Arrowhead track show on the road to compete against some of the best competition around.

3/20 4:00PM



Jake BIEWER

SCHOOL RECORD

14.38

110M



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Pics are dead to Gen Z



@CoachHerriot



- **No one in your community knows what the track team is doing.**
 - Do kids at your school even know?
- **Parents and kids are scrolling reels and TikToks more than anything else.**



InShot

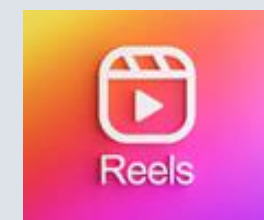
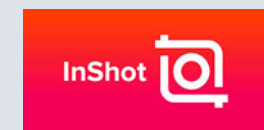
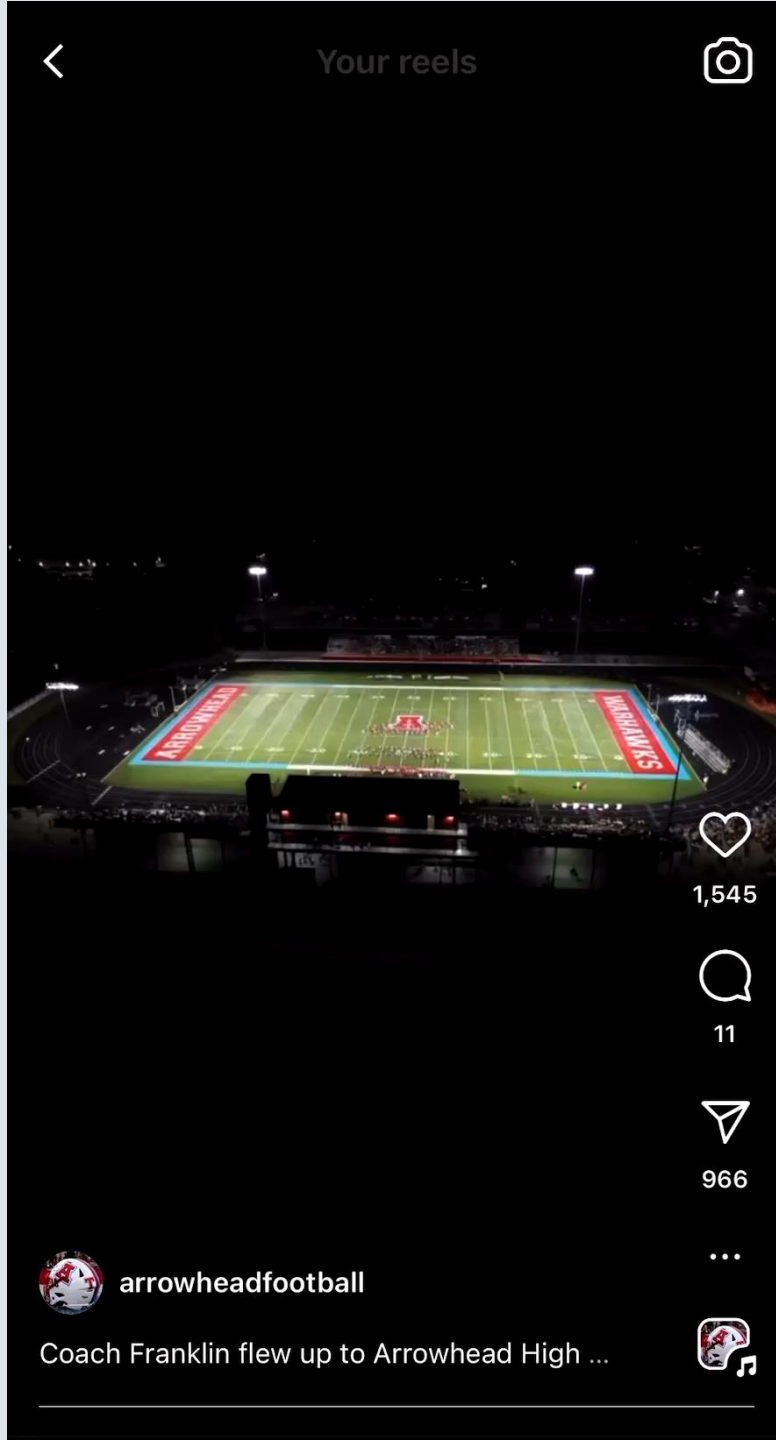
Reels



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024



What do kids remember??



@CoachHerriot



Senior Sprinters Spring Break
Camping Trip Devil's Lake

Road trip to nationals



We do our own graduation



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

What do kids remember?



@CoachHerriot



@ArrowheadTrack

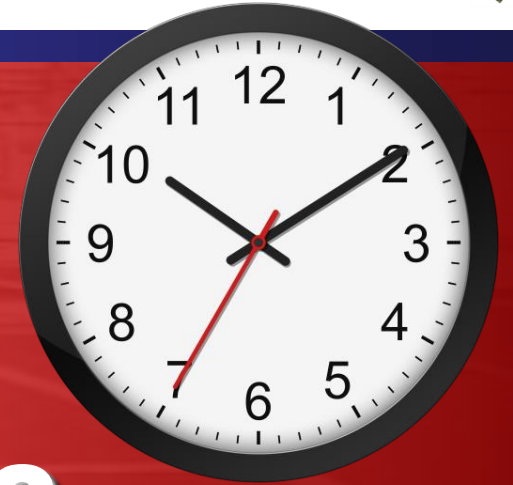


STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Sprinting Success



@CoachHerriot



How do you lose them?



What in the world of AI is this?



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

HOW DO YOU LOSE THEM?



@CoachHerriot



Sam Vargas '24

Brady Russ '21



Trey Resch '27



Bella Samz '23

Be the one that they are most comfortable coming to about their conflicts with schedules.

Every other sport



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Sprinting Success



@CoachHerriot



Do NOT treat them like distance runners.



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Sprinting Success



@CoachHerriot



Let your lifters lift.



Power Lifting Team

PV: 15-03

400M: 48.8

200: 22.50

300INT 39.40



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

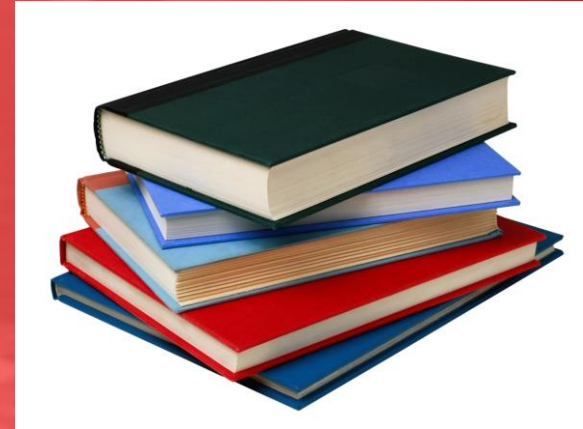
Sprinting Success



@CoachHerriot



Time: Get them in and out.



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Sprinting Success



@CoachHerriot



Injuries



A.I. not ready to take over yet.

- Have you been injured?
- Listen, watch and believe what your athletes say



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

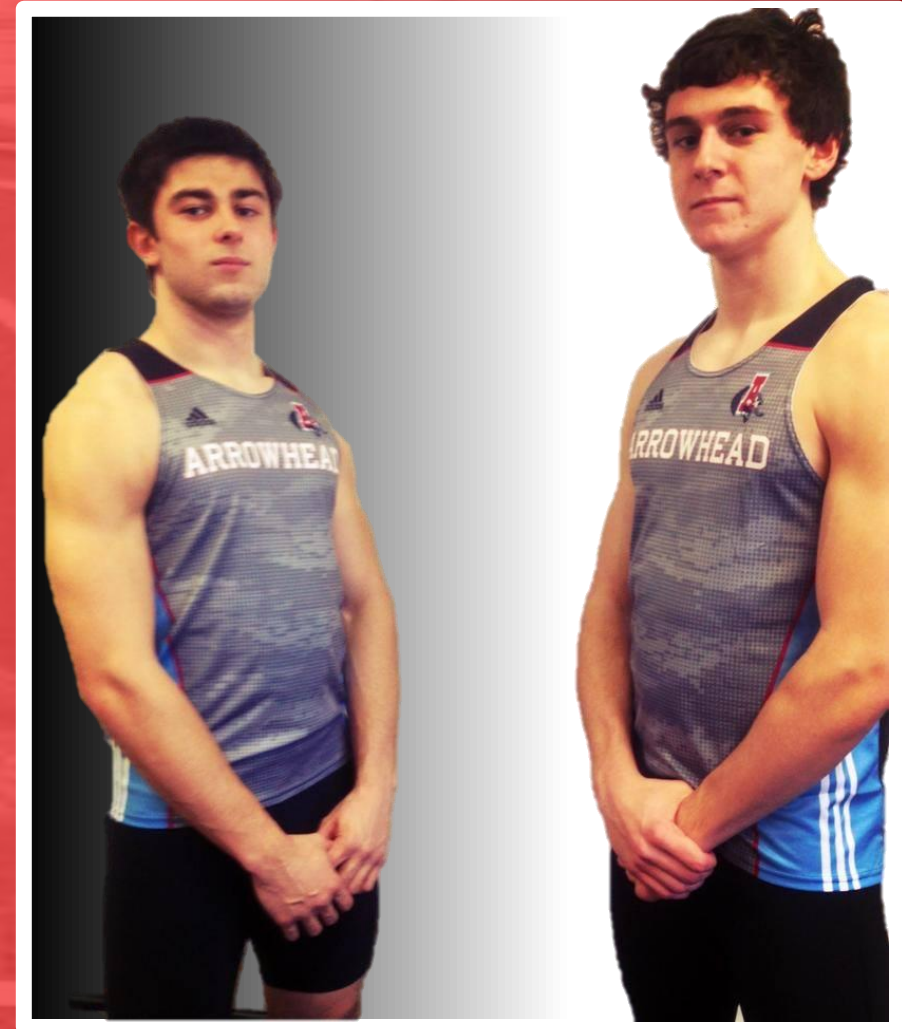
Injuries



@CoachHerriot



- If you have a lot of a certain type, figure it out!



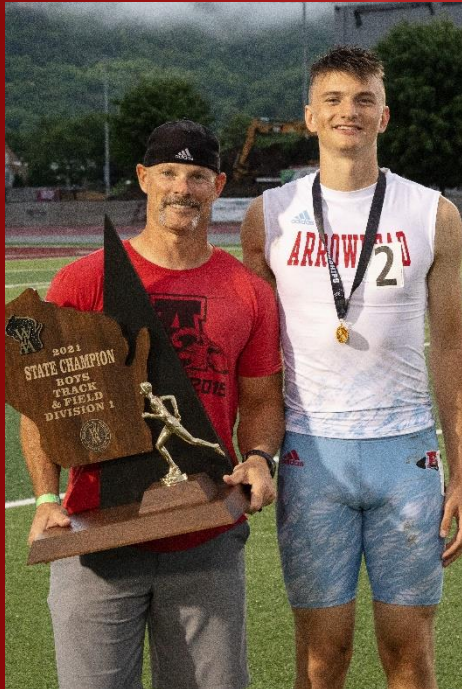
@ArrowheadTrack



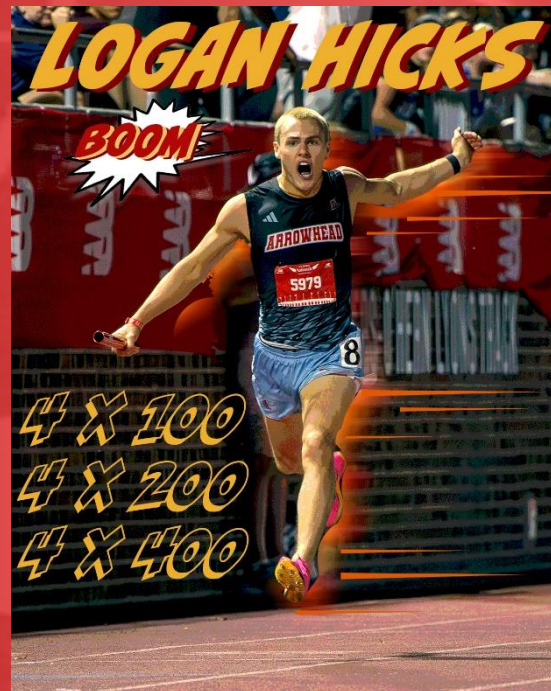
STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

No chip for you!

Hammy
Boo



Zach Graham '21



Among US adolescents ages 12–17 in 2021-2022

- 21% reported symptoms of anxiety in the past two weeks.
- 17% reported symptoms of depression in the past two weeks.

-National Center for Health Statistics. (2021-2022)

Among US high school students in 2023:4

- 40% reported persistent feelings of sadness or hopelessness in the past year.

-Centers for Disease Control and Prevention. (2024)



Never Play Favorites



@CoachHerriot



- You can make the A squad at any time
 - Run-off?
 - Set up head to heads through out the season and don't say a word about it.



Jake Biewer '18 Run-off 2015



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Communicate, Communicate



@CoachHerriot

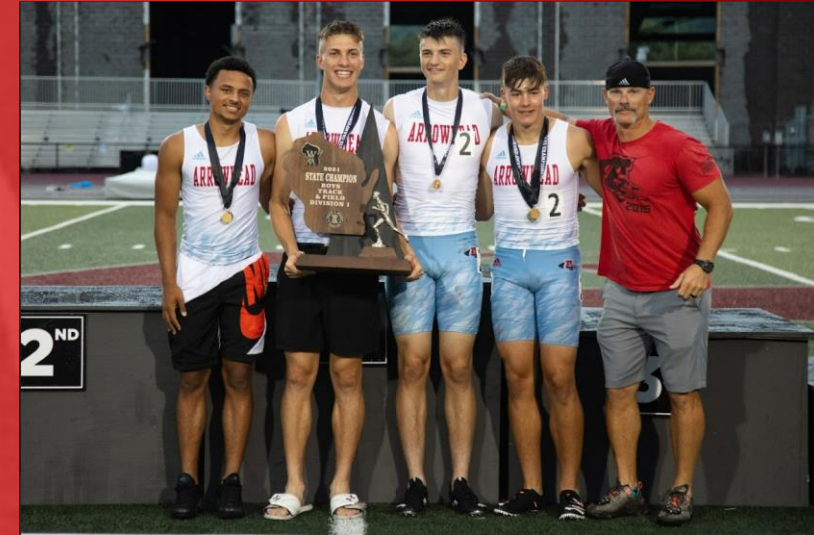


- What is the team's goal
 - What factors can change the team goal
 - How does that involve each athletes
 - Do they know the vision?
 - Are they onboard?



Brandon Mortenson
Justin Froze 2012

2021 4x200 2nd Place



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Do what whatever work for you!



4x400



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

Sprinting Success



@CoachHerriot



You!

Are you inspiring?

Can you hold the attention of a group?

Do you know what you're doing?

Are you demanding without being demeaning?



Do you LOVE track and field?

**Do you really care about your
athletes outside of sport?**



Young coaches, are you racing your kids?



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024

FOLLOW the Yellow BRICK ROAD



WEIGHTROOM

POSITIVE
ATTITUDE

SUPPORT OF/FROM
TEAMMATES

COOL DOWNS

TRACK WORKOUTS

PERFECT WARMUPS

NUTRITION

SLEEP

EMOTIONAL HEALTH



Coaching Philosophy



@CoachHerriot



My mission is to inspire athletes to believe in themselves by providing challenges that build confidence, work ethic, and sportsmanship. I strive to instill a championship mindset and equip them with the skills to succeed—on the track and in life.



@ArrowheadTrack



STATE CHAMPIONS 1965-2004-2009-2011-2021-2022-2023-2024