

Game planning: From install schedule to game day call sheet

By Ian Shoemaker
Offensive Coordinator, St. Cloud State University

First, I would like to take this chance to thank the MFCA and “Minnesota Football” magazine for inviting our staff to contribute to this month’s volume. We appreciate the opportunity to share our thoughts and to hopefully give back a little something to the coaches that provide so much support to our program. The student/athletes that you prepare and guide are the lifeblood of SCSU Football and the foundation of our success.

Rationale

We have come to believe that game-planning is a year-round endeavor. In the past as an offensive staff we found ourselves game-planning each game independent of the other and, more significantly, independent of our spring and fall camps. As we reflected on what we called in fall camp, we noted a significant disconnect between plays we were calling and practicing in August and what was actually being called during our games. Since that self-study we have made a concerted effort to synchronize our spring, fall and weekly scripts. This article will show how we have attempted to provide more continuity throughout our fall camp and weekly game plans in order to improve our execution throughout the season.

Fall Camp

The first piece to the puzzle is the Fall Install Schedule (Appendix 1). We have not changed the structure much. However, we decided to use our Indy / Two-minute Package to drive the install. By installing plays and concepts on Day One that we run throughout the season and are included in every gameplan, we experienced two

significantly positive outcomes. First, we maximized practice and meeting time efficiency by focusing on a more select group of plays. Additionally, our team’s awareness of importance of the Indy / Two-minute tempo increased as did our players’ comfort operating at that pace. Everything in our offense was installed in four to five days of fall camp. We believe that getting everything in this quickly provides us more time to refine individual techniques throughout the remainder of camp.

Following the completion of our Fall Install Schedule we complete a Formation & Play Inventory (Appendix 2). This inventory includes a list of all of our formations and motions with each run, pass, play-action and screen that we want to have available to run out of those formations during the season. We use this to help limit the number of different calls that we make during fall camp and provide a focus for our practice scripts. In the past, time was wasted testing our players’ knowledge of all possible scenarios – several of which were never used. Now we maximize time spent on the field by practicing plays we’ll actually run throughout the season. Having this inventory and providing it to our players early in camp has made us more productive and efficient. It has also increased my accountability as a play caller. If I am calling a play during fall camp that is not on this inventory, there better be a really good reason for it.

Game Planning

Once we complete fall camp and begin game week, we transition to the creation of actual game plan. After our opponent’s game film is broken-down, each coach on the offensive staff uses



the resulting data to fill out a Game Plan Template (Appendix 3). We begin with a list of our runs, passes, play-actions and screens and we determine the best formations and motions to use based on our opponent for the week.

Over the next three days, we meet as a staff to determine what will be put on the Game Call Sheets (Appendices 4-6.) Although we reference our Formation and Play Inventory, we don’t limit ourselves to only those play calls. Because each coach has completed his own Game Plan Template, all are free to contribute to game plan meetings. Ultimately, the majority of the calls that ultimately make our Game Call Sheet are from the Formation and Play Inventory.

Day One of game planning includes 1st & 10, 2nd & Long, 2nd and 3rd & Short and Goalline situations. Tuesday’s scripts and practice focus solely on those situations. These are what we consider “choice downs”; ideally we are 50/50 run/pass in all of these situations so that we have equal runs and passes for these situations. We install our Shorts and Goalline plays early in the week and practice them in the first practice so we can be more physical with those reps.

As we get closer to game day we do less close quarters hitting. This allows our players to be more fresh for game day.

Day Two of game planning includes 2nd and 3rd & Med, 3rd & Long and Redzone situations. During Wednesday's practice those are the only D&Ds and situations that we script. On medium downs and redzone we like to have play call balance between run and pass, so that is ensured by having an equal number of run and pass calls available on the call sheet in those situations. For 3rd & long we only script 1 run and 4 passes. Understanding our play call bias toward the pass in this D&D, therefore it is useless to practice a bunch of 3rd and Long run calls when we will not call them in a game.

Finally, on Day 3 of game plan we finalize the game plan with our First

12 plays of the Game script –Extended Goalline sequences and First Timers. The beauty of Day 3 game plan is that we don't add any new plays. We simply take the plays from Day 1 and Day 2 and construct a plan for when they should be called. The First 12 plays of the Game script have been very good to us over the years. Our players and coaches are all very confident in those plays and that has led to us having a good amount of success in our first couple drives of games. We select the First 12 plays very democratically. Following practice on Wednesday each offensive coach votes for his favorite 12 plays from Tuesday and Wednesday's practices. From there we select the plays with the most votes being sure to have a good run / pass split and that we are aligning in enough formations.

This year we added two additional pieces to our game plan (both of which I stole from a spring visit to the University of Texas.) First, is planning an Extended Goalline script for those times we are 1st & Goal from the 6-9 yard line. This situation is just outside of our normal goalline package and we feel that we might need to throw a pass during this sequence. So, we script two sequences of three plays each that incorporate at least one throw. We choose from: run/run/pass, pass/run/pass, pass/pass/pass depending on the defensive gameplan we anticipate and the strength of our opponent. The other plays are what we call First Timers. We plan out calls for the first time we encounter different situations. For instance, the first time we are 3rd & less than 1 or the first time I want to take a shot with a play-action



Install Schedule

Run Game	Indy	RedZone	Play Action	Pass Pro	Pass Concepts		Screens	Formations	Motions
23/27	8		123/7 naked	90's	3 step	5 step	Bubble	2 x 2 (11, 10, 12,)	
22/26	5				hitch			2 x 1 (12)	
21/29					slant				
					fade				
					spout				
44/46 Dart (keep)	6	3	901/909	flash	sneak	flood		3x1	across the ball
11/19 Speed	9					husky			
						viking			
44/46 Power	0		223/227	60's		drive	rocket	Empty and all	Trump
44/46 B (keep)	1					curl			Trade
44/46 Ctr (keep)	4					streak			
						(switch)			
64/66 lead	2	1				middle			across and back
	3					(comebacks)			
	7					Sail			
						pivot			
34/36 Trap		2	321/329			post	Screen		back into backfield
14/16 Draw						option	@ 1 & 9		out of backfield
						stud			
						(change)			
			123/127 boot			mesh	All		
						case			

pass. What I have found as a play caller is that calling plays on 1st and 2nd down is easy, I don't even need a call sheet for those situations. However, as the game goes along situations arise that are more intense and meaningful. Having these call options determined prior to the game helps eliminate the emotion involved with calling plays in critical situations.

Practice Scripts

The final element is the scripting of practice. As has been discussed previously, we target very specific situations each day of practice and that includes our scripts. We link our scripts to our gameplan by using an Excel Spreadsheet to produce our gameplan sheet. For example, once we type in a 1st

& 10 play on the call sheet it automatically populates the scripts for the days that we will be practicing that situation. Not only does it eliminate the need to type scripts during the game week, but it also provides a structure for us to be sure we are cognizant of the number of reps we will get during practice. Therefore, our call sheet does not dictate our scripts. Our available practice reps dictate the number of calls we can carry into a game.

Conclusion

As you can see we have attempted to improve our overall offensive unit's execution by synchronizing our gameplans and scripts. For us gameplanning starts during Spring Ball

and continues throughout Fall Camp and ultimately into each individual game week. We feel by coordinating all of our practice calls this way we provide our players the best opportunity to be successful on game days. I hope that you were able to pull something out of this article that you might be able to use next fall. If you have any questions concerning this article or anything else related to our program, feel free to contact us.

Appendix 2



Formation / Play Inventory

Formation	Run Game	3 Step	5 Step	Playaction	Screen
Tom	Repo Check	690 Stick Fade/Slant/Hitch	Flash Streaks	Y 244/6 Drive Post	Bang Screen
	23/7 Read (Option)	690 Hitch	561/9 Curl	123/7 Bison	Screen @ 1/9
	Counter (Read/Option)	591/9 Stick Switch	561/9 Middle	244/6 Drive Curl	
	22/8 (Read/Repo/Option)	591/9 Sneak Stick Change	660 Drive Post		
	11/19 Speed				
Formation	Run Game	3 Step	5 Step	Playaction	Screen
Texas	Repo Check	591/9 Stick Switch	760 Smash	Y 223/7 Fade Bubble	Flash Screen @ 1/9
	23/7 Read (Option)	591/9 Stick Change Sneak	Flash Streaks	Y 223/7 Case Bubble	Bang Screen?
	Counter (Read/Option)			Y 223/7 Sneak Bubble	
	22/8 (Read/Repo/Option)				
	11/19 Speed				
Formation	Run Game	3 Step	5 Step	Playaction	Screen
Sling	21/9 Stretch	591/9 Sneak Slant	660 Smash Pivot	122/8 B Bison	Bang Screen
	Bong 44/6 Power	Bong 591/9 Stick Switch	660 Smash Curl	122/8 Drive Smash Change	X Rocket? / Bong Z Rocket?
	44/6 Counter (Weak)		660 Smash Streaks	321/9 Post Change	Bong Screen @ 1/9
	Bong 23/7		660 Drive Curl	Bong Y 244/6 Case	
	Repo Check (B Frontside) & Bong Repo Check		660 Drive Streaks	Bong Y 244/6 Curl	
Bong 22/8 Lead			Bong 123/7 Bison		
	Bin 44/6 B				

Appendix 3 - Game Plan Template

Game Plan Vs Mankato		
Run	Pass	Play Action
23/7 -	Hitch -	122/8 -
22/8 Outside Zone	Slant (Flat & Bubble)	123/7
21/9 (Stretch)	Fade (Flat & Bubble) Texas 424/5 Fade Bubble	223/7
44/6 Power -	Spout -	423/7 -
44/6 B	Curl -	321/9
44/6 Dart - Indy 6 -	Post -	Repo Check
44/6 Counter	Streaks -	Screens
11/9 Speed -	Drive (Switch, Change) -	Bubble -
Sneak / Slant -	Option (Change)	Rocket - Indy 4
Stud -	Sneak -	Screen @ 1/9 -
Post / Drive	Sail -	Middle
Sprint	Mesh -	Dash
991/999 (Smash) -	Pivot -	901/9 (Hawk, Viking & X Post)

Appendix 4 - - Game Plan Page #1

PERSONNEL: 10 10B 11 12 WAR		GAME PLAN CHART VS HILLSDALE				11/20/2010			
D&D	LEFT HASH					RIGHT HASH			
	RUN		PASS			RUN		PASS	
1st & 10	Rt Ace 23 Read Peek	12	Indy 9	11	Lt Ace 27 Read Peek	12	Indy 9	11	
	Rt Tom Flip 21 Peek	11	Lt Hog 227 Option Pivot	11	Lt Tom Flip 28 Peek	11	Rt Hog 223 Option Pivot	11	
	Rt Tom Zoom 46 Dart (Repo)	11	Rt Tom Zoom 222 Streak Change	11	Lt Tom Zoom 44 Dart (Repo)	11	Lt Tom Zoom 228 Streak Change	11	
	Flex Lt Hit Bong 28 Lead	12	Flex Lt Hit Bong 227 Streak Mix Fade	12	Flex Rt Hit Bong 22 Lead	12	Flex Rt Hit Bong 223 Streak Mix Fade	12	
2nd & LONG	Rt Base Flip 23 Read Peek	12	Flex Rt Ty Sprint Rt 1 Post Change	10B	Lt Base Flip 27 Read Peek	12	Flex Lt Ty Sprint Lt 9 Post Change	10B	
	Lt Sling Zoom 29	12	Lt Sling 128 Drive Smash Change	12	Rt Sling Zoom 21	12	Rt Sling 122 Drive Smash Change	12	
	Lt Texas 44 Dart Peek	11	Lt Texas Y228 Bubble & Go	11	Rt Texas 46 Dart Peek	11	Rt Texas Y222 Bubble & Go	11	
	Lt Tex 46 B Repo	12	Lt Base Flip 227 Streaks	12	Rt Tex 44 B Repo	12	Rt Base Flip 223 Streaks	12	
2nd & SHORT	Lt Hog 29 Lead Keep	11	Rt Ace 690 Hitch Peek	12	Rt Hog 21 Lead Keep	11	Lt Ace 690 Hitch Peek	12	
	Flex Lt Tex Bong 23 Read Peek	10B	Lt Base Bunch 690 Stick	10B	Flex Rt Tex Bong 27 Read Peek	10B	Rt Base Bunch 690 Stick	10B	
2nd & MEDIUM	Lt Ty 23 Read Peek	12	Indy 8 Stay	11	Rt Ty 27 Read Peek	12	Indy 8 Stay	11	
	Rt Base Bong 44 Power Repo	10B	Rt Tom Bang Left	11	Lt Base Bong 46 Power Repo	10B	Lt Tom Bang Right	11	
	Rt Maverick 27 Read Peek	11	Lt Ace 321 Post Streak	12	Lt Maverick 23 Read Peek	11	Rt Ace 329 Post Streak	12	
	Flex Lt Hit Bong 46 Power	10B	Lt Texas 599 Stick Change Follow	11	Flex Rt Hit Bong 44 Power	10B	Rt Texas 591 Stick Change Follow	11	
3rd & SHORT	Lt Trailer 27 Read Peek	13	Lt Trailer Bong X246 Post Lock	13	Rt Trailer 23 Read Peek	13	Rt Trailer Bong X244 Post Lock	13	
	Lt Sling Bong 29 Lead Keep	12	Lt Texas 790 Sneak Peek	11	Rt Sling Bong 21 Lead Keep	12	Rt Texas 790 Sneak Peek	11	
3rd & MEDIUM	Lt Base Bunch 23 Read Peek	10B	Flex Lt Hit Zoom Sprint Rt 1 Bash	12	Rt Base Bunch 27 Read Peek	10B	Flex Rt Hit Zoom Sprint Lt 9 Bash	12	
	Lt Hog 44 Dart Peek	11	Rt Sioux Flip Check	11	Rt Hog 46 Dart Peek	11	Lt Sioux Flip Check	11	
	Flex Lt Ty 23 Read Peek	10B	Flex Lt Ty Bong 569 Stud	10B	Flex Rt Ty 27 Read Peek	10B	Flex Rt Ty Bong 561 Stud	10B	
	Flex Lt Texas 46 Dart Keep Peek	11	Lt Hog 690 Follow Hitch	11	Flex Rt Texas 44 Dart Keep Peek	11	Rt Hog 690 Follow Hitch	11	
3rd & LONG	Indy 7	11	Rt Tom 228 Husky Fade	11	Indy 7	11	Lt Tom 222 Husky Fade	11	
			Lt Hog 228 Ear Pivot	11			Rt Hog 222 Ear Pivot	11	
			Flex Lt Tex 569 Bash Change Peek	10B			Flex Rt Tex 561 Bash Change Peek	10B	
			Indy 2 Stay	11			Indy 2 Stay	11	

"THE KEEPERS OF THE GAME"

Appendix 5 - Game Plan Page #2

PERSONNEL: 10 10B 11 12 WAR				GAME PLAN CHART VS HILLSDALE				11/20/2010			
D&D		LEFT HASH				RIGHT HASH					
		RUN		PASS		RUN		PASS			
RED ZONE	Lt Hog Zoom Repo	12	Flex Lt Tex 690 Fade Stick & Go	10B	Rt Hog Zoom Repo	12	Flex Rt Tex 690 Fade Stick & Go	10B			
	Rt Ace 46 Dart Peek	12	Rt Truck Bong 127 Z Comeback	13	Lt Ace 44 Dart Peek	12	Lt Truck Bong 123 Z Comeback	13			
	Lt Texas 27 Read Peek	11	Flex Lt Ht 227 Middle Peek	10B	Rt Texas 23 Read Peek	11	Flex Rt Ht 223 Middle Peek (Read or Stud)	10B			
	Lt Tex 46 B Repo	12	Lt Texas 591 Smash Hide	11	Rt Tex 44 B Repo	12	Rt Texas 599 Smash Hide	11			
	Lt Tex Bong 23 Read	12	Lt Ty Zoom 227 Smash Duck	12	Rt Tex Bong 27 Read	12	Rt Ty Zoom 223 Smash Duck	12			
	Rt Truck Bong 23	13	Flex Lt Tex Flash Streak Smash Switch	10B	Lt Truck Bong 27	13	Flex Rt Tex Flash Streak Smash Switch	10B			
GOAL LINE	Rt War Zoom 46 Power Lead	WAR	Lt War Zoom Y244 Smash Change	WAR	Lt War Zoom 44 Power Lead	WAR	Rt War Zoom Y246 Smash Change	WAR			
	Rt War 46 Buckeye	WAR	Flex Lt Tex 690 RZ #3	10B	Lt War 44 Buckeye	WAR	Flex Rt Tex 690 RZ #3	10B			
4th DOWN	Lt War Zoom 44 Power Lead Keep	WAR	Lt Tex 690 Smash Peek	12	Rt War Zoom 46 Power Lead Keep	WAR	Rt Tex 690 Smash Peek	12			
SPECIALS											
BLITZ BEATERS 2 PT PLAY			Lt Dragon RZ #4 Peek	13			Rt Dragon RZ #4 Peek	13			
1ST & Goal Sequence #1	Lt Tex 46 B Repo	12	Rt Tex 44 B Repo	12	#	FIRST TWELVE (Left Hash)	FIRST TWELVE (Right Hash)				
	Lt Sling Bong 29 Lead Keep	12	Rt Sling Bong 21 Lead Keep	12	1	Lt Ace 321 Post Streak Peek	Rt Ace 329 Post Streak Peek	12			
	Flex Lt Tex 690 RZ #3 Peek	10B	Flex Rt Tex 690 RZ #3 Peek	10B	2	Flex Lt Ht Bong 28 Lead	Flex Rt Ht Bong 22 Lead	12			
1ST & Goal Sequence #2	Lt Tex 690 Smash Peek	12	Rt Tex 690 Smash Peek	12	3	Indy 9	Indy 9	11			
	Lt Ty 23 Read Peek	12	Rt Ty 27 Read Peek	12	4	Rt Ace 23 Read Peek	Lt Ace 27 Rea Peek	12			
	Flex Lt Tex 690 Fade Stick & Go Peek	10B	Flex Rt Tex 690 Fade Stick & Go Peek	10B	5	Lt Hog Zoom Repo	Rt Hog Zoom Repo	12			
One Play to Win	30+	Flex Rt Tom Bunch 660 Streak Post	11	Flex Lt Tom Bunch 660 Streak Post	11	7	Flex Lt Ht Bong 227 Streak Mix Fade	Flex Rt Ht Bong 223 Streak Mix Fade	12		
	20-29	Flex Lt Tex Flash Streak Smash Switch	10B	Flex Rt Tex Flash Streak Smash Switch	10B	8	Lt Tex 46 B Repo	Rt Tex 44 B Repo	12		
	10-19	Lt Texas 561 Smash Hide	11	Rt Texas 569 Smash Hide	11	9	Lt Base Bunch 690 Stick	Rt Base Bunch 690 Stick	10B		
	<10 Pass	Rt Ace 690 Fade Peek	12	Lt Ace 690 Fade Peek	12	10	Lt Hog 44 Dart Peek	Rt Hog 46 Dart Peek	11		
	<10 Run	Lt Texas 27 Read Peek	11	Rt Texas 23 Read Peek	11	11	Rt Tom Zoom 222 Streak Change	Lt Tom Zoom 228 Streak Change	11		
						12	Rt Tom 228 Husky Fade	Lt Tom 222 Husky Fade	11		

Appendix 6 - - Game Plan Page #3

PERSONNEL: 10 10B 11 12 WAR				GAME PLAN CHART VS HILLSDALE				11/20/2010			
1st Time				Best Deep Shots							
3rd Less Than 1	Lt Trailer 27 Read Peek	13	Rt Trailer 23 Read Peek	13	1	Lt Hog 227 Option Pivot	11	Rt Hog 223 Option Pivot	11		
3rd & 1-2	Lt Hog 29 Lead Keep	11	Rt Hog 21 Lead Keep	11	2	Lt Base Flip 227 Streaks Peek	10B	Rt Base Flip 223 Streaks Peek	10B		
3rd & 3-6	Lt Hog 690 Follow Hitch	11	Rt Hog 690 Follow Hitch	11	3	Lt Trailer Bong X246 Post Lock	13	Rt Trailer Bong X244 Post Lock	13		
3rd & 7+	Flex Lt Ty Bong 569 Stud	10B	Flex Rt Ty Bong 561 Stud	10B	4	Lt Ty Zoom 227 Smash Duck	12	Rt Ty Zoom 223 Smash Duck	12		
Play Action Deep	Flex Lt Ht 227 Middle Peek	10B	Flex Rt Ht 223 Middle Peek	10B	5	Flex Lt Ht 227 Middle Peek	10B	Flex Rt Ht 223 Middle Peek	10B		
Drop Back Deep	Flex Lt Tex Flash Streak Smash Switch	10B	Flex Rt Tex Flash Streak Smash Switch	10B							
Deceptive	Lt Texas Y226 Bubble & Go	11	Rt Texas Y222 Bubble & Go	11	Best High % Throws						
2pt			Rt Dragon #4 Peek	13	1	Indy 8 Stay	11	Indy 8 Stay	11		
					2	Indy 9	11	Indy 9	11		
2nd Half Script					3	Lt Hog 690 Follow Hitch	11	Rt Hog 690 Follow Hitch	11		
1					4	Lt Base Bunch 690 Stick	10B	Rt Base Bunch 690 Stick	10B		
2					5	Lt Texas 599 Stick Change Follow	11	Rt Texas 591 Stick Change Follow	11		
3											
4					Deceptive Plays						
5					1	Lt Texas Y226 Bubble & Go	11	Rt Texas Y222 Bubble & Go	11		
6					2			Lt Maverick 29 Z Reverse Pass	11		
					3	Flex Rt Ty Sprint Rt 1 Post Change	10B	Flex Lt Ty Sprint Lt 9 Post Change	10B		
Redzone Emphasis					4	Rt Sioux Flip Check	11	Lt Sioux Flip Check	11		
Run Thoughts		Pass Thoughts		Goalline Passes							
Run Normal Run Plays		More Hard Cover 2 and 0		3 & Goal 6-9							
Ace, Trailer IZ Read		Lt Tex 690 Smash Peek (Inside 10)									
Sling Bong Lead Keep		Lt Tex 591 Smash Hide (15-20)		1	Flex Lt Tex 690 RZ #3	10B	Flex Rt Tex 690 RZ #3	10B			
Lt Ty 23 Read Peek		Zone - Stick and Go		2	Flex Lt Tex 690 Fade Stick & Go	10B	Flex Rt Tex 690 Fade Stick & Go	10B			
Texas IZ Read Peek		Flex Lt Ht 227 Middle Peek		3	Lt Texas 591 Smash Hide	11	Rt Texas 599 Smash Hide	11			
				4	Lt Tex 690 Smash Peek	12	Rt Tex 690 Smash Peek	12			
				2pt	Lt Dragon RZ #4 Peek	13	Rt Dragon RZ #4 Peek	13			