



## Kyle Davis 2020

### PERFORMANCE GOALS

#### Performance goal #1

1. Build a comprehensive recruit video database with broken down games using our self-scouting video analysis of every 2022 recruit to help our staff better evaluate and identify 2022 & 2023 targets. (Carryover goal from last year due to COVID-19 cancellation of the Spring & Summer recruiting eval periods).
2. Transition our current video & project archives to cloud based solutions (Buckeye Box) so that it is accessible remotely and backed-up from our current office LAN connection server. I started this project during the COVID-19 work from home order, but organizing, converting and transitioning over 20TB of content will be a project throughout the upcoming year.
3. Enhance our current analytic platforms and improve usability of in-game analytics. Part 1, by utilizing connections I've made with Neil Johnson (ESPN Basketball Analytics) I plan to expand my analytical knowledge and rewrite the code in my current analytic output reports to include superior analytic formulas/efficiency measures. Part 2, develop an in game analytic/efficiency output window that can be displayed at half time for coaches to analyze in game patterns/deficiencies, make adjustments, or show halftime edits.
4. With the departure of [REDACTED] and [REDACTED] [REDACTED] we are left with a void to fill in the creative design/social media space. My goal is to recruit two new members to our Basketball Creative Design team and restructure the workflow within this group. Specifically, from creative video perspective we aim to restructure our student video position to better synchronize with Skyler Schmitt & the Video Services department to provide better oversight and utilize expertise and resources. In regard to graphic design, the goal is to add a part time graphic designer to help Joe Gemma manage and better delegate the workload between both MBB & WBB programs, thus improving efficiently and creative capacity from both a social media & recruiting content perspective.
5. Oversee the remaining design and install of the MBB Office area decorative renovations. Once completed, pivot my attention on the MBB Locker Room re-design. Side Project: Continue to

gather ideas and develop and design of 'The Closing Room' project (tabled for a later possible project).

6. Take on additional summer camp responsibilities in both the planning and execution phases. Adjust the team-camp game format to allow more games and improve the general programming for the youth development camp. Increase advertising & awareness to improve camper youth-camp enrollment by 40%. (Carryover goal from last year due to COVID-19 cancellation of summer camps).
7. The 'distanced recruiting' model enacted after the COVID-19 shut down has opened the door to new beneficial avenues of recruiting like Zoom Calls, virtual visits, etc. This situation shed light on how important it is to have a consistent stream of new creative recruiting content covering all aspects of our program. I see an opportunity to implement these strategies even after in-person recruiting returns and my goal is to propose an entirely new recruiting content distribution strategy. Rather than utilizing long presentations providing an overwhelming amount of content all at once, I aim to break up our content into multiple touch points by creating 10-12 'mini-series' of videos, graphics, animations highlighting various aspects of our programs.

- Coaching notes
- Year-end supervisor comments

## PROFESSIONAL DEVELOPMENT GOALS

### Professional development goal #1

1. Each year I strive to have a better understanding of David Egelhoff's role and learn all facets of our program's operation. While I believe I've made strides in this area, it remains my #1 professional development goal to better equip myself as a resource to our program and grow professionally to position myself for Director of Basketball Operations opportunities at other universities.
2. As we welcomed Jake Diebler to our staff this past year, some of the opponent scouting responsibilities shifted around and I played less of a role within that area. Since I aim to have a career in coaching, I am disappointed in myself for not finding additional ways to challenge myself and grow in a new area of opponent scouting. As a professional development goal, I aim to engrain myself deeper into this process and contribute more in whatever avenue possible this year.
3. Conduct a research study on the potential NIL advantages of being a Men's Basketball Athlete at Ohio State. With NIL (Name Image & Likeness) rules being adjusted as soon as the 2021-22 season I aim to work ahead to gain a better understanding of the Columbus market, identify opportunities & challenges ahead, and discover how the marketability of our student athletes compares to other similar collegiate programs. Through this comprehensive approach we can

zero in on the strengths to better educate our current players for the future, and additionally build recruiting content/presentations to help potential student athletes see the unique advantages of Ohio State, Columbus. I'm also hopeful to participate in any kind of NIL working group the athletic department is putting together.

4. Entering this upcoming season, we have 6 undergraduate managers that aspire to have a career in basketball, and they have eagerly expressed learning and helping with our video & analysis operations. While this an undoubtably a chance for me to aid them in their own professional development, this is also a great opportunity for me to grow as a leader and teacher. The COVID-19 situation should create for a lesser work load this summer and I am planning to hold virtual training sessions once a week on Zoom. Ultimately, this training will take additional time and effort on my part, however, this will be extremely worthwhile when we have 6 capable managers who we are able to delegate to assist with various video projects throughout the season.
5. Stemming from the COVID-19, the most important industry networking events like the NABC Coaches Convention and NBA Summer League were cancelled. Understanding how important Networking is within the coaching profession I've been doing my best to make up for the lack of opportunities through a few different approaches. Zoom Webinars have emerged as the new standard for seminars and networking and I've been challenging myself to listen in and absorb from each of these opportunities. While this initially started as a learning and growth experience, through some of these webinars I've been approached to host other various webinar panel discussions and podcasts related to my field of video & analysis expertise. I was hesitant to accept at first, but I soon after I realized that these opportunities provided me with a platform to network like I never have before. This has been such an eye-opening & worthwhile professional development experience that I've decided that I'm never going to allow myself to 'dodge' future opportunities. I've started a goal reach out and connect with two new people every week for the remainder of the off season, and this isn't limited to individuals related to video & analysis, but anything related to basketball and working in sports.
6. Improve my relationships and become better acquainted with program donors and our Development department so that I can become a better resource to help in these areas. This is a continued goal from my 18-19 review, however I feel as though it's an area I still need focus on for my own professional development. I've had a chance to build a relationship with Tim Schiff over this past year as he has shown interest in helping with our locker room renovation and I hope to continue this relationship and build others over the 20-21 season.

- Coaching notes
- Year-end supervisor comments

- **Accomplishments:**

1. Completed a two-year long research study analyzing 14 different FGA classifications related to efficiency. Custom designed and coded an interactive platform to present this data to our staff and players; providing them feedback through the year and for year-end review and player development edits.
2. Restructured our player content delivery system through the Hudl software platform giving them access to more content than ever before. Including all games, individual minutes played, practices, opponent games, scouting material, video playbooks, and individual sorter statistical categories.
3. Directed the design and oversaw the renovation of the Men's Basketball Team Lounge.
4. Assisted in the planning and execution all unofficial and official recruiting visits throughout the 2019-20 season.
5. Established an auto-syncing cloud based shared folder to distribute content to coaches throughout the season remotely. Improving the efficiency and timing for scouting on short turn arounds.
6. Converted all recruiting content to remote cloud-based storage to remedy the COVID-19 work from home shift. Including overseeing the creation of new content to adjust to the COVID-19 distanced recruiting restrictions.
7. Organized multiple team functions such as Holiday Gift Wrapping Dinner, Dave & Buster's Team Outing, Top Golf, Paintball, etc.

- **Strengths:**

1. Versatility. I wear a lot of different hats within our program and I believe my greatest strength is my ability to workout outside of my perceived role to absorb any new responsibility or execute any project.
2. Elite proficiency of our video/scouting software. High workmanship standards on any projects I'm asked to complete.
3. Advanced organization of scouting, player development, and recruiting content.
4. Out of the box thinking. Providing unconventional or creative ideas to help our program problem solve, innovate, and improve efficiency.
5. Strong logistic and organizational abilities to plan and execute all facets of program operations and recruiting logistics.
6. Technical knowledge to help our staff field computer/tech problems and better operate video, scouting, and recruiting technologies.
7. Consistency and availability. Every day and night I'm ready to be on call and willing to help with anything.
8. Creative eye and a passion for facility design projects.
9. Strong general knowledge and insights of Ohio State University to better help our staff understand resources and selling points.

- Opportunities for improvement:

1. Speaking more generally, an area I continue to see opportunities for improvement is my self-awareness to work smarter, and not always harder. Concentrating to get task done efficiently and timely and not worrying about perfection.
2. Utilizing free time this summer I see an opportunity to teach a group of 6 managers the various video software elements and organizational systems we use in or workflows. Once things pick up in the fall this would allow me to comfortably delegate certain task and free myself up to work on higher level projects.
3. Opportunity to improve my leadership abilities as it relates to our creative design team. Entering this past year, we lost two members from the previously season and as result our total creative output shrank. Now with [REDACTED] graduating we will undergo a major creative transition as we look to add two new creative team members. It will require a more hands-on approach, however, there is a major opportunity for improvement in this space by learning from experiences and over the past few seasons and restructuring the creative workflow.
4. Within collaborative environments I'm strong minded and opinionated, I must continue to improve on my ability to listen and draw from other's ideas to not appear dismissive.
5. My versatility is valuable and I want to have my hands in everything, however, I continue to learn that spreading myself too thin does more harm than good. I can improve in this area but empowering and trusting program assistants Robbie Rucki and Andrew Dakich to take the lead on some projects.

- Opportunities for developments:

1. Increased role in evaluating recruit game film and producing comparative efficiency reports.
2. Continuing to absorb knowledge and work alongside Director of Operations, David Egelhoff, as I learn additional aspects of our program operations and logistics.
3. Discover ways to use our analytical tools and film analysis from the previous season to aid our coaches with creating off season development skill plans.
4. Participating in any kind of Name Image & Likeness working group that the athletic department puts together. This is an area I'm passionate about and my out of the box thinking could be an asset when forging into this new venture.
5. Within the NCAA rules I would like to become more involved with recruiting communication. Any additional experience recruiting will help me as I look to move on in the coaching profession, and hopefully this would take some of the work load off our staff in season.
6. Regardless of how busy I am I need to make a point to be in every offensive & defensive game planning meeting we have. At times other responsibilities have made it difficult to attend these meetings, and I know I'm missing out on valuable knowledge and insights to better prepare myself for a career in coaching.

## Job Knowledge

**Manager Comments :**

**Employee Comments :**

**Overall Rating :** No competency rating has been selected.

**Employee Rating :** Performance Exceeds Expectations

## Productivity & Quality of Work

**Manager Comments :**

**Employee Comments :**

**Overall Rating :** No competency rating has been selected.

**Employee Rating :** Performance Exceeds Expectations

## Communication

**Manager Comments :**

**Employee Comments :**

In regard to communication, I believe my performance met expectations and I see room for continual improvement. With my role covering a wide spectrum of internal and external responsibilities at times I find it challenging to stay on top of everything, especially during some of the busy in-season stretches. After each year of additional experience, I feel better equipped to organize and prioritize tasks leading more proficient communication, however there is still room for personal growth in this competency.

**Overall Rating :** No competency rating has been selected.

**Employee Rating :** Performance Meets Expectations

## Teamwork

**Manager Comments :**

**Employee Comments :**

**Overall Rating :** No competency rating has been selected.

**Employee Rating :** Performance Exceeds Expectations

## Personal Conduct & Accountability

**Manager Comments :**

**Employee Comments :**

**Overall Rating :** No competency rating has been selected.

**Employee Rating :** Performance Exceeds Expectations

## Leadership

**Manager Comments :**

**Employee Comments :**

As Video Coordinator I responsible for all aspects related to video content of practices, games, scouting material/film, and various other video projects. Program, Assistant, Robbie Rucki is vital in helping me run this operation as we divide task between each other and coordinate help from Student Managers and Program Assistant Andrew Dakich. While I am 'leading' this operation, this is very much a team approach, and I believe we operate at an elite level of organization and efficiency.

As a part of my role I serve as a liaison from our staff to help lead and direct the Men's Basketball Creative team. This is perhaps my biggest area for individual leadership and my biggest opportunity for leadership improvement. With the loss of ■■■ student volunteers from the previous year we took a step back in terms of output capacity. Reflecting back on the year, I needed to show better leadership to help remedy this loss of workforce and establish a plan to forge this group ahead. Our team still produced extemporany quality work and our social media impact grew, but more importantly, the workload challenges of the year forced our communication & organization to improve. I am encouraged that we took steps to lay the groundwork for long-term success and we undoubtably have a better understanding of the challenges ahead. Now that we have a better communication & organization structure in place, I intend to lead initiatives to add additional members to our workforce allowing us to increase capacity and improve turnaround times dramatically. A larger creative team will require more leadership from my part, but this will position our team to stay ahead of the curve and benefit our program at the highest level possible.

Along with Director of Operations David Egelhoff, and Robbie Rucki, I help oversee and direct our 14 undergraduate Student Managers.

**Overall Rating :** No competency rating has been selected.

**Employee Rating** : Performance Meets Expectations

## Management (if applicable)

**Manager Comments** :

**Employee Comments** :

**Overall Rating** : No competency rating has been selected.

**Employee Rating** : No competency rating has been selected.

## Academic Success of Program (Coaches Only)

**Manager Comments** :

**Employee Comments** :

**Overall Rating** : No competency rating has been selected.

**Employee Rating** : No competency rating has been selected.

## Competitive Success of Program (Coaches Only)

**Manager Comments** :

**Employee Comments** :

**Overall Rating** : No competency rating has been selected.

**Employee Rating** : No competency rating has been selected.

## Commitment to Compliance (Coaches Only)

**Manager Comments** :

**Employee Comments** :

**Overall Rating** : No competency rating has been selected.

**Employee Rating** : No competency rating has been selected.

## Student-Athlete Welfare (Coaches Only)

**Manager Comments :**

**Employee Comments :**

**Overall Rating :** No competency rating has been selected.

**Employee Rating :** No competency rating has been selected.

## Budget Management (Coaches Only)

**Manager Comments :**

**Employee Comments :**

**Overall Rating :** No competency rating has been selected.

**Employee Rating :** No competency rating has been selected.

## Public Relations/Donor Relations (Coaches Only)

**Manager Comments :**

**Employee Comments :**

**Overall Rating :** No competency rating has been selected.

**Employee Rating :** No competency rating has been selected.

## YEAR END SUPERVISOR COMMENTS

Kyle brings great intelligence and innovation to his role here. I value his opinion on several program wide things. I think he is anxious to determine what is next for him in either coaching or administration. I'm excited to see his continued growth. He is very passionate about Ohio State Hoops and doing his job well.

## YEAR END PERFORMANCE RATING

Performance Meets Expectations

## YEAR END EMPLOYEE COMMENTS

Year three working under Coach Holtmann, and my 10<sup>th</sup> total season with Ohio State Basketball is in the books. With a large staff I try my best to fill in the gaps and find ways I can innovate and enhance our program, no matter how small or insignificant the task. I pride myself on my versatility, and this previous

year I felt more adaptive and very comfortable with the notion that every day was going to pull in me in a new direction with new challenges ahead. I remain extremely eager to learn all aspects of our program, and I hope to expand my role with new responsibilities and opportunities for personal growth in the operational and coaching realms. The biggest challenge of the year came with the COVID-19 shut down and the unique task transitioning our staff to a remote workflows and distanced recruiting measures through new technologies and establishing cloud-based content sharing. Despite this being an unforeseen challenge, I firmly believe establishing these abilities will help our staff operate more efficiently even as the pandemic situation dissipates. I am disappointed that the COVID-19 shut down deterred some of my 19-20 goals in terms of recruiting evaluation projects, summer camps, etc; however, I am eager to continue those projects this upcoming year. Hitting the 10-year mark is a long time to spend with a single program, and it has served as a great point of personal reflection and growth. I am proud of my journey so far but have no interest in resting on past laurels. I am tremendously excited be a part of Team #122 and I am inspired and reinvigorated to improve our program in whatever way possible.

## ELECTRONIC SIGNATURES

**Manager name :**  
**Employee name :** Kyle Davis  
**Manager signature & date :** Chris Holtmann Jul 15 2020 11:17AM  
**Employee signature & date :** Kyle Davis Jul 16 2020 1:51PM