

BLUEPRINT DEVELOPMENT ATHLETIC ENRICHMENT & PHYSICAL EDUCATION SUPPORT PROPOSAL

Prepared for Hawaii Schools



Blueprint Development

Athletic Enrichment & Physical Education Support Programs

Supporting Hawai'i Schools Through

Discipline • Movement • Fundamental Skills • Performance

Prepared By:

Cecil Watson Jr.

- Former Division I Athlete
- USA Basketball Gold Licensed Coach
- Assistant Varsity Basketball Coach, Moanalua High School

Executive Summary

Blueprint Development partners with Hawai'i schools to provide high-quality athletic enrichment, physical education support, after-school programming, summer programs, and student development opportunities designed to improve physical literacy, student engagement, leadership, and overall wellness.

Our programs are built upon a structured athlete development framework that emphasizes discipline, healthy habits, Fundamental Movement Skills (FMS), progressive skill development, and performance application. By combining athletic instruction with character development, students gain the confidence, knowledge, and habits necessary for success both on and off the field of play.

Programs are tailored to meet the needs of each school community and can support Physical Education classes, after-school programs, summer enrichment initiatives, athletic development opportunities, and wellness programs.

Through a collaborative partnership approach, Blueprint Development helps schools create safe, engaging, and meaningful experiences that promote movement, leadership, accountability, and lifelong physical activity.

About Coach Cecil Watson Jr.

Cecil Watson Jr. is a former Division I athlete and experienced coach, official, and youth development professional with more than a decade of experience serving student-athletes throughout Hawai'i.

His experience includes coaching at the high school, club, travel, and youth sports levels while providing mentorship and athletic development opportunities for students across multiple age groups and sports.

Coach Watson currently serves as Assistant Varsity Basketball Coach at Moanalua High School and previously served as Junior Varsity Head Coach and Assistant Varsity Basketball Coach at Nanakuli High School.

In addition to coaching, Coach Watson serves as an official for OIA and ILH athletics, providing a unique understanding of athlete development, sportsmanship, leadership, and performance.

Coaching Philosophy

Coach Watson believes athletic development extends beyond competition. Every program is designed to help students:

- Develop discipline and accountability
- Build confidence through achievement
- Improve athletic performance
- Master Fundamental Movement Skills (FMS)
- Learn teamwork and leadership
- Establish healthy habits that support lifelong success

"No one cares what you know until they know you care."

— **Coach Cecil Watson Jr.**

Credentials & Professional Experience

Professional Credentials

- USA Basketball Gold Licensed Coach
- Former Division I Athlete
- Assistant Varsity Basketball Coach – Moanalua High School
- Former Junior Varsity Head Coach – Nanakuli High School
- Former Assistant Varsity Basketball Coach – Nanakuli High School

Officiating Experience

- ILH Football Official
- OIA Football Official
- OIA Basketball Official
- OIA Girls Flag Football Official

Club & Travel Experience

- We Rise Basketball

- Iron Will Basketball
- Bearcats Basketball
- Supreme Basketball

This combination of coaching, officiating, and athletic experience provides a comprehensive understanding of athlete development, sportsmanship, leadership, and long-term student growth.

Blueprint Development Model

Discipline > Healthy Habits & Nutrition > Movement Foundation > Fundamental Skills > Performance > Application

Developing the Whole Student

Blueprint Development follows a structured framework designed to help students build the physical, mental, and personal skills necessary for success.

Blueprint Development follows a progressive athlete development framework designed to help students build the habits, movement competence, and athletic skills necessary for long-term success. Each stage builds upon the previous stage, creating a structured pathway for growth both on and off the field of play.

Discipline

Students learn accountability, effort, respect, teamwork, and leadership.

Healthy Habits

Students develop an understanding of healthy eating, hydration, recovery, and overall wellness.

Movement Foundation

Students learn how to move efficiently through balance, coordination, agility, and body control.

Fundamental Skills

Students build the athletic foundations necessary for participation in sports and physical activity.

Performance & Application

Students learn how to apply skills confidently in athletic, recreational, and competitive environments.

At Blueprint Development, every student matters. Our goal is not only to develop better athletes, but to help young people become confident leaders, positive teammates, and successful members of their communities.

Fundamental Movement Skills (FMS)

The Foundation of Long-Term Athlete Development

Fundamental Movement Skills (FMS) are the essential building blocks of athletic development and physical literacy. Before students can effectively learn advanced sport-specific skills, they must first develop the ability to move efficiently, confidently, and safely. These foundational movement patterns provide the framework upon which all athletic performance is built.

At Blueprint Development, Fundamental Movement Skills serve as the cornerstone of our athlete development model. By focusing on movement quality before specialization, students develop the physical competencies necessary for success across multiple sports and physical activities throughout their lives.

Why Fundamental Movement Skills Matter

Many young athletes are introduced to competition before mastering basic movement patterns. While they may learn sport-specific techniques, gaps in movement development can limit athletic performance, reduce confidence, and increase the risk of injury.

Developing Fundamental Movement Skills helps students:

- Build confidence in physical activity
- Improve coordination and body control
- Enhance overall athletic performance
- Reduce the likelihood of injury
- Develop physical literacy
- Improve participation in sports and recreation
- Create a foundation for lifelong health and fitness

Strong movement skills allow students to become adaptable athletes who can participate successfully in a variety of sports and physical activities.

Key Fundamental Movement Skills

Fundamental Movement Skills are the building blocks of athletic success and physical literacy.

Locomotor Skills	Stability Skills	Manipulative Skills
Running	Balance	Throwing
Jumping	Landing	Catching
Sprinting	Body Control	Kicking
Skipping	Coordination	Striking

Benefits of FMS Development

- Increased confidence
- Improved athletic performance
- Enhanced physical literacy
- Better coordination and body control
- Reduced injury risk
- Greater participation in physical activity

Students who develop strong movement foundations are better prepared to participate successfully in sports and lead active, healthy lifestyles.

In-School PE Support

Blueprint Development provides supplemental Physical Education support that enhances existing school programming while helping students develop physical literacy, movement confidence, healthy habits, and positive attitudes toward physical activity.

Services Include

- Supplemental PE Instruction
- Movement Stations
- Athletic Enrichment Activities
- Fitness & Wellness Education
- Fundamental Movement Skills Development
- Team Building Activities

• Benefits to Schools

- Increased student engagement
- Additional instructional support
- Improved movement competency
- Structured lesson delivery
- Positive student mentorship
- Enhanced wellness education
- Programs are designed to complement existing Physical Education curriculum while supporting school-wide wellness initiatives.

After-School Programs

- Blueprint Development provides safe, structured after-school opportunities that support athletic development and student growth.

- **Program Areas**

- **Basketball Development**

- Ball Handling
- Passing
- Shooting
- Defensive Skills
- Game Awareness

- **Football Development**

- Agility
- Speed
- Skill Development
- Team Concepts

- **Multi-Sport Development**

- Athletic Fundamentals
- Coordination
- Balance
- Agility
- Movement Confidence

- **Leadership Development**

- Students learn accountability, communication, teamwork, and sportsmanship through structured athletic experiences.

Summer & Intersession Programs

School breaks provide opportunities for students to remain active, build healthy habits, and continue developing physically and socially.

Program Features

- Sports Camps
- Athletic Clinics
- Leadership Activities
- Multi-Sport Development
- Fitness & Wellness Education

Student Outcomes

- Increased physical activity
- Continued skill development
- Improved confidence
- Positive peer interaction
- Enhanced leadership skills

These programs help students maintain momentum and remain connected to positive experiences during breaks from school.

Benefits to Schools

Blueprint Development supports schools by providing meaningful opportunities that contribute to student success.

Benefits Include

Student Engagement

Students participate in structured, active, and enjoyable experiences.

School Culture

Programs reinforce accountability, respect, teamwork, and leadership.

Physical Literacy

Students develop movement competency and lifelong physical activity habits.

Wellness

Students learn healthy lifestyle practices that support physical and academic success.

Community Partnerships

Schools gain access to experienced coaching, mentorship, and athletic development resources.

Partnership Packages, Pricing & Implementation

Partnership Options

Basic Partnership

- Weekly Athletic Enrichment
- Movement Skill Development
- Team Building Activities

Standard Partnership

- PE Support
- Athletic Enrichment
- After-School Programming

Comprehensive Partnership

- PE Support
- After-School Programs
- Summer Programs
- Athletic Development Services

Pricing

Programs are customized based on:

- Enrollment
- Program Frequency
- Program Duration
- Staffing Requirements
- School Objectives

Detailed pricing proposals are developed following an initial consultation.

Sample Partnership Structures

Basic Partnership

- One day per week athletic enrichment

Standard Partnership

- PE support
- After-school programming

Comprehensive Partnership

- PE support
- After-school programming
- Summer programming
- Athletic development services

Customized pricing available based on school size, program frequency, and student participation.

Implementation Process

1. Consultation
2. Needs Assessment
3. Program Design
4. Program Launch
5. Evaluation & Continuous Improvement

Partner With Blueprint Development

Blueprint Development is committed to helping Hawai'i schools create positive experiences that develop disciplined, confident students who possess the knowledge, skills, and confidence to participate in physical activity for life.

Through movement, mentorship, leadership, and structured athletic development, we help students build the skills necessary for success in athletics, academics, and life.

"No one cares what you know until they know you care."

— **Coach Cecil Watson Jr.**

Ready to Partner?

Whether your school is seeking PE support, after-school programming, summer enrichment, or athletic development services, Blueprint Development can help build a customized solution that supports your students and school community.

Cecil Watson Jr.

Blueprint Development

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Discipline • Movement • Fundamental Skills • Performance

Schedule a consultation to discuss how Blueprint Development can support your school's Physical Education, athletic enrichment, after-school, and summer programming initiatives.