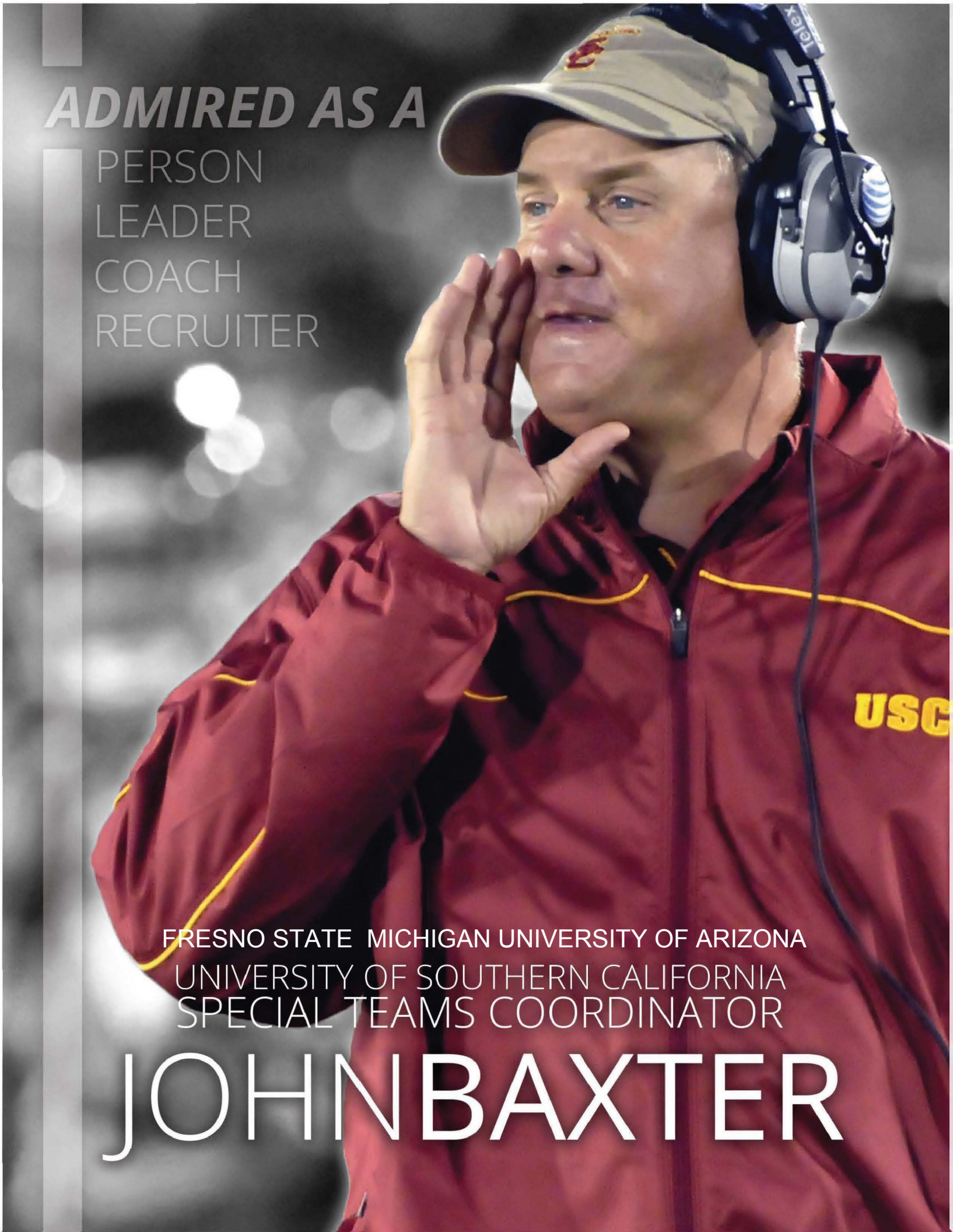


A man, John Baxter, is shown from the chest up, wearing a maroon USC jacket with yellow piping and a headset with a microphone. He is shouting into his right hand, which is cupped around his mouth. The background is a blurred stadium with bright lights.

ADMIRER AS A

PERSON

LEADER

COACH

RECRUITER

FRESNO STATE MICHIGAN UNIVERSITY OF ARIZONA
UNIVERSITY OF SOUTHERN CALIFORNIA
SPECIAL TEAMS COORDINATOR

JOHN BAXTER

WHY JOHN BAXTER?

Uniquely trusted

A thinker and strategist

A real leader

The best development plan in college football

The best special teams coordinator in college football

Inspires competitive excellence daily



WHY JOHN BAXTER?

COACHING TIMELINE



Over three decades of experience as a special teams coordinator

19 + years as an associate head coach

Valuable experience under Matt Entz, Jeff Tedford, Clay Helton, Jim Harbaugh, Ed Orgeron, Lane Kiffin, Pat Hill, and Dick Tomey

Fresno State	2022-pres
USC	2016- 2019
Michigan	2015
USC	2010-2013
Fresno State	1997-2009
Tulane	1994-1996
Maryland	1992-1993
Arizona	1990-1991
Maine	1989
Arizona	1988
Iowa State	1986-1987



WHY JOHN BAXTER?

SINCE 1997, SERVED AN INTEGRAL ROLE IN...

52 blocked punts (18 returned for touchdowns)

75 blocked kicks (8 returned for touchdowns)

14 kick-off returns for touchdowns

28 punt returns for touchdowns

2011 NATIONAL SPECIAL TEAMS COORDINATOR OF THE YEAR

“He’s a guy that would be desirable on just about anybody’s staff. He’s got a lot of expertise and a lot of experience. I think he’d be wanted by just about every staff in the country.”

- Kyle Whittingham



WHY JOHN BAXTER?

2015: A YEAR TO REMEMBER

Served an integral role in leading Michigan to a 10-3 record in Jim Harbaugh's first season

Instrumental in a dominating 41-7 win over the Florida Gators in the Citrus Bowl

Improved the team's special teams efficiency ranking from 96th to 12th nationally

Each of the four main special teams phases greatly aided the team's success

Led the unit to ranking of 3rd nationally in Kickoff Return Average

“He thinks on another level. One of his things is that every team presents a puzzle to solve, and he's going to work harder than the next guy and work harder than any other coach, and I think he does that. I'm very confident to say that we have one of the best special teams coordinators there is.

I don't really know what other teams do in terms of special teams, but I think there are things that (Baxter) does that are unique on a play-by-play basis.

He really takes his time and coaches each individual position.”

- Jehu Chesson
Michigan Return Man

At Michigan, Baxter inherited a special teams unit that finished 96th nationally in special teams efficiency in 2014 [but improved to 12th nationally in Baxter's first season](#). For six weeks during the 2015 season, the Wolverines were ranked No. 1 nationally in special teams efficiency. All four main special teams phases performed very well including the kick-off return unit which finished No. 3 nationally, a kick-off coverage unit that finished No. 20 nationally by [allowing just 3 of 78 kick-offs to yield a return of at least 30 yards](#), and a punt return unit that was among the most efficient in the country.

Opening kick off 9 yard Hou e Call



WHY JOHN BAXTER?

We've got answers.

SUMMARY OF POSITIONS COACHED

SPECIAL TEAMS COORDINATOR 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2015, 2016, 2017, 2018, 2019, 2022, 2023, 2024, 2025

TIGHT ENDS: 1990, 1991, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2003, 2010, 2013, 2016, 2017, 2019, 2022, 2023

WIDE RECEIVERS: 1984, 1985, 2002, 2004, 2005, 2006, 2007, 2008

RUNNING BACKS: 1981, 1982, 1983, 1992, 1993

QUARTERBACKS: 1984, 1985

OUTSIDE LINEBACKERS: 1989

DE ENSIVE BACKS 1988

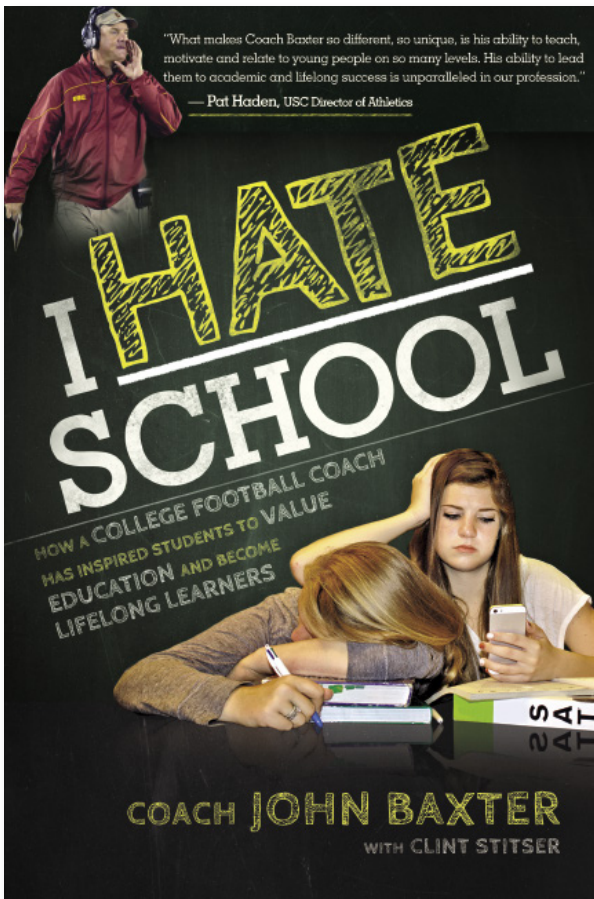
DE ENSIVE LINE 1986, 1987

SPECIALISTS 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2015, 2016, 2017, 2018, 2019, 2022, 2023, 2024, 2025



WHY JOHN BAXTER?

— THE ACADEMIC GAME PLAN —



In addition to coaching, Baxter is the founder of Academic Gameplan and author of “I Hate School: How a College Football Coach has Inspired Students to Value Education and Become Lifelong Learners.”

Academic Gameplan is a coaching based program that teaches the rules, fundamentals and techniques to the game of school. The life skills we teach are solid, simple, and repeatable. Academic Game Plan is the rock upon which students are building lifelong success! The football programs at Fresno State and USC achieved terrific academic improvement with the help of Baxter’s Academic Gameplan.

During Baxter’s tenure, Fresno State produced 141 Academic All-WAC players and an NCAA APR score nearly 20 percentage points higher than the national average.

At Michigan, Coach Harbaugh wanted to implement the plan from Day 1. The football student athlete broke all time PA record in the spring 2015 and fall 2015 semesters. More student athlete earned a 3.0 PA or higher than any time in Michigan football history.

WHY JOHN BAXTER?

WHAT THEY'RE SAYING

“Hiring John Baxter is something that I thought could probably never happen. Having him here will be huge for our team on and off the field. He put together a 13-year run of special teams at Fresno State that were better than any in the country.

Lane Ki n on hiring John Baxter

We hired the best guy in the country by going out to get John Baxter and his resume proves that. I can already tell a difference in the emphasis and in our players and their response.

Lane Ki n August 2010

“We are very excited to welcome back John Baxter to our Trojan family. He is one of the most respected coaches in our profession at any position. His units have been near the top of the collegiate special team efficiency rankings almost every year. Having worked alongside him in the past, I know Coach Baxter as one of the best teachers and skill developers in football today. We look forward to our special teams rising to greater heights under him.

- USC head coach **Clay Helton** announces Hiring of John Baxter

“(Clay Helton) has a philosophy of having three coordinators: offense, defense and special teams. He really believes that you need to have somebody entirely focused on special teams. He and I are in agreement that John Baxter is the best special teams coach that we have ever been around. Clancy Pendergast led us to the best defense in the conference in 2013, so it is good to have him back. And on offense, promoting Tee Martin to offensive coordinator is well deserved. This is the next step in his career. We are excited about our prospects for 2016 as we continue to build the staff.

- USC Athletic Director **Pat Haden**

“John Baxter is a teacher. The fact that he is one of the country's best and most innovative football coaches is incidental to the fact that he is a teacher first, last, and in between. As the athletic director at the University of Southern California, I have had the pleasure of working with John the past three years. He is the most remarkable special teams football coaches I have met in over 40 years involved in the game of football that make John different, special, in his ability to teach and relate to young men and help them with their academic and life success. Wherever John has coached, his Academic Gameplan has helped launch hundreds of young football players' successful academic careers. I have seen it here at USC I have seen John participate in and, sometime attending his Academic Gameplan meetings (which often start at 10 a.m. at which his student, who happen to be some pretty darn good football players, learn some of life's lessons particularly well. His plan also prepares them for the rigors of a four-year college education. His success has been phenomenal, both at Fresno State and now at USC. John is one very special person and teacher. We are lucky to have him at USC and I believe that anyone who reads his book will understand why Coach Baxter and his students have been so successful in life and in athletics.”

Pat Haden writes the foreword to John Baxter's book



WHY JOHN BAXTER?

“He’s helped me focus on the things that I need to focus on. For punting, it was working on accuracy. I did that day after day and my accuracy improved a lot. On kickoffs, he had me do certain things to improve and work every day with him. And then we started seeing results. He pushed me to work harder and be more consistent ... I think I’ve gotten to be a lot more consistent.”

- Michigan Kicker **Kenny Allen**

“You know, he’s just brought a lot of schematics—putting guys in the right situations to make plays, and it’s just up to you to make the play, It’s up to you to make the block. You know, he does a great job, each night and each game, drawing up their scheme and what they think of us—and then writing our game plan on what he thinks they think of us by what we put on tape. Then he just counteracts that. Then you just go into the game, have got to make it work.”

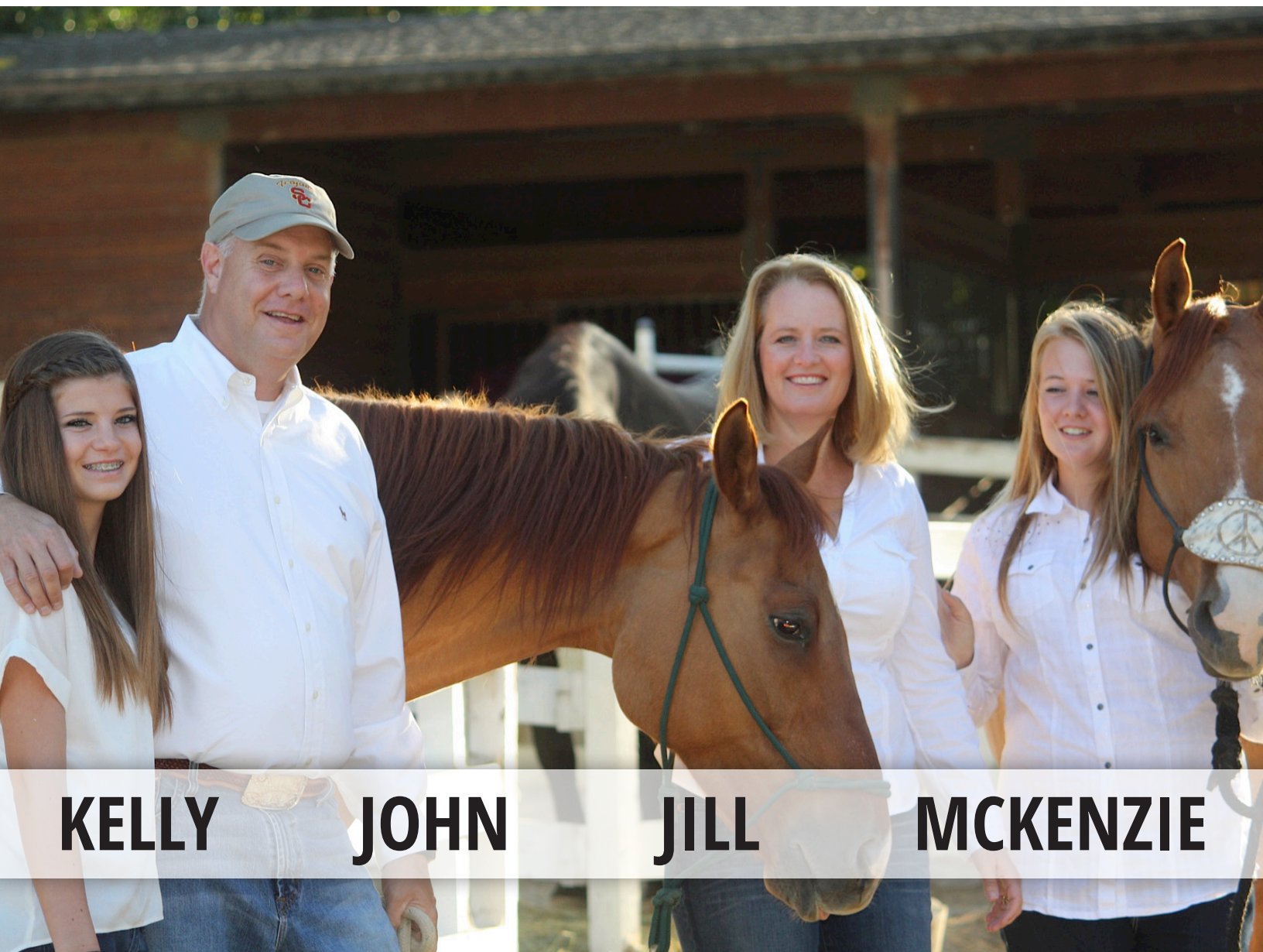
- Michigan Return Man **Jabrill Pepper**

“He brings so much to the game. He’s been coaching 30, 40 years right here from Chicago. Great Chicago guy. You talk about the city of broad shoulders and charismatic, knowledgeable football coach at the highest level. How much time we’re going to devote? I’ve gone through this practice schedule meticulously over the last months. And a lot. We’re going to devote a lot of time to special teams. It’s an area we feel like we can improve and that needs to be improved. And starting with Coach Baxter, feel very confident that we will. He’s just a heck of a guy to be around. Have you been around him? He’s awesome.”

- Michigan Head Coach **Jim Harbaugh**



TEAMBAXTER



KELLY JOHN

JILL MCKENZIE