



## Press Release

To: Media List

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FOR IMMEDIATE RELEASE:

### **Hilton Head Preparatory School Announces the Start of the New Baseball Academy for the 2018-2019 School Year**

Hilton Head Preparatory School announces the start of its Baseball Academy for the 2018 - 2019 school year. The academy runs throughout the school year from 1:40 pm to 3:30 pm at the Prep baseball field, Monday through Thursday, and is open to Prep and non-Prep students. For the fall semester only seventh through twelfth graders are eligible to participate. The schedule allows any student to participate regardless of their after-school activity or sport. Director of the academy, Coach Erik Mathisen, has big plans for player development, "Having the ability to build off of Coach Sofield and continue Hilton Head Prep's development of athletics is an amazing opportunity. I am excited and passionate about the development of each student-athlete in sport and as quality contributing members of the Hilton Head Prep community. The students have a unique opportunity to work hard and pursue their passion through the academy structure," Mathisen said.

Coach Mathisen believes in using a strategic approach supported by available technology and resources for athletic development, data collection and evaluation. Each student-athlete participates in their own evaluation, goal-setting and development plan. Coach Mathisen documents and uploads each individual plan to a readily accessible web-based program called TRAQ (developed by Driveline Baseball). When a player completes their workout, they self-report their progress. The TRAQ software integrates with technologies such as Diamond Kinetics, which Coach Mathisen uses to track player's swing data. "We want to be smart about training and getting better. We have tools at our fingertips that allow us to create an environment of accountability. In the end, we want to prove the value of the program. If we can't report on our progress, we won't know whether or not we need to make any changes, or if what we're doing is actually working the way we intend," Mathisen said.

In addition to the tools mentioned, Coach Mathisen also uses proven training protocols from Driveline Baseball to improve arm health, arm strength, and player mobility. Academy participants will also improve in the mental aspects of baseball and exploration of a wide range of baseball concepts.

### **More information about Coach Mathisen:**

Erik is from New Jersey where he played high school baseball at Hillsborough High. After playing briefly at York College of Pennsylvania, his playing career ended and he transferred to Rowan University and graduated with a degree in Public Relations and Advertising. His coaching career began in 2009 at Williamstown High School in NJ as the varsity assistant coach. He spent two seasons there and then moved back to Central NJ and took a job as the freshman coach at Ridge High School in Basking Ridge, NJ. After a few years there, he joined a childhood friend on staff at his alma mater, Hillsborough High School. He stayed in that role for three years before moving to Hilton Head for the 2017-18 school year. During that year, he was the assistant JV coach at Hilton Head High.

During all of the years coaching HS baseball, coach Mathisen coached at Bill Reddick Baseball Academy, was the head coach of multiple Senior Legion teams, started his own travel program, and helped run a four-week Summer camp each year. He has coached every age group from 10u through college-age and has seen players go on to play at major Division I, II, III, NAIA programs and has seen two of his players get drafted.

More information about TRAQ and Driveline Baseball can be found on their website at [www.drivelinebaseball.com](http://www.drivelinebaseball.com).

More information about Diamond Kinetics can be found on their website at <https://diamondkinetics.com>.

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