

NEW ATHLETIC DIRECTOR – MANNY FREELAND

Sacred Heart Catholic School is excited to introduce our new Athletic Director and Head Football Coach – Manny Freeland. Coach Freeland came on board on April 1st and has already implemented some changes beginning with voluntary early morning exercise sessions which some players are taking advantage of. A graduate of Edna High School, Coach Freeland played football, basketball, tennis, baseball, and track – with baseball being his favorite sport. He attended Wayland Baptist University on a football scholarship – the first quarterback to sign with the school after they restarted their football program in 2011. Coach Freeland began coaching as a student assistant while at WBU, working with the offense as well as with defensive backs, and special teams.

His first job after college was the Offensive Coordinator and QB Coach for Louise High School where they set a school record for points scored in a season. He then coached and taught at Dallas Roosevelt High School and led the team to their first playoff appearance in more than 10 years. Coach Freeland is excited about the opportunity to build a championship program beginning with developing relationships with the students. He believes that “the kids have got to know that you’re there for them, so you can start coaching them hard, but love them even harder.”

Coach Freeland also looks forward to developing relationships with the coaches and getting to know their strengths in order to build a successful athletic program. His coaching philosophy is “to have one standard in our program and that standard is BEST! We will always give our best no matter the situations because we can always control two things in life - your attitude and your effort.”

Coach Freeland shared that his dream to be a football coach would not be possible without his wife, Shelby, who is completing her master’s degree as a physician assistant. About Shelby, he said, “She is my rock and has always pushed me to go after my dream no matter the sacrifices it took. Shelby and I are very excited about this opportunity. There is a strong foundation set forth by Sacred Heart and I am eager to roll up my sleeves and get to work in order to build a championship program in every facet.”

On a fun note, Coach Freeland shared that his favorite food is What-a-burger, and favorite vacation is anywhere with his wife. When asked about what famous person he most admires and why, he said: “Darth Vader because he is an epic character. His own choices and his own decisions led him into darkness, and his own decision led him back to the light, but inevitably into death. He sacrificed himself to save others, and the question is raised as to whether he was actually a good or evil character.”

Welcome to Sacred Heart Catholic School Coach Freeland! To quote Obi-Wan Kenobi: “May the Force be with you.”