



TIGER DNA

By Trinity Cates

Commitment. Discipline. Effort. Toughness. Holding up four fingers represents the foundation implemented in training the UWA Tigers. “And then that brings in the thumb, which is your pride. That’s your fifth DNA trait. The pride comes out in the fourth quarter,” said head football coach Scott Cochran. He finds himself at the

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University of West Alabama after working at Louisiana State University, the University of Alabama, and the University of Georgia. His experience working for coach Nick Saban created heavy buzz within the UWA community. Scott Cochran has been serving as the head coach at UWA for nearly eight months and he is cultivating a culture of honesty and hard work. “Connection is the key. I believe that you cannot get players to do anything unless you have a relationship with them,” said Cochran.

To build this relationship, Cochran met and talked to each player in his office when he took over the position. He stressed that he just allowed each player to talk about himself so that he could learn about them, which was necessary to tailor their training. Cochran is always honest with the team.

He explained that before the North Greenville game, insecurity and anxiety kept his head running with doubt. “I told them, I had a really tough day today, but this is what I did — I prayed, I meditated, and I picked up the phone and told somebody. And when I did those things, I started to feel better,” said Cochran. Since he started here, he’s bonded with the team. “He’s awesome. I love him. I love the energy he brought,” said senior quarterback Spencer Arceneaux. Arceneaux is the shining example of the success of Cochran’s teaching. When Arceneaux started at UWA, he realized he had skills but lacked the confidence to perform at his best. “He came in, and that’s immediately what he focused on building my confidence, and it’s working out,” said Arceneaux.

Arceneaux was immediately impressed with Cochran, expressing that Cochran’s energy, experience, and knowledge created a productive and exciting environment for the team to flourish. “The foundation that he has already got in place with these freshmen, they’re going to be spectacular and fun to watch,” said Arceneaux. “I don’t have to motivate these players to practice,” said Cochran. He explained that the players here are hungry for greatness and are the reason he chose to come to Livingston. Cochran wants to give his players the chance to prove themselves and achieve success.

The DNA model serves as a guiding principle for the team and a mantra in the fourth quarter, when pressure

is at its breaking point and exhaustion sets in. “A lot of teams across the country now, whenever the fourth quarter comes up, they put their fours up, and it means something,” said Cochran. Cochran takes it beyond the field, encouraging players to apply DNA principles to all their endeavors.

“Your vocabulary matters. Your actions matter,” said Cochran. For Cochran, coaching is more than wins — it’s a way to foster young men. “Success for me is seeing kids come back, turned into men,” said Cochran. “I think these freshmen, by the time they leave here, if they all stay here and they just allow him to develop them, they’ll be fine young men,” said Arceneaux. “We won’t flinch, no matter what the scoreboard says; we continue to play our best,” said Cochran.

As of October 4, 2025, the UWA Tigers are the only undefeated team in Alabama. So, this Homecoming, and at all games, put your fours up and remember to add your thumb to support our Tigers!

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Photos by Trent Spruell