

Norm Chow, UCLA Offensive Coordinator



Norm Chow, one of the top offensive coaches in football history, is beginning his second season as UCLA's offensive coordinator. Norm returned to Los Angeles in February 2008 after serving as the offensive coordinator for the Tennessee Titans for three years. In Tennessee, Chow coached Vince Young to 2006 AP Offensive Rookie of the Year honors and helped Young become the first rookie quarterback to play in the Pro Bowl.

Before joining the Titans, Chow spent 32 years coaching at the collegiate level, enjoying every form of success at that level, including three national titles (BYU, 1984; USC 2003 and 2004), tutoring three Heisman Trophy winners (Ty Detmer, Carson Palmer and Matt Leinart), participating in 27 bowl games and three times being named National Assistant Coach of the Year. As the leader of USC's offense from 2001 to 2004, Chow directed an attack that produced two Heisman trophy-winning quarterbacks, played in three BCS Bowl games and won two national titles. Chow spent the 2000 season as the offensive coordinator and quarterbacks coach at North Carolina State where his quarterback, Philip Rivers, received Freshman All-America honors.

Prior to joining the staff at North Carolina State, Norm spent 27 years (1973-99) at Brigham Young University. The Cougars appeared in 22 bowl games during his time in Provo. Norm began his coaching career as the head coach at Waialua High School in Waialua, Hawaii on the North Shore of Oahu, serving for three seasons (1970-72). Norm was a two-year starter and three-year letterman at guard for the University of Utah (1965-67). He was later selected to Utah's All-Century Team.

In his years of coaching, Norm has garnered numerous accolades, including the Broyles Award (2002) as the nation's top assistant coach, the National Assistant Coach of the Year Award by the American Football Foundation (1999) and Athlon (1993), and the NCAA Division 1-A Offensive Coordinator of the Year Award (1996 and 2002) by American Football Monthly. In 2006, FOX's Terry Bradshaw named Chow the NFL's Top Assistant Coach. Additionally, Chow served as the grand marshal of the Golden Dragon Parade celebrating the Chinese New Year in Los Angeles' Chinatown in 2004.



L to R, Jon SooHoo, Kim Ng, Norm Chow

Norm graduated with a Bachelor's in Physical Education from Utah in 1968 and a Master's in Special Education from Utah in 1970. In 1979, he received his Doctorate in Educational Psychology from BYU. Norm and his wife Diane live in Manhattan Beach and can often be seen walking their Samoyed dog, Yuki. They have a daughter, Maile, three sons, Carter, Cameron and Chandler and two beautiful granddaughters.