

FLORIDA

STATE RUGBY

ORGANIZATION



Florida Youth
Rugby Union

FLORIDA SRO

OBJECTIVE

**ESTABLISH AND MAINTAIN AN
ORGANIZATIONAL STRUCTURE TO
EXPLODE YOUTH AND HS RUGBY IN
FLORIDA**

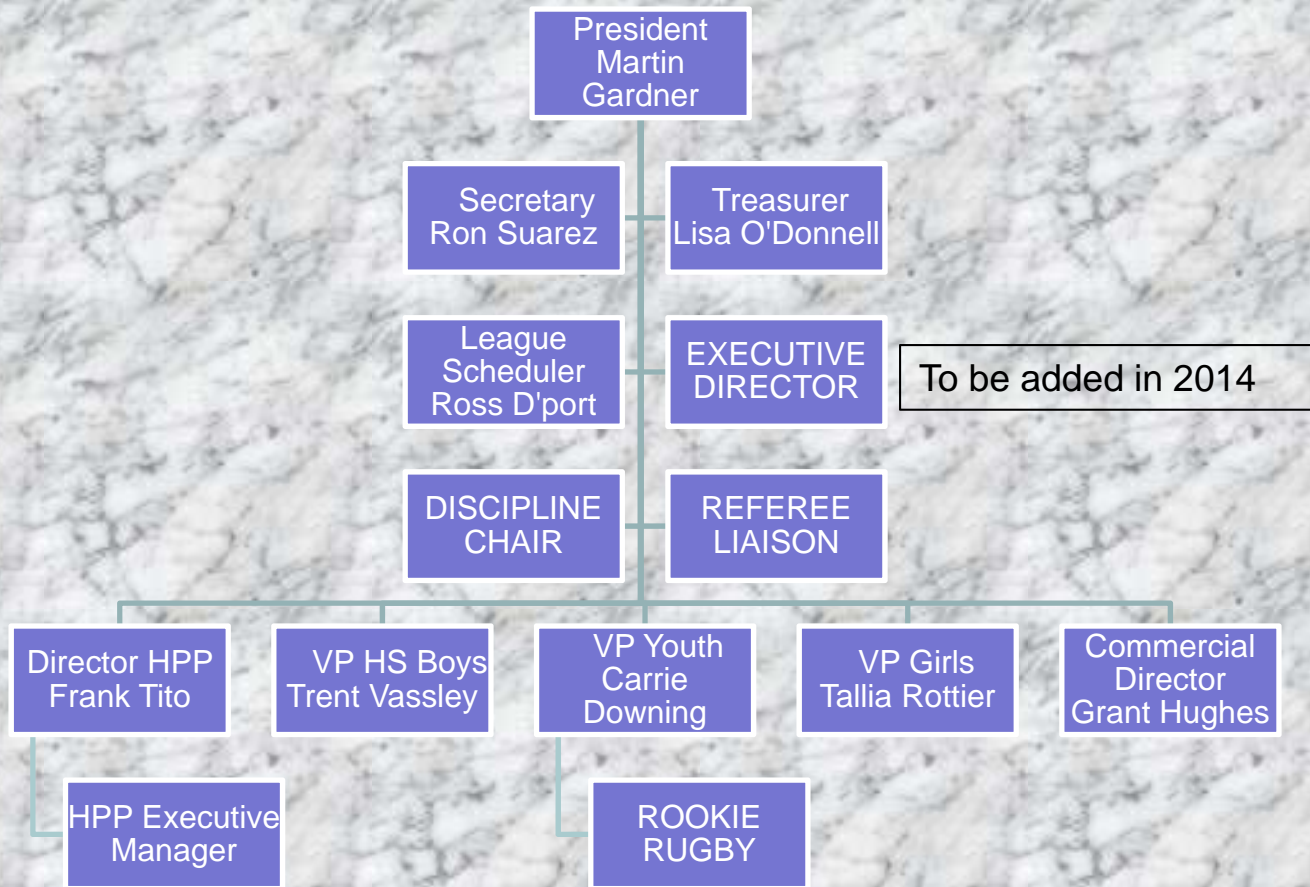
A 5 YR STRATEGIC PLAN

Drafted August 2012

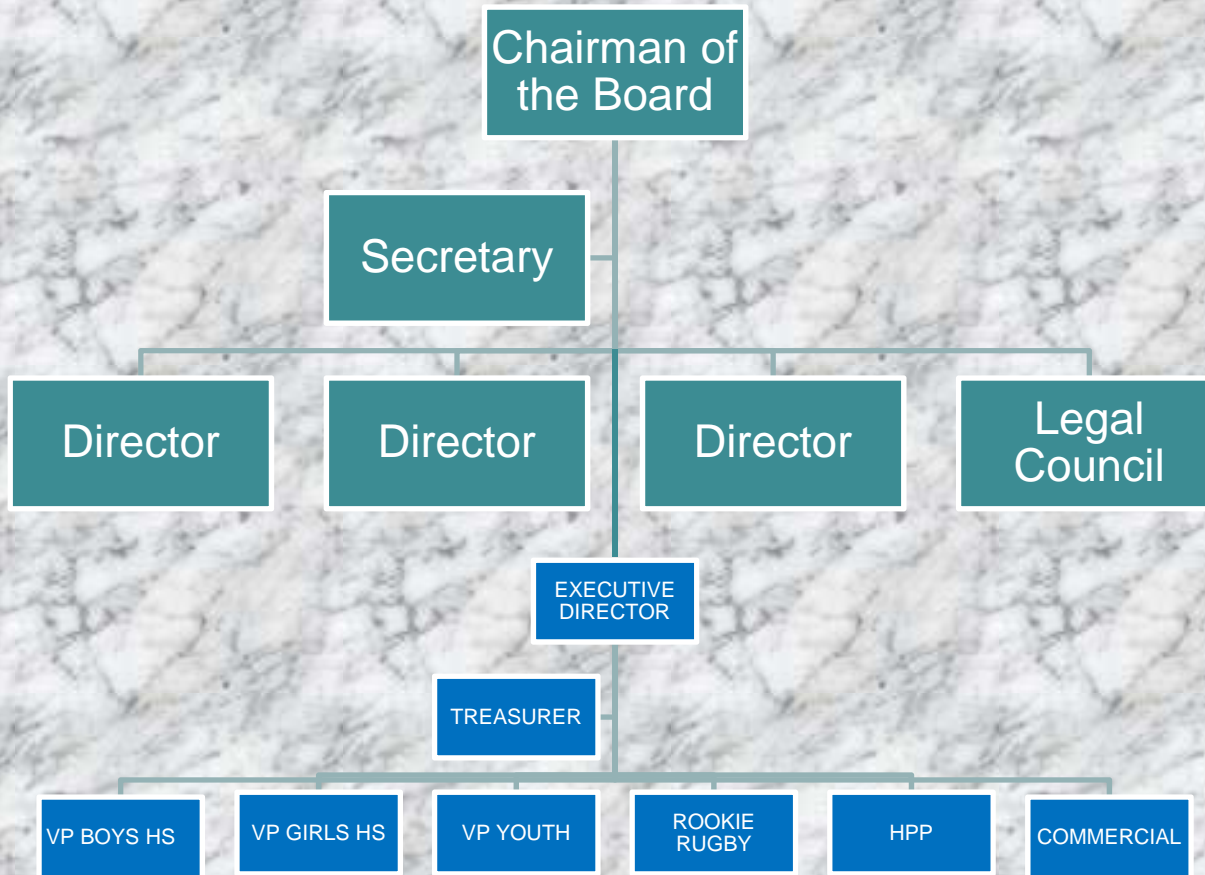
FLORIDA SRO 5 YR STRATEGIC PLAN

- 2014 Employ a full time Executive Director
- 2015 Transition to a professional Non profit Board with an executive management company to run day to day operations

FLORIDA SRO 2013 CORPORATE STRUCTURE



FLORIDA SRO 2015 CORPORATE STRUCTURE



FLORIDA SRO TOP LEVEL CORPORATE STRATEGY

- By end 2013 establish a solid Executive Team and stabilize the Union and Membership (on schedule to achieve)
- In 2014 Plan to hire an Executive Director
 - HR Grant submitted
 - Matching funds secured
- In 2015 Transition to a Professional Non For Profit style Board of Directors
 - Identified likely Chairman, Nov 2013

FLORIDA SRO STRUCTURE

- **VP Boys is elected by representative of each Boys HS club**
- **VP YOUTH is elected by representative of each Youth club**
- **VP Girls is elected by representative of each Girls club**
- **TREASURER elected by representative of each Club**
- **SECRETARY elected by representative of each Club**
 - **Collects dues from USAR and distributes to each Division**
 - **HS/U19 BOYS LEAGUE will have elected body (modeled on FSAA)**
 - **Focus on building U19 Single School Clubs**
 - **HS/U19 GIRLS LEAGUE will have elected body (modeled on FSAA)**
 - **Focus on building Varsity Programs**
- **Rookie Rugby, appointed by the VP Youth**
- **High Performance Manager, appointed by the ED**
- **Commercial, appointed by the ED**

FLORIDA SRO STRUCTURE

- SRO is a 501(c)4 Corporation
 - Florida Youth Rugby Union is recognized 501(c)4
- SRO is an Associate Member of the FRU
- FYRU President will represent the SRO on the FRU Executive Board.
- EACH 'Division' is responsible for
 - **Scheduling**
 - **Finances**
 - **Conduct**
 - **Executing the 5 year Strategic Plan**

FLORIDA SRO STRUCTURE

- **PRESIDENT** (elected)
 - Responsible for the overall operation of the SRO
 - Oversight of the 5 year plan and execution of
- **VP Boys** (elected) **VP Girls** (elected)
 - Responsible for the day to day running of the youth leagues
 - Recruitment of new teams and coaches
- **VP Youth** (elected)
 - Responsible for the day to day operations of Youth programs
 - Establish policies and guidelines for Youth clubs

FLORIDA SRO STRUCTURE

- **TREASURER** (elected)
 - Manages the collection of dues through the USAR membership registration.
 - Distributes dues to each Division based upon agreed budget
 - Prepares an annual budget
 - Make IRS returns and State filings
- **SECRETARY** (elected)
 - Communication
 - Minutes
 - Meetings
 - ByLaws and Handbook

FLORIDA SRO STRUCTURE

- **GAME DEVELOPMENT DIRECTOR** (open)
 - Working to get school district backing/acceptance of rugby as a 'club' activity
 - Promoting girls Varsity status
- **ROOKIE RUGBY DIRECTOR** (appointed)
 - Develop a business model to be self funding
 - Hire a part time/full time Rookie Rugby facilitator
 - Strategic Plan on expanding State wide
 - Implementation of plan.

FLORIDA SRO STRUCTURE

- **HIGH PERFORMANCE DIRECTOR** (Frank Tito)
- **Player Development strategy/implementation**
 - **Coach Development**
 - **Structured High Performance Program**
 - **All Star Boys AllStar Girls**
 - » U16 > U19
 - » Liaison with the Leagues to deliver programs
- **COMMERCIAL DIRECTOR** (Grant Hughes)
 - **Sponsorship, State wide**
 - **League Sponsor, Rookie Rugby, High Performance**
 - **Media Relations**
 - **Press Releases**
 - **Media exposure**
 - **SRO web site (linked to FRU)**

OTHER RESOURCES

- **REFEREE DEVELOPMENT and ASSIGNMENT**
 - Handled by FRRA
 - HS Referee category established
 - Have successfully recruited ‘youth referees’
- **COACHING CLINICS**
 - Run 3 level 100/200
 - ED to establish Coach Development program
- **DISCIPLINE**
 - Appointed by Exec board
 - Uniform standards for all players
 - 2014 to establish Discipline data base

FLORIDA SRO 5 YR STRATEGIC PLAN

- **CONSIDER**
 - **BOYS**
 - **GIRLS**
 - **ROOKIE RUGBY**
 - **15's and 7's**
 - **HIGH PERFORMANCE**
 - **FINANCIAL**

FLORIDA SRO 5 YR STRATEGIC PLAN

- **BOYS**

- **INCREASE PARTICIPATION to 30 U19 Teams**
- **GROW SINGLE SCHOOL HS TEAMS**
- **INCREASE U16 teams from 4 to 15**
 - **Middle School Conference (local) leagues**
- **ESTABLISH GEOGRAPHIC CONFERENCES**
- **RECRUIT COACHES**
- **EVERY TEAM TO HAVE A CERTIFIED COACH IN 'INTRODUCING RUGBY' Level 100 and 'GAME DEVELOPMENT' level 200**
- **WIN AT LEAST 2 RAST U19 and U17 CHAMPIONSHIPS. Boys and Girls**

FLORIDA SRO 5 YR STRATEGIC PLAN

Boys cont.

- **Host South Championships**
- **Strengthen links between Collegiate, Senior Club and U19/HS teams.**
- **Develop U19 7's as a competitive program.**
- **Launch a U19 AllStar 7's Tournament**

FLORIDA SRO 5 YR STRATEGIC PLAN

- **GIRLS**

- **INCREASE PARTICIPATION to 10 Teams**
- **WORK TOWARDS STATE RECOGNITION FOR GIRLS RUGBY AS A VARSITY SPORT**
 - **Use Title 9 and the Sebastian River Model**
- **TARGET TO HAVE 6 U16 GIRLS TEAMS**
- **RECRUIT COACHES**
- **EVERY TEAM TO HAVE A CERTIFIED COACH IN 'INTRODUCING RUGBY' Level 100 and 'GAME DEVELOPMENT' level 200**
- **WIN RAST HS CHAMPIONSHIP**

FLORIDA SRO 5 YR STRATEGIC PLAN

Girls Cont.

- **HOST U19 SOUTH CHAMPIONSHIP**
- **Strengthen links between Collegiate and U19/HS teams.**
- **Develop U19 7's as a competitive program.**

FLORIDA SRO 5 YR STRATEGIC PLAN

- **TREASURER (elected)**
- **Develop a year 1 budget for all Programs**
- **Develop a 3 year forecast Budget to meet the Strategic Plan**
- **Liaison with Commercial Manager on funding sources/options**
- **Control Funding to Budgeted Levels and Available Funds**

FLORIDA SRO 5 YR STRATEGIC PLAN

- **ROOKIE RUGBY (appointed)**
 - **50,000 participants by 2018**
 - **FL STATE RECOGNITION, within 2 years**
 - **CORE ACTIVITY FOR PHYS ED (already achieved in certain counties)**
 - **FL SPONSOR TO FUND FULL TIME PROGRAM MANAGER (or self fund)**
 - **ESTABLISH REGIONAL CO ORDINATORS, within 1 year**
 - **REGIONAL COLLEGIATE BASED TRAINERS/COACHES**

FLORIDA SRO 5 YR STRATEGIC PLAN

- **HIGH PERFORMANCE (appointed)**
 - **Appoint a HP Manager (appointed Feb 2013)**
 - **Establish a Program for High Performance Development of 1 year**
 - **Individual players**
 - **All Star teams**
 - **Coaches**
 - **Identify Key Events for FL Participation**

FLORIDA SRO 5 YR STRATEGIC PLAN

- **COMMERCIAL**

- Recruit a Commercial Manager, (new appointment August 2013) year 1
- Paid SRO Administrator, year 2
- Implement a ‘Corporate’ Identity for the FYRU
- Establish a FYRU Web Site to support all areas of the SRO (Functioning and up to date)
 - Link to the FRU site (both ways)
- Implement a Plan for Media Exposure year 1
 - Support to come from all other areas

FLORIDA SRO 5 YR STRATEGIC PLAN

- **GAME DEVELOPMENT (appointed)**
 - Appoint a Game Dev Manager, 6 mths
 - Develop a State wide Strategy for gaining acceptance of Rugby as a HS Club Sport.
 - Create a Budget of cost vs deliverable year 1
 - Develop Support Materials for Start up teams to present to a School principal/VP/AD year 2
 - Implement Strategy within agreed budget

FLORIDA SRO 5 YR STRATEGIC PLAN

- **REFEREES (FRRA)**
 - **Establish the Youth referee membership category (limited travel, U19/HS games only) year 1 (done)**
 - **Open referee Training to HS Coaches**
 - **Establish a system of Coaching/Training newly certified referees for U19/HS**
- Work on going with FRRA who manage Youth referees**

FLORIDA SRO 5 YR STRATEGIC PLAN

- **PLAYER RETENTION**

- **FRU to develop pathways to capture graduating HS Players**
 - **COLLEGIATE**
 - **U21 LEAGUE**
 - **Men's Clubs**
- **Educate Senior Clubs in 'sponsoring a U19 team'**
- **Investigate U21 teams sponsored by clubs as retention vehicle**