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FLORIDA

STATE BASED

RUGBY

ORGANIZATION

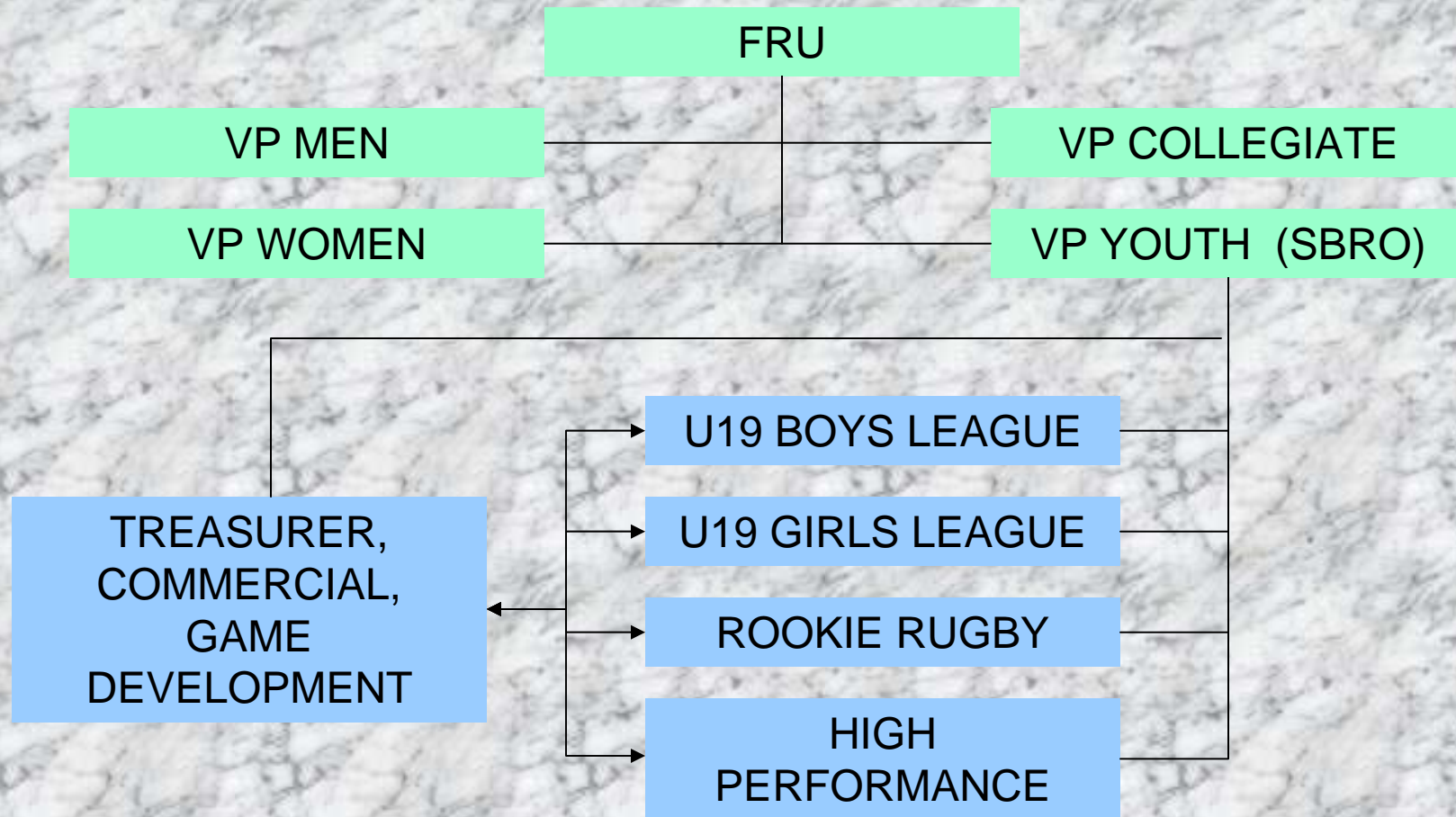
FLORIDA SBRO

OBJECTIVE

**ESTABLISH AN ORGANIZATIONAL
STRUCTURE TO MEET USAR SBRO
MODEL**

ESTABLISH A 5 YR STRATEGIC PLAN

FLORIDA SBRO STRUCTURE



FLORIDA SBRO CORPORATE STRUCTURE

**SBRO PRESIDENT
(FRU VP YOUTH)**

VP U19 Boys

VP U19 Girls

**Game Development
Manager**

TREASURER

**High Performance
Manager**

**Commercial
Manager**

VP ROOKIE RUGBY

FLORIDA SBRO STRUCTURE

- **VP YOUTH** is elected by representative of each Division
- **TREASURER** elected by representative of each Division
 - Collects dues from USAR and distributes to each Division
- **U19 BOYS LEAGUE** will have elected body (basically FYRU)
 - Focus on building U19 Clubs
- **U19 GIRLS LEAGUE** will have elected body (modeled on FYRU)
 - Focus on building Varsity Programs
- **Rookie Rugby**, appointed by the VP Youth
- **High Performance Manager**, appointed by the VP Youth
- **Commercial**, appointed by the VP Youth
- **Game Development**, elected by representative of each Division

FLORIDA SBRO STRUCTURE

- SBRO will be a 501(c)4 Corporation
 - Florida Youth Rugby Union in existence
- SBRO will be an Associate member of the FRU with a single vote.
- FYRU President will represent the SBRO on the FRU Executive Board with a single vote.
- EACH 'Division' is responsible for
 - **Scheduling**
 - **Finances**
 - **Conduct**
 - **Executing the 5 year Strategic Plan**

FLORIDA SBRO STRUCTURE

- **PRESIDENT** (elected)
 - Responsible for the overall operation of the SBRO
 - 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

FLORIDA SBRO 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
- **GAME DEVELOPMENT** (appointed)
 - Working to get school district backing/acceptance of rugby as a 'club' activity
 - Promoting girls Varsity status

FLORIDA SBRO STRUCTURE

- **HIGH PERFORMANCE** (appointed)
- **Player Development strategy/implementation**
 - **Coach Development**
 - **Structured High Performance Program**
 - **All Star Boys AllStar Girls**
 - » U16 > U18
 - » Liaison with the Leagues to deliver programs
- **COMMERCIAL** (appointed)
 - **Sponsorship, State wide**
 - **League Sponsor, Rookie Rugby, High Performance**
 - **Media Relations**
 - **Press Releases**
 - **Media exposure**
 - **SBRO web site (linked to FRU)**

SHARED RESOURCES WITH FRU

- **REFEREE DEVELOPMENT and ASSIGNMENT**
 - Handled by FRRA
 - HS Referee category
- **COACHING CLINICS**
- **DISCIPLINE**
 - Sub Chairs (if desired) will report to the FRU Discipline Chair
 - Uniform standards for all players

FLORIDA SBRO 5 YR STRATEGIC PLAN

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

FLORIDA SBRO 5 YR STRATEGIC PLAN

- **BOYS**

- **INCREASE PARTICIPATION to 30 U19 Teams**
- **GROW SINGLE SCHOOL HS TEAMS**
- **INCREASE U16 teams from 2 to 10**
- **ESTABLISH GEOGRAPHIC CONFERENCES**
- **RECRUIT COACHES**
- **EVERY TEAM TO HAVE A CERTIFIED COACH IN 'INTRODUCING RUGBY' and 'GAME DEVELOPMENT'**
- **WIN AT LEAST 2 SOUTH U19 and HS CHAMPIONSHIP**

FLORIDA SBRO 5 YR STRATEGIC PLAN

Boys cont.

- **Host South Championships**
- **Strengthen links between Collegiate and U19 teams.**
- **Develop U19 7's as a competitive program.**
- **Launch a U19 AllStar 7'2 Tournament**

FLORIDA SBRO 5 YR STRATEGIC PLAN

- **GIRLS**

- **INCREASE PARTICIPATION to 15 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' and 'GAME DEVELOPMENT'**
- **WIN SOUTH HS CHAMPIONSHIP**

FLORIDA SBRO 5 YR STRATEGIC PLAN

Girls Cont.

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

FLORIDA SBRO 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 SBRO 5 YR STRATEGIC PLAN

- **ROOKIE RUGBY (appointed)**
 - 250,000 participants by 2014
 - **FL STATE RECOGNITION, within 2 years**
 - **CORE ACTIVITY FOR PHYS ED**
 - **FL SPONSOR TO FUND FULL TIME PROGRAM MANAGER**
 - **ESTABLISH REGIONAL CO ORDINATORS, within 1 year**
 - **REGIONAL COLLEGIATE BASED TRAINERS/COACHES**

FLORIDA SBRO 5 YR STRATEGIC PLAN

- **HIGH PERFORMANCE (appointed)**
 - Appoint a HP Manager 6 mths
 - Establish a Program for High Performance Development of 1 year
 - Individual players
 - All Star teams
 - Coaches
 - Identify Key Events for FL Participation
 - Work with the FRU on U20 AllStar Program

FLORIDA SBRO 5 YR STRATEGIC PLAN

- **COMMERCIAL (appointed)**
 - Recruit a Commercial Manager, year 1
 - Salary will be a % of Sponsorship gained.
 - Paid SBRO Administrator, year 2
 - Implement a 'Corporate' Identity for the FYRU
 - Establish a FYRU Web Site to support all areas of the SBRO
 - Link to the FRU site
 - Implement a Plan for Media Exposure year 1
 - Support to come from all other areas

FLORIDA SBRO 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 SBRO 5 YR STRATEGIC PLAN

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

FLORIDA SBRO 5 YR STRATEGIC PLAN

- **PLAYER RETENTION**

- **FRU to develop pathways to capture graduating HS Players**

- **COLLEGIATE**

- **U20 LEAGUE**

- **Men's Clubs**

- **Educate Senior Clubs in 'sponsoring a U19 team'**