

**CAPITAL RUGBY UNION
STRATEGIC INITIATIVES 2021-2022**

MISSION: The Capital Rugby Football Union organizes, **administers**, controls, regulates, **improves, teaches,** and **fosters the growth** and **maintains the standards** of the game of Rugby Union Football for the clubs that are its members within the geographic area its members agree.

GOAL	TIMELINE	LEAD/SUPPORT
Increase individual member registrations	2 months planning 1 month implementation	Vice-President/President
Define levels of HP, establish HP seasonality, and provide affordable HP and non-HP playing opportunities	1 month to define and establish seasonality 2 months planning/scheduling matches	High-Performance/President
Certify 50 coaches between Level 200 and Level 300	6 months planning 8-10 months production	President/Treasurer/Secretary
Create DE&I conversations to foster understanding and education	6 months planning 8-10 months production	DE&I/President
Ensure that rugby has a future throughout our Union footprint and beyond	2 months planning 3 months production 6 months promotions	President/All
Recruit 10 new active referees	1 month define abuse & create policy 3 months planning 6-10 months production	RSV/PRS/DC/President

OPPORTUNITIES:

Administers – club support, development, best practices, and management.

Improves – provides fun, healthy sporting options for all people, provides high-performance opportunities for those searching out those opportunities, and advocates for our membership to rugby leadership world-wide.

Teaches – coach education, club leadership best practices, athlete education and development.

Fosters growth – promotes our member clubs, markets club brands, communicates Union/club relationships and value, prioritize diversity, equity, & inclusion to the sport, our Union, and our clubs, leverage resources to benefit membership, create and maintain strategic partnerships, equal investment in programs and initiatives.

Maintains the standards – protects membership against possible and real threats to the game, establish legacy programs, communicate minimum requirements, create opportunities for members to meet minimum requirements.

2021-2022 Goals, Strategies, Objectives, Tactics

Goal: Increase individual member registrations.

Strategies: Marketing & promotion, incentives, sponsorship, create collateral, job boards, competition development.

Objectives: Intentional interaction with collegiate conferences, promotion of club brands, reduce/remove financial barriers for individual participation, provide promotional resources to clubs, leverage www.rugby.org, promote playing opportunities to non-traditional athletes.

Tactics:

- a. Identify collegiate conferences that supply our clubs with future athletes
- b. Union sponsorship to clubs that host collegiate conference championships
- c. Ease of registration transfer from college to club
- d. Reduce/eliminate Union fee for new/collegiate transfers to member clubs
- e. Establish a job board that is easy for clubs to enter opportunities and easy for potential candidates to use
- f. Create more visual representation of our member clubs on the website
- g. Create templates for clubs to use to recruit new athletes (social media, PDF, website)

Goal: Define levels of HP, establish HP seasonality, and provide affordable HP and non-HP playing opportunities.

Strategies: Minimum standards, high-performance opportunities, support individual athlete ambitions to compete at all levels (local, regional, national championship participation).

Objectives: Old Glory Capital Selects, Capital Selects, Capital produced tournaments/events/host bids.

Tactics:

- a. Negotiate partnership agreement with Old Glory
- b. Identify high-performance season(s)
- c. Produce event(s)/tournament(s) to provide clubs/players not interested in HP the opportunity to play more
- d. Research Club Council's bid process and partner with Union clubs to host regional and national championship events
- e. Collaborate with other Unions to produce regional tournaments

Goal: Certify 50 coaches between Level 200 and Level 300.

Strategies: USA Rugby education, Scottish Rugby Union education, accessible education, HP coaching pathways.

Objectives: accessible in-person opportunities, establish grant programs for HP coaching, leverage OG Capital Selects for coaching education, explore additional coach education opportunities outside of USA Rugby.

Tactics:

- a. Produce three in-person, simultaneous coach certification sessions throughout the Capital's footprint.
- b. Establish and fund coach continuing education grant application and program.
- c. Research Canada's and Scotland's (maybe Ireland's, too) coach education programs and collaborate with those Unions to create alternative options for our members to receive legitimate World Rugby

certifications.

d. Require Capital Select coaching staff(s) to recruit new coaches to their staffs.

Goal: Create DE&I conversations to foster understanding and education.

Strategies: Contract with experts, communicate the need and the requirements, recruit members who are subject matter experts whether through experience or education.

Objectives: Provide a benefit to our current and future members, become a more inclusive Union, ensure all members are being seen/heard and have a seat at the decision-making table.

Tactics:

- a. DE&I officer create 'certification' program which will be required to become/remain a club president and club head coach.
- b. Add DE&I statement to our bylaws.
- c. Produce three events (webinar/Zoom/In-person/FB Live) highlighting minority perspectives and suggestions.

Goal: Ensure that rugby has a future throughout our Union footprint and beyond.

Strategies: strengthen our roots through legacy programs, allow for ease of access for clubs with a desire to join our Union, increase our influence on the Club Council, succession planning.

Objectives: Engage past, current, and future stakeholders, modernize new member joining policies/bylaws, merge with Carolinas Rugby Union, ensure continuity in leadership.

Tactics:

- a. Create Capital Rugby Union (VRU/PRU) Hall of Fame.
- b. Propose bylaw change to membership that removes cumbersome barriers to entry.
- c. Create a \$10 (or whatever) Union Membership category to increase our overall registration numbers.
- d. Identify and recruit the next Union president.

Goal: Recruit 10 new active referees.

Strategies: Collaborate with RSV and PRS to create and promote training opportunities, research options should referee societies strike, incentives, high-performance opportunities, penalize individuals for abuse.

Objectives: protect the Union membership against substantial current and future threat, ensure matches continue to be played and refereed by qualified individuals, promote referee growth opportunities, educate members on the value of referees, help make refereeing enjoyable by imposing harsh penalties for referee abuse.

Tactics:

- a. Produce referee certification classes in conjunction with coach certification courses.
- b. Union funded financial incentives for members to earn certification and referee matches.
- c. Employ Union referees for HP matches.
- d. Define referee abuse, codify referee abuse reporting, communicate and educate members on what referee abuse is, create and communicate zero-tolerance policy, empower DC to levy penalties to clubs and individuals guilty of referee abuse.