



**Spring 2021 Pre-Season Coaches' Meeting**



# Welcome & Agenda

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- **Welcome**
- Report by Bill Stevens, USA Y&HS Rugby & USA Rugby
- Safety & Education
  - InjureFree COVID Tracker & InjureFree platform
  - Graduated RTP from COVID
- PR & Communications
  - \$3 t-shirt sale
  - How to find a team sponsor through parents
  - Team Fan online stores
  - Snap! Raise
- Digital Media
  - Marketing for Recruiting
  - Social Best Practices
- Youth Expansion
- Coaches Committee
- Competitions Committee
  - Review of Conferences & Divisional Playoffs
- Q&A



# Welcome

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**Chris Northup**

President  
Rugby Ohio Board of Directors

[chris@rugbyohio.com](mailto:chris@rugbyohio.com)





## USA Rugby / USA Youth & High School Rugby

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## National Bodies Update

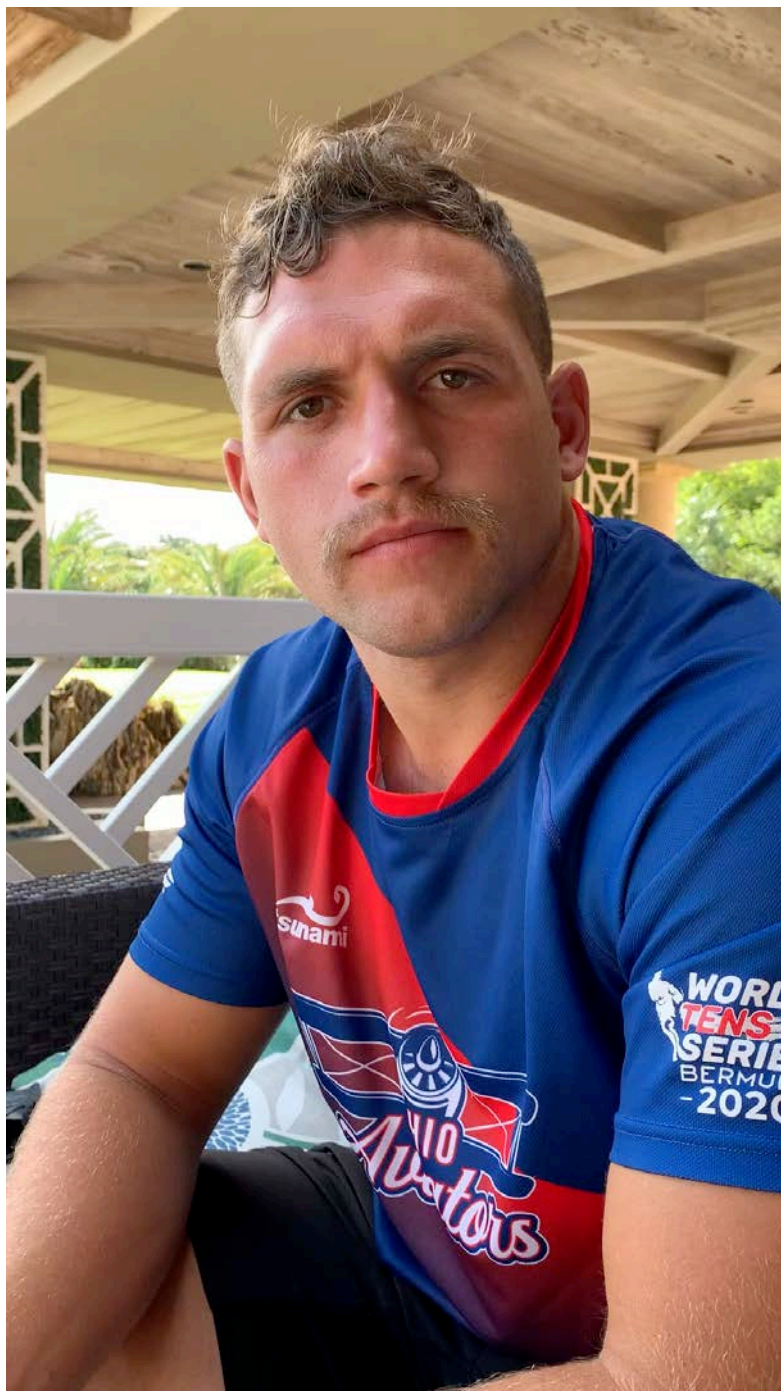
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### **Bill Stevens**

USA Youth & High School Rugby  
Midwest Representative

USA Y&HS representative to the  
USA Rugby Board of Directors







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## Safety & Education

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### **Tom Summanen**

Rugby Ohio Board of Directors  
Acting Athletic Trainer, Ohio Health  
Sports Medicine

[Tom.Summanen@ohiohealth.com](mailto:Tom.Summanen@ohiohealth.com)







Injure**Free** **iF**<sup>TM</sup>

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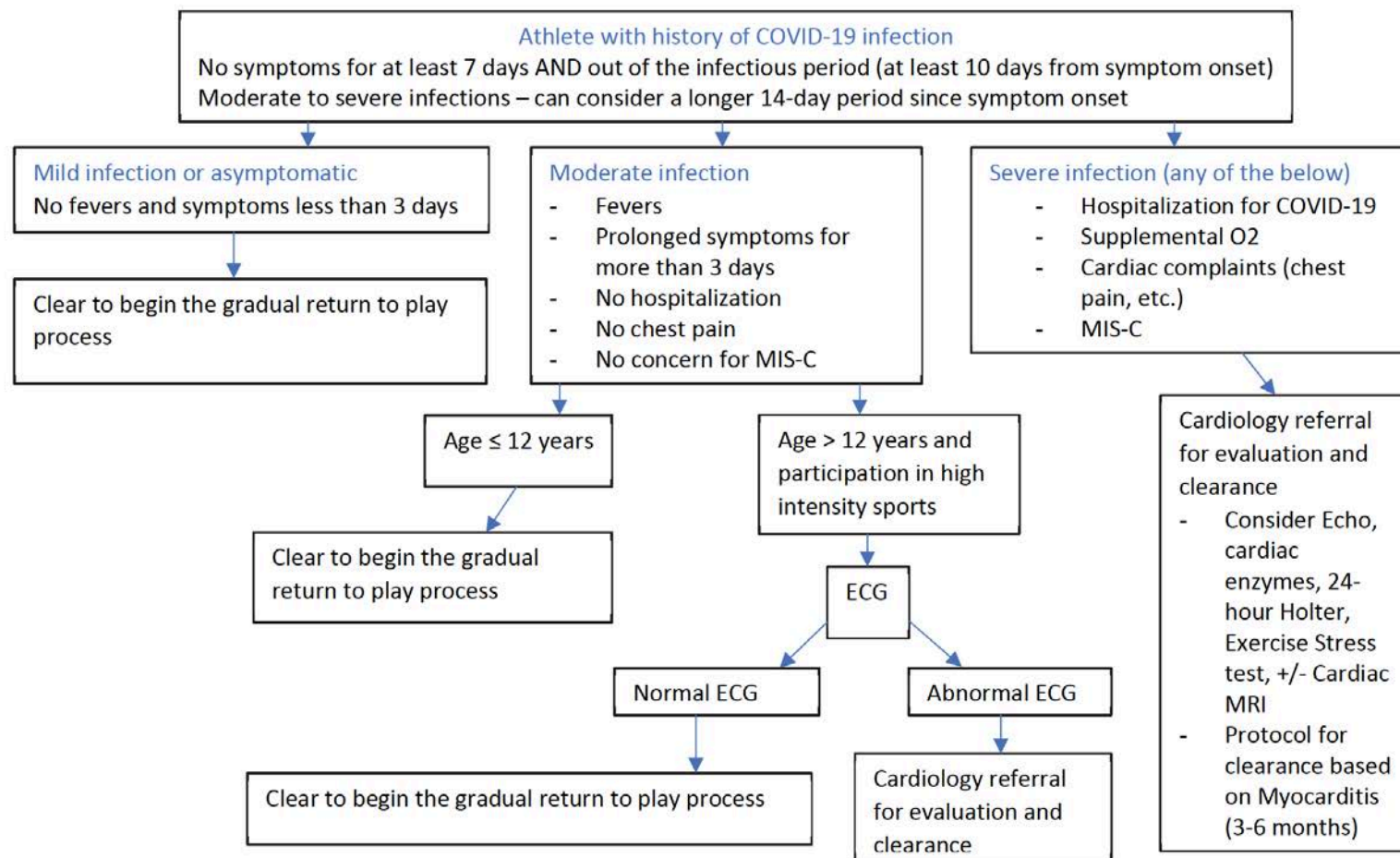
**Jenny Samur**

Client Services Account Manager





# Graduated Return to Play from COVID







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## PR & Communications

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**Shay Northup**

Rugby Ohio Board Member

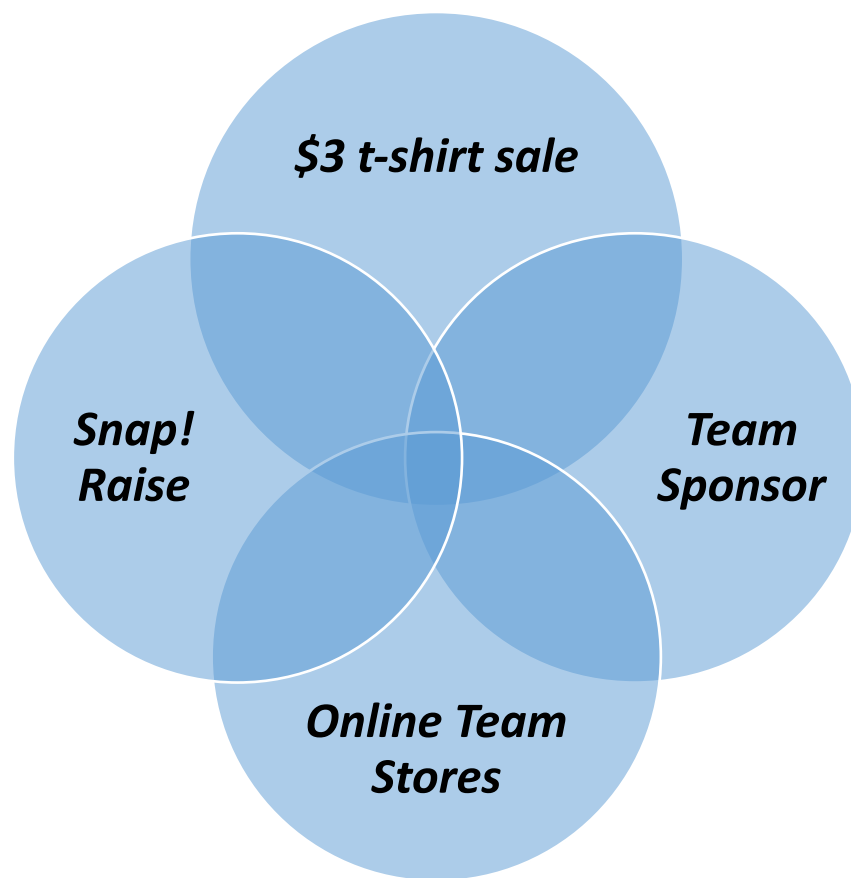
[slnorthup7@gmail.com](mailto:slnorthup7@gmail.com)





## Fundraising Ideas

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## **\$3 T-shirts**

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# Ares Sportswear

Proud to Partner with Rugby Ohio



Set up a **FREE** online team store  
and let **ARES** take care of the work.

Design and sell custom sportswear on our  
easy-to-use online apparel platform. We  
manage your team store for you while you  
get back to what matters most—coaching  
the team!

1

**Quick Set-Up**  
Create your **FREE**  
online store in minutes

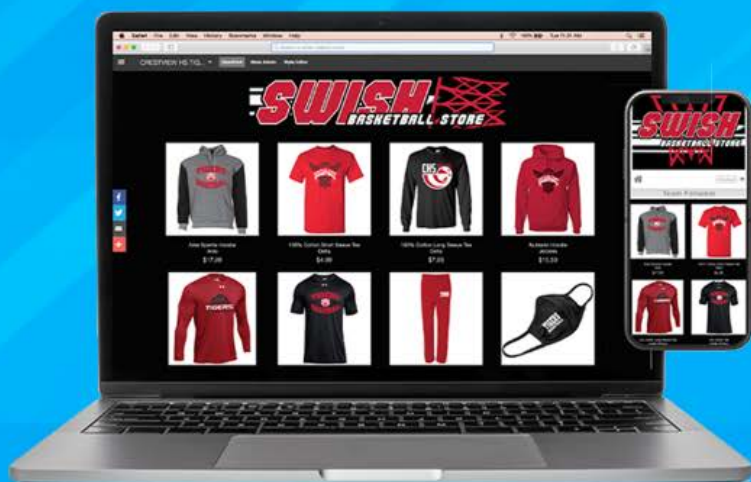
2

**Easy Customization**  
Select and design  
custom apparel

3

**Simple Buying Experience**  
**ARES** manages your  
account for you!

## TEAM STORE



## CORPORATE STORE





# FUNDRAISE at the same time!

ARES helps you achieve your fundraising goals through your online apparel store. While you set up your your store, you get to control the price of items — tack on an extra couple of bucks and quickly raise money for good use! Get the word out to your team players, families, and fans by sending them the online store access link. Sit back and watch your sales rise while ARES manages your account. Receive the funds that you've made by check or credit.



# With ARES, you've got the advantage.



Design custom  
team hoodies, t-shirts,  
jackets and hats from  
top-quality brands



Live chat with  
our team of custom  
apparel design experts



Select from premium  
team apparel brands like  
Under Armour, Nike, Soffe  
Badger and Augusta!



Finalize your order  
in minutes, not days!



## Snap! Raise

# THE SNAP! RAISE PLATFORM



Snap! Raise helps coaches and educators secure the resources they need to build great programs and champion the next generation of leaders.

**1.8 Million**  
kids benefitted  
nationwide



**58,000**  
teams, clubs  
and schools



**\$400 Million**  
raised by programs  
of all kinds

### The Fundraising Solution

Snap! Raise offers a suite of fundraising tools built to help your program engage supporters and fundraise smarter year-round.

#### Snap! Raise Campaign

- The original data-driven digital fundraiser—participants use email, social media, and text to strategically engage their biggest fans nationwide

Raise more, keep more

- Legacy Giving**
- Send 'thank you' messages and ask former donors for an end-of-year contribution

Raise 5% more

- Snap! Shop**
- An online team store for high-quality branded gear and apparel

Open 365 days

- Outfit The Kid (OTK)**
- After any donation made via the Snap! Raise platform, supporters can purchase branded gear for participants and themselves

Get 10% back

- Snap! Booster (New!)**
- Supporters complete unlimited surveys from leading brands—the proceeds go directly back to your program

Earn \$1 per survey

### Security, Data Protection and Financial Oversight

#### Your information & funds are safe

- No sensitive data stored by Snap! Raise
- Payments processed by **wepay** (Chase Bank)
- Cloud computing & infrastructure by **aws**
- PCI certified

#### Robust tracking & reporting

- All-new fundraiser Smart Setup
- Real-time campaign tracking
- Itemized donation records for full auditability
- Completely cash-free



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## Digital Media

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**Chelsea McCue**

Rugby Ohio  
Digital Media Coordinator

[social@rugbyohio.com](mailto:social@rugbyohio.com)







## Rugby Trivia

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**Which MLR player  
scored the very  
first try for the  
Austin Gilgronis?**





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## Youth Expansion

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**Chris Schade**

Rugby Ohio  
Regional Commissioner  
Cap City Conference

[capcityyouth@rugbyohio.com](mailto:capcityyouth@rugbyohio.com)





## Youth Expansion

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## Youth Program Administration/Support

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Communication	Financial	Coaching	Referees	Recruiting	Equipment	Pre-Season	Post-Season
Social Media channels and management	Budgeting & Dues setting	Level 100 & 200 Certifications	Referee Certification	Pre-, Post- and Off-Season Camps	All kit (shirts, shorts, hoodies, socks), including Med Kit	Youth Director training	Tournament & Banquet
Weekly summary & schedule template	Manage all finances	Coach Development & Needs Assessment	Referee Development	After-school program	Balls, cones, rucking shields, tackle dummies	Player registration, assessment, development	Equipment storage
		Team management app & support	Referee Assignments	Parent volunteer organization and recruiting	Field lining, posts, pads, field flags	Strength & Conditioning resources	Continuing Education



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## Coaches' Committee

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**Phil Payne**

Rugby Ohio  
Board of Directors

[Philip.payne@apportis.com](mailto:Philip.payne@apportis.com)  
[coaches@rugbyohio.com](mailto:coaches@rugbyohio.com)





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## Rugby Trivia

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**How many tries  
has Carlin Isles  
scored for the  
Eagles 7s team?**

- a) 79**
- b) 138**
- c) 202**
- d) 247**





## Competitions Committee

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**Dan Hayes**

Rugby Ohio  
Board of Directors

[dan@hayesoffices.com](mailto:dan@hayesoffices.com)





# **RUGBY OHIO COMPETITIONS SPRING - 2021**





# **TOPICS TO COVER**

- CONFERENCES**
- DIVISIONS**
- PLAYOFFS**
- COVID-19**





**ADDRESS THE OVERRIDING QUESTION FIRST:**

**WHY ARE WE CHANGING ... AGAIN?**





**THE CANCELLATION OF THE 2020 SPRING SEASON GAVE US AN OPPORTUNITY TO TAKE A DEEP LOOK AT COMPETITIONS RATHER THAN RUSH TO PUT A SEASON TOGETHER.**

**GOAL WAS TO TRY TO CREATE A COMPEITION STRUCTURE THAT RESOLVED THE BIGGEST RECURRING COMPLAINTS FROM COACHES:**

- TOO MUCH REGULAR SEASON TRAVEL**
- COMPETITION STRUCTURE NOT CONSISTENT YEAR OVER YEAR**
- DIVISIONAL ASSIGNMENTS TOO SUBJECTIVE**
- PROMOTION AND RELEGATION RULES NOT WORKABLE**





## **CONFERENCES:**

- ADDRESS REGULAR SEASON TRAVEL**
- MAKE YEAR OVER YEAR CONSISTENCY MORE LIKELY**





# CONFERENCES:





## WESTERN RESERVE RUGBY CONFERENCE

### Cardinal Boys

- Avon Lake
- Hudson
- Medina
- St. Ignatius

### Flint Boys

- Avon
- Lake Catholic
- Mentor
- Parma
- Shaker Heights

### Buckeye Boys

- Brunswick
- Highland
- St. Edward
- Walsh Jesuit

### Cardinal Girls

- Amherst
- Brunswick
- Highland
- Medina
- Saint Joe's

### Flint Girls

- Brecksville-Broadview Heights
- Hudson
- John Marshall
- Mentor
- Parma
- Shaker Heights





## MAHONING VALLEY RUGBY CONFERENCE

### Boys

- Canton
- Northwest
- Perry
- Youngstown

### Girls

- Perry







## CAPITAL CITY RUGBY CONFERENCE

### Boys

- Crusaders
- Dublin
- Hilliard
- Olentangy\*
- Marysville\*
- St. Charles
- Warrior

### Girls

- Dublin
- Marysville
- Warrior





## GREATER MIAMI RUGBY CONFERENCE

### Cardinal Boys

- Lakota
- Northern Force
- St. Xavier

### Buckeye Boys

- Archbishop Moeller
- Miami County
- Walnut Hills
- Withrow

### Girls

- Clermont County
- Dayton Gems
- Walnut Hills







## BLACK SWAMP RUGBY CONFERENCE

### Boys

- Defiance
- Findlay\*
- Mad Anthony
- Perrysburg
- Woodward (Toledo)

### Girls

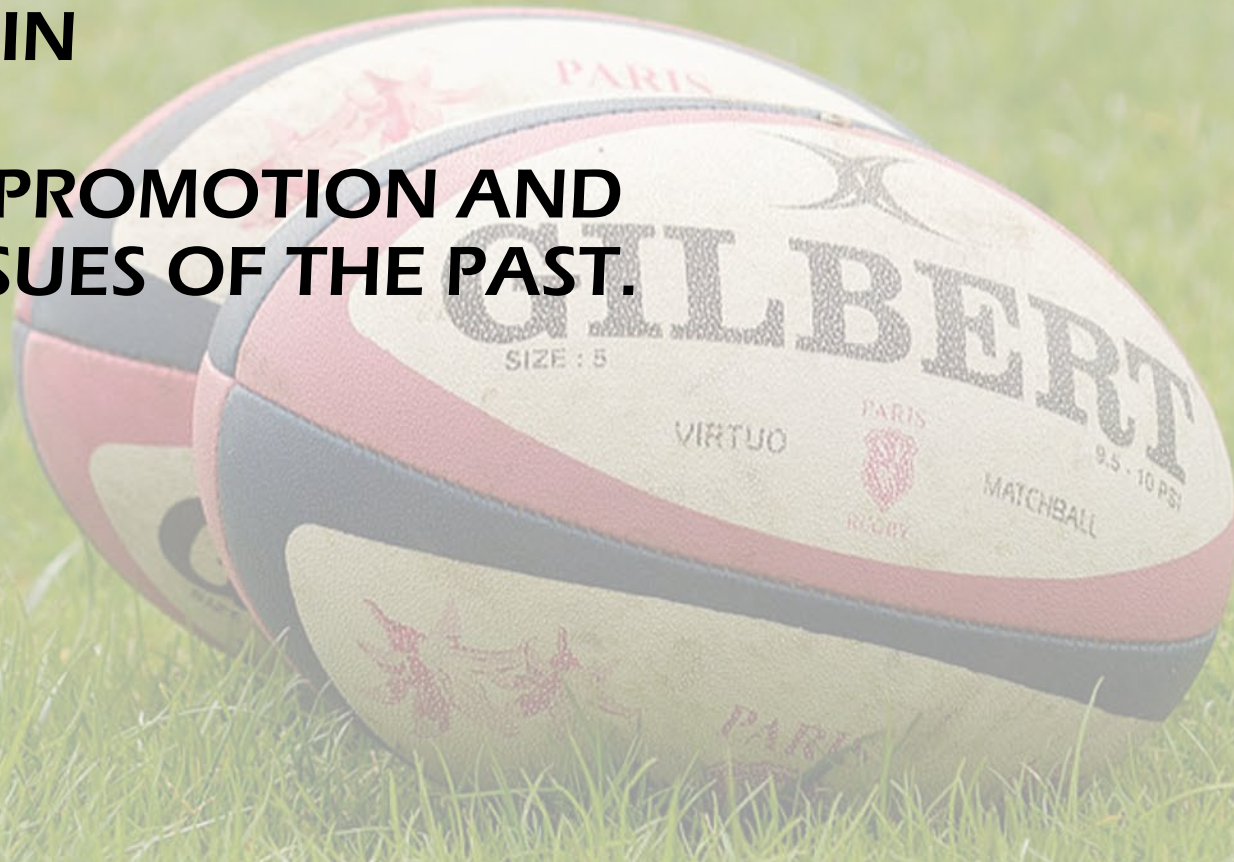
- Perrysburg
- Toledo





## **DIVISIONAL ASSIGNMENTS:**

- BASED ON OBJECTIVE METRICS**
- PUT COACHES, NOT RUGBY OHIO, IN MORE CONTROL OF THE DIVISION THEY WILL PLAY IN**
- RESOLVE THE PROMOTION AND RELEGATION ISSUES OF THE PAST.**





# BOYS DIVISIONAL ASSIGNMENTS



## BOYS RUGBY OHIO DIVISIONS

### SUPER

#### **SUPER D1**

- Archbishop Moeller (879)
- St. Edward (970)
- St. Ignatius (1524)
- St. Xavier (1514)

#### **SUPER JV**

- Archbishop Moeller JV
- St. Edward JV
- St. Ignatius JV
- St. Xavier JV

#### **SUPER JV-B\***

- Archbishop Moeller B
- St. Edward B
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- Male student population from all schools represented on the team's roster are in parentheses next to each team. Divisional assignments in single school and club are based entirely upon male student population available for recruitment.

\* Super JV-B will not have a playoff.

### SINGLE SCHOOL

#### **SINGLE SCHOOL D1**

Teams in top half of single school in terms of male student population.

#### **SINGLE SCHOOL D2**

Teams in lower half of single school in terms of male student population.

- Unlimited number of divisions
- Maximum of 8 teams per division
- A single school team has at least 18 players from the same school, and no less than 85% of total registered players from that same school.
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### CLUB

#### **COMPETITIVE CLUB D1**

Teams in top half of competitive club system in terms of male student population.

#### **COMPETITIVE CLUB D2**

Teams in lower half of competitive club system in terms of male student population.

#### **RECREATIONAL CLUB**

All new teams, recreational Bs and teams who choose not to be competitive. Ultra flexible scheduling.

- Maximum of 2 divisions for competitive clubs
- Minimum of 6 teams per division



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### SINGLE SCHOOL D2

Teams in lower half of single school in terms of male student population.



## BOYS RUGBY OHIO DIVISIONS

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#### RECREATIONAL CLUB

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- Maximum of 2 divisions for competitive clubs
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# GIRLS DIVISIONAL ASSIGNMENTS:

## SINGLE SCHOOL

### **SINGLE SCHOOL D1**

Teams in top half of single school in terms of female student population.

- Unlimited number of divisions
- Maximum of 8 teams per division
- A single school team has at least 18 players from the same school, and no less than 85% of total registered players from that same school.
- Divisional assignments in single school and club are based entirely upon female student population available for recruitment.

### **SINGLE SCHOOL D2**

Teams in lower half of single school in terms of female student population.

## CLUB

### **COMPETITIVE CLUB D1**

Teams in top half of competitive club system in terms of female student population.

- Maximum of 2 divisions for competitive clubs

### **COMPETITIVE CLUB D2**

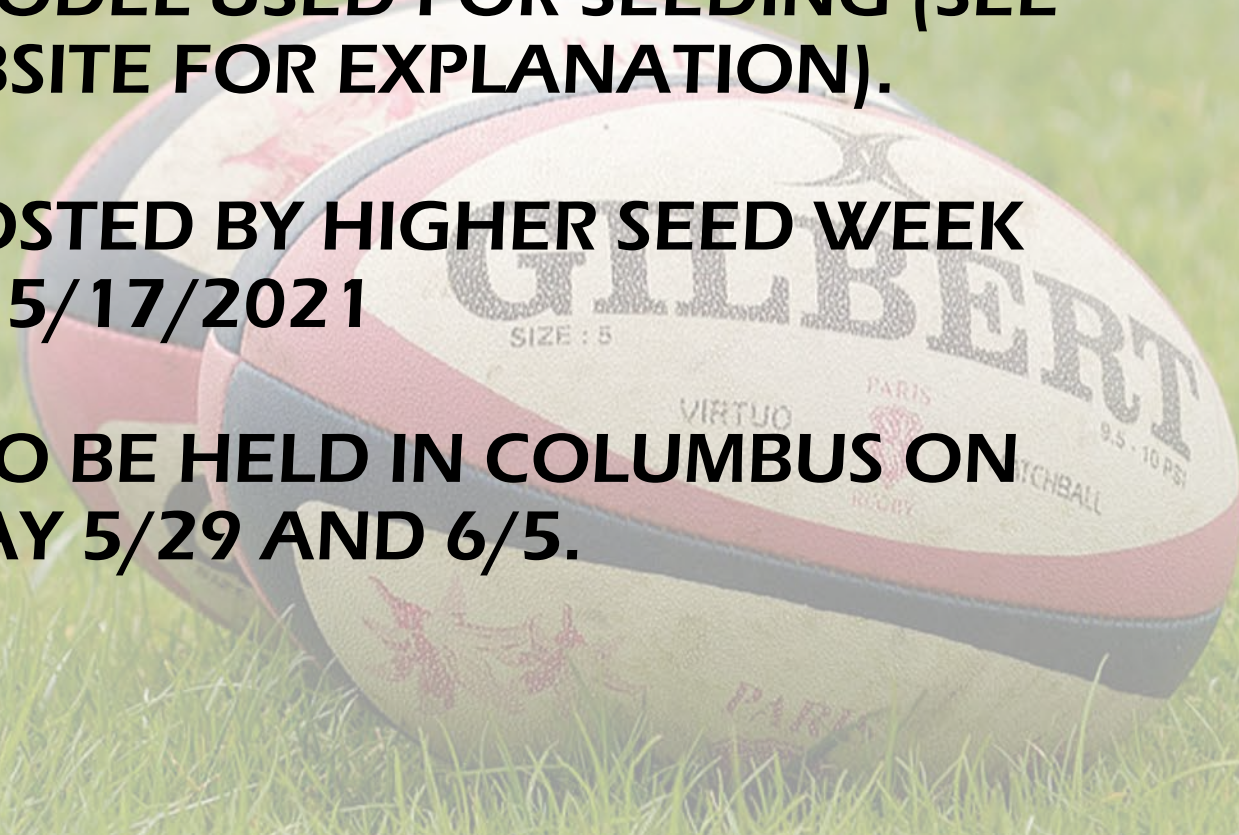
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## **PLAYOFFS:**

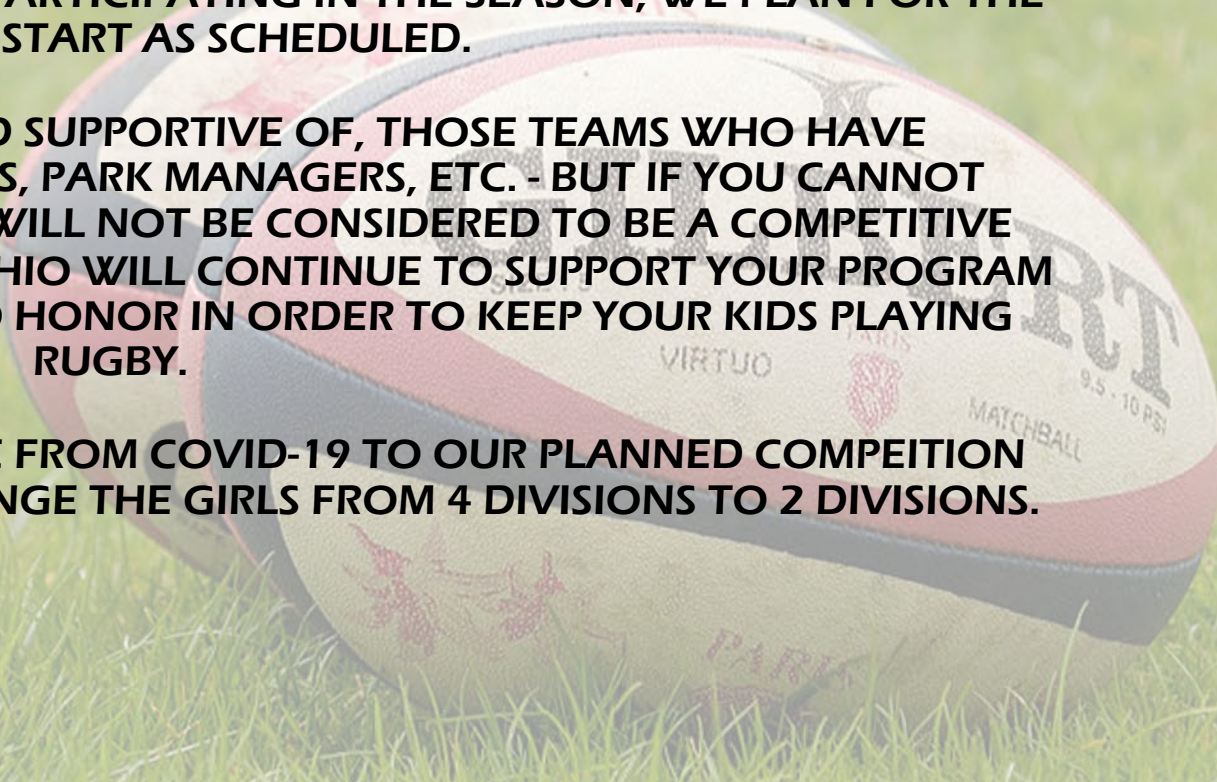
- ALL TEAMS IN A COMPETITIVE DIVISION WILL GET INTO THE PLAYOFFS.**
- COMPUTER POINTS MODEL USED FOR SEEDING (SEE RUGBY OHIO WEBSITE FOR EXPLANATION).**
- QUARTER FINALS HOSTED BY HIGHER SEED WEEK OF 5/17/2021**
- SEMIS AND FINALS TO BE HELD IN COLUMBUS ON SATURDAY 5/29 AND 6/5.**





## **COVID-19:**

- RUGBY OHIO PLANS TO PLAY RUGBY UNION RULES WITH NO MODIFICATIONS FOR THE 2021 SPRING SEASON. OHSAA FOOTBALL, SOCCER, WRESTLING AND BASKETBALL HAVE ALL PROCEEDED THIS SCHOOL YEAR WITHOUT MAJOR INCIDENT.**
- PRE-GAME COVID-19 PROTOCOLS WILL BE USED UNLESS DEEMED UNNECESSARY BY HEALTH OFFICIALS - YOU WILL RECEIVE THOSE FROM US PRIOR TO MARCH.**
- UNLESS A LARGE NUMBER OF TEAMS ARE SOMEHOW PROHIBITED FROM PLAYING, TRAVELING, HOSTING OR OTHERWISE PARTICIPATING IN THE SEASON, WE PLAN FOR THE SEASON TO START AS SCHEDULED.**
- WE WILL BE FLEXIBLE WITH, AND SUPPORTIVE OF, THOSE TEAMS WHO HAVE PROHIBITIONS FROM THEIR SCHOOLS, PARK MANAGERS, ETC. - BUT IF YOU CANNOT HONOR THE SCHEDULE GIVEN - YOU WILL NOT BE CONSIDERED TO BE A COMPETITIVE CLUB FOR THE 2021 SEASON. RUGBY OHIO WILL CONTINUE TO SUPPORT YOUR PROGRAM AND THE MATCHES YOU ARE ABLE TO HONOR IN ORDER TO KEEP YOUR KIDS PLAYING RUGBY.**
- THE BIGGEST IMPACT WE ANTICIPATE FROM COVID-19 TO OUR PLANNED COMPEITION STRUCTURE IS THE POTENTIAL TO CHANGE THE GIRLS FROM 4 DIVISIONS TO 2 DIVISIONS.**

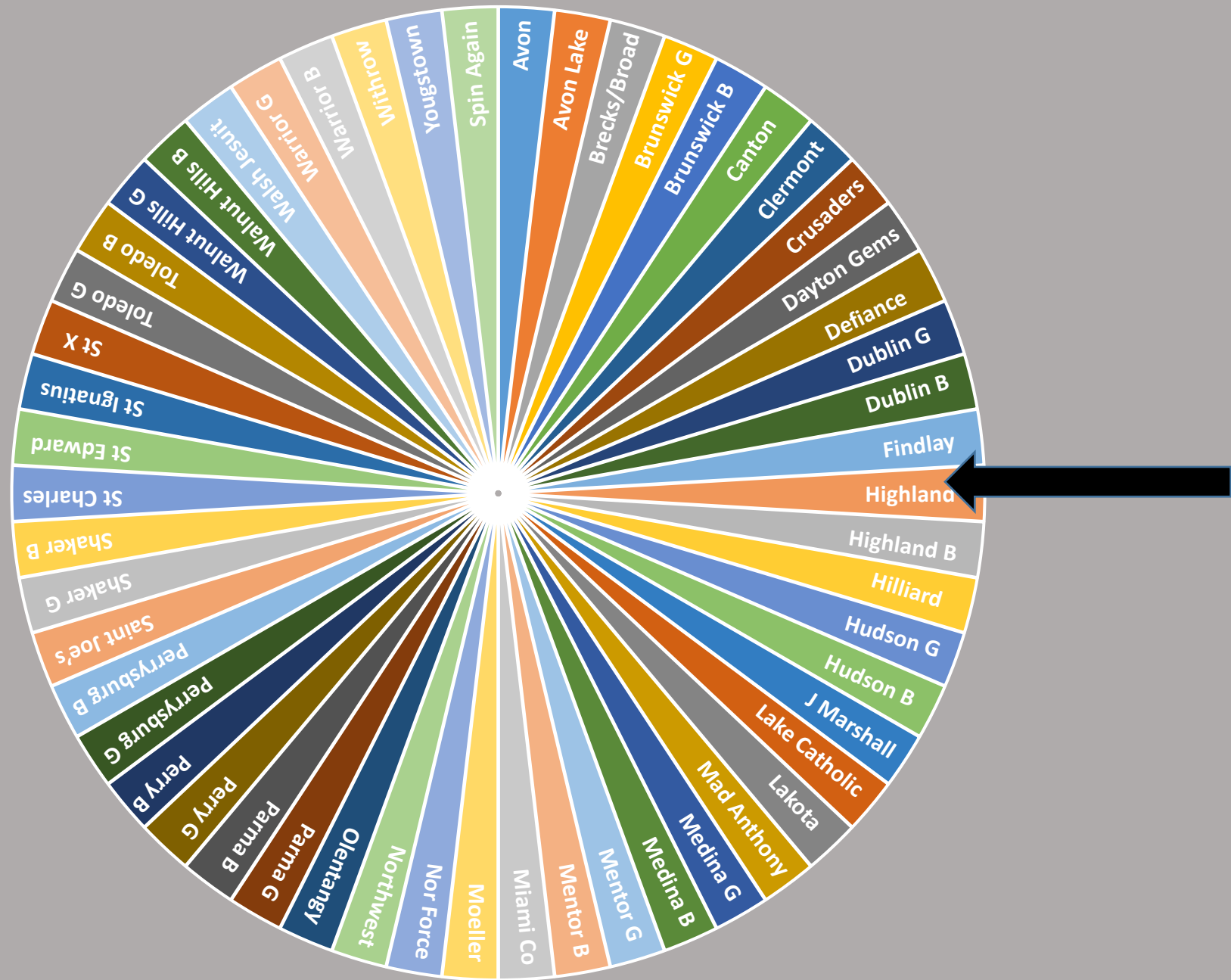




## Questions?

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**Thank you and good luck this season!**