



**USA RUGBY**

Rugby -  
The Best Experience  
In  
American Sports

2006 - 2009

# A New Commitment For Rugby In The US

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## *USA Rugby Culture And Core Values*

The culture and values we will adhere to in implementing this strategic plan are:

- **We will act decisively and ethically and do what is best for American rugby**
- **We will bring American 'know how' and 'can do' attitude to rugby**
- **We will be the best we can be and will not settle for mediocrity**
- **We will unite and support USA Rugby to be the best rugby sporting organization**
- **We will be open and accountable and foster trust and respect for each other**
- **We offer the best experience in American sport**

## *A New Commitment To Implementation*

To achieve our vision and goals we will have to dramatically change the way we are structured and operate. We will be very focused on implementing plans and setting clear priorities. We also need to consider which markets we should focus on in the delivery of our programs and where best to locate our headquarters and regional services.

# A New Commitment For Rugby In The US

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## *Rugby Is Changing Everywhere*

This is a pivotal time in the development of rugby in the US. The next four years will determine how the sport of rugby will develop in the US. This strategic plan sets out how USA Rugby, the national governing body for the game in the United States, in partnership with its wider membership, will lead the growth and development of the game at all levels. The plan provides a framework, not only for USA Rugby, but for affiliated territorial and local organizations in creating an agenda for change.

There are a number of important developments happening in world rugby that present the most significant opportunity for rugby to develop in the US since the start of professional rugby in 1995. The game in the US is expanding at youth and high school levels and the IRB has agreed to a multi-million dollar investment program in supporting high performance rugby and the US Eagles. USA Rugby now has a growing portfolio of major events that offer real substance and the opportunity to promote rugby and attract new participants and investors. *The time has come for USA Rugby to dramatically transform the way it operates to take advantage of these opportunities. Strong and bold leadership is required to implement this plan.*

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## **Key Challenges**

Since rugby union went open – it became a professional sport in 1995 – all the major international unions have undergone a process of radical change and in many cases turmoil. It has been necessary for very traditional organizations to undergo a process of analysis and reinvention to cope with two main challenges, which are also fundamental to USA Rugby:

- a) ***Keeping the game vibrant locally.***
- b) ***Enabling rugby to become a professional sport with full-time athletes, coaches and administrators with obligations to spectators, sponsors, broadcasters and other commercial partners.***

# Executive Summary

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USA Rugby has a unique opportunity to develop new sustainable structures and programs to develop the game and move USA Rugby in to the top nations in world rugby. There are 63,000 registered players at all levels and we are experiencing significant expansion in participation. Youth / high schools / colleges and clubs players are the backbone of USA Rugby. We must and will focus our major effort on putting the best structures and support systems to support them. We need to change the way we are structured, how we fund and resource the game around the US.

World rugby is changing and the International Rugby Board (IRB) is leading the strengthening and globalization of the game by investing \$1.5m annually in USA Rugby high performance and international competitions. This strategic plan creates the agenda for an exciting and challenging journey that will radically transform rugby in the US.

Dramatic change is required to take the next steps forward. It is time for unified support and action from everyone in US rugby to get behind this plan and make it happen. Inspirational leadership from the Chair, Board and employees right through to all involved in the game is now required. We must seize this opportunity to change and improve the way we operate and act decisively. Courage, leadership, unity and American innovation and "know how" will yield success.

Our Vision is:

***Rugby - The Best Experience In American Sports***  
*and*  
***US - In The Top Rugby Nations In The World***

To achieve this vision we will:

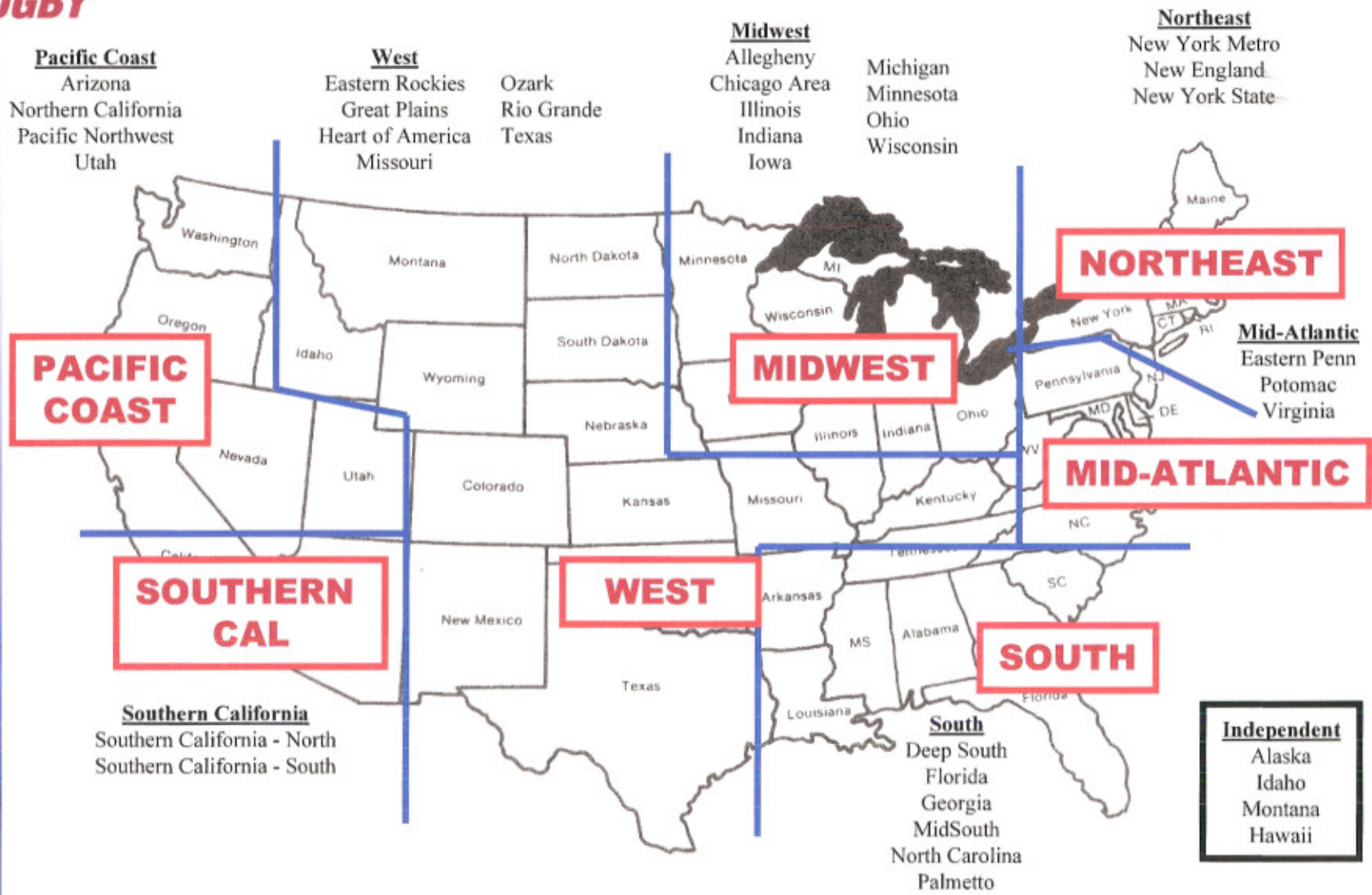
- **Stimulate the quality, growth and participation in the game in youth, high school, college and adult club rugby.**
- **Introduce a new competition model that best suits the development of rugby in America.**
- **Review the structures at regional and local level to meet the needs of our members.**
- **Establish a new high performance system to develop men's and women's rugby in the US.**





**USA RUGBY**

# Territorial Unions (7) & Local Area Unions (38)



**Pacific Coast**  
 Arizona  
 Northern California  
 Pacific Northwest  
 Utah

**West**  
 Eastern Rockies  
 Great Plains  
 Heart of America  
 Missouri

**Ozark**  
 Rio Grande  
 Texas

**Midwest**  
 Allegheny  
 Chicago Area  
 Illinois  
 Indiana  
 Iowa

**Michigan**  
 Minnesota  
 Ohio  
 Wisconsin

**Northeast**  
 New York Metro  
 New England  
 New York State

**PACIFIC COAST**

**MIDWEST**

**NORTHEAST**

**MID-ATLANTIC**

**SOUTHERN CAL**

**WEST**

**SOUTH**

**Independent**  
 Alaska  
 Idaho  
 Montana  
 Hawaii

**Southern California**  
 Southern California - North  
 Southern California - South

**South**  
 Deep South  
 Florida  
 Georgia  
 MidSouth  
 North Carolina  
 Palmetto