

Building Gold

The "How To" Guide for Growing Rugby in Iowa



1st Edition, ©June 2011

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Introduction



The first youth rugby team in the State of Iowa was started in 1996 by Bill Reed, a Des Moines Roosevelt High School teacher and wrestling coach who also played rugby for the Des Moines Rugby Club. Playing the fifteen man version of Rugby Union, the number of high school students participating on this U19 Club quickly climbed past 55 players. In 1999, the success in Des Moines led to creation of a Club team in Iowa Falls. Over the next 13 years, youth rugby in Iowa saw mixed results: while seven teams were reported to exist within the State's borders by 2010, four of these teams were members of neighboring Local Area Unions, and less than 50 athletes were compliant with USA Rugby CIPP requirements across 2 youth rugby clubs in Iowa. The number of registered players representing the Des Moines Youth Rugby Club had dropped from just more than 55 players to fewer than 27 players.

With the introduction of The Rugby Foundation supported Central Iowa Rugby Metro League, its expansion to areas both within and outside the Des Moines area that had never been exposed to rugby, and the formation of the Iowa High School Rugby Association as a USA Rugby State Based Rugby Organization, the 2011 season saw 243 high school players in the Des Moines area alone and a 20-player All-State team representing the State in the Youth LAU Championships. By Fall of 2011, no fewer than 4 Iowans will be competing for a Division 1 National Championship at top colleges across the United States - from Life University to the University of California at Santa Barbara.

It is our belief that Iowans were made to play rugby: we are smart, hardworking, all-around athletes. With famous Iowans including Tom Billups, the Burlington native and Eagles Head Coach with the highest win percentage; Mark Bokhoven, an Ames native who has become a stalwart on the USA Sevens team; and Paul Emerick, the Pella native and current face of USA Rugby, our athletes have routinely succeeded with fewer opportunities than those available in other states. By the 2016 Olympics, when the United States will be chasing Olympic Gold in the sport of Rugby Sevens, it is our goal to see Iowans filling half of the spots on that team.

To achieve this goal, we must ensure our pathways and opportunities mirror our potential. By 2016, we want to have programs in place that see at least 16% of Iowans playing some form of rugby.

By working together, using the proven techniques outlined in this document, Iowa will become the source for our Nation's leading rugby talent.

Christopher H Draper

Interim-Chairman, IAHSRA

Where we are now....



In the fall of 2010, the Iowa High School Rugby Association (IAHSRA) became the USA Rugby State Based Rugby Organization responsible for the sustainable development of youth rugby within Iowa. As the sanctioning body for all youth competitions in Iowa, the IAHSRA has begun by creating a Coaches Association and Board of Directors responsible for overseeing on-field and business development, realigning its high school strategy with traditional high school-based sports across the State, and developing a development continuum that makes sense for our State's athletes. While much of this is made available to the general public via www.iahsra.org and associated social media sites, this document is intended to be a developing handbook establishing best practices across the State.

It has been proven that the sport development models which work well for other countries rarely translate well to the United States. What makes our professional athletes the best in the world is unique to our culture. The same is true for Iowa: we are a unique State within our country, and the solutions developed and presented in this manual are intended to address our opportunities for success by identifying our inherent characteristics.

Why Iowa Is different

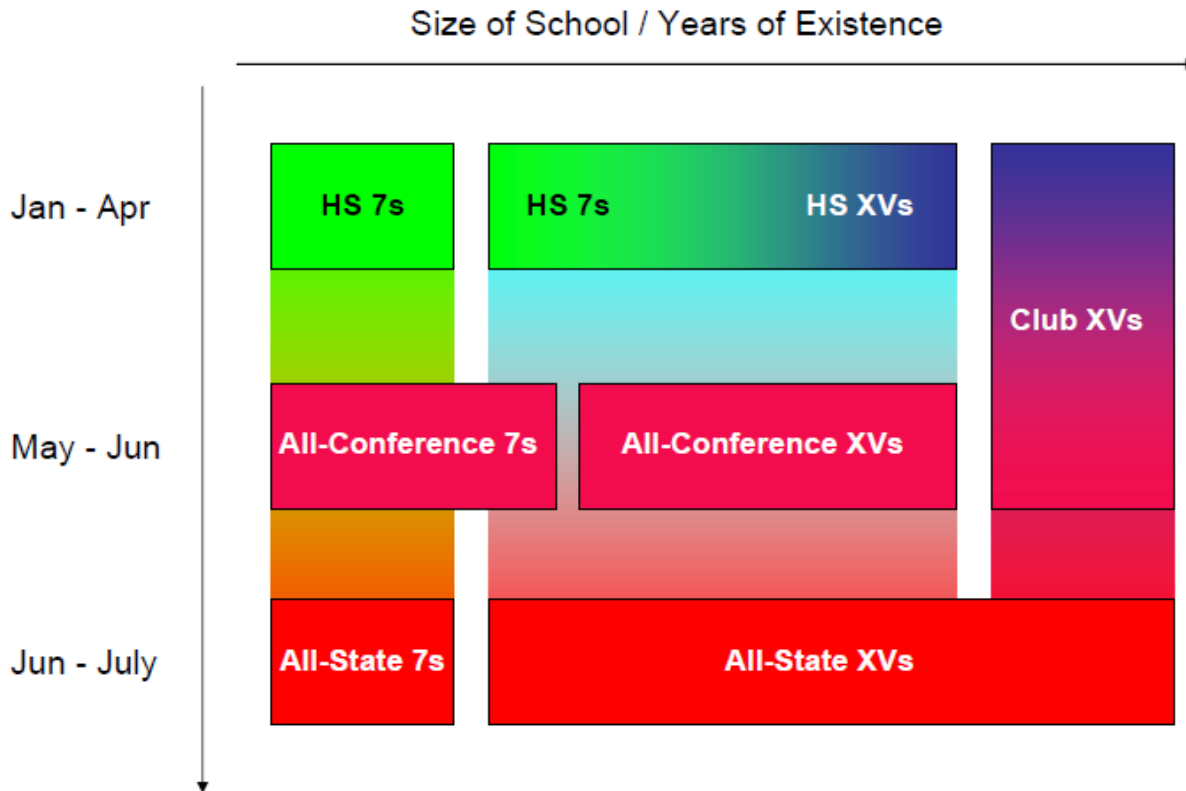
The State of Iowa is unique because it is one of the only States without a major metropolitan area. Because of this, the population distribution across our communities and schools is different. While schools in metropolitan areas of California, New York, Illinois, or Texas routinely reach into the thousands, the median enrollment across the 415 total high schools in Iowa is 219 students.

Partly because of their size and partly because of our collective culture, our communities are deeply intertwined with our schools. The United States is not a "Club-culture," with the rural nature of our State meaning that Iowans more invested in their community schools than nearly anywhere else. And with Clubs representing traditional sports like Basketball or Baseball sometimes crippling school competitiveness, our communities and local administrators are hesitant to support any activity that could further diminish the value of their athletic programs.

With a hesitant administration and the unique population distribution of our State, the traditional fifteen-a-side Rugby Union model is not a reasonable entry strategy within the majority of our schools. It must be understood that communities (i.e. schools in this case) have trouble supporting an activity that requires more than 5% of the population to be active participants. Given the fact that a Nationally competitive fifteen-a-side team requires nearly 50 players throughout a season due to injuries and internal competitiveness, it must be recognized that less than 1% of all Iowa schools could support such a program. When that number of required players is dropped to 10, 25% of all Iowa high schools could then support such a team. This is why the IAHSRA has identified Rugby Sevens - the newest Olympic sport - as its most efficient means of bringing rugby to our communities in Iowa.

Developing our Competitions

This stated focus on Rugby Sevens (i.e. Olympic Rugby, as we will begin rebranding it in 2012) at the high school level is neither exclusive nor an expression of any intent on dismantling current Clubs. The IAHSRA has developed a system which supports established fifteen-a-side Clubs, encourages their development, and promotes equal access on All-State teams to all participants in Iowa. This solution is presented in the following figure, which identifies the high school development model as a function of both time of year and school size or years of experience.



Given our unique population distribution, Rugby Sevens is the only version of the game that could be reasonably be supported initially in the majority of our schools. This is not to say that fifteen-a-side teams could not someday flourish at any of our smaller schools: the facts that the Iowa Falls Rugby Club can support over 30 kids every year playing fifteen-a-side rugby when the school district has as few as 206 male students (i.e. nearly 15% of all males in the school) and that the 2011 Van Meter Rugby Sevens team has 23 registered players in a school with only 103 boys (i.e. nearly 25% of all males in the school registered to play rugby in 2011) indicate that a successful program can exceed expected participation values. But these statistical outliers, indicating far greater success than expected, should not form the basis for our plan. The population data indicates that Rugby Sevens must be our entry point to new schools, with their future path dictated by their size and ambition.

Regardless of how a school begins or develops, the IAHSRA feels it is important to funnel students from their school to an All-State team that provides equal access to representation and follows a traditional sports model: All-Conference teams. Following a single-school Sevens or Fifteens season, players will be selected to fifteen-a-side All-Conference teams. At this point in the season, these All-Conference teams will begin to integrate into the schedule of traditional fifteen-a-side Clubs, offering All-State Coaches and Selectors an opportunity to see the breadth of the State's rugby talent head-to-head. From these matchups, All-State Sevens and Fifteens teams called the *Iowa Hawks* will be selected to represent Iowa at Regional and National tournaments. This progression from single-school to All-Conference teams that then integrate with established Clubs and lead to All-State selections aligns with the sports model players and parents are familiar with, as well as future USA Rugby plans.

Developing our Teams

The goal of our development system is to create Nationally competitive teams and Internationally renowned players. This means that every player in Iowa must have access to quality coaching that leads to as many minutes of high quality play as possible. With a plan that could easily lead to hundreds of teams at the high school level alone throughout the State of Iowa, the fact that the current rugby playing population only totals 643 individuals is not sufficient to support current leagues and the growth of our youth rugby programs. For this reason, the IAHSRA has developed a development continuum designed to effectively prepare coaches, administrators, and referees as much as it is designed to offer players access to a development track that will prepare them for the future of International competition.

The Iowa Rugby Development Continuum is predicated on (i) our need to develop coaches, administrators, and referees while (ii) doing so in a manner that promotes fast, open rugby within the State of Iowa. This continuum is presented in the figure below.

	K-3	4-5	6-8	9-12	Adult
Non-Contact	Rookie Rugby	T₃ Rugby			
Contact (Development)			Tackle, No-Ruck	Iowa Modified Sevens	
Contact (Experienced)		Tackle, No-Ruck	Traditional Rugby Union		

This development model is based on best practices from around the world, combined with an understanding that most of the necessary coaches and referees will not be coming from the current rugby community. In places where USA Rugby has developed a useful product for the Iowa market (e.g. Rookie Rugby), the IAHSRA promotes their adoption. But in areas where the USA Rugby product is not sufficiently developed to promote the goals of the IAHSRA given the development needs of our State

(e.g. Rookie Rugby 7s), these products will be replaced with alternative pathways (e.g. tackle, no-ruck rugby in Junior High leading to the Iowa Modified Sevens rules). This development continuum, and the rules for each item within the continuum, are set by the IAHSRA Coaches Association.

Developing our Participants

The IAHSRA strives to replicate Iowa sporting practices where reasonable and conform to USA Rugby requirements as necessary. For example, the State of Iowa Licensing process for Coaches is a time-tested model for holistic coach/educator developed, an approach that is now in the early stages of replication by USA Rugby. The State of Iowa, whose coaches training and Licensing process is one of the best in the Nation, requires completion of four college courses covering the basics of sports medicine to athlete psychology. Once a coach is Licensed, they are assumed to have the core skills necessary to safely coach any sport, with their aptitude for a specific sport proven by completion of sport-specific rules meetings.

The IAHSRA does not plan to require any coaches to take any USA Rugby Coaching courses, instead planning to require all coaches be State of Iowa Licensed by 2012. Combined with rules meetings either developed by USA Rugby or put on by IAHSRA, we are confident that this process will allow our coaches to receive the appropriate level of recognition from school athletic staff while providing the level of service their players require. Changes to this process and requirements would be made by the Coaches Association.

How IAHSRA Can Help

The IAHSRA can allocate technical and financial assistance to developing teams or conferences. From coaching tools to clinics, and statewide or local sponsorship to USA Rugby grants, the IAHSRA has developed a package of support that is committed to committed programs.

Background: Frequently Asked Questions

This manual will discuss many elements, some of which are established USA Rugby items and others are specific to IAHSRA. In an attempt to identify a few areas that may cause confusions, the following attempt to address many frequently asked questions.

Why should I avoid the word "Club"?

The goal of the IAHSRA is to facilitate single-school relationships that result in school districts supporting rugby programs. When speaking with Athletic/Activities Directors, "Club" is a very loaded word most synonymous with USSSA, AAU, Club soccer and many other activities that are both depleting and causing division within their traditional Varsity programs. While rugby is not a "Varsity" sport, it is important that we do not initiate use the word "Club" in any of our discussions. Our goal is to establish single-school teams representing the school's community.

What is a "Faculty Representative"?

A Faculty Representative is someone who is employed by the school (e.g. a teacher) that is willing to support an activity (e.g. NHS, Mathletes, etc). Any teacher can be a Faculty Representative by notifying their administration of their intent to support a collection of students in a particular activity. A Faculty Representative is most helpful by being a point of contact for kids in the school interested in the activity, a conduit for information to and from students/school, and can facilitate access to campus facilities and resources.

What is Rookie Rugby?

Rookie Rugby is a non-contact variant of the game developed by USA Rugby and appropriate for introducing the sport to youth children. Information on Rookie Rugby can be found at: [Rookie Rugby](#) is not an ideal for kids older than 3rd Grade.

What is T3Rugby?

T3Rugby is a non-contact variant of rugby developed for use in high school Physical Education classes. T3Rugby stands for "Two-tag touch rugby" and differs from Rookie Rugby in that a player who is tagged once may continue playing but cannot score, with the second tag upon the same ball carrier resulting in a turnover. T3Rugby is well suited PE classes because it increases the vertical speed of the game while reducing the need for referee/teacher facilitation.

Do I need to have rugby experience to start a team in Iowa?

No - although it may help. All of our programs are designed to take an individual from novice to expert in the sport of rugby, including our coaches, administrators, and referees. From what to coach to how to coach, IAHSRA either has or can direct you to the appropriate resources.

What certifications do I need to Coach?

IAHSRA will require that all coaches in competitive leagues be Licensed by the state of Iowa by 2013. This is consistent with both Iowa law and planned USA Rugby policy.

Do I need to be a USA Rugby certified coach?

No. IAHSRA does not require USA Rugby coaching certification, although highly recommends rugby-specific short courses developed and put on by USA Rugby and its staff.

If I cannot generate enough interest for Olympic Rugby in just a single High School, can players come from multiple schools?

In most cases, no. A successful 7s team only requires 10 players, which is something every school in the State of Iowa can support with the proper approach to development and recruiting. If there are extenuating circumstances in your environment, these will be examined on a case-by-case basis by the Coaches Association.

This document recommends starting the process of creating a team 12 months before the season - can I start a team even if I get a late start?

Yes. The dates provided in this manual are merely a guide. The most important part of establishing a successful team is the infrastructure being developed. IAHSRA will support you as a function of the development targets you achieve.

"How-to" Checklists - I want to:

This section is designed to be a "how to" for each aspect of developing rugby in Iowa. These sections are intended to be used as checklists for doing anything from starting a club to fundraising for the coming season. To provide feedback or offer suggestions for any of these sections, please contact the Development Director for your area identified through www.iahsra.org.

Understand when IAHSRA can help

The IAHSRA will provide resources to groups or individuals working towards the development goals defined by the USA Rugby SBRO program: stable youth programs leading to school-based rugby teams. The following milestones are identified as keys toward successfully achieving this goal, and the IAHSRA is willing to provide the associated assistance:

Milestone	IAHSRA Support
Schedule a non-contact demonstration at your local school	Three appropriately sized (i.e. size 3 for elementary, 4 for junior high, or 5 for high school) rugby balls per age group
Identify an administrative network of one coordinator, three administrators, and three coaches	Promotional materials for school administrators targeted for your region of the State, and the addition of IAHSRA Board members
Identify one Faculty representative per school	WRS startup kit (i.e. 5 balls, practice cones, kicking tee, ball pump, and WRS bags) per team
Schedule an initial team meeting/signup	Identification of your conference and target teams on IAHSRA.org
Identification of 10 or more students per team	Development of jersey design and merchandise pages, identification of jersey sponsorship
Establish pre-season non-contact sessions	Release of season schedule, development of team-based fundraising program
Secure playing fields	Identification of video, film, and publicity tools

Start High School Rugby in my Area

It is recommended that anyone looking to introduce High School rugby into a new area of the state start with single-school Olympic Rugby (i.e. Rugby Sevens). As discussed above, this approach of distributing the recruiting load amongst a minimum of three schools will not only connect the sport to multiple

communities, it can be done with as few as 30 kids. More importantly, though, is the primary realization that a new league requires at least 10 administrators/organizers for these 30 kids. While it may be counter-intuitive, recruiting players is not the top priority for successfully starting a rugby program in your area. If you build the appropriate administrative support structure, you will always have more than enough players.

- **Define your area (11 Months out - April).** This means understanding what schools are in your area, regardless of size. Using tools such as the IHSAA (www.iahsaa.org) school directory, make a list of all schools within your geographic area. Remember: Class 2A and smaller schools will likely have far greater community support than larger schools.
- **Define your network (11 Months out - April).** It is important to understand that schools rarely talk to strangers. It is important to understand who in your network is a teacher, has a child, or is an alumnus at each school in your local area. Write down the names of all rugby-friendly individuals in your network and identify any connections they may have.
- **Identify your advocates (11 Months out - April).** Once you have identified the individuals in your network that have a connection to the various schools, you must be careful to identify an appropriate advocate to approach each school. It is important to understand that you are selling a sport for young athletes: your advocate must be an upstanding citizen whom parents can easily identify as someone that will offer their children a positive athletic experience. While it is possible that a single person could be an advocate for all schools in a particular area (e.g. a retired Division 1 football player who grew up in a local town and is well-known and respected in the community, a county-level community or business figure who understands the benefits of community involvement through sports, etc.), it is likely that you will need to have school-specific advocates. These advocates may or may not be the individuals who you identify as potential coaches for each team.
- **Define your target schools (10 Months out - May).** Based on your network and identified advocates, identify and rank your target schools based on the strength of your advocates. This prioritized list will allow you to seek appropriate resources. It is always easier to remove schools from a league when the team cannot be supported than it is to add a school once the conferences are defined, so it is important to over-plan and contract than to under-plan and expand mid-season.
- **Define your coaching/administrative team for each school (9 Months out - June).** Working from schools where your advocates are strongest (i.e. greatest chance that your advocate can ensure the school is not opposed to speaking to you), identify (i) an individual who could coach the team and (ii) an individual who would be willing to provide administrative support for the team (i.e. this person could also be an assistant coach). You must ensure that you are able to provide coaching and administrative support to no fewer than three teams (i.e. the minimum number of teams required to run Olympic Rugby Tournaments).

- **Request coexistence (9 Months out - June).** [Explained in more detail under "Start a High School Team"] Start asking your advocates to make contact with the Activities Directors of their target schools - either directly or through an appropriate intermediary - only once you have finished identifying your potential coaches and administrators. It is important to understand that your advocate is NOT asking for school support: *they are asking how to avoid hostility.* These are two very different things. It is vital that the AD understands:
 1. You do not need any school resources,
 2. You want to offer kids who are not currently involved in a spring sport a chance to proudly represent their community, and
 3. You understand that school sports (e.g. wrestling, track, baseball, etc) take priority.

It is important that the AD understands you will reach out to any other spring coach and develop a working relationship that respects the sanctity of any IHSAA Sanctioned Sport at that school. Every school is striving to win a State Title; your relationship with that school must not only be compatible, it must promote that goal.

- **Define your conferences (7 Months out - August).** Once you have identified at least three schools that will allow you to form teams [See "Start a High School Team"], these will become the core of your first conference. It is recommended that no more than six (6) teams be formed into a single conference. Once your conferences are defined, contact IAHSRA to for identification on www.iahsra.org.
- **Secure preliminary funding and support equipment (5 Months out - October).** For the initial years, it is recommended that a conference organizer act as a single point of contact for coordinating the funding required for jerseys, balls, fields, etc. All equipment can be sourced through IAHSRA, with some start-up funding and fundraising guidance available for all new programs. As discussed in "Fund my Conference," you should budget for an average cost of \$150/player - \$200/player for a high school sevens season. A breakdown of an expected per player budget for your team can be found in "Fund a High School Team."
- **Define your season (4 Months out - November).** This is often counter-intuitive: it is more important to define a schedule than it is to recruit players. No player or parent will want to (i) sign up or (ii) pay registration costs for a league that cannot be identify when and how many games they will play.

Start a High School Team

When starting High School rugby in an area, it is important to start building more teams than you expect to keep. A loss rate of 1/3rd is normal even amongst those schools where all initial indications are good for fielding teams. However, each school team must be approached with the expectation that your efforts will be successful.

- **Notify IAHSRA of your intent to form team (12 Months out - March).** The sooner you are identify your interest in starting a team to IAHSRA., the greater the assistance that can be summoned. Whether you are looking to start a team in an established conference or debating the viability of a conference in your area, reach out to the IAHSRA Development Director as early as possible.
- **Secure a Faculty Sponsor (9 Months out - June).** A faculty sponsor is someone in the school who is willing to:
 1. Be the point of contact in the school for the team,
 2. Relay information about team meetings and practices,
 3. Provide recruiting materials to students when requested, and
 4. Identify to the school that they are willing to support the Club.

The Faculty Sponsor is rarely a coach themselves, and should not be expected to be one. A Faculty Sponsor may be any teacher of any gender, so any teacher that a parent or student respects should be considered a priority regardless of their other involvements.

- **Contact the Athletic Director (9 Months out - June).** It is important to request a meeting with the AD as soon as possible to both (i) explain your intentions for building an inclusive, community-building opportunity with students in his or her school and (ii) prepare for any demonstrations or extra requirements he or she may put on you. It is important that you engage your AD with the deference afforded the CEO at your company: if the AD is against you, there will not be any rugby in your school, so you must be as accommodating and understanding as possible. And also remember, if you are contacting him or her with sufficient lead time, Football will be the top priority in their mind.
- **Reach out to Spring Coaches (6 Months out - September).** This is often done with the help of the AD and must be done to ensure you understand how to avoid being a threat to other school teams. So long as you are willing to work with other school coaches to ensure Varsity sports take priority, most coaches will offer invaluable guidance and assistance.
- **Hold Informational/Signup Meeting (3 Months out - December).** This is done via your Faculty Sponsor and is often most successful by setting up an information table during lunch at your school. At the information table you should have:
 1. Contact details for you and the Faculty Representative,
 2. Video playing of both high school and professional games, and
 3. Signup sheets where you take names, emails, and phone numbers.

It may also be helpful to have rugby balls or school jerseys at the table so kids can see, touch, and connect with the sport.

- **Define Class Representatives (10 Weeks out - January).** From the information meeting/signup sheet, there will often be one or two individuals per class who are the most interested/excited to play. If you cannot identify these individuals yourself, your Faculty Sponsor should be able to help you. To ensure widespread participation, reach out to these individuals and offer them the role of "Class Representative," responsible for recruiting a further five (5) people in their class to come play. By breaking the recruiting process into manageable sub-groups, stronger recruiting bonds will ensure wider success.
- **Secure Practice Fields (8 Weeks out - January).** Convenient practice fields may be a challenge at some schools. To do this, look first to (i) your Faculty Sponsor, (ii) your local Parks and Recreation department, and then to (iii) IAHSRA. It is important to not assume that a field is available, but instead work to find out who controls the field and what the reservation process is in the event one exists.
- **Hold Parent Meeting (4 Weeks out - February).** Successful teams depend on active parent networks. A parent meeting where the kids and parents are introduced to T3Rugby or videos of professional games is vital for ensuring parental buy-in. Once comfortable with the sport through such meetings, it is important to assign each willing parent a role that will involve them in team preparation (e.g. post-game snacks, email/phone-tree manager, Booster Club liaison, etc).
- **Complete 1st Draft of Season practice Plan (2 Weeks out - March).** You cannot fully plan a practice plan for a new team due to the high number of unpredictable variables (e.g. number of players, weather, etc). But it is vital that you write out a rough draft of what you would do at practice with (i) the ideal number of players and (ii) one-quarter of your expected number of players. Practices should be broken into 5-15 minute intervals and last no longer than 2 hours when including stretching. More information on developing effective practice plans can be gained through the coaches Licensing classes or IAHSRA resources.
- **Verify field locations and notification in school announcement (3 days out - Friday before).** Regardless of whether the event is planned (e.g. practice) or unplanned (e.g. game re-scheduling), work with your Faculty Sponsor to ensure these notifications are in the school announcements every time they are necessary.

Start Junior High/Elementary Rugby team in my Area

The same process for starting a high school team applies to both Junior High and Elementary schools. It is highly recommended that any such teams are created with rules appropriate for the age/experience of the community in line with the Iowa Development Continuum.

Fund my Conference

There are certain startup funds available through IAHSRA... the rest you must do...

- **Notify IAHSRA of your Intent to Form a Conference (12 Months out - March).** If you have elected to form your own conference for teams in your area, IAHSRA will work to ensure you are informed of any additional opportunities that may be relevant to your area.
- Define Corporate Network (10 Months out - May). Much like starting rugby in your area, this involves writing down a list of everyone you know everywhere, regardless of any preconceived notions they may have about rugby.
- Define Corporate Advocates (10 Months out - May). You must not only define a corporate advocate for the entirety of your effort, you must also look to examine who may be the best individual for carrying your message at each specific company.
- Develop business plan for conference (9 Months out - June). An expected budget can be acquired through IAHSRA depending on how near your conference is to other conferences, how your area plans to approach other sports, and how large your schools may be. For an independent area of the State, the following estimates should be used as a guide for budgeting operational costs:
 1. CIPP/Medical Insurance: \$30/player
 2. Jerseys: \$40/player
 3. Game Fields: \$50/hour
 4. Medical: \$60/hour
 5. Video: \$50/hour
 6. Still Camera: \$30/hour
- Define corporate ask strategy (9 Months out - June). IAHSRA can assist in defining the strategy for introducing your product to potential corporate donors. Each corporate ask must be examined on a case-by-case basis, and IAHSRA can assist in highlighting areas of interest to companies, such as:
 1. What is your demographic?
 2. How will this reach my target demographic?
 3. How does your sponsorship ask compare to traditional advertising?
 4. Who do I know that plays?

Introduce Rugby in PE

The easiest way to make a school rugby friendly is through its PE program. Rugby is the only sport available to American PE teachers where students have been proven to be in their target heart rate for 92% of the activity time with a standard deviation of less than 3%. This is a phenomenal accomplishment and, when paired with the fact that the IAHSRA can provide low cost or free balls for PE teachers, will open the doors at nearly any program. There are no dates associated with this aspect of development because introducing rugby in PE is something that can occur any time of year.

- **Contact IAHSRA to Understand Available Resources.** IAHSRA will provide you with materials, balls, and research that can assist you in making the strongest argument possible for rugby in PE. Because some tools, techniques, and resources may be more or less appropriate for your region or age level, it is important to work out your introductory plan with IAHSRA to ensure consistency across the State.
- **Compile List of Local Schools.** There are hundreds of schools across the state of Iowa, with contact and community details found at:
http://www.iowa.gov/educate/index.php?option=com_content&view=article&id=692:iowa-school-district-directories&catid=562:directories&Itemid=1506
- **Look up PE Teachers on School Websites.** Within each school, the website should identify each PE teacher. If you have trouble locating the PE teachers on the website, call the school and ask to leave a message for the PE teacher or ask for an email with which they can be reached.
- **Attend IAHSRA Instructional Training.** In addition to becoming familiar with USA Rugby's "Rookie Rugby" curriculum, IAHSRA T3Rugby, and the Iowa Development Continuum, IAHSRA offers training sessions for those wishing to teach rugby in PE classes. Call the IAHSRA Development Director to join a currently scheduled class or to organize a new class for your area.
- **Order balls from IAHSRA.** If you have an approved instructor in your area IAHSRA will provide you with 3 balls for every school that you have secured an initial agreement to teach Rookie and T3Rugby.
- **Schedule Sessions with Specific School.** Once the balls arrive, work with each school to find a convenient day for you to come into school. This should be at least 1 week after you have secured an initial agreement to ensure balls arrive in time from IAHSRA. It is typical/recommended to plan on staying in a particular school for either an entire day or for two mornings in a row to ensure all PE teachers are suitably exposed to become confident teaching the game on their own.

Host a Conference Tournament

Conference tournaments are held throughout the season on nights when they do not conflict with participating schools' track and field meets. These conference tournaments are held as open events that teams may elect to attend, and whose results count towards IAHSRA standings.

- **Secure a facility for your tournament (3 months out - January).** It is vital that you not only secure an appropriate location for a tournament, but you secure multiple dates in the event teams or the weather may prevent your tournament from going off as planned.
- **Develop an Emergency Checklist for the Facility (3 months out - January).** It is important that an emergency response checklist is created as soon as possible to ensure no unforeseen complications arise as a result of using the identified facility. Please contact the IAHSRA Medical Director if you require assistance with developing an appropriate emergency checklist for your facility.
- **Identify your proposed dates to IAHSRA and conference teams (3 months out - January).** Identify all of the dates for which you have secured your facility to IAHSRA as soon as possible. This allows all teams to see the available options and optimize their schedule accordingly.
- **Secure no fewer than three participating teams (2 months out - February).** Once teams have had an opportunity to see how all of the available options would affect their schedule, commitments are required from teams planning to attend your tournament.
- **Secure medical, video, and picture coverage (2 Months out - February).** Every IAHSRA event must have medical coverage, a videographer capable of filming in HD, and a still photographer capable of taking professional images. Assistance in securing local resources is available through IAHSRA.
- **Finalize event date (1 month out - March).** This involves paying any required deposit and then confirming to IAHSRA that the event will occur.

Conclusions

This is a constantly evolving document that will continue to add resources (e.g. start-up organization chart, etc) and fine tune strategies and hints. While this document does not have all the answers, every answer in this document was chosen because it has been proven successful.

As we work to build the players that will win our Nation Olympic Gold, we hope our efforts remain driven by our most important rule of thumb:

Have fun.

Please fill out the following positions to initiate activation of IAHSRA resources

Conference Administrator Name: _____ Email: _____ Phone Number: _____	Coach at School 1: _____ Name: _____ Email: _____ Phone Number: _____	Coach at School 2: _____ Name: _____ Email: _____ Phone Number: _____	Coach at School 3: _____ Name: _____ Email: _____ Phone Number: _____
	Faculty Rep at School 1: _____ Name: _____ Email: _____ Phone Number: _____	Faculty Rep at School 2: _____ Name: _____ Email: _____ Phone Number: _____	Faculty Rep at School 3: _____ Name: _____ Email: _____ Phone Number: _____