



TRU AGM
2018 SPRING



AGENDA

- Roll Call
- State of the Union
- 2017-2018 Competitions
- Hall of Fame
- Summit
- Referees
- USA Rugby Congress
- High Performance
- Brand
- Elections
- Summer AGM



ROLL CALL



STATE OF THE UNION

CIPP #s

Texas Geographic Union Memberships by Type

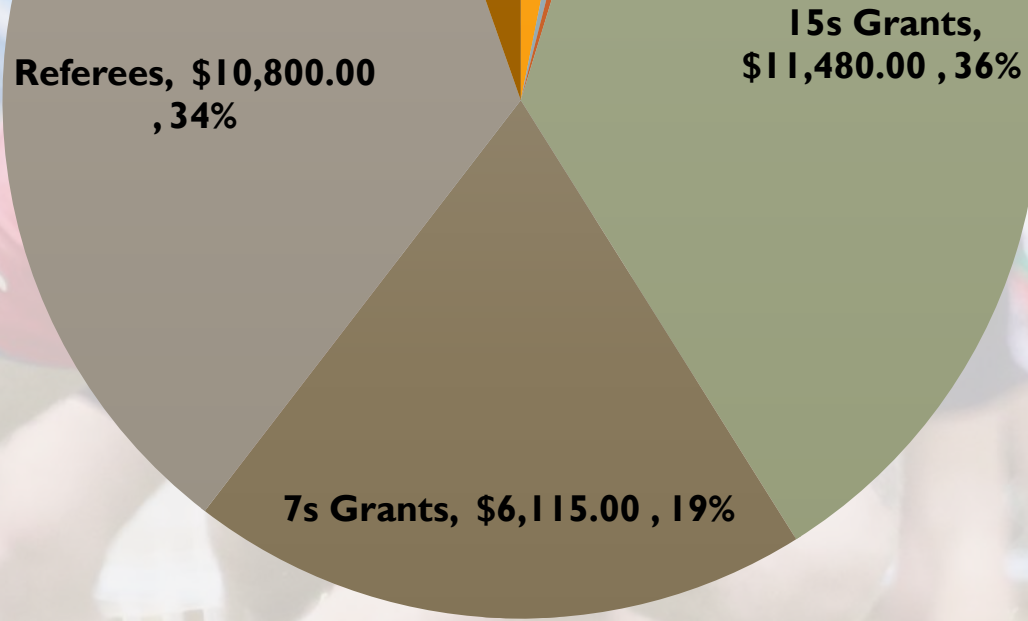
Type	Sep 1, 2017 - Aug 31, 2018	% Change Curr/Prior	Sep 1, 2016 - Aug 31, 2017	% Change Curr/Prior	Sep 1, 2015 - Aug 31, 2016
Senior Player	1,703	-24.61%	2,259	-1.05%	2,283
College Player	9	-91.18% *	102	-29.17%	144
Coach	95**	-18.80%	117	17.00%	100
Administrator	64	-20.00%	80	-4.76%	84
Totals	1,871	-26.80%	2,558	-4.20%	2,611

*SWWC College left the TRU to join the LoneStar Women's Conference.

**98% of our teams have a USA Rugby Level 200 coach.

GRANTS

Other, \$1,700.00 , 6% Individual Players, \$1,000.00 , 3% Coaches, \$250.00 , 1% Administration, \$250.00 , 1%



■ Individual Players ■ Coaches ■ Administration ■ 15s Grants ■ 7s Grants ■ Referees ■ Other

FINANCIALS



COMPETITIONS

CHAMPIONSHIPS



May 4-6, 2018
Austin, TX*

Men's D1 – May 4 & 7
Women's D1, Men's D2, Women's D2
and Men's D3 – May 5 - 6



May 12, 2018
Keller, TX

Men's D4 and Women's D3

**The Men's D1 will be playing Fri/Sun and Austin has committed to upgrading their lights and/or finding a suitable backup field in the Austin area.*

HALL OF
FAME

2017 Class

May 5, 2018
Austin, TX in conjunction with RRRRC
Championships

2018 Class

September 2018
Location TBD*



**Preference for Houston will be honored first if at all possible.*

SUMMIT ON
THE GAME

September 2018
Location: TBD

**Will be held in conjunction with
the 2018 Hall of Fame Celebration**



**SUMMIT
ON THE GAME**

REFEREES



CONGRESS

- USA Rugby updates
 - Congress meeting in Dallas Feb 9-10
 - Hot topics will be RIM and Rugby Channel performance - are these startups going to turn the corner and produce profit?
 - The Rugby Channel wants the unions to help sell subscriptions (discounted to USAR members)
 - Membership decline
 - How does that affect USA Rugby revenue?
 - Why haven't the value added programs been added yet?
 - How is the professional game changing the landscape
 - NDS 2018 was in Denver Jan 19-20
 - Former HARC coach Jason van Wyk posthumously awarded Male Senior Coach of the Year for work at NOVA
 - I've been since 2013 and this was best thus far - great topics on culture, recruiting, tactics, coach development, etc.
 - George Henderson, Jerry Gallion, myself looking to position TexLa as pilot major market to become the best commercial rugby market in the nation
 - USA vs. Scotland, June 16, 2018, BBVA Stadium, Houston, TX
 - RWC 7s, July 20-22, 2018, AT&T Park, San Francisco, CA
 - Success critical to proving financial viability of sport and union to World Rugby

HIGH PERFORMANCE

November 2017

Location: Grand Prairie, TX

**Over 70 players participated in
tryout camps and 30 were
selected for the event.**

Program will continue in 2018!



BRAND/TECHNOLOGY



WEBSITE

Audience	3,387 subscribers	2,247 likes	1,242 followers	7,141 visitors this month
Reach in the last 28 days	<ul style="list-style-type: none">8,439 views34,686 minutes of watch timeAverage view duration of 4:06	<ul style="list-style-type: none">198 engagements813 people reached78% men21% women	<ul style="list-style-type: none">11.2k impressionsGaining around 1 follower per day1.4% engagement rate	<ul style="list-style-type: none">1,600 unique visitors2,900 sessions2 minutes and 5 seconds spent on the site



2017 RRRC Championships

May 5, 2017 – May 15, 2017

WATCH TIME (MINUTES)

79,144

VIEWS

12,824

YOUTUBE RED WATCH TIME (MINUTES)

537

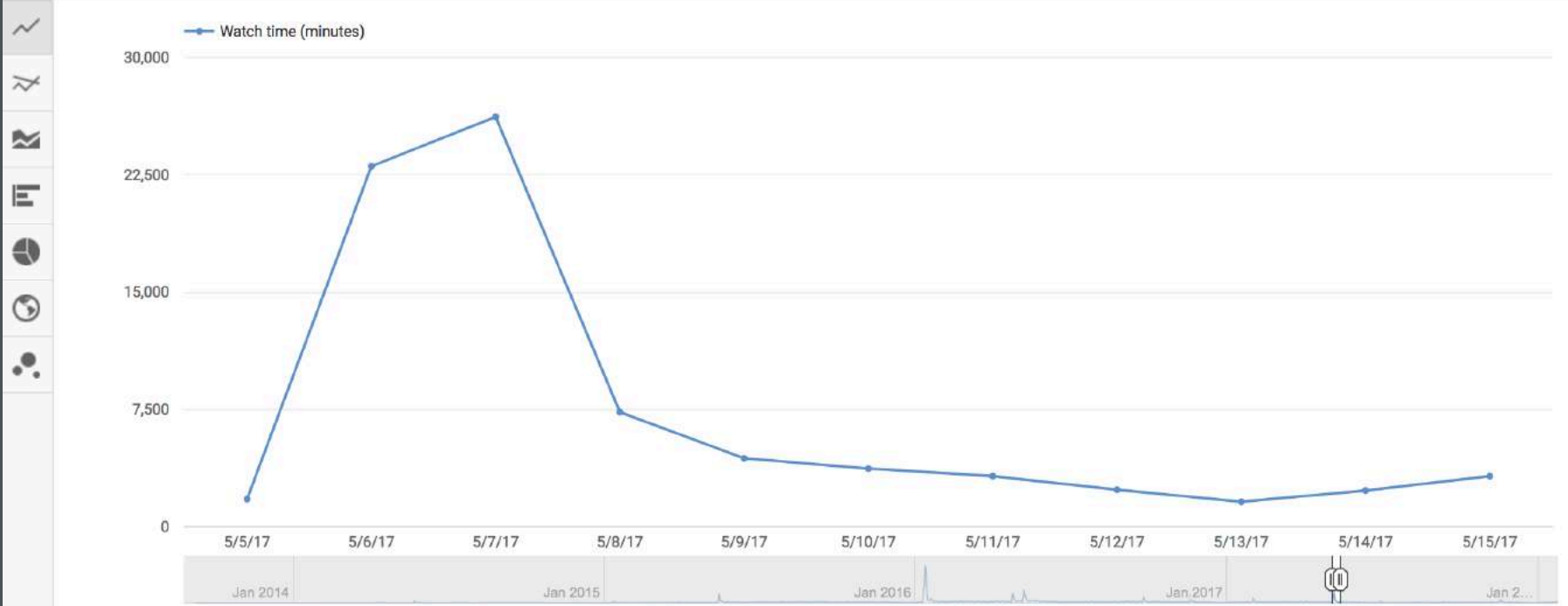
YOUTUBE RED VIEWS

110

Compare metric

Daily

Show growth



Video Geography Date More

Video	Watch time (minutes)	Views	YouTube Red watch time (minutes)	YouTube Red views	Average view duration
Austin Blacks D1b vs Little Rock - D2 Men's RR...	12,564 (16%)	1,370 (11%)	8 (1.5%)	2 (1.8%)	9:10
Little Rock vs Tulsa - D2 Men's RRRC Final	12,083 (15%)	1,050 (8.2%)	22 (4.0%)	6 (5.5%)	11:30
San Marcos vs Shreveport - D3 Men's RRRC Fin...	11,608 (15%)	1,273 (9.9%)	61 (11%)	17 (16%)	9:07
Lone Star vs Shreveport - D2 Men's RRRC Semi...	10,866 (14%)	1,283 (10%)	201 (37%)	13 (12%)	8:28
Jamie Joseph Tackle	6,020 (7.6%)	1,285 (10%)	27 (4.9%)	7 (6.4%)	4:41
Austin Valkyries vs HARC - D1 Women's RRRC ...	4,512 (5.7%)	479 (3.7%)	19 (3.5%)	9 (8.2%)	9:25



2017 All Stars

Nov 17, 2017 – Nov 24, 2017

WATCH TIME (MINUTES) [?] 30,451	VIEWS [?] 3,971	YOUTUBE RED WATCH TIME (MINUTES) [?] 618	YOUTUBE RED VIEWS [?] 49
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Compare metric ▼ Daily ▼ Show growth [?]



Video Geography Date More ▼

Video	Watch time (minutes) [?] ↓	Views [?]	YouTube Red watch time (minutes) [?]	YouTube Red views [?]	Average view duration [?]
Women's All Star Rugby	8,463 (28%)	535 (14%)	351 (57%)	12 (25%)	15:49
Women's All Star Rugby	5,903 (19%)	391 (9.8%)	187 (30%)	12 (25%)	15:05
Jamie Joseph Tackle	3,297 (11%)	749 (19%)	24 (3.9%)	4 (8.2%)	4:24
RRRC D3 Rugby	3,057 (10%)	261 (6.6%)	3 (0.5%)	6 (12%)	11:42
Lonestar Conference Rugby	2,706 (8.9%)	296 (7.5%)	15 (2.4%)	6 (12%)	9:08
Jamie Joseph Breakdown	777 (2.6%)	167 (4.2%)	14 (2.3%)	1 (2.0%)	4:39



2017 Summit on
Facebook LIVE



Video Insights: Sep 8, 2017 - Sep 15, 2017

Daily data is recorded in the Pacific Time Zone

Sep 8, 2017 - Sep 15, 2017



Performance

METRICS FOR ALL YOUR VIDEOS FROM 9/8 - 9/15 COMPARED TO THE PREVIOUS 8 DAYS

855

Minutes Viewed

▲ 301% from previous 8 days

2.1K

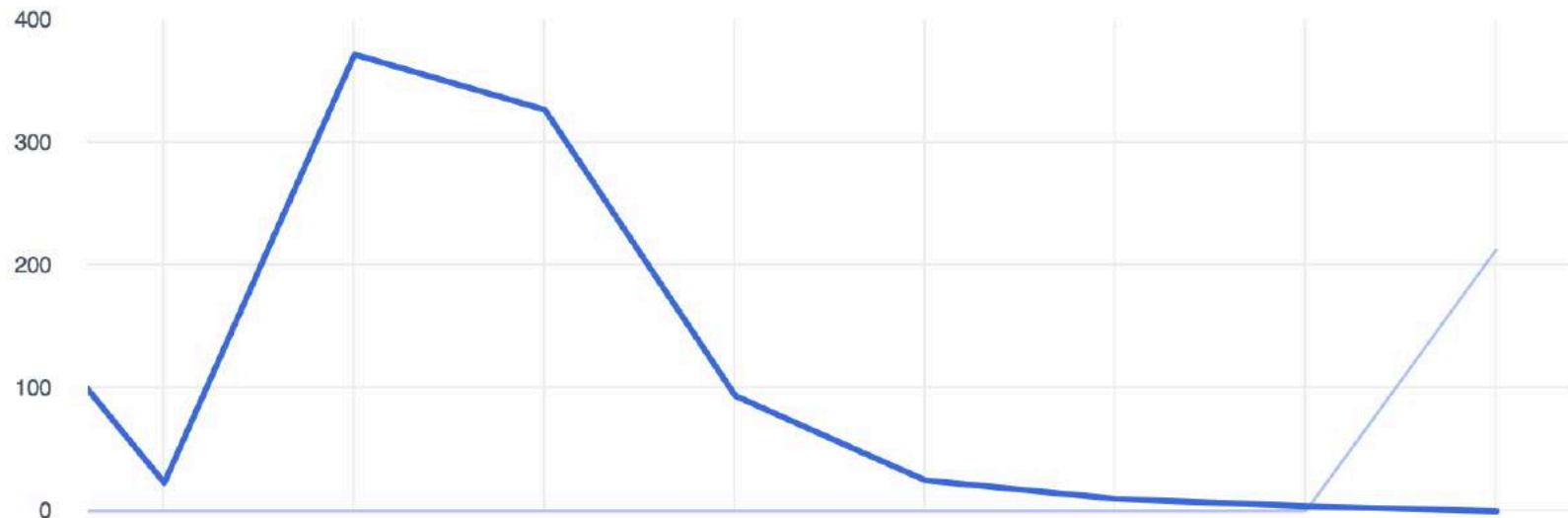
Video Views

▲ 670% from previous 8 days

Sep 8, 2017 - Sep 15, 2017

855 Minutes Viewed

213 Previous Period





WHO'S THE REF

DEMO

UPCOMING ELECTIONS

- President - Sep 2020 (3 year term)
- Vice President - Sep 2019 (3 year term)
- DI Men's Rep - Sep 2019 (3 year term)
- Women's Rep - Sep 2019 (3 year term)
- DII Men's Rep - Sep 2018 (3 year term)*
- DIII Men's Rep - Sep 2018 (3 year term)*
- Congress - Sep 2018 Watson (2 year term)*
- Congress - Sep 2019 Yeoman (2 year term)

**These will be addressed at the Summer AGM (notice will go on website BEFORE AGM).*



SUMMER AGM

@ SOUTH LOCATION



FEEDBACK / NEW BUSINESS

THANK
YOU!

