

MICHIGAN
UNRIVALED





**By 2030, Michigan Rugby will have
varsity and club teams,
a dedicated facility,
full-time coaching,
and best-in-class recruiting**

Team Missions and Vision



Men's

Serve the University of Michigan and embody its mission through rugby competition and community.

Women's

The University of Michigan Women's Rugby Football Club aims to become an elite rugby program in the Midwest and a premier club sport within Michigan. We will provide all committed and hard-working teammates the opportunity to grow as rugby players, athletes and individuals. We are devoted to building a competitive team and program focused on athletics, teamwork, dedication and camaraderie.

Joint Vision Statement

Michigan Rugby is a championship-caliber organization aimed at pursuing rugby excellence and a world-class rugby experience for all.



Michigan Rugby has a proud tradition of success



First modern men's game in 1959 (a win against Toronto)



1991 1st Collegiate Women's Rugby Championship

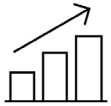


2014 & 2015 National 7s quarter-finalists



2018 Alena Olsen selected to US National 7s Team

We have made strides in the last decade...



5 years of
endowment
growth



Paid part-time
coaching



Positive
relationship
with Club
Sports



Frequent
success at D1
level for men's
and women's
teams



MRF set up in
2017



... but recognize we have a long way to go

Men's teams

Rank	School	Designation / Administration	Coaching	Admissions/ Scholarships	Dedicated Field
1	Life	✓ Varsity	✓ Full-time	✓ Yes	✓ Yes
2	Cal	✓ Varsity	✓ Full-time	✓ Yes	✓ Yes
3	St. Mary's	✓ Club in Athletics	✗ Volunteer	✓ Yes	✓ Shared w/ soccer
4	Lindenwood	✓ Varsity	✓ Full-time	✓ Yes	✓ Shared w/ others
5	Arkansas State	✗ Club	✓ Mostly full-time	✓ Yes	✓ Yes
6	BYU	✓ Elevated club	✓ Mostly full-time	✓ Yes	✓ Shared w/ soccer
7	Army	✓ Varsity	✓ Full-time	✓ Yes	✓ Yes w/ fieldhouse
8	Central Wash.	✓ Varsity	✓ Full-time	✓ Yes	✓ Shared w/ others
~40	Michigan	✗ Club	✗ Part-time	✗ No	✗ No

~30 men's and 30 women's varsity or quasi-varsity programs

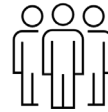


Our dual mission clear in 60+ alumni discussions

We're currently trying to accomplish two missions



**On-field
excellence**



**Participatory
rugby**



Input received so far makes it clear:
Our long-term vision needs to address both missions

Unrivaled Vision



Goal

- Provide high-performance and participatory rugby opportunities for all U-M students through club and varsity rugby teams

Strategies

- Build pathway for high-performance rugby
- Continue to serve participatory interests of U-M student body
- Reduce player financial burden

Immediate Action

- Communicate that this vision serves our dual mission—on-field excellence and participatory rugby



This vision requires foundational elements



Improved player support



Michigan Rugby facility

These elements are achieved with varsity and club programs for the men and women



Full-time coaches



Recruiting support

And can be pursued in parallel.

Foundational element overview



- Improved player support**
 - Immediate need: Full trainer coverage
 - Additional: Bus and flight travel, reduced dues, etc.

- Michigan rugby facility**
 - Hallmark of program success that enables elite training and competition

- Recruiting support**
 - Most significant factor for recruiting top-tier talent
 - 0 of 17 recruited applicants were admitted in 2020

- Full-time coaches**
 - Sustainably-funded, well-compensated coaches are the key to continuity and program success

Rec Sports and MRF are both supporting



Improved player support

- Currently supported by Rec Sports
- Development support from Rec Sports



Michigan rugby facility

- Facilities provided by Rec Sports
- Development support from Rec Sports



Recruiting support

- Not provided by Rec Sports
- Pursuing through MRF



Full-time coaches

- Not provided by Rec Sports
- Development support from MRF



Improved player support (1/3)

Goal

- Improve player experience:
 - Full trainer coverage improves player welfare
 - Bus and flight travel improves travel safety and reduces time away from campus
 - Decreased financial burden, priority scheduling, academic structure, etc.

Strategies

- Cover immediate needs to benefit current players
- Increase endowment to permanently establish budget flexibility

Immediate Action

- Cover trainer costs for the foreseeable future or permanently
→ Quick win for vision and players

Improved player support (2/3)



Budget item	Current Men's and Women's club 2 teams	Enhanced Men's and Women's club 2 teams		Men's and Women's varsity and club 4 teams	
	Annual, \$K	Annual, \$K	Endowed, \$M	Annual, \$K	Endowed, \$M
Travel	25	150	3.3	180	4
Gear	30	60	1.3	100	2.2
Coaching staffs	40	265	5.9	400	8.9
Trainers	5	25	0.6	60	1.3
Misc. (events, fees, equipment, etc.)	35	50	1.1	130	2.9
Total	135	550	12.2	870	19.3

Notes

- Endowed option assumes 4.5% draw from fund
- Costs may change as vision progresses



The vision requires a significant increase in funding

Improved player support (3/3)

Long-term funding helps on-field competitiveness

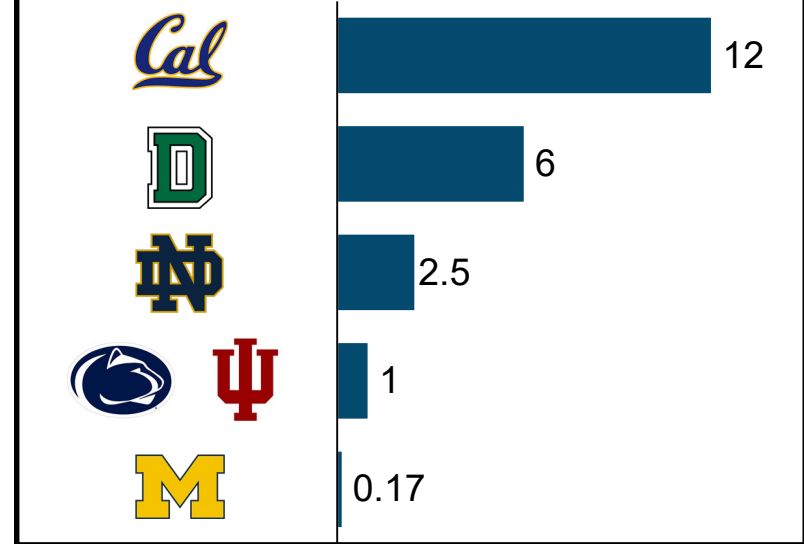
University Endowments

- Men's established in 2015, at \$171,000
- Women's established in 2021, at \$40,000
- Earn 4.5% annually with no overhead

Additional Benefits

- Permanent establishment of team
- Improved campus relationships

Reference endowment sizes, \$M



Our competitors are winning off the field

Michigan Rugby Facility (1/4)



Goal

- Permanently establish a Michigan Rugby home on campus
- Improve player, alumni, and fan experiences

Strategies

- Decide upon appropriate location
- Identify lead donors to accelerate discussions
- Study location feasibility – Develop designs – Raise funds

Immediate Action

- Discuss vision with potential lead donors → Understand funding capacities and potential timing considerations



Michigan Rugby Facility (2/4)

Community through
location



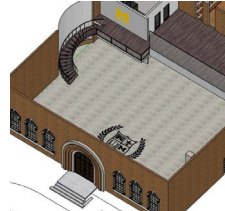
Engaging fan and
alumni experience



Amplified player
experience



Space to honor
our legacy



Many options exist:

\$2M – Turf field and utilities

\$5M – Turf field and small fieldhouse

\$7.5M – Turf field and medium fieldhouse

\$10M – Turf field and large fieldhouse

\$20M – Indoor turf field and fieldhouse

Existing Rec Sports fields: Elbel Field,
Mitchell Field, Palmer Field

Feasibility study cost: \$100K

Facility is about much more than just a place to practice

Michigan Rugby Facility (3/4)



Notre Dame

- Stinson Rugby Field
- Turf field
- **\$1.5M** (2013)



Stanford

- Steuber Rugby Stadium
- 1 grass fields
- **\$3M** (2003)



Dartmouth

- Corey Ford Rugby Clubhouse
- 2 grass fields
- **\$4-5M** (2005)



Army

- Anderson Rugby Complex
- Grass and turf fields
- **\$8.5M** (2005)



Michigan Rugby Facility (4/4)

Estimated timeline dictated by funding

- | | |
|-----------------------|---|
| 2020 | <ul style="list-style-type: none">• Specify needs—control, hours, design choices (e.g., locker rooms, weight room, etc.) |
| 2021 | <ul style="list-style-type: none">• Discuss vision with potential lead donors• Research options: On-campus with Rec Sports, on-campus with Athletics, off-campus |
| 2022 | <ul style="list-style-type: none">• Identify and confirm lead donors |
| 2023 | <ul style="list-style-type: none">• Fund and perform feasibility study |
| 2024-
2025 | <ul style="list-style-type: none">• Define and refine design and cost options• Close on fundraising goals |
| ? | <ul style="list-style-type: none">• Approve design and begin construction |

Recruiting Support (1/3)



Goal

- Upgrade incoming player abilities and attachment to team

Strategies

- Develop a varsity relationship with Admissions and Athletics
- Pair our needs with the university's mission

Immediate Action

- Use connections to present our vision to Admissions and Athletics → Know early in the process what the path to varsity looks like

Recruiting Support (2/3)



U-M Undergraduate Admissions

- ~65,000 apply
- ~15,000 admitted
- ~6,900 enroll
 - 3.9 median GPA
 - 1450 median SAT
 - 33 median ACT

2019-2020 M Rugby Prospects

- 24 legitimate HS prospects*
- 17 applied
- 0 admitted
- 3.1 – 4.0 GPA
- 26 – 35 ACT
- 1300 – 1580 SAT

* We are contacted by many players looking only for scholarships. They are not reflected in these counts.

Recruiting Support (3/3)



Rugby's mission aligns with the U-M mission

- 3.44 current team GPA
- Multiple past USA national team representatives
- Vanessa Rojano – 2020 Club Sports Athlete of the Year
- Globally-successful alumni across a wide variety of professions

Admitted rugby players will further this mission

Full-time coaches (1/2)

Goal

- Improve team development and player experience
- Formally establish relationships on campus

Strategies

- Raise necessary funds to employ head coaches within university
- Raise necessary funds to contract assistant and S&C coaches

Immediate Action

- Take steps toward university-employed head coaches as part of holistic fundraising effort → Ensure sustainable leadership continuity

Full-time coaches (2/2)



Sample coaching staffs – Full-time unless noted

Cal men

- Head coach, assistant coach, graduate assistant

Army men and women

- Head coach, assistant coach, part-time assistant, department S&C coverage

Penn State men and women

- Head coaches, administrative assistant, department S&C coverage

Notre Dame men

- Head coach, part-time assistants

Harvard women

- Head coach, two assistants, department S&C coverage

Typical full-time head coach salaries range from \$50k to \$100k with one \$212k outlier



Immediate Priority Summary



Opportunities for players of all levels

Communicate that this vision serves our dual mission—on-field excellence and participatory rugby—through varsity and club rugby teams

Improved player support

Cover trainer costs for the foreseeable future or permanently



Michigan rugby facility

Discuss vision with potential lead donors



Recruiting support

Use connections to present our vision to Admissions and Athletics



Full-time coaches

Take steps toward university-employed head coaches as part of holistic fundraising effort



2021-2022 Development Impacts



Primary impacts

Cover trainer costs

- Most significant immediate benefit to player experience
- Attainable cost - \$25k annually, \$555k endowed

Find potential lead donors for facility

- Accelerates the project conversation

Secondary impact

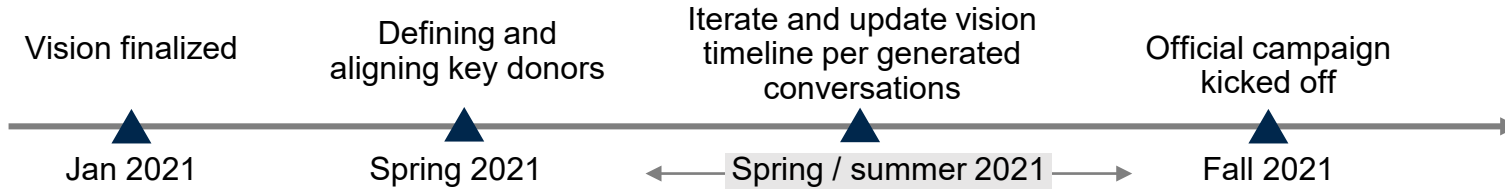
Significantly increase endowment

- Reduces operational limitations
- Positively impacts every aspect of the vision

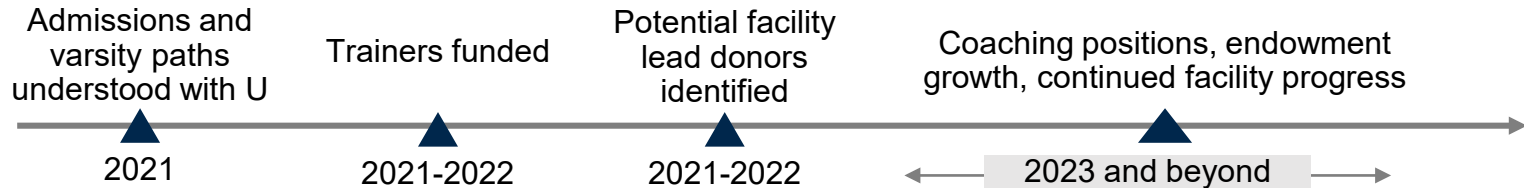


Near-term operational timeline

Phase 1: Defining the plan



Phase 2: Making it happen



Michigan Unrivaled Working Group



Rebecca Belian – 90s

Jake Bodner – 20s

Jared Bosma – 10s

Joel Conzelmann – 10s

Kevin Cunningham – 80s

Wes Farrow – 00s – MRF President

Nate Fisher – 10s

Jamie Frech – 90s/00s – MRF – Current women's coach

Jeff Hagan – 80s – SAC

George Janke – Current men's president

Matt Kasten – 10s

Tianna Kilgore – Current women's president

Meg Loomis – 10s

John Moore – 80s

John Palladino – 10s – MRF

Vanessa Rojano – 20s

Greg Rose – 80s – MRF

Harvey Schiller – 60s

Karl Seibert – 00s – MRF – SAC

Ben Shapiro – 10s

Andrew Swain – 00s/10s

Sam Taylordean – 10s

Matt Trenary – 00s – Current men's coach

Aaron Turk – 00s – MRF

Tom Warburton – 90s – MRF

James Wilber – 00s/10s – MRF





**To remain unrivaled, we will need to invest in our
future**

**To get involved, visit
michiganunrivaled.com**

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