

BE PREPARED FOR NEXT SEASON.

THINGS YOU CAN BE GETTING ON WITH!

While it is around four months until most university clubs will hold their traditional Fresher Fayres and start to think about the upcoming season there is a host of things that clubs can be doing to prepare for the year.

Have a look at the following suggestions to help you along your way. If you have any queries or need more information on any points please contact your RFL Education Officer via the contacts at the bottom.

IT IS IMPORTANT THAT YOU HAVE YOUR NEW COMMITTEE IN PLACE AND THAT ALL NEW MEMBERS OF THE COMMITTEE UNDERSTAND THEIR NEW ROLE. IT IS ALSO IMPORTANT THAT YOU HAVE;

- Held a committee meeting and scheduled in committee meetings throughout the year
- Made sure all committee members understand their responsibilities.
- Held an introductory meeting with your AU / SU and your RFL Education Officer
- Sent all new committee contact details to your AU / SU and RFL Education officer



HAVE YOU MADE SURE THAT EVERYTHING IS IN PLACE FOR YOUR NEW UPCOMING SEASON?



- Booked your training and match facilities.
- Confirmed your coach – or advertised for one.
- You know when your major events are throughout the year – Varsity, Committee Training and Fresher's Fayre's etc.
- Kit and equipment audited and any new orders placed.
- Fulfilled all requests from your AU /SU.

HAVE YOU THOUGHT ABOUT YOUR PLAYERS NEXT YEAR, HOW MANY PLAYERS DO YOU HAVE AND HOW MANY DO YOU NEED TO RECRUIT?

- Complete the Club Player Audit.
- Understand what you are going to do to keep current players engaged?
- Have a player recruitment plan and strategy.
- Make sure freshers know there is a RL club at the university before they get there.



HOW ARE YOU GOING TO RAISE THE PROFILE OF YOUR CLUB?



- How do you plan to communicate with existing/new players?
- How will you use Social Media?
- Is your website updated?
- Can you volunteer on campus in fresher's week in your RL stash?
- Will you run taster sessions and open events?
- How will you become more professional and welcoming?
- #whatsyourpickle ?

The Rugby League club at St Marys University is a great example of how a club can raise their profile and the benefits that this can bring.

They overhauled their club environment by creating an encompassing committee and improved coaching structure. They had a large social media and community presence, held interacting socials, engaged with and supported their SU, held a 24 hour charity event, held taster sessions in prime locations on campus and supported other university clubs.

These actions resulted in a large increase in playing members, an improved profile on campus, a strong relationship with their SU and the club receiving both 'Club and Coach of the Year' at the annual university awards.

Their motto was *'we want to be the club everyone wants to be part of'*

RFL EDUCATION OFFICER CONTACTS

North West and North East - Peter Brooke, peter.brooke@rfl.uk.com
South East, South West and Wales - Stephen Guan, Stephen.guan@rfl.uk.com
Yorkshire and the Midlands - Adam Hughes, adam.hughes@rfl.co.uk