

## Draft Strategic Plan of FASU for the years 2015 - 2018

### Mission

- To promote sports excellence within the framework of university education for the sustainability of both the body and mind.

### Core Values

- Integrity
- Team work
- Putting student's interests at the forefront.
- A commitment to innovation and excellence
- Nurturing and inspiring sports talents

### Goals and Objectives

- Improve the development of sports in African Universities, within its jurisdiction.
- Encourage African governments to develop and promote sporting activities in their various Universities
- Maintain and develop regular communication between the National University Sports Associations/Federations
- Organize and co-ordinate the preparation and participation of Africa in the FASU and FISU structures and/or games
- Work in close collaboration with FISU, and other continental sports governing bodies with the view of planning, organising and harmonising FASU activities
- Supervise, co-ordinate and support the development of University sports within FASU zones through the national and regional sports administrative bodies
- Encourage research and publications in the area of sports, in collaboration with Research Institutions by disseminating and applying its findings
- Encourage women participation in the University sports
- Source funds capable of sustaining the objectives and goals of FASU
- Pursue FASU's objectives/goals without any form of discrimination such as political, gender, religion, racial, disability.

### S.W.O.T. Analysis

- Strengths – Large university sports population; monopoly of the organization;
- Weaknesses – Low interest in hosting & participating in sports events; Political divide based on colonial language; low brand equity
- Opportunities to exceed plan - Ability to grow membership to 54; Ability to raise funds and growing the games
- Threats to making plan – Disunity and intrigue; Failure to get hosts

### 4 Year Target / Strategy

Main target	Annual deliverables and measurement criteria				Monitoring and Evaluation
	2015	2016	2017	2018	
<b>Raise membership to 40 countries from the current 26</b>	1. Re-write letters to all non member countries asking them again to apply for FASU membership 2. Personally meet African delegations at the Universiade in Korea 3. Ask FISU to inform all its members from Africa to apply for FASU membership 4. Setting Standards 5. Provide regular networking opportunities	1. Consistently remind countries to apply for membership 2. Ask FISU not to accept any new membership application if they have not made effort to apply for FASU Membership 3. Creating a sense of ownership 4. Carry out bonding activities in order to retain members 6. Political lobbying	1. Consistently route for countries to apply for membership 2. Retaining membership 3. Political lobbying 4. Carry out bonding activities 5. Create a feel of prestige by the members	1. Consistently route for countries to apply for membership 2. Taking stock of the membership	Target 7 countries per year and complete assignment by end of 2016. Reaching 50 countries would be over good by 2018 Retain all the membership

Main target	Annual deliverables and measurement criteria				Monitoring and Evaluation
	2015	2016	2017	2018	
<b>Diversify income sources and reduce dependence on FISU</b>	<ol style="list-style-type: none"> <li>1. Source for title sponsors for the FASU Games and Championships</li> <li>2. Write Funding Proposals to other organisations</li> <li>3. Seek other forms of sponsorship</li> <li>4. Ensure collection of Affiliation fees</li> <li>5. Develop and strengthen networks with other Continental Sports Federations</li> <li>6. Develop a reserve fund that will ensure future self sustenance</li> </ol>	<ol style="list-style-type: none"> <li>1. Route for increased participation in FASU games to increase participation fees income</li> <li>2. Source for title sponsors for the FASU Games and Championships</li> <li>3. Write Funding Proposals to other organisations</li> <li>4. Seek other forms of sponsorship</li> <li>5. Ensure collection of Affiliation fees</li> <li>6. Develop a reserve fund that will ensure future self sustenance</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote championships with direct participation by universities</li> <li>2. Seek more partners</li> <li>3. Obtain an official sponsor for FASU</li> <li>4. Potential corporate support</li> <li>5. Value for money that will entice payment of hosting rights</li> <li>6. Look out for private grants</li> <li>7. Beef up the reserve fund that will ensure future self sustenance</li> </ol>	<ol style="list-style-type: none"> <li>1. Source for title sponsors for the FASU Games and Championships</li> <li>2. Write Funding Proposals to other organisations</li> <li>3. Seek other forms of sponsorship</li> <li>4. Ensure collection of Affiliation fees</li> <li>5. Look out for private grants</li> <li>6. Utilise the reserve fund</li> </ol>	<ol style="list-style-type: none"> <li>1. Ensure future sustainability</li> </ol>
<b>Standardise the University Sports activity calendar on the continent</b>	<ol style="list-style-type: none"> <li>1. Set up calendar working group to hold discussions and collect consent from NUSFs and Zones on proposed schedule</li> <li>2. Use the events in Korea as an opportunity to promote these engagements</li> <li>3. Share proposals with FISU for major event periods</li> </ol>	<ol style="list-style-type: none"> <li>1. Implement roadmap on the harmonisation of the calendar</li> <li>2. Balancing specialisation and inclusion</li> <li>3. Shape policy</li> </ol>	<ol style="list-style-type: none"> <li>1. Execute the harmonised program</li> </ol>		
<b>Improve FASU's Brand Equity</b>	<ol style="list-style-type: none"> <li>1. Increase consultations and research on the Brand equity</li> <li>2. Develop framework of Action</li> </ol>	<ol style="list-style-type: none"> <li>1. Concentrate on brand awareness and quality</li> </ol>	<ol style="list-style-type: none"> <li>1. Concentrate on brand loyalty</li> </ol>	<ol style="list-style-type: none"> <li>1. Concentrate on brand association</li> </ol>	
<b>Implement a detailed system for attribution of events</b>	<ol style="list-style-type: none"> <li>1. Award host for 8<sup>th</sup> FASU Games 2016</li> <li>2. Award Host for 9<sup>th</sup> FASU Games 2018</li> <li>3. Award host for Championships 2017</li> </ol>	<ol style="list-style-type: none"> <li>1. Award Host for 10<sup>th</sup> FASU Games 2020</li> </ol>	<ol style="list-style-type: none"> <li>1. Award host for Championships 2019</li> </ol>	<ol style="list-style-type: none"> <li>1. Award Host for 11<sup>th</sup> FASU Games 2022</li> </ol>	<ol style="list-style-type: none"> <li>1. The Process should be concluded and the host determined 4 years before the event for the FASU Games, and 2 years for the Championships</li> </ol>

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<b>Make FASU events qualification competitions for higher events</b>	<ol style="list-style-type: none"> <li>1. Ask continental Sport Federations to accredit the FASU events</li> <li>2. Ask CFs to Use the FASU events as Qualifiers as appropriate</li> <li>3. Ask FISU to use FASU events as qualifiers for Team events at the Universiades – at least for the top three teams</li> <li>4. Ask FISU to Make participation at the FASU games as a condition for the help program</li> </ol>	<ol style="list-style-type: none"> <li>1. Follow-up on 2015 requests</li> <li>2. Reach out to more continental Federations</li> <li>3. Recognize excellence</li> </ol>	<ol style="list-style-type: none"> <li>1. Follow-up on 2016 requests</li> <li>2. Reach out to more continental Federations</li> <li>3. Implementation at the Universiades</li> <li>4. Recognize excellence</li> </ol>	<ol style="list-style-type: none"> <li>1. Follow-up on 2017 requests</li> <li>2. Reach out to more continental Federations</li> <li>3. Recognize excellence</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> </ol>
<b>Promote Pan-Africanism and Integration.</b>	<ol style="list-style-type: none"> <li>1. Deliberately run campaigns against the defragmentation on grounds of colonial language by promoting a ONE Africa brand</li> <li>2. Improve the integration of Activities of FASU Zones</li> </ol>	<ol style="list-style-type: none"> <li>1. Deliberately run campaigns against the defragmentation on grounds of colonial language by promoting a ONE Africa brand</li> <li>2. Improve the integration of Activities of FASU Zones</li> </ol>	<ol style="list-style-type: none"> <li>1. Deliberately run campaigns against the defragmentation on grounds of colonial language by promoting a ONE Africa brand</li> <li>2. Improve the integration of Activities of FASU Zones</li> </ol>	<ol style="list-style-type: none"> <li>1. Deliberately run campaigns against the defragmentation on grounds of colonial language by promoting a ONE Africa brand</li> <li>2. Improve the integration of Activities of FASU Zones</li> </ol>	
<b>Strengthen National University Sports Federations</b>	<ol style="list-style-type: none"> <li>1. Encourage NUSFs to embrace governance and management structures to include staff and get functional physical offices.</li> <li>2. Contact ANOCA and other partners for NOCs to add NUSF participants in the MOSO program (Managing Olympic Sport Organisations).</li> <li>3. Volunteer campaigns</li> <li>4. Create a platform to share knowledge</li> </ol>	<ol style="list-style-type: none"> <li>1. Organise short programs/seminars for the leadership</li> <li>2. Enforce compliance to minimum standards of administration for each National Federation.</li> <li>3. Create a sense of ownership</li> <li>4. Build personal advancement</li> </ol>	<ol style="list-style-type: none"> <li>1. Encourage NUSFs to embrace governance and management structures to include staff and get functional physical offices.</li> <li>2. Enforce compliance to minimum standards of administration for each National Federation.</li> </ol>	<ol style="list-style-type: none"> <li>1. Enforce compliance to minimum standards of administration for each National Federation.</li> <li>2. Organise short programs/seminars for the leadership.</li> </ol>	