

Strategic Direction – 2019/2022

1. ABOUT FASU

Vision:

To be the most influential multisport organization in Africa

Mission Statement:

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

Objectives:

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

2. FASU STRATEGIC ROAD MAP 2019 - 2022

We want to continue with the general road map 2015 - 2019 set out previously, but modify approach as and when necessary. Focus will be on the following;

Sports Activities

- a) Timely identification and allocation of hosts Homogenising University Sports activity calendar in the various zones of FASU
- b) Create more championships with Zonal Events as Qualifiers
- c) Encourage more universities to host events
- d) Allow cities to host events
- e) Make FASU events qualifiers for various international events
- f) Explore options of multiple hosting (Where a host can have host more than one consecutive edition of the event)

- g) Grow student participation in the FASU games to 5000 athletes

Administration

- a) Grow FASU membership to cover all Africa Countries
- b) Maintain membership activeness of NUSFs
- c) Introduce awards and ranking for active members
- d) Ensure periodic reporting and feedback
- e) Restructure and staff the Secretariat
- f) Increase number of NUSFs with staffed secretariats
- g) Strengthen Electronic management methods
- h) Grow Partnerships with sister organisations
- i) Increase marketing programs and ideas

Education

- a) Encourage scientific research
- b) Develop partnership with key universities for publication of research
- c) Develop an Accredited Post Graduate Continuous Professional Development program (CPD) with collaborating African universities.
- d) Explore development of an education fund/scholarship for with African institutions

Finance

- a) Review applicable fees payable by members
- b) Expanding income sources
- c) Develop commercial rights
- d) Work towards self-sustainability

Branding

- a) Brand Quality (Best student events, highest level of competition, Respected Partners)
- b) Brand Loyalty (Retention rate of partners and sponsors, Consistent improvement in participation, increased interest to bid)
- c) Brand Association/Image (Strength, uniqueness, High standards, Source of pride)
- d) Brand Awareness (High level of awareness at continental level and worldwide; Highest amongst commercial and non-commercial brands)

Pan-Africanism and Integration

- a) Grow partnerships with at least 20 main continental sports and non-sports organisations
- b) Implement the Africa Day celebration at all University Sports events

Criteria to Awarding FASU Certificate of Recognition (Awarded on a two-year cycle at the General Assembly)

- Participation in FASU Games
- Participation in other events(Championships, General Assembly and Educational events)
- Regular updates and payments
- FASU visibility at National events and IDUS

- Hosting FASU events

Each criterion is equivalent to a star weighted as gold, silver or bronze as detailed below.

Participation in FASU Games

- Gold - Countries with 100 plus student athletes.(1000 for host country)
- Silver - 50 plus student athletes.(500 for host country)
- Bronze -30 plus student athletes.(300 for host country)

Participation in other events (championships, General Assembly and Educational events)

- Gold - countries represented in all scheduled events.
- Silver – countries represented at the general assembly plus one other event
- Bronze – countries represented at any one of the events.

Regular Updates to the Secretariat and Payments

- Gold – Countries with regular monthly updates and correspondence at full payment of subscription fees
- Silver – Countries with two months updates and correspondence at full payment of subscription fees
- Bronze – Countries with three months updates and correspondence at full payment of subscription fees.

FASU visibility at National events and IDUS

- Gold –Countries that add and display the FASU logo, slogan (We are Africa/ Nous sommes l afrique) plus the FISU logo on all their major artwork/branded materials for events
- Silver –
- Bronze -

Hosting FASU Events

- Gold- Countries that host FASU games.
- Silver- Countries that host FASU General Assembly/Conference and any Championship.
- Bronze-Countries that host any FASU event.