

# Strategy Overview 2018-21

## VISION

The leading network for University sport development, recognised for inspiring innovation and sharing best practice.

Representing and promoting the importance of University sport.

## MISSION

1 

### Enhanced Services

To provide better and more professional expert services to members, partners and stakeholders. We will do this through networking, connecting, sharing and knowledge exchange.

Success will be achieved when;

- The Forum is recognised as innovative and professionally run with greater member, stakeholder and sponsor engagement;
- At least 2 other network events are provided per annum;
- Launch of ENAS CONSULTS – a new advisory and consultancy service for the sector;
- Increased profile of ENAS Awards and best practice recognition;
- Increased project links and exchanges.

2 

### Advocacy & Collaborations

To promote and represent university sport services creating greater impact and profile. We will do this by influencing policy and developing partnerships, programmes and events that focus attention on the importance and relevance of the university sport sector.

Success will be achieved when;

- Representation at EU policy level is evident through the EU Work Plan for Sport and other forums;
- Endorsement of the 'Impact Statement' on the importance and relevance of University Sport;
- Increased National representatives engagement;
- ENAS is more visible within Universities & related forums;
- Secure support & funding for at least 2 collaborative projects;
- A defined member journey experience.

3 

### Fit Organisation

To develop the organisation in line with good practice, appropriate governance & effective additional resourcing. We will do this by following good governance guidelines, ensuring financial compliance, promoting leadership, diversity, inclusion & member involvement and engagement of others.

Success will be achieved when;

- Governance policies are published, along with improved defined Executive functions and work plans;
- Develop a communications plan with improved functions and more accessible platforms;
- Increased income and sustainable funding plan;
- Expanded resourcing through variety of sources which will include internships, working groups & hired expertise.



### VALUES we believe in

#### Friendship

A welcoming culture of sharing, cooperation, loyalty & belonging.

#### Teamwork

Creating a movement that thrives on working together, for collaborative & supportive relationships.

#### Professionalism

University sport experts, operating with respect & integrity.

#### Commitment

Working with energy, passion, dedication to fulfil our mission & goals.



### THE RESULT

**Further growth of services to the professionals delivering University sports, greater profile in the wider sport sector, delivered by an adequately resourced, efficient and very effective team.**

