

POST COVID-19 ERA

UNIVERSITY SPORTS IN A NEW DIMENSION

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High mortalities



Disruption of social and economic activities.



Social inequities, ideological fault lines, systemic failures, economic risks, geopolitical tensions, distrust between governments and citizens



Uncertainty and fake news

INTRODUCTION

- COVID-19 a global health pandemic that is here to stay, has upended the University sports calendar, with games, championships among others suspended to limit the spread of the virus.
- Even the biggest events in University Sports, the FISU World University Winter Games was postponed from 2020 to 2021.
- The FISU World University Summer Games, typically one of the world's most-watched sporting event, are still in balance.
- The 10th FASU Games, Regional and National sports calendars were not spared either.
- This is a strong message: **THE INTERRUPTION IN UNIVERSITY SPORTS IS GOING TO BE LONG**

INTRODUCTION

- This long period of inactivity has serious impact on University sports
- Efforts are being made to address the repercussions of COVID-19 and the strategies are being crafted.
- It's a time to rethink before University sports retake the central role it has in the students' lives once the pandemic is over.
- Students have been deprived of that injection of happiness,
- Facing the four fundamental aspects of this inactivity will be key:
 1. Student Athlete Training and Fitness
 2. Managing closed sporting facilities
 3. Economic Losses
 4. Media and Fan Engagement

PLAYERS' TRAINING AND FITNESS

- The athletes cannot train normally, are psychologically affected because of the confinement, are stressed because of feeling unfit and are fatigued due to undergoing repetitive training sessions
- Students are now learning virtually off campus
- Appropriate management of these fears and how to address them fast will reinforce resilience, using this quarantine as one more mental training exercise to adapt to extreme situations
- The return to active University Sports may not be as different as that after the off season
- We have to deal with the unusual situation and devise new strategies

MANAGING CLOSED SPORTING FACILITIES

- The biggest blow is managing facilities that must continue to be maintain even when not in use

ECONOMIC LOSSES

- Sport is a major contributor to economic and social development. The global value of the sports industry is estimated at US\$756 billion annually
- Several jobs in university sports are at risk globally, not only for sports professionals but also for those in related retail and sporting services industries connected with leagues and events, which include travel, tourism, infrastructure, transportation, catering and media broadcasting, among others
- Besides student athletes, there's the coaching staff, whose role is fundamental for the work of the players and whose economic survival may be more complicated
- **The sporting events post COVID-19 is expected to be lot leaner and efficient from a sponsor perspective**
- In addition to economic repercussions, the cancellation of games has impacted many social benefits of global and regional sport events

MEDIA AND FAN ENGAGEMENT

- Media plays a big role in engaging fans globally with sports events
- The economic impact of the attendance to the Napoli 2019 Summer Universiade resulted in a €40.4 million boost to the local region
- The report found that every Euro spent in the Campania Region by non-local attendees, created between € 0.93 and € 1.18 for the host economy.
- Sports Media is currently redundant as there are hardly sporting events to cover. Sports commentators barely have matches to commentate, a limited number of journalists are allowed into the few sports events taking place
- There is scanty sports news to report and most print media and sports shows are recycling old stories
- Sports fans are also missing on relaxation, entertainment and fun

RECOMMENDED STEPS IN THE TO MANAGE THE SITUATION



The post COVID-19 time is expected to define “new normalcy” which in turn will have a telling effect on all aspects of business including University sports

DEVELOP A BUSINESS CONTINUITY PLAN

- A Business Continuity Plan is a preventative, responsive and adaptive solution to a disruptive and disastrous situation.
- Its ultimate goal is to secure institutional operations, obligations, and reputation.
 - I. Review the training programs
 - II. Build a virtual infrastructure to provide for online training Management solutions, etc.
 - III. Refresher training and Equipping trainers with adequate teaching tools and Smart Devices
 - IV. Frequently Assess and Evaluate Strategies

STEP 1

**INNOVATION AND
TRAINING PROGRAM
DIVERSIFICATION**

STEP 2

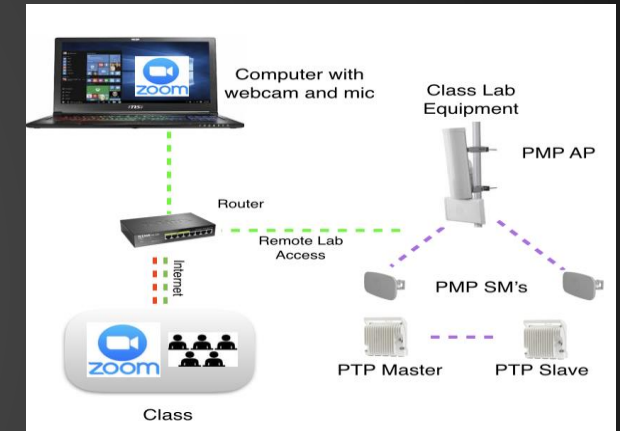
Build a virtual infrastructure to provide for online training Management solutions, etc.



STEP 3A



**Pre- and in-service
training of personnel**



**Equipping personnel
with right tools to aid
modern training**

STEP 3B

- Partner with corporate institutions to develop smart gadgets to be used by athletes
- Sponsors to facilitate the virtual infrastructure

STEP 4

Periodic Strategy Evaluation

Strategy Evaluation Framework

Examining the underlying bases of strategy

Comparing expected results with actual results

Taking corrective actions to ensure that performance conforms to plans

CHALLENGES AND OVERVIEW

The suggestions outlined above are dependent on resources and capabilities among other things.

Challenges and overview

While digital platforms have enormous benefits for delivering sports programme, they are particularly difficult for delivering hands-on learning activities that are naturally meant for enactment in laboratories, gymnasia, dance studios, swimming pools, outdoor and playground experiences

Given that some Sports content and activities are transferable to online formats, athletes, coaches and all involved need to explore and invest resources in digital conferencing tools to enable fast and uninterrupted access to learning platforms.

CONCLUSION

- The COVID-19 pandemic has had and will continue to have very considerable effects on the sporting world as well as on the physical and mental well-being of people around the world.
- The recommendations provided seek to both support the safe return to sporting events and tournaments following the pandemic, as well as to maximize the benefits that sport and physical activity can bring in the age of COVID-19 and beyond
- The future of University sports, and its impact on society, will be shaped by an array of factors both within and beyond the control of stakeholders.
- Advances in technology will continue to create paradigm shifts in the provision and value of experiences.
- Leadership also matters – the ability to mobilize around new models and policies that can serve the common good.
- Going back to the drawing board is inevitable; review statutes, rules and regulation.
- Innovation, adoptability are key

LETS MAKE THE CONNECTIONS
TOGETHER.....



Use university sports as a
gateway to better life

Thank you