



FIS
academy

The Power to Compete

The Power to Learn



FIS Academy

- Introducing the FIS Academy and the World Academy of Sport
- High Level Sport and Education
 - Background Research
 - Current Solutions
- FIS Academy
 - Athlete Certificate
 - IBO Programme
 - Open University
- Career Transition
- Other Programme Offerings from the Academy



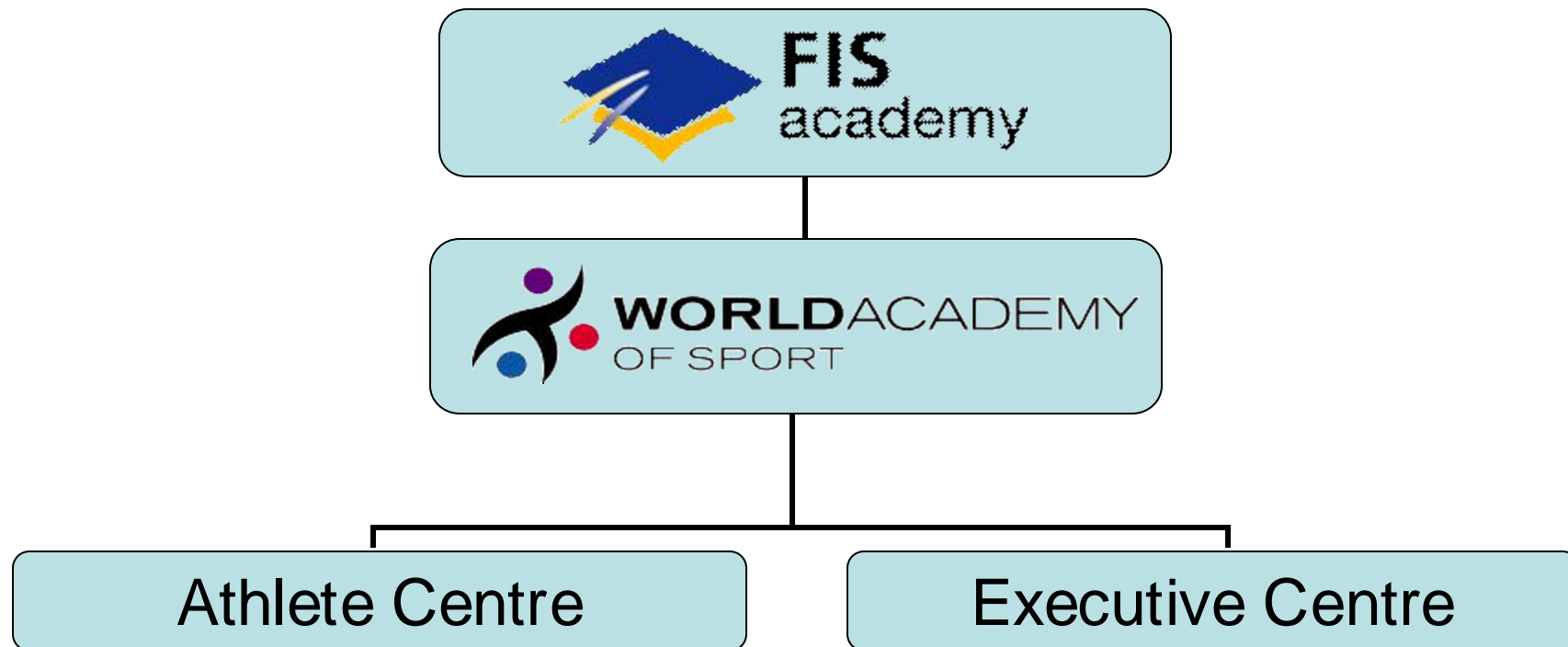
Introducing the FIS Academy and the World Academy of Sport

FIS Academy develops and delivers worldwide:

- Best practice academic programs
- Quality Education for Winter Sport:
 - Athletes
 - Administrators
 - Event committees
- Links education and learning to the winter sport industry
 - Tailored education programs
- Creates career pathways for athletes after competition



FIS Academy and the World Academy of Sport



High Level Sport and Education

Background Research

- In 2004, The European Commission undertook a research report in partnership with PMP and the Institute of Sport and Leisure Policy at Loughborough University
 - Looked at the current situation regarding elite young sportspersons in Europe
 - Study across all 25 European Union Member States
 - Structured interviews and discussions in UK, France, Germany and Poland

European Commission, PMP and Loughborough University, 2004



High Level Sport and Education

Background Research

- Over 90% of Member States offer some degree of support to young elite athletes
- 60% of Member States have specialised sport schools – usually providing for both general and elite sportspersons
- General provision includes special sports classes –
 - e.g. Belgium, Czech Republic, Denmark, Estonia, Finland, Slovenia
- Elite provision covers:
 - sports boarding schools – e.g. Germany, Lithuania, Poland
 - Sports orientated schools – e.g. Austria, France, Hungary, Italy, Slovakia, Sweden, The Netherlands, and the UK.

European Commission, PMP and Loughborough University, 2004



Issues with Compulsory Education in Sport:

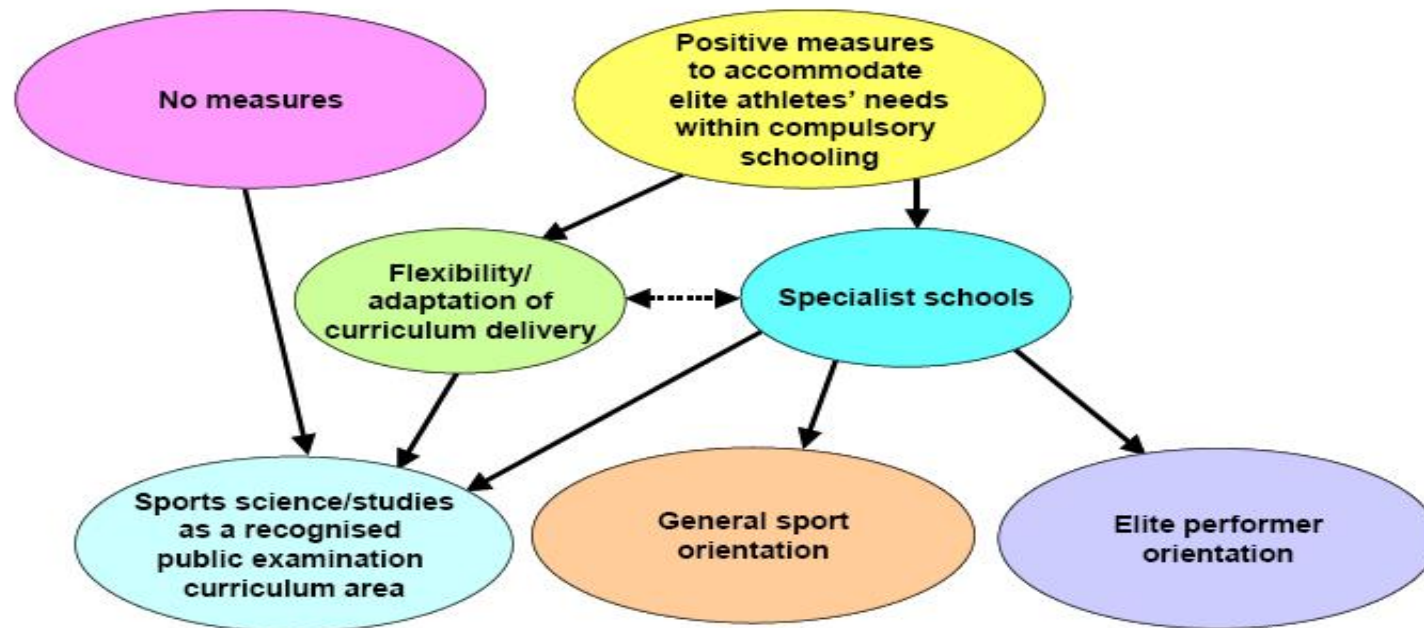
- Need for flexibility
- Critical mass of athletes
- Maintaining standards

European Commission, PMP and Loughborough University, 2004



High Level Sport and Education

Current Solutions



European Commission, PMP and Loughborough University, 2004

High Level Sport and Education

The World Academy of Sport carried out Independent
Research

TASS (Talented Athlete Scholarship Scheme) Analysis

- One on one interviews with student athletes and parents
- Total 10 athletes and 10 parents of different athletes were interviewed
- Average athlete age of 15 years
- UK based, world class athletes

IF Education TASS Report



High Level Sport and Education

Results of Independent Research

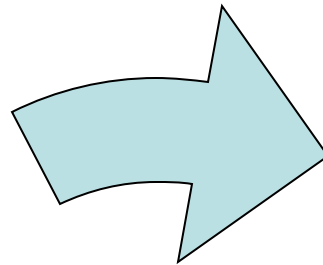
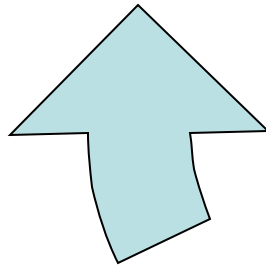
- World-class athletes understand the value of education, but are willing to defer higher education in order to commit full-time to competition and training.
- History dictates that the number of athletes returning to complete higher education is low – many athletes struggle with job security and career progression after their sports careers are over
- Current negatives of existing academic options include lack of flexibility due to travel schedules and time-consuming nature especially at later stages of compulsory study

IF Education TASS Report



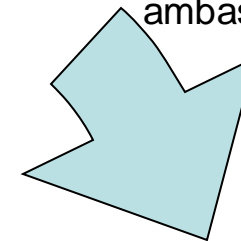
Summary

1. Whereas intentions are sincere, athletes often sacrifice education for pursuit of athletic excellence which involves intense travel and training

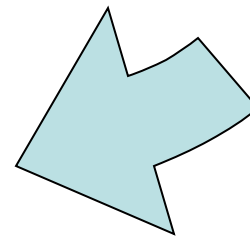


Balancing Education with Training

2. Athletes often suffer from lack of education following short sports careers—history shows that many do not return to school and have little career options. Sports organizations risk suffering long-term affects from not developing their athletes as ambassadors of sport.



4. Post-career options for athletes jeopardized; sports organizations do not offer many education options or resources as they are sport focused. Competition demands 100% attention to training.



3. Unfortunately many sporting organizations have viewed athletes as a commodity rather than an asset or investment, thus looking only to extract short-term gains for their sport, i.e. a “gold medal performance”

IF Education TASS Report





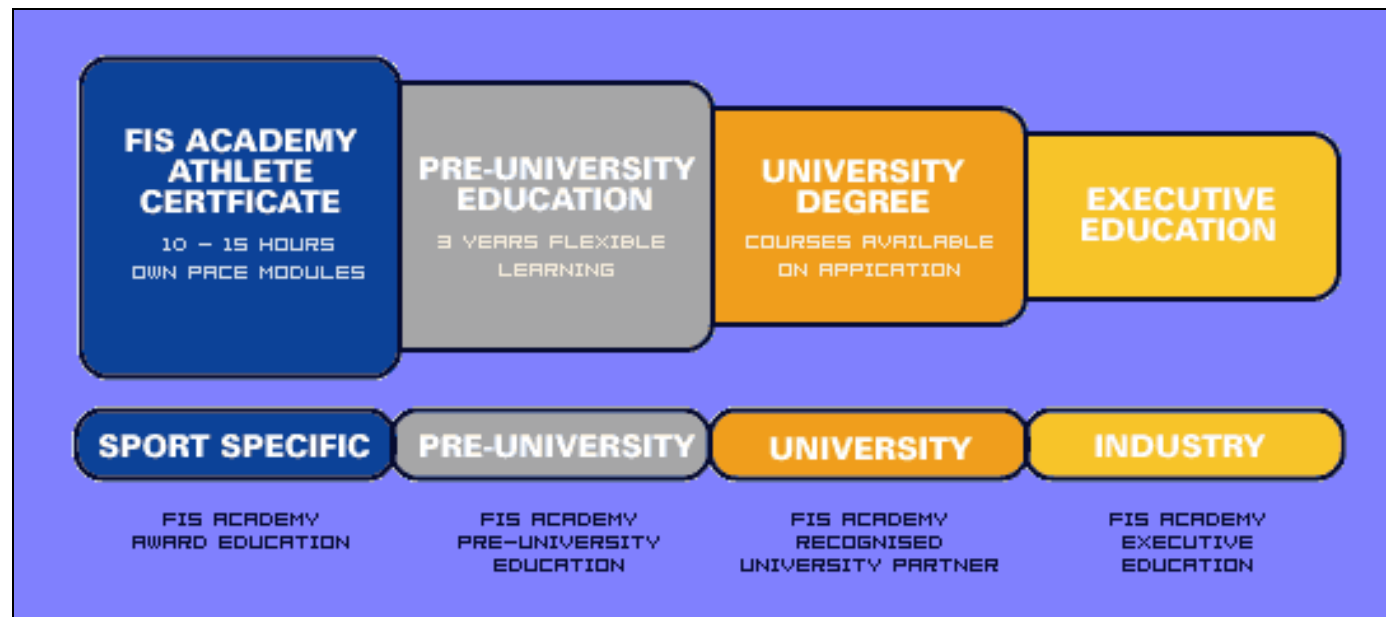
Leading the Way

- Promoting education as an investment in the sustainability in sport
- Offering a flexible solution that enables athletes to comfortably fulfil both their academic and training requirements
- Providing athletes with the opportunity and confidence to control their own destiny during and after their sporting career
- Links with globally recognised curriculum
- Vision lead by Gian Franco Kasper & Sarah Lewis
- Other IFs now partnering World Academy of Sport – UCI, IFNA



FIS Academy's Solution

Education Model



FIS Academy

Athlete Certificate

- On-Line and CD-Rom
- 10-15 hours learning
- Athletes study at their own speed, without disruption to training or competition



FIS Academy

Athlete Certificate

- International Competition / Competition Requirements
- Health and Wellbeing
- Doping, Drugs and Sport Overview
- The Competitive Approach
- Winter Sport and the Environment
- Personal Management
- Olympism
- Life After Competition



FIS Academy Athlete Certificate

Module Makeup

- Introduction
- Educational information
- Review Quizzes
- Resource Kit
- 'Buddy'



FIS Academy

International Baccalaureate Organisation

- Delivering educational modules to athletes at middle and pre-university entrance level
- Qualification is widely recognized by the world's leading universities.
- Where is the IBO offered?
 - 124 countries
 - 1,888 schools/colleges
- What does the IBO do differently
 - Approach
 - Mission driven not for profit
 - Highest quality education, setting global standards
 - 6 out of 10, 39 out of 100
 - 624 out of 10,000



FIS Academy

IB Diploma

- Delivered in a virtual capacity – CD-Rom and Online
- Diploma is highly flexible and is studied over a three year period (instead of the usual two) to allow athletes to combine education, competition and training
- Athletes will enter the World Academy of Sport Athlete Community, providing them with digital support structures
- Coaches will be provided with e-facility learning skills



FIS Academy

The Open University

- The Open University is the United Kingdom's only university dedicated to distance learning.
- 150,000 Undergraduate students
- More than 30,000 Postgraduate students
- Nearly all students are studying part-time
- More than 25,000 students live outside the UK



FIS Academy

Open University

- Ranked among the top UK universities for the quality of its teaching
- Students learn in their own time, but have the constant support of a tutor
- The University offers courses in 12 subject areas such as business and management, health and social studies, psychology, computing and law



Career Transition

- Empowering athletes for successful post competition careers
- Private career transition programmes or tailored group programmes



Other Programmes for administrators and coaches

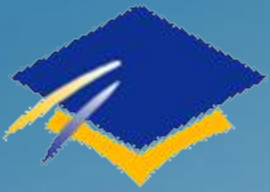
The University of Manchester
Manchester
Business School

MANCHESTER
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