An engagement campaign focused on engaging people in the outdoors and collecting their experiences through visual stories (photos).

September 16 - October 20, 2018

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Introduction
History:
In 2017, Ferris participated in the Outdoor Nation Campus Challenge for the first time. This challenge accumulated approximately 2,397.5 hours of outdoor activity and engaged 281 participants from Ferris State University. The ON Campus Challenge was discontinued for 2018. However, outdoor engagement continues. This report offers a snapshot of how, who, when, and where the Ferris community engaged outdoors with FerrisGetOutside between Sept. 16-Oct. 20, 2018.

Target Participants:
Students, staff, faculty, and community members at least 18 years old.

Goals & Outcomes:

Goal 1: Engage 250 unique registrants throughout the campaign
- 185 people | registered for FerrisGetOutside
- 15 people | NOLS Film Tour
- 4 people | North Country Trail speaker
- 3 people | Hiking at Silver Creek Pathways
- 2 people | non-registered participants
- 24 people | FSUS Challenge (ropes course)
- 10—15 people | Honor’s Program lunch & learn

Goal 2: Influence 25% of participants in exploring an outdoor area for the first time.
68% of 19 respondents of a participation survey said yes!

Places include: Hungarian Falls (Hancock MI), Newaygo State Park, Upper and Lower Tahquamenon Falls, Hemlock park on the trails, Traverse City Beach, nature trails around campus, Reedy Creek Nature Center in Charlotte, NC, downtown Big Rapids, The exhibit at ArtWorks, the UP & lastly Mammoth Cave National Park.

Goal 3: Offer weekly programmed activities on and off campus.
Encouraged: Ferris pride homecoming events, cycling, hiking, water activities, camping, outdoor work, scavenger hunts, visiting parks of Big Rapids, walking, hunting / fishing, Waterways, hammocking & outdoor wellness

Goal 4: Collaborate with 5 departments / community businesses.
1. CLACS | photos displayed in CLACS lobby
2. Retention and Student Success | Partner with the FSUS Challenge
3. NOLS | Exploration Film Tour, giveaways, and incentives
5. Card Wildlife Education Center | Host for programs
6. Birkam Health Center | Wellness Week collaboration

Goal 5: Budget of $4,000.
FGO Total With Labor Expenses: $4,133.19
FGO Total Without Labor Expenses: $3,444.80
Structure
How People Participated:
1. Registered on Get Feedback from 9/1-10/20
2. Got outside from 9/16-10/20
3. Submitted pictures showing participants in outdoor activity via a Get Feedback upload survey
4. Followed @FerrisUREC on Facebook
5. Checked email for updates, information, and events

Rules to Participate:
- Pictures needed to prove participation (no landscape pictures).
- Pictures needed to be taken between 9/16-10/20.
- The submitter was identified as the winner.
- Anyone 18+ years old or Ferris students could participate.
- Participant must have been registered on Get Feedback to be eligible to win.
- All prizes needed to be picked up at UREC (401 South Street, BR) within one week of notification. (Shirts and some prizes were re-claimed by UREC for future programs).
Registrants
Registrants

Participated from:

- Battle Creek, MI | 2
- Big Rapids, MI | 133
- Brownstown, MI | 1
- Cadillac, MI | 2
- Channahon, IL | 1
- Chippewa Lake, MI | 1
- Coloma, MI | 2
- Comstock Park, MI | 1
- Geneva, IL | 1
- Goodwell Twp, Newaygo County | 1
- Grand Rapids, MI | 2
- Green Bay, WI | 1
- Greenville, MI | 1
- Hesperia, MI | 1
- Frankenmuth, MI | 1
- Houghton Lake, MI | 1
- Ionia, MI | 1
- Kalkaska, MI | 1
- Kingsley, MI | 1
- Lansing, MI | 1
- LeRoy, MI | 3
- Luther, MI | 2
- Manistee, MI | 1
- “Michigan” | 4
- Paris, MI | 1
- Reed City, MI | 6
- Riverdale, MI | 1
- Rockford, MI | 1
- Stanwood, MI | 2
- Tustin, MI | 2
- “United States” | 1
- Vassar, MI | 1
- Walkerville, MI | 1
- Watervliet, MI | 1

Ethnic Background

- 2 | American Indian or Alaska Native
- 3 | Asian
- 9 | Black or African American
- 9 | Hispanic, Latino, or Spanish Origin
- 2 | Other race or origin
- 1 | Native Hawaiian or Other Pacific Islander
- 3 | prefer not to answer
- 155 | White

Outdoor Expertise

- 53 | Beginners
- 99 | novices
- 33 | Experts

Gender

- 44 | men
- 141 | women

185 total
382 Visual Stories Weeks 1-5

Week 1—20 submitted | 44 photos
Week 2—28 submitted | 98 photos
Week 3—17 submitted | 64 photos
Week 4—26 submitted | 96 photos
Bonus—33 submitted | 33 photos
Week 5 Additional—12 submitted | 31 photos
Scavenger Hunt—16 hunts completed

Top Posting Participants
63 people submitted pictures

1. Karen G. | Faculty/Staff | 34 photos
2. Shantel K. | Community | 27 photos
3. Nikki B. | Student | 22 photos
4. Arianna L. | Student | 19 photos
5. Paige K. | Student | 19 photos
6. Rachael B. | Student | 16 photos
7. Sheri E. | Faculty/Staff | 15 photos
8. Abigail A. | Student | 12 photos
9. Ashley C. | Community/Alumni | 12 photos
10. Katelyn B. | Student | 12 photos
11. Kristen B. | Student | 12 photos
12. Kylie S. | Student | 12 photos
13. Nancy L. | Community | 12 photos

FerrisGetOutside
Water Activities
Karen G. | D Bar D Ranch
Weekly winners chosen from submissions showing:

- Groups of 3+ people
- Photo fails (mishaps)
- Learning / Service
- Director’s Choice (2)
  - Week 1: Water activities, camping, outdoor work
  - Week 2: Ferris Pride, cycling, hiking
  - Week 3: Scavenger Hunt, Parks of BR, Walking
  - Week 4: Hunting/Fishing, Waterways, hammocking
  - Week 5:
    - Monday: Hiking, cycling
    - Tuesday: Walking, working
    - Wednesday: Outdoor art, Nature
    - Thursday: Fitness, social
    - Friday: Service, Learning

The following Directors chose “Director’s Choice” photos each week. Thank you!
- Week 1: Justin H (UREC) & Jayna W (UREC–FGO)
- Week 2: Cindy H (UREC) & Kaylee M (CLS)
- Week 3: Carrie W (Card Wild Center) & Lindsay B (Birkam)
- Week 4: Matt C (OMSS) & Angie R (CLACS)
- Week 5: Cindy H (UREC) & Mike M (Risk Management)

How were winners selected??

1. Photos were uploaded to a photo survey via GetFeedback. All were sorted for eligibility. **Photos were eliminated from winning if:**
   1) They didn’t have evidence of the submitter in outdoor activity (i.e. landscape scene without a person, shadow, gear, etc..)
   2) If the outdoor activity claimed was not evident. i.e. “cycling” pictures without bikes featured
   3) If the submitter was not registered.
   4) If the photo was clearly not taken within the time frame of the campaign.
   5) If the photo featured alcohol.
   6) If the photo was “inappropriate.”

2. Eligible photos were numbered and chosen via a random number generator tool online. The Director’s Choice pictures were the only chosen out of personal preference.

3. Student staff members were not present when picking photos.

4. Winning pictures were formatted for print, submitters were notified of winnings, and photos remained eligible for prizes in week 5.

NOTE: Prizes in Week 5 went primarily to students.
From what we can tell… photos were taken:

**Big Rapids Locations**
- Hemlock Park (6)
- Northend Riverside Park (6)
- Downtown BR (6)
- Top Taggart Field (10)
- Quad (3)
- Clay Cliffs (5)
- Cran-Hill Ranch (2)
- Intramural Fields

**Water Locations**
- Pettibone Lake (2)
- Presque Isle
- Little Manistee River
- Muskegon River (8)
- Alger Falls
- Tahquamenon Falls (2)
- Tubbs Lake
- Rogers Pond
- Chippewa Lake
- Spider Lake

**Cities**
- Muskegon, MI (2)
- Saugatuck, MI (2)
- Charlevoix, MI (4)
- St. Joe, MI
- Baldwin, MI
- Frankfort, MI
- Holland, MI (2)
- Grand Rapids, MI (6)
- Milford, MI
- Marquette, MI (3)

**Other**
- Art Prize, Grand Rapids (3)
- Mackinac Island
- Kerchers Orchard
- Anderson and Girls Orchard (4)
- Lewis Farms (2)
- Paris Park
- Big Sable Lighthouse
- Ludington State Park (5)
- Straits State Park
- Four Field Green Farms
- Silver Creek Pathway (5)
- White Pine Trail (5)
- Camp Dearborn (2)
- Boulder Ridge Wild Animal Park
- Hungerford Rec Area (6)
- Sleeping Bear Dunes (2)
We asked FGO registrants to share one BONUS picture of themselves engaged in an extra-special outdoor activity they love to do and feel passionate about. It could be a memorable trip or an activity they do daily.

33 people shared.

Top 2 Activities:

- 27% | Hiking / Backpacking
- 12% | Walking / Running

Activity 6-Way Tie: | 9%

- Cycling
- Hunting/Fishing
- Equestrian
- Bird/Nature watching
- Team sport
- Other
149 of the 185 participants won something.

**Week 1: 9/16-9/22 | Themes / Prizes**
- **Yellow FGO registration shirts.**
- **Camping:** Inflatable Pillow, outdoor ground blanket
- **Water activities:** Drybag (2)
- **Outdoor work:** Tri-Pod Stool, Headlamp
- **Photo Fail:** med kit
- **Group:** Multi-tool
- **Service / Learning:** HydroFlask Waterbottle
- **Director’s Choice:** (2) ENO Hammocks / straps

**Week 2: 9/23-9/29 | Themes / Prizes**
- **Black FGO short sleeve shirts**
- **Ferris Pride:** Ferris blanket (2)
- **Cycling:** PackTowel (2)
- **Hiking:** headlamp (2)
- **Photo Fail:** med kit
- **Group:** Multi-tool
- **Service / Learning:** HydroFlask Waterbottle
- **Director’s Choice:** (2) KanJam

**Week 3: 9/30-10/6 | Themes / Prizes**
- **Grey longsleeve FGO shirts**
- **Scavenger Hunt:** YETI Tumbler (1)
- **Scavenger hunt participants:** FGO shirt
- **Parks of Big Rapids:** tri-pod stool,
- **Walking:** MI Roots Wear tote bags
- **Photo Fail:** med kit
- **Group:** Multi-tool
- **Service / Learning:** HydroFlask Waterbottle
- **Director’s Choice:** (2) ENO Hammocks / straps

**Week 4: 10/7-10/13 | Themes / Prizes**
- **Hunting/fishing:** dry bag, med kit & shirt
- **Waterways:** dry bag, med kit & shirt
- **Hammocking:** pillow, outdoor outdoor blanket
- **Photo Fail:** Med kit
- **Group:** Multi-tool
- **Service / Learning:** HydroFlask Waterbottle
- **Director’s Choice:** (2) ENO Hammocks / straps

**Week 5: 10/14-10/20 | Health & Wellness Week / Prizes**
- **Monday:** Hiking / Cycling | (2) winter Ferris hats
- **Tuesday:** Walking / Working | (2) winter Ferris hats
- **Wednesday:** Art / Nature | (2) winter Ferris hats
- **Thursday:** Fitness / Social | (2) winter Ferris hats
- **Friday:** Service / Learning | (2) winter Ferris hats
- **Bonus:** shirts & either a multi-tool or med-kit
- **Director’s Choice:** (2) ENO Hammocks / straps

**NOLS:** NOLS waterbottle, buff, flag

Rodney G.
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<th>Item</th>
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**Marketing / Printing**

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**Student Staff Labor**

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<td>PE</td>
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**FGO Total With Labor Expenses:** $4,133.19

**FGO Total Without Labor Expenses:** $3,444.80

**Does not include travel expenses**
Insights & Future FGO’s
We asked registrants... What should we consider for future FerrisGetOutside campaigns?

**Activity Themes:** Foraging, meditation (outside), Leave No Trace, picnic, giving back (service), trash clean up, trying something new, Riverwalk, sports, snow stuff, nature, tubing & night activities.

**Events:** Trash walk (clean up), connect to Wellness Wednesday, weekly walks (less than 2 miles), weekly outdoor game day (bag toss, etc.), colors in nature, kickoff event, community garden, snowman competition, ice carving & water balloon fight.

**Prizes:** Maps, t-shirts, hats, window stickers, anything Ferris, flower seeds, drawstring bags, Nalgene water bottles, sweat towels, outdoor supplies & gift cards to REI.

**FGO Program Keeps:**
1) Focusing on weekly themes
2) Offering different ways to win prizes
3) Sharing winning pictures (and other pictures) for others to see what people are doing outdoors
4) Photos submitted by Sunday and winners picked on Monday

**FGO Program Changes:**
1) Hosting FerrisGetOutside sponsored activities that do not exceed 3hrs
2) Explore how to streamline participation
3) Promote FerrisGetOutside earlier in the semester
4) Give away a grand prize
We asked participants what gear we should consider carrying for rentals in addition to gear we already offer. They responded:

Sleds, water filters, inflatable kayaks, bug nets / rain fly for hammocks, ponchos, Frisbees & a place to store large outside equipment for those far from home.

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We asked registrants...

<table>
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<th>What challenges do you have to getting outdoors?</th>
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<tbody>
<tr>
<td>Click all that apply.</td>
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- **None** 31 (17%)
- **Physical ability** 12 (7%)
- **Financial ability** 24 (13%)
- **Work / life / school balance** 123 (67%)
- **Lack competence in skills** 9 (5%)
- **No one to go with** 41 (22%)
- **Don’t know where to go** 44 (24%)
- **No time** 72 (39%)
- **Family obligations** 15 (8%)
- **Lack of gear** 33 (18%)
- **Lack of transportation** 11 (6%)
- **Motivation** 22 (12%)
- **I am not interested in going outdoors** 0 (0%)
- **Other** 4 (2%)
FerrisGetOutside Spring 2019 will be structured as a 4-month program with specific outdoor theme activities and prizes every month.

Rules of participation will be the same. All photos will need to be submitted by the last day of the month. Get Feedback photo uploads will be used again unless a better option surfaces.

More to come.
Partners
Partners of FGO:
Student Affairs—Admissions
Student Affairs—CLACS
Card Wildlife Education Center
Office of Retention and Student Success
Birkam Health
NOLS
The Honor’s Program
The Outdoor Club
***

A HUGE thank you UREC student staff for assisting in handing out prizes and participating in FGO.

A very special thank you to the following students who helped make FerrisGetOutside a success!!

Kylie S.
Pete E.
Abbie A.