

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.

UREC designed and implemented FerrisGetOutside and launched this program for the first time in Fall 2018. Out of curiosity and investment in engaging students, UREC wanted to see how the Ferris community engaged during the Spring semester.

From January—April, 2019, Ferris students, employees, and community members got outside, shared stories, and won totally usable outdoor gear! Participants in FerrisGetOutside (or FGO) submitted pictures online. 565 pictures were submitted in the 4 months. Submissions were chosen both randomly and through polling to win. Also, 216 pictures were submitted for the FGO Sp19 Spring Break Challenge via the FerrisGo app.

This report shares numbers, trends, and pictures from FerrisGetOutside Sp19.

All pictures are shared with permission.

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What's next? AORE Campus Challenge 2019
People making FGO happen



FGO Sp19 OVERVIEW

Rules:

Pictures need to prove participation (landscape pictures featuring participants accepted).

Pictures need to be taken between 1/1/19-4/30/19.

The submitter is identified as the winner.

Anyone 18 years old or older can participate (or full time minor Ferris students) Participant must be registered through Get Feedback

All prizes need to be picked up at UREC (401 South Street, BR) within one week of notification. Any un-claimed prizes will be randomly given away to registered participants after one week.

What, How & When to WIN:

January-April

First 100 people registered win a FGO Sp19 t-shirt.

- 3 Participant's choice awards
- 2 Director's Choice Awards
- 3 pictures randomly chosen from pictures depicting the following themes (3 each theme):

January & February: Snow Fun, Michigan Outdoors & Ferris Pride March & April: Spring Growth & Learning, Michigan Outdoors & Ferris Pride

Grand Prize

3 top non-categorized submissions

Spring Break Challenge

High point winners All participants

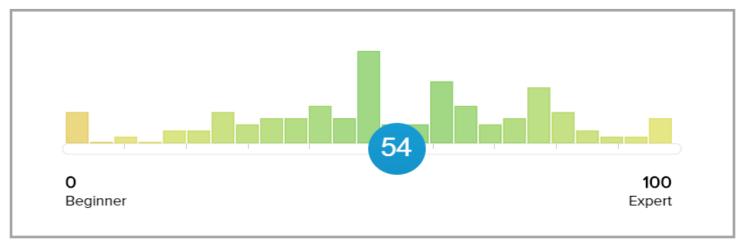
How were winners selected??

- 1. Photos were uploaded to a photo survey via GetFeedback. All were sorted for eligibility. **Photos were eliminated from winning if:**
- They didn't have evidence of the submitter in outdoor activity (i.e. landscape scene without a person, shadow, gear, etc..
- If the outdoor activity claimed was not evident. i.e. "cycling" pictures without bikes featured
- If the submitter was not registered.
- If the photo featured alcohol.
- If the photo was otherwise deemed as "inappropriate."
- 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 and submitters were notified.





Participants self-identified various outdoor expertise...



Participation Trends

Month	Submitters	Submissions		
January	32	136		
February	34	132		
March	25	130		
April	40	167		
Spring Break	28	216		

Participant's Choice Respondents

All participant's choice pictures were added to an additional survey that was distributed to participants for voting. Voters were able to choose up to 5 pictures however they wanted. The top 3 won.

Month	Submissions	# of Voters		
January	23	36		
February	22	39		
March	22	48		
April	30	53		
BONUS!	124	35		

Directors Choice 'Pickers'

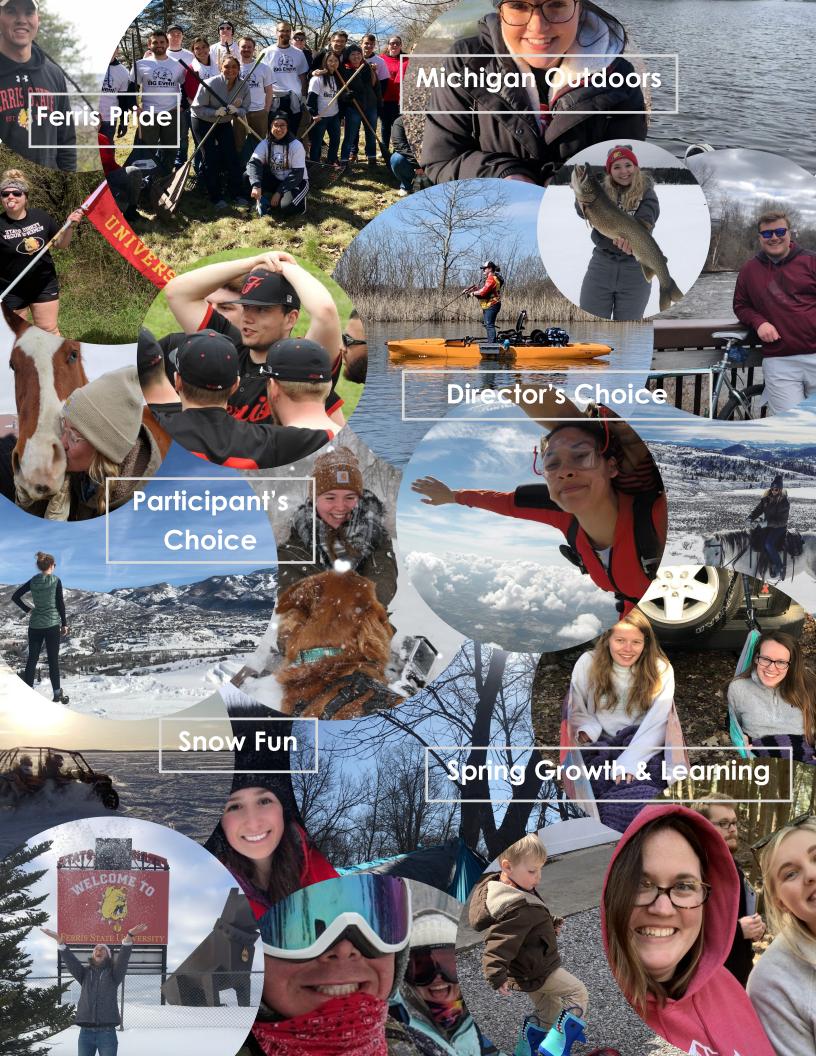
All photos submitted were eligible to be chosen by a Director or Assistant Director at Ferris to win "Director's Choice." Thank you to the following people who picked photos:

January | Mark S. & Jacob S.

February | Carrie W. & Eric S.

March | Scott R. & Justin H.

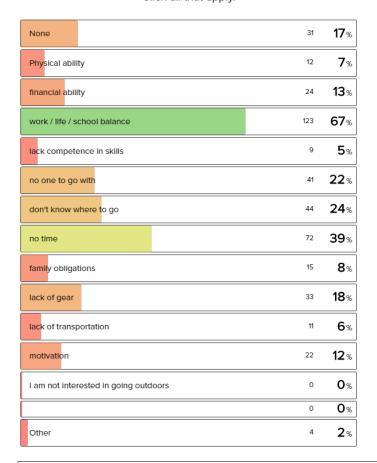
April | Cindy H. & Justin H.



At registration, participants were asked about challenges they have to getting outdoors. Below are the responses from FGO registrants from both Fall 2018 and Spring 2019.

FGO F18

What challenges do you have to getting outdoors? Click all that apply.



FGO Sp19

What challenges do you have to getting outdoors? Click all that apply.

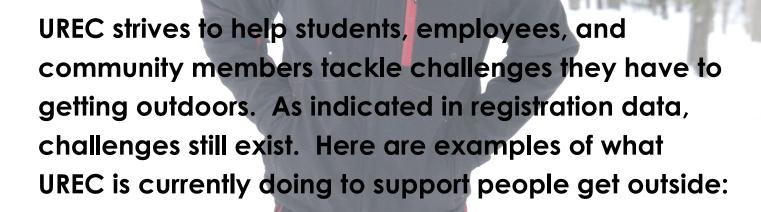
None	11	119
Physical ability	4	49
financial ability	16	16
work / life / school balance		78
lack competence in skills	10	10
no one to go with	32	32
don't know where to go	35	35
no time	38	38
family obligations	3	3
lack of gear	28	28
lack of transportation	5	5
motivation	11	11
I am not interested in going outdoors		0
Other	0	0

NOTES:

- 60 people participated in FGO Sp19 that did not participate in FGO F18.
- 155 people who participated in FGO F18 did not participate in FGO Sp19.
- The weather, temperature difference, and gear to get outside from Fall to Spring may have impacted the responses by participants.

Consistent Top 5 Challenges to getting outside by respondents:

Work/life / school balance | no time | don't know where to go | no one to go with | lack of gear



No time Work/Life/school balance

Programming to engage students on their own time & wherever they may be.

No one to go with

Connecting students to the Outdoor Club Co-hosting Ropes Course programming

Financial ability Lack of gear

Opening of the Outdoor gear rental room in Sp 19.

Don't know where to go

Promoting Geocaching & the All Trails App
Inviting people on day trips to local areas

Photo: Emme E.

Spring Break Challenge

via FerrisGo

Participants posted pictures via the FerrisGo app. Points got awarded depending on the activity intensity and bonuses. Participants competed against one another on the leaderboard for bragging rights and totally usable outdoor gear! This was the first time the Ferris Go App was used in this capacity.

Who participated?

8 | Did not answer10 | Staff

52 | Students

Freshmen | 12

Sophomore | 9

Junior | 13

Senior | 15

Graduate | 3

N/A | 18

70 People registered through FerrisGo
28 people actively participated by submitting pictures
216 photos were posted from March 8-18, 2019
*participants did not have to be registered for FGO Sp19



Sp2019 F	GC) Exp	en	se	S
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Long sleeve shirts	\$	7.25	280		\$2,030.00
(xxI) Long sleeve shirts	\$	8.75	20		\$175.00
REI - Prizes	\$	363.87	1		\$363.87
REI - Prizes	\$	906.20	1		\$906.20
REI - Prizes	\$	62.90	1		\$62.90
Ferris Bookstore	\$	20.00			\$112.68
Total:					\$3,650.65
Marketing / Printing					
FGO Posters 1/7/19		27.5	1	\$	27.50
Copy Center 1/10/19		5.38	1	\$	5.38
Copy Center 1/7/19		26.84	1	\$	26.84
Copy Center 2/5/19		6.94	1	\$	6.94
Copy Center 3/7/19		6.11	1	\$	6.11
Copy Center 4/10/19	\$	23.20		\$	10.00
Total				\$	82.77
Student Staff Labor					
KS		9.25	49		453.25
FGO Total With Labor Expenses:					\$4,186.67
FGO Total Without Labor Expenses:					\$3,733.42

^{**}Expenses do not include travel expenses, professional staff wages, or other miscellaneous costs.



What's next?

Ferris will be participating in the AORE Campus Challenge in Fall 2019. This is a 4-week outdoor competition where participants get outdoors, log activities, and compete against schools nationwide. There are 98 schools participating this Fall.

Modified from the Outdoor Nation Campus Challenge in 2017, this challenge has very familiar requirements of posting pictures and reporting. However, this year focuses on engaging participants in outdoor activities AND engaging participants in outdoor activities towards 4 greatergood themes.

For instance, this challenge wants people to hike AND pick up trash on the trails; for people to rock climb AND push themselves to new heights; for participants to find the benefits of the outdoors walking to the bus stop or wherever they might be. The 4 greater-good themes for Fall 2019 are: explore outdoors anywhere, environmental impacts, heath & wellness; and skill development & personal growth.

Posts exemplifying one of themes will receive extra points. Here are examples of what these 4 greatergood pictures might look:









