Outline

1) Intro to the Challenge
2) Why Ferris competed.
3) Who competed for Ferris?
4) Activities logged
5) Individual Winners
6) Why did people participate?
7) Sponsors / collaborators
8) Advertising / Marketing / Communication
9) Budget
10) How might we ... in 2018?

Photo: Trevor R.
Ferris State University participated in the Outdoor Nation 2017 Campus Challenge from Sept. 18-Oct. 15, 2017. Competitors 18+ years old in the Ferris community (i.e. staff, faculty, alumni, parents, friends, Big Rapids community members, etc.) logged outdoor activities in support of Ferris. Activities were weighted in a point system. Ferris State University competed against 91 other schools for the National Championship, 40+ schools for Division 2 Championship, and 11 schools for Mid-West Regional Championship. 35 states were represented in this challenge and Ferris was the only school in Michigan participating.

**Ferris State University finished 3rd in Division 2, 2nd in the Mid-West Region, and 12th in the Nation.**
ABOUT OUTDOOR NATION — PARENT ORG FOR THE 2017 CAMPUS CHALLENGE

Created by the Outdoor Foundation and supported by a diverse coalition of public, private and not-for-profit partners, Outdoor Nation engages, empowers and activates young leaders to spearhead a nationwide movement on campuses and in communities that results in a new generation of active, outdoor enthusiasts and stewards.

www.oncampuschallenge.org

Why get outside? 1 out of every 3 young people is obese or overweight in America & the average person spends 8 hours a day in front of a screen and only minutes outdoors.

Goals for Ferris State University in the ON Campus Challenge

1) Empower students, faculty/staff, and community members to get outside locally and state-wide.
2) Campus-wide / community—wide collaboration.
3) Support and promote the outdoor culture at Ferris and Mecosta County.
4) Finish within the top 25th percentile in D2.
Who competed for Ferris?

<table>
<thead>
<tr>
<th></th>
<th>Registered</th>
<th>Logged activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alumni</strong></td>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td><strong>Community Member</strong></td>
<td>24</td>
<td>14</td>
</tr>
<tr>
<td><strong>Staff</strong></td>
<td>100</td>
<td>67</td>
</tr>
<tr>
<td><strong>Student</strong></td>
<td>232</td>
<td>90</td>
</tr>
</tbody>
</table>

281 of 478 registered Outdoor Nation Ferris State University competitors got outdoors, took pictures, and logged activities.
Classes
Collaborators
Community Members
Students
Pets
Faculty/Staff
Families
RSOs
Alumni
Photo: Elise G.
Photo: Melissa H.
Photo: Scott H.
Photo: Nick C.
Photo: Jayna W.
Photo: Joni T.
Photo: Caitlyn F.
Photo: Adam J.
### Core Activities

- Biking/Mountain Biking: 122
- Bird/Wildlife Watching: 45
- Camping: 54
- Climbing: 69
- Equestrian: 27
- Fishing / Hunting: 77
- Gardening: 28
- Hammocking: 59
- Hiking / Backpacking: 345
- Outdoor Clinics & Training: 38
- Outdoor Service Projects: 71
- Paddle Sports: 26
- Running: 161
- Skateboarding: 4
- Slacklining: 5
- Stargazing: 63
- Walking: 636
- Water Activities: 81
- Yoga: 10

### Sponsored Promos

- Hiking/Backpacking (REI): 21
- Running (REI): 19
- Camping (REI): 13
- Biking / Mountain Biking (REI): 18
- Yoga (Outdoor) (REI): 20
- #ENOVillage Event: 47
- TNF Scavenger Hunt Event: 22
- #HydroFlaskColorChallenge Sage: 20
- #HydroFlaskColorChallenge Mint: 19
- #HydroFlaskColorChallenge Pacific: 20
- #HydroFlaskColorChallenge Lava: 17
- #HydroFlaskColorChallenge Kiwi: 14

### Custom Activities

- Art Prize in GR: 19
- BR Farmers Market: 27
- Ferris Disc Golf: 30
- Ferris Glow Yoga: 3
- Ferris Homecoming Bonfire: 39
- Ferris Mushroom ID Hike: 5
- Ferris NOLS: 7
- Ferris Outdoor Work: 25
- Ferris Run ZTA: 0
- Ferris TNF Scavenger Hunt: 9
- Great Lakes, Bad Lines Doc: 4
- Haunted Corn Maze: 3
- MRWA Fun Paddle: 1
- MRWA Sturgeon Release: 6
- Paws in the PARC: 1
- The Angel 5k: 3
- The Angel Ride: 5

2,344 activities
46,483 points total

2,397.5 hrs of outdoor activity
281 engaged participants

Photo: Rebecca M.
Individual Winners

Most Service Project Activities
Rebecca M.
Ferris State University

Most Hiking and Backpacking Activities
Rebecca M.
Ferris State University

Best #HydroFlask Activity
Jarred R.
Ferris State University
Why did people participate?

"It was a good way too show off my activities"

"It seemed like a super cool idea, and it absolutely proved itself to be."

"To gain points for Ferris, and use it as an incentive to get outside."

"I love the outdoors! I also wanted to meet new people, expand my knowledge, and get experience with new outdoor activities"

"Any positive recognition of our community is good!"

"I thought that it was a great way to get motivation to get Outside! I love the outdoors and it was a perfect month to enjoy the outdoors before the colder weather! My mom also joined, which was great bonding time for the two of us!"

"Seemed like a fun and different activity"

"Because I love the outdoors, connecting with the natural world renews my spirit and feeds my soul."

... "it was natural to log activities like with myfitnesspal"

"Try something new"

"I will be transferring next fall and I'm always up to support the bulldogs! :)"

"To get outside more and win cool stuff"
42% of people who registered the Outdoor Nation app did not submit an entry for the challenge. I asked why and got these top 5 answers:

1) I forgot
2) Too busy to get outdoor and take pictures.
3) I had all intentions of participating but it was bad timing.
4) I gave up after having an entry rejected.
5) Didn’t know how.
Customizable Outdoor Nation logos, stock photos, and templates for social media were/are found at: oncampuschallenge.org/resources

- Presentations occurred at Student Government, for staff, at Administrative Council
- Tabling events included: academic success fair, Founder’s Day, Bulldog Bonanza, and Rec Fest.
- A how-to participate banner was hung at the SRC and a second traveled to different events.
- Customized activities were created for bonus points in collaboration with groups.
- Images were displayed at the Big Rapids Farmer’s Market on Fridays of the challenge.
- Weekly / daily social media posts on Facebook, Instagram, and Twitter.
- Push notifications to all participants registered through the ON app.
- T-Shirts were handed out to participants.
- Posters and pluggers were put up around campus.
WHAT IS IT?
A nationwide competition of 92 fierce competitors to be the most outdooriest school in the nation. You (individually) and Ferris can both win outdoor gear and claim the title of National Outdoor Champions!

Questions? Contact UREC. SRC 101 or (231) 591-2679.

HOW TO PARTICIPATE:
Anyone 18+ years old (students, alumni, faculty/staff, community members)

1. Download the Outdoor Nation App
2. Register under Ferris State University
3. Follow @FerrisUREC for events, weekly challenges, and more.
4. Get outside — take friends!
5. Log activities on the ON app. Group participants log individually.
6. Post pictures using #OUTDOORNATION, #FerrisGetOutside, and #MecostaCountyTrails.
7. Win stuff (maybe).

Ferris State University
2017 Campus Challenge
Sept. 18 - Oct. 15

Questions? Email Jayna Wekenman, UREC Adventure Coordinator at jaynawekenman@ferris.edu.
<table>
<thead>
<tr>
<th>Item</th>
<th>QTY</th>
<th>Unit Cost</th>
<th>Estimated Total</th>
<th>Purpose</th>
<th>Suggestion for 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirts</td>
<td>150</td>
<td>3.75</td>
<td>$562.00</td>
<td>Incentives &amp; marketing</td>
<td>T-shirts ordered and out to core people by the start of registration.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Approx. 40 extra</td>
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<tr>
<td>ON Pluggers Posters</td>
<td></td>
<td></td>
<td>$63.00</td>
<td>Marketing</td>
<td>4-5 images was good.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$31.60</td>
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<td>3 could be sufficient.</td>
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<tr>
<td>Banner</td>
<td>2</td>
<td>40.00</td>
<td>$80.00</td>
<td>1 stationary @ the SRC</td>
<td>1 Mobile / stand alone banner.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 mobile for events</td>
<td>Black with white was readable!</td>
</tr>
<tr>
<td>NOLS Film Tour—University Center Room</td>
<td>1</td>
<td>100.00</td>
<td>100.00</td>
<td>To show the NOLS Film Tour Film</td>
<td></td>
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<tr>
<td>NOLS Film Poster &amp; extra pluggers</td>
<td>50</td>
<td>.15</td>
<td>$13.5</td>
<td></td>
<td>Extra pluggers were not necessary.</td>
</tr>
<tr>
<td>MI Roots Wear Totes Shipping</td>
<td>20</td>
<td>6.00</td>
<td>$120.00</td>
<td>Incentives for certain activities / events</td>
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<td></td>
<td></td>
<td></td>
<td>$15.00</td>
<td></td>
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<tr>
<td>MI Roots Wear decals</td>
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<td>1.50</td>
<td>$150.00</td>
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<td>20+ extra</td>
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<td>Incentives for certain activities / events</td>
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<tr>
<td>Student coordinator wages</td>
<td>24.5</td>
<td>9</td>
<td>$220.50</td>
<td>Requirement by ON</td>
<td>Start recruiting in the Spring.</td>
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<tr>
<td>Scavenger Hunt Clues—laminate</td>
<td>12</td>
<td></td>
<td>$19.80</td>
<td>Location clues for The North Face challenge.</td>
<td>Make generic and without dates.</td>
</tr>
<tr>
<td>Estimated Total:</td>
<td></td>
<td></td>
<td>= $1,375.4</td>
<td></td>
<td>Professional staff wages not considered.</td>
</tr>
</tbody>
</table>
How might we … in 2018?

*Increase the percentage of registered participants logging activities?* 42% logged in 2017
Option: Incentivize activities logged vs registration.

*Create day hikes?*
Option: Empower more faculty to take students outdoors.
Option: Offer weekend meet-up groups for hikes.
Option: Expand the Ferris Shuttle route to include the city parks (at least Northend Park, Clay Cliffs, & Hemlock Park)

*Start planning earlier?*
Option: Engage a committee of staff / faculty during the application process of the challenge (Spring 2018).

*Get gear to interested outdoorists?*
Option: Free gear rental during the challenge or on the weekends of the challenge.

*Use this challenge for recruitment and retention for both students, staff, and community members?*
Option: Use the 2017 ON Campus Challenge website / entries during newly accepted orientation.
Option: Use pictures & reference in “new to the area brochures” & maps for both staff and student orientation
Option: Encourage the City of Big Rapids, CVB, Chamber of Commerce, or other potential partners to utilize pictures in marketing.

*Finish the last week stronger than the first week?*
Option: Individual day-activity incentives and/or scavenger hunts (the two most active events from 2017)