



OUTDOOR NATION

Ferris State University
2017 Campus Challenge Final Report

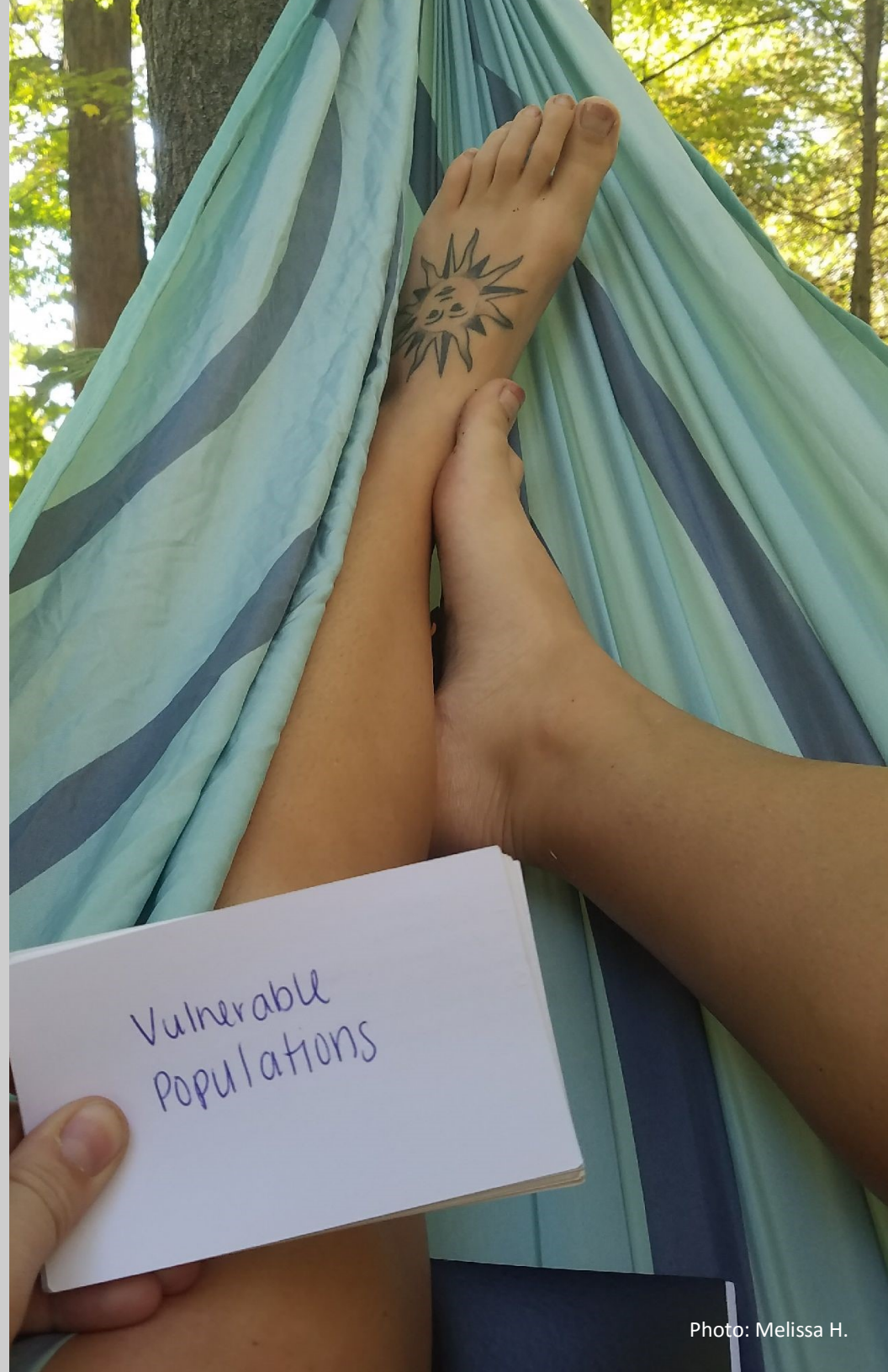


Photo: Melissa H.

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.



J. Wekenman, Adventure Coordinator
University Recreation
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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.



**Interested in
Studying Abroad?**

Please meet with Will, our Education Abroad Coordinator, to learn more!

Office Hours:
M, W, Th, F
1-3pm, IRC 134

Willie Bortner, Education Abroad Coordinator
wbortner@uni.edu

Photo: Ben D.

Who competed for Ferris?

	Registered	Logged activity
Alumni	31	20
Community Member	24	14
Staff	100	67
Student	232	90

281 of 478 registered Outdoor Nation Ferris State University competitors got outdoors, took pictures, and logged activities.





Students

Photo: Adam J.



Photo: Melissa H.

Pets



Families

Photo: Elise G.



Photo: Nick C.

Faculty/Staff



Classes

Photo: Scott H.



Photo: Nayna W.

Collaborators



Photo: Joni T.

Community Members



Alumni

Photo: Caitlyn F.

RSOs

<u>Core Activities</u>	<u>#</u>
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

<u>Sponsored Promos</u>	<u>#</u>
Hiking/Backbacking (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

<u>Custom Activities</u>	<u>#</u>
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

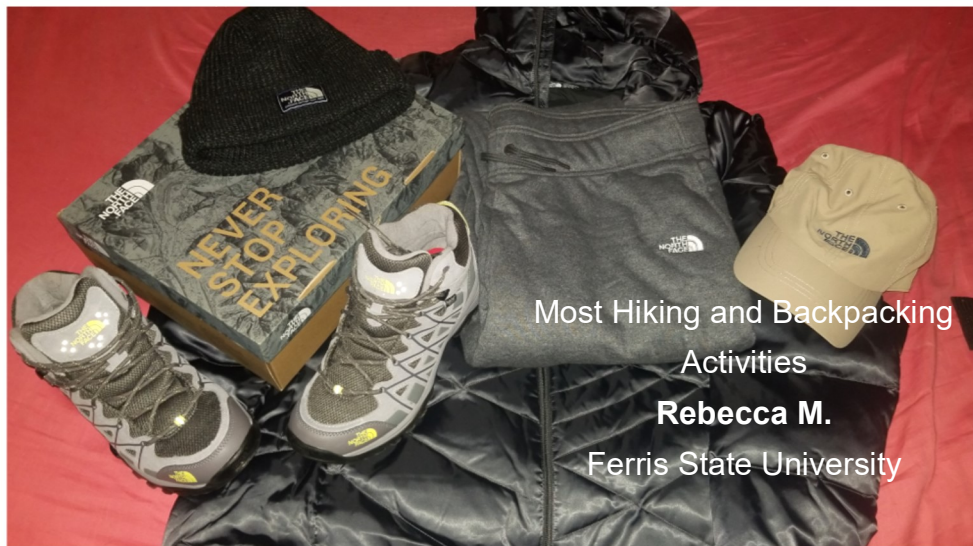
Individual Winners



Most Service Project Activities

Rebecca M.

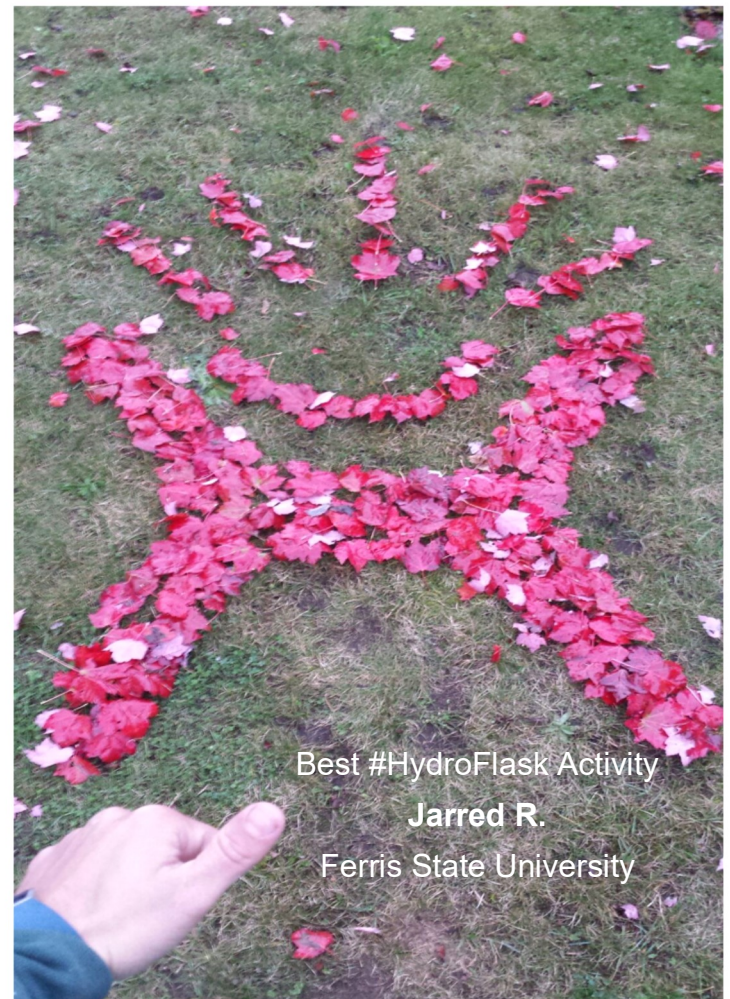
Ferris State University



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"



Photo: Danielle, N.



Photo: Josh R.



Photo: Mike P.

Why **didn't** they participate?

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.*



OUTDOOR NATION



The Outdoor Club

The Mycology Club



University Recreation

NOLS Film Tour

Student Affairs

Homecoming Committee



Faculty Center for Teaching & Learning

Card Wildlife Education Center

Fine Art Gallery

Spectrum Health Big Rapids Hospital

Trigger Time Outfitters

Family Farm & Home

Toppings

Preferred Office Machines

City of Big Rapids

Staff Center for Training &
Development

Sponsors / Collaborators



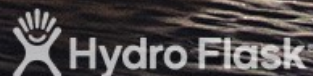
CAMPUS CHALLENGE

2017

Sept. 18 - Oct. 15

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.





Compete with **FERRIS STATE UNIVERSITY** in the
2017 Campus Challenge

www.oncampuschallenge.org

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.

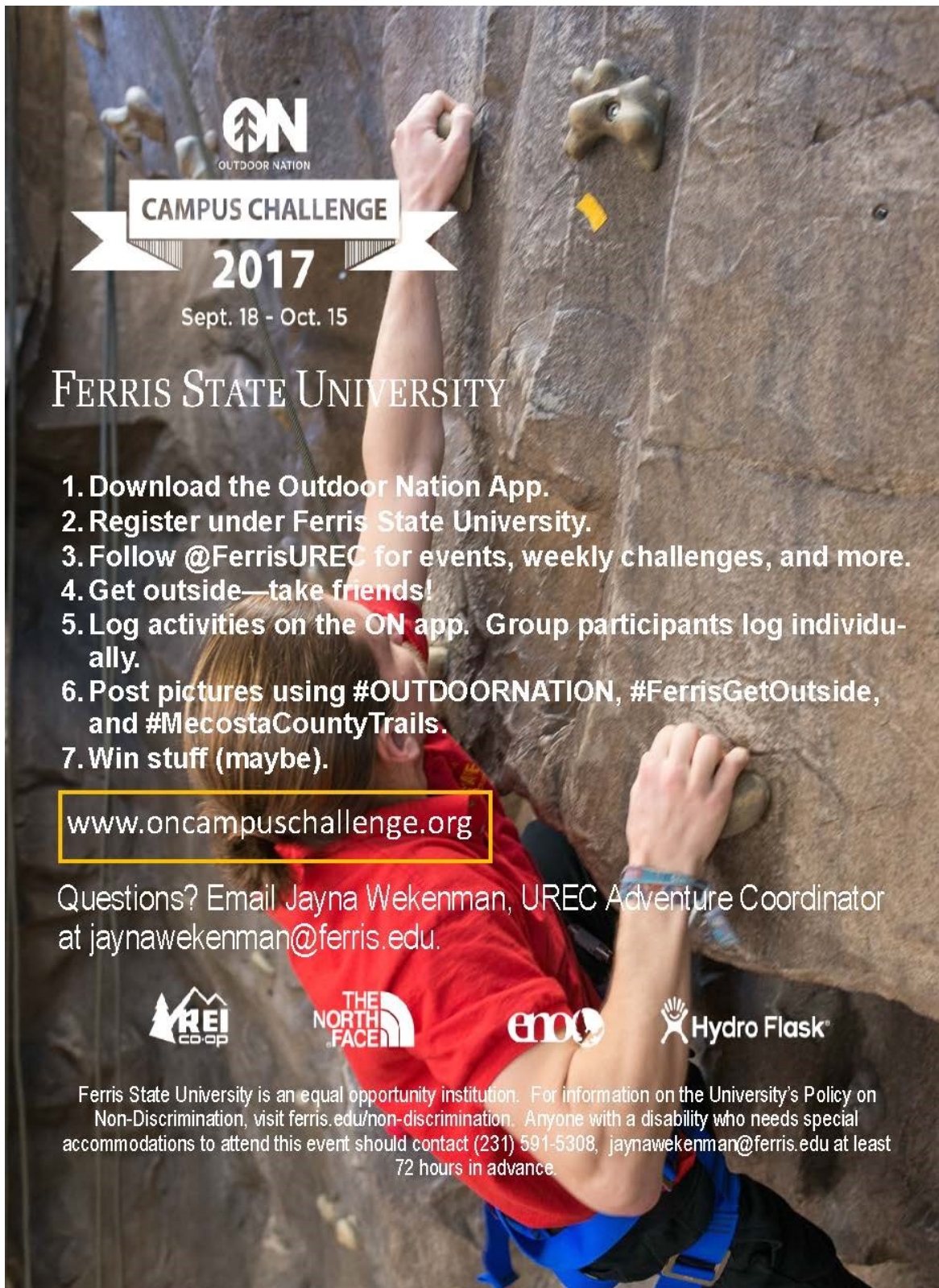
Ferris State University is an equal opportunity institution. For information on the University's Policy on Non-Discrimination, visit ferris.edu/non-discrimination. Anyone with a disability who needs special accommodations to attend this event should contact (231) 591-5308, jaynawekenman@ferris.edu at least 72 hours in advance.



HOW TO PARTICIPATE:

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

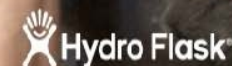
1. Download the Outdoor Nation APP
2. Register under Ferris State University
3. Follow @FerrisUREC for events, dates, and weekly sponsored challenges.
4. Get outside... take friends!
5. Log activities on the ON App.
6. Post pictures using #OUTDOORNATION, #FerrisGetOutside & #MecostaCountyTrails
7. Win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



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).

www.oncampuschallenge.org

Questions? Email Jayna Wekenman, UREC Adventure Coordinator at jaynawekenman@ferris.edu.



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Budget

Item	QTY	Unit Cost	Estimated Total	Purpose	Suggestion for 2018
T-shirts	150	3.75	\$562.00	Incentives & marketing	T-shirts ordered and out to core people by the start of registration. Approx. 40 extra
ON Pluggers			\$ 63.00	Marketing	4-5 images was good.
Posters			\$31.60		3 could be sufficient.
Banner	2	40.00	\$80.00	1 stationary @ the SRC 1 mobile for events	1 Mobile / stand alone banner. Black with white was readable!
NOLS Film Tour—University Center Room	1	100.00	100.00	To show the NOLS Film Tour Film	
NOLS Film Poster & extra pluggers	50 sheets	.15	\$13.5		Extra pluggers were not necessary.
MI Roots Wear Totes Shipping	20	6.00	\$120.00 \$15.00		Incentives for certain activities / events 4 extra
MI Roots Wear decals	100	1.50	\$150.00		20+ extra Incentives for certain activities / events
Student coordinator wages	24.5	9	\$220.50	Requirement by ON	Start recruiting in the Spring.
Scavenger Hunt Clues—lamine	12		\$19.80	Location clues for The North Face challenge.	Make generic and without dates.
Estimated Total:			= \$1,375.4		Professional staff wages not considered.

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)



Photo: Casey H.



Photo: Josh R.

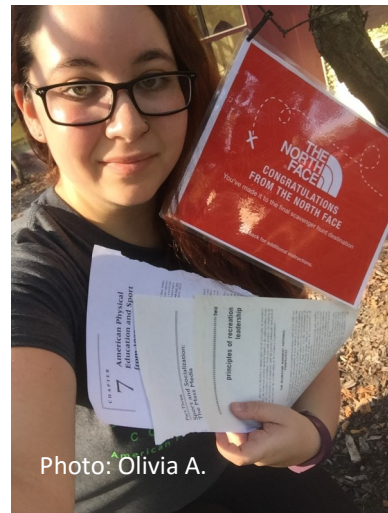


Photo: Olivia A.



Photo: Gabi H.



Photo: Kelsey D.



Photo: Rodney G.



Photo: Jayna W.



Photo: Brittany R.



Photo: Josh R.



Photo: Scott H.



Photo: Mike M.



Photo: Desarae B.



Photo: Melissa H.



Photo: Taylor S.



Photo: Erick G.