



FerrisGetOutside

Final Report 2018

University Recreation | Ferris State University

Jayna Wekenman, MA. | Adventure Coordinator

Cassie M.



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 snap shot 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 Taquamanon 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 Art-Works, the UP & lastly Mammoth Cave National Park.

Goal 3: Offer weekly programmed activities on and off campus.

Organized: FSUS Challenge, hiking Silver Creek Pathways, group walks, hammocking on campus, North Country Trail speaker Luke Jordan, Health & Wellness Week activities, NOLS Exploration Film Tour & Honor's Program Lunch & Learn.

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
4. North Country Trail Association | Luke Jordan speaker
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

Danielle K.



Katelyn B.

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

Bethany R.

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
GreenBay, 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
Watervleit, MI | 1

What is your affiliation with Ferris? (mark all that apply)

Student	148	80%
Alumni	14	8%
Staff / faculty	31	17%
Community	14	8%
Vendor	0	0%
Parents / guardians	3	2%
Other	3	2%

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

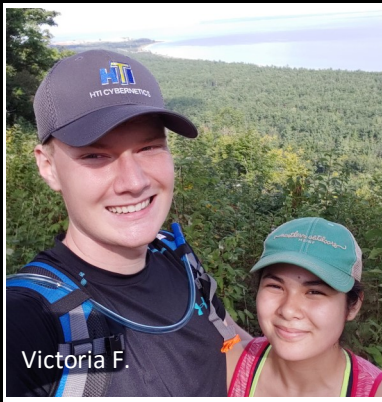
Gender

44 | men
141 | women

185 total



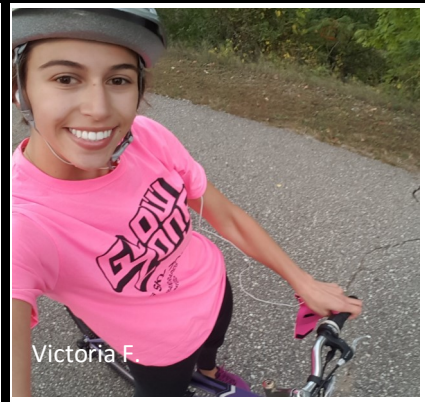
Sydnie R.



Victoria F.



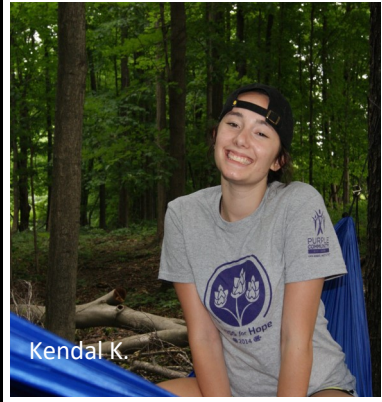
Curtis J.



Victoria F.



Tom G.



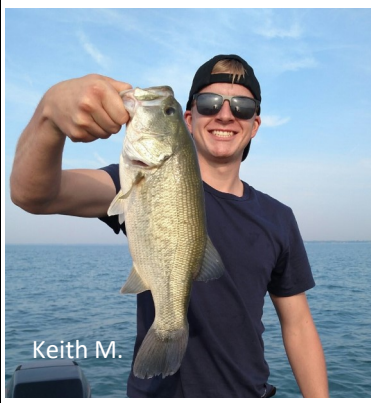
Kendal K.



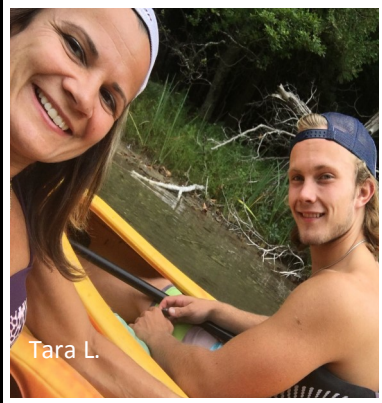
Lisa F.



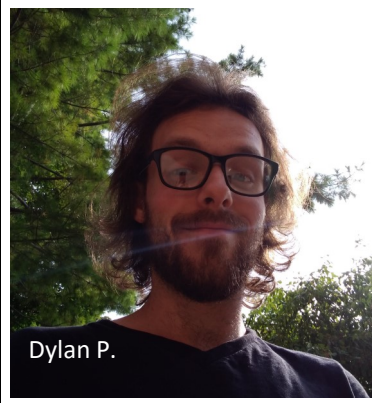
Rolonda G.



Keith M.



Tara L.



Dylan P.



Morgan F.



George M.



Nancy L.



Rachael B.



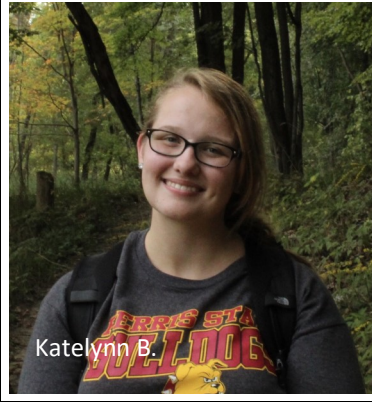
Larissa K.



Jasmin B.



Madison L.



Katelynn B.



Sabrina O.



WELCOME TO
BIG RAPIDS

SIGN COURTESY OF
WHITE PINE SNOW TRACKERS
SNOWMOBILE CLUB

Visual Stories

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



**FERRIS STATE
UNIVERSITY**

University Recreation

FerisGetOutside

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 (1)
Milford, MI
Marquette, MI (3)

Other

Art Prize, Grand Rapids
(3)
Mackinac Island
Kerchers Orchard
Anderson and Girls Or-
chard (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 Ani-
mal Park
Hungerford Rec Area (6)
Sleeping Bear Dunes (2)



Thomas H.



Nick K.



Kristen B.



Megan L.

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



Sydnie H.



Hannah L.

Activity 6-Way Tie: |

9%

Cycling

Hunting/Fishing

Equestrian

Bird/Nature watching

Team sport

Other



Jayna W.



Callie D.



Brenden B.



Cameron S.



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 long-sleeve 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.

F2018 FGO Expenses **

Short sleeve shirts	\$ 5.00	200	\$1,000.00
Long sleeve shirts	\$ 7.00	100	\$700.00
REI - Prizes	\$ 583.11	1	\$583.11
Amazon (KanJam)	\$ 79.98	1	\$79.98
Ferris Bookstore (blankets)	\$ 63.96	1	\$63.96
Dunhams Sports 9246	\$ 96.96	1	\$96.96
ENO Hammocks	\$ 575.36	1	\$575.36
Ferris Bookstore (hats)	\$ 172.60		172.6
Total:			\$3,271.97
Marketing / Printing			
FGO Posters			\$ 87.65
Registrant Photos			\$ 6.44
Registrant Photos			\$ 2.04
Winner pics			\$ 5.98
Winner pics			\$ 7.85
Winner pics 10/19/2018			\$ 7.59
Winner pics 10/24/2018			\$ 3.40
Registrant Photos - 11/1/18			\$ 2.38
NOLS Film Pluggers / Winner Pics			\$ 12.21
NOLS Programs - 10/12/18			\$ 8.25
Mural Pics 10/19/2018			\$ 11.55
Mural Pics 10/19/2018			\$ 8.25
Mural Pics 10/19/2018			\$ 4.95
Mural Pics 10/24/2018			\$ 4.29
Total			\$ 172.83
Student Staff Labor			
KS	9.25	62	573.5
AA (included in social media work)	N/A		
PE	9.25	12	114.885
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 registrants...

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

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%
	0	0%
Other	4	2%

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.

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!!



