

Enhancing Communication and Awareness of UBC Recreational Programming in Commuter and Resident Students



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Background

Engaging in UBC recreational programs is one of the most impactful ways of enhancing and maintaining health for UBC students. We analyzed interest in and awareness of a recent pilot program tailored to female UBC students in commuters and residents who did not participate, in hopes of identifying effective methods of communicating future UBC programs.

Our Questions

How can awareness and interest in UBC recreational programs be increased for residents and commuters?

Which methods of communication are most effective?

Methods

How? Online Survey

Where? Facebook & Canvas

Who? UBC female non-participants

What? Physical activity preferences & barriers, social media behavior, effectiveness of current promotional efforts

Results & Recommendations

Reluctance to Participate:

Time constraints and Academic obligations were the biggest factors for both commuters and non-commuters.

Recommendation:

Professors encourage students to participate in programs through use of incentives → Bonus marks, due date extensions, etc.

Schedule Variability:

High variance among commuter and resident class schedules reflected by preferred time of day .

Recommendation: Increase frequency of program sessions.

Effective Communication: A significant portion of the student population get their program information through social media event pages.

Recommendation: Collaboration between academic and non-academic UBC-affiliated social media groups in promoting UBC programs.

Tailored to Needs: The programs themselves can be tailored to heightened time constraints faced by commuters.

Recommendation: Provision of bus routes and schedules, resident vs. commuter competitions, and prizes tailored to resident and commuters respectively.

Incorporate Staff

Increase Frequency

Collaboration

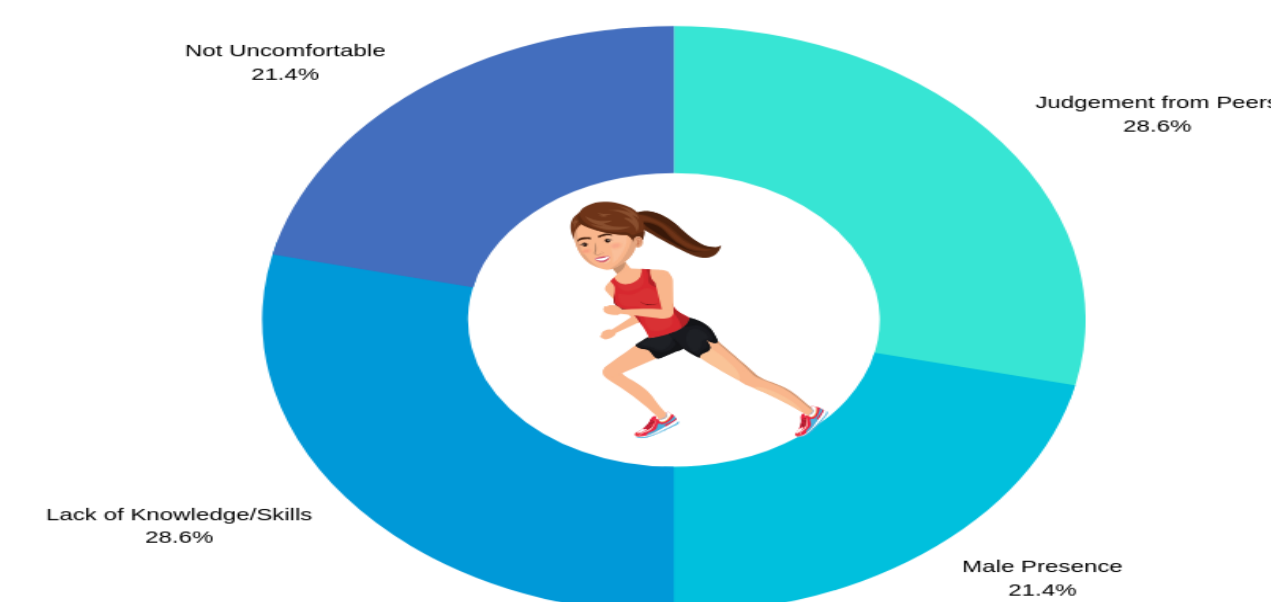
Friendly Competition

Tailored Incentives

“The best advertisement medium now is social media, which is where I get a lot of info about non-academic activities happening at UBC.” –

Survey Respondent

BARRIERS TO PHYSICAL ACTIVITY



PREFERRED PA TIME OF DAY

