



2016 Impact Report



ON CAMPUS CHALLENGE

We believe college students have the power to change the world. The Outdoor Nation Campus Challenge is about school communities and student bodies joining together to get the most people outside and active. In 2016, 89 schools across 35 states went “head-to-head” during the six-week competition to determine which school could get the most people outside and active.

2016 Outdoor Nation Campus Challenge

Now in its third year, the Challenge expanded from 57 to 89 schools. Over the course of six weeks, schools leveraged the assets and infrastructure of their college campuses with the ideas, energy and ingenuity of college students to engage new audiences in the outdoors. Outdoor programs and outing club members often served as lead organizers for the Challenge — planning school-wide activities, promoting individual participation and, in many cases, introducing new outdoor activities to spark initial interest. Ultimately, the students worked to build a stronger outdoor campus community and culture.

The Results

In 2016, the Outdoor Nation Campus Challenge inspired:

123,000 outdoor activities
Led by 16,500 college students



ON CAMPUS CHALLENGE

The Schools

In total, 89 schools across 35 states competed to see who could get the most people outside and active:





ON CAMPUS CHALLENGE

The Entries

While logging **123,000 entries**, participants spent an estimated 138,683 hours outdoors—that's more than 16 years!



Our story is told through 10,000 pages filled with powerful images like these.

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OUR STORY** 

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The Social Reach

The Campus Challenge engaged participants across a variety of social channels.



Instagram: During the Challenge, #outdoornation gained some serious traction, garnering over 20,000 uses and adding over 5,000 followers.



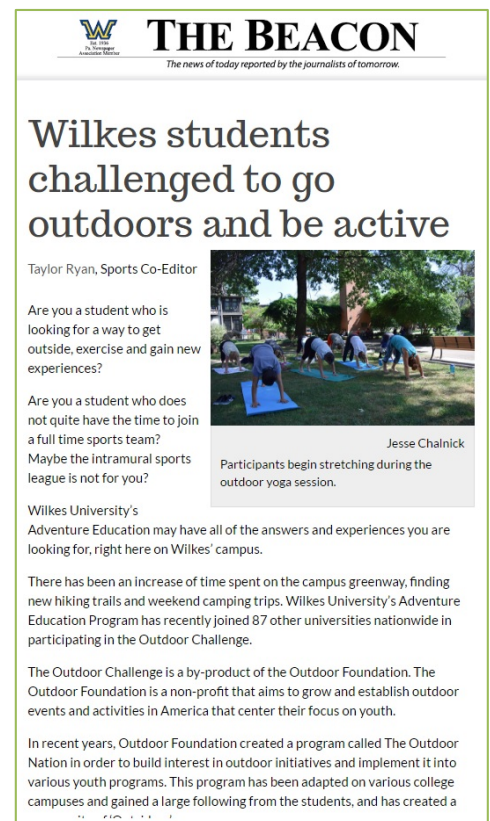
Twitter: Throughout the Challenge, Twitter users shared using #outdoornation. Over 2,700 tweets utilized this common hashtag.



Facebook: The Outdoor Nation page added over 6,000 fan likes, comments, and posts during the Challenge.

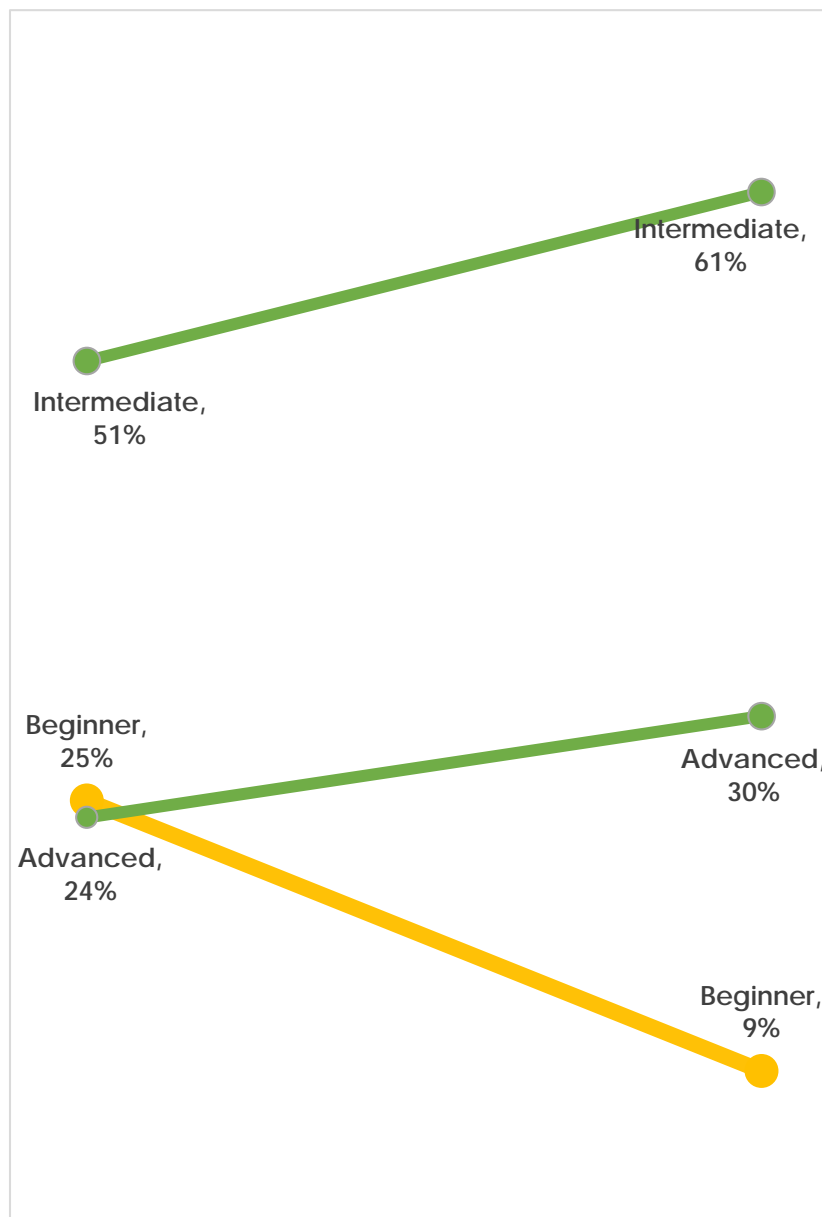
Press / Media

Student and local press picked up stories about their campus community's participation in the Challenge.





With nearly 16,500 participants, the Challenge was effective in helping people get to their next “outdoor experience” level—beginners to intermediates and intermediates to advanced.



IMPACT

Participant Survey

To measure impact and engagement, Outdoor Nation conducted a survey of Challenge participants as part of a rigorous evaluation process to understand and analyze results.

Survey results showed a strong endorsement of the initiative as an effective way to increase outdoor participation, raise awareness of outdoor opportunities and engage new audiences.



Eighty-two percent of Campus Challenge participants believe the Challenge drives lasting interest and participation in outdoor recreation.

Sixty-two percent of Campus Challenge participants we inspired to organize others to get outdoors.



Eighty-six percent of Campus Challenge participants increased outdoor activity as a result of the Challenge.

Ninety-four percent of Campus Challenge participants would participate in the Challenge again.



WINNERS

National Outdoor Champion

At the close of the six-week challenge, **Humboldt State University** in Arcata, California claimed the title of National Outdoor Champion. The school's student body and surrounding community logged nearly 10,000 outdoor activities with 1,468 people participating.

HUMBOLDT
STATE UNIVERSITY



Outsider of the Year

Jordan L. from Wilkes University in Wilkes-Barre, Pennsylvania



Logging more than 200 outdoor activities, Jordan took home the title of *Outsider of the Year*. “[During the Challenge] I definitely increased my time outdoors. I used to run cross country so really the only time I was outside was for running. During this Challenge, I continued to run, but also added hiking, climbing and biking as regular activities.”