



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**



ON CAMPUS CHALLENGE

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.

THE DAILY ORANGE

NEWS PULP SPORTS OPINIONS MEDIA

ALUMNI ADVERTISE DONATE CUSHHOUSING DELIVERY

SLICE OF LIFE

Outdoor Nation Challenge provides incentives to get students active



Guadalupe Sandoval | Contributing Illustrator

Outdoor Nation Challenge is an app that rewards students for being outdoorsy and participating in outdoor activities.

By Divya Murthy STAFF WRITER

2 months ago

This academic school year, Syracuse students have the chance to cash in on everyday situations. Like winning a backpack for walking to class. Or receiving a yoga mat for staying on a clear night. Or picking up some mountaineering gear for each run.

Students can score all these prizes and more just by enjoying the thus far exquisite weather in Syracuse this year through the Outdoor Nation Challenge.

NEW UNIVERSITY
UNIVERSITY OF CALIFORNIA, IRVINE
OFFICIAL CAMPUS NEWSPAPER

News A & E Features Sports Opinion Digital

Greetings, from the Great Outdoors! Welcome to the Outdoor Nation Campus

| Sep 20, 2016 | Comments 0

Who says Summer has to end? Bust out your paddleboards, grab your rock-climbing gear, and head outside to join this year's Outdoor Nation Campus Challenge. (Photo Courtesy of UCI Recreation)

Written by Summer Wong

I made sure the adjustable leg loops felt snug around my thighs before tightening my waist-belt. After securing a climbing helmet, I quickly coated my hands with white chalk and brushed off the excess dust on my pants.

There's nothing more exhilarating than scaling the challenging walls of Planet Granite, a fitness gym regarded as the hub of hardcore rock climbers.

Once I made it to the top and reveled in how small my friends had become, I thought, "Wow, I really did it."

My muscles ache like they've never felt before, but the sense of accomplishment in completing a taxing endeavor makes you forget the pain. When I found out about the Outdoor Nation Campus Challenge at UCI, I knew it was a great opportunity to do a sport and other physical activities I loved while also representing my school.

The Outdoor Nation Campus Challenge was created and hosted by Outdoor Nation, a foundation which aims to increase participation and awareness in health-related issues. This non-profit organization was created in 2005 after the book *Lost Child in the Woods* stressed the importance of pure play and creative curiosity for today's children and future generations.

THE BEACON
The news of today reported by the journalists of tomorrow.

Wilkes students challenged to go outdoors and be active

Taylor Ryan, Sports Co-Editor

Are you a student who is looking for a way to get outside, exercise and gain new experiences?

Are you a student who does not quite have the time to join a full time sports team? Maybe the intramural sports league is not for you?



Jesse Chalnick

Participants begin stretching during the outdoor yoga session.

Wilkes University's Adventure Education may have all of the answers and experiences you are looking for, right here on Wilkes' campus.

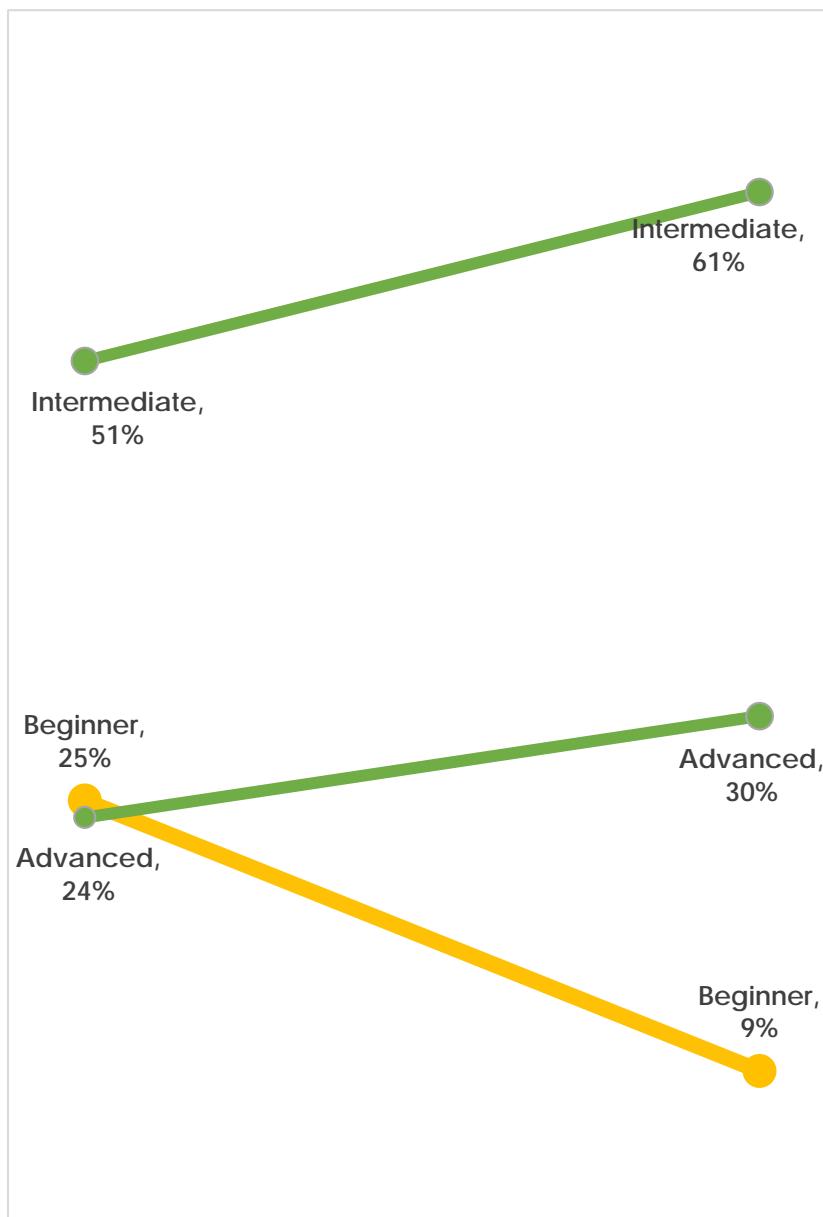
There has been an increase of time spent on the campus greenway, finding new hiking trails and weekend camping trips. Wilkes University's Adventure Education Program has recently joined 87 other universities nationwide in participating in the Outdoor Challenge.

The Outdoor Challenge is a by-product of the Outdoor Foundation. The Outdoor Foundation is a non-profit that aims to grow and establish outdoor events and activities in America that center their focus on youth.

In recent years, Outdoor Foundation created a program called The Outdoor Nation in order to build interest in outdoor initiatives and implement it into various youth programs. This program has been adapted on various college campuses and gained a large following from the students, and has created a

IMPACT

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.



82%

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



62%

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



86%

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



94%

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.”