

AGGIES  
at home



# IMPACT report



**UCDAVIS**  
CAMPUS RECREATION

March 19–May 31



# IMPACT report

***Recreation is vital to the physical and mental well-being of our students, and is an important factor in retention and academic achievement. That's why we created \*Aggies at Home.***

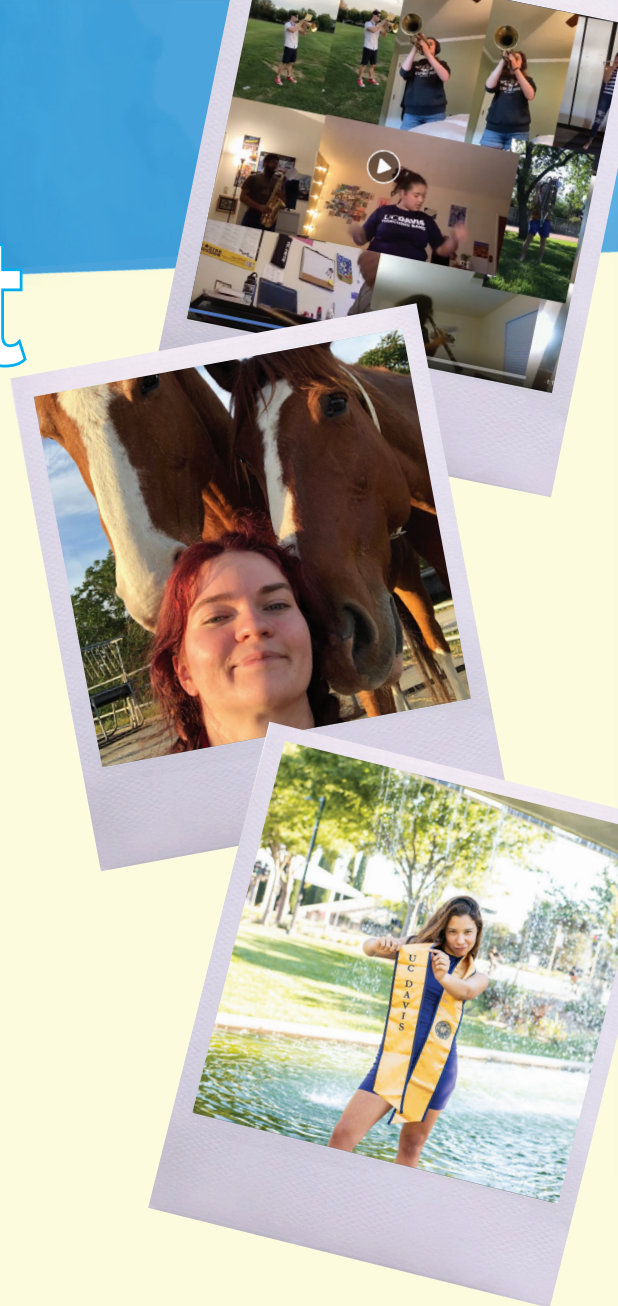
\*A special thanks to our Youth Programs coordinator, Gabe Ryland. Aggies at Home grew out of an idea Gabe had to create a virtual wellness resource for students, faculty and staff at the beginning of the COVID-19 crisis.

## How can we serve our students?

As a department whose mission is to promote the well-being of the UC Davis community, this question is always at the front of our minds. When our students were asked to shelter in place, we knew we had to act quickly and creatively to keep our students connected to our programs and resources.

Living Well offered an array of free virtual exercise and wellness classes on multiple platforms. Rec Sports organized virtual trivia nights and E-sports competitions and partnered with Living Well to create the Aggies at Home Fun Run. Outdoor Adventures offered practical advice on getting outside safely, as well as resources like virtual tours and informational videos. The Equestrian Center, Aquatics and the Marching band kept Aggies engaged on social media with games, workouts and videos. The Craft Center worked with campus partners to create lifesaving equipment for our healthcare heroes.

In alignment with our mission to provide an inclusive community, each program area offered a virtual resource to help our students stay connected and engaged. Until we can welcome our students back to our programs in person, we hope that you enjoy reading about the ways we served them while they were at home.



**Top:** One of many UC Davis Marching Band VMNRs. What's a VMNR? Answer on page 13.

**Middle:** An Equestrian Center student employee having a bit of fun for a social media post. For more information see page 13.

**Bottom:** Head lifeguard Tracy was one of several senior student spotlights featured on Aquatics social media. Read more on page 13.

# CAMPUS REC WEBSITE

## visitors and engagement

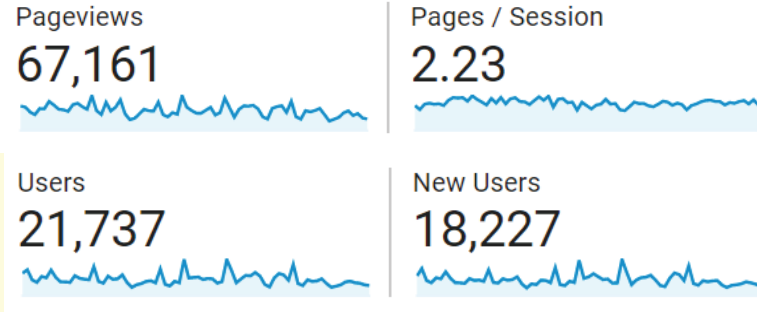
**67,161**  
pageviews on the  
Campus Rec website  
since Aggies at Home  
launch in late March

**21,737**  
individuals initiated  
at least one website  
session during the  
COVID-19 shelter-in-  
place date range of  
March 19–May 31

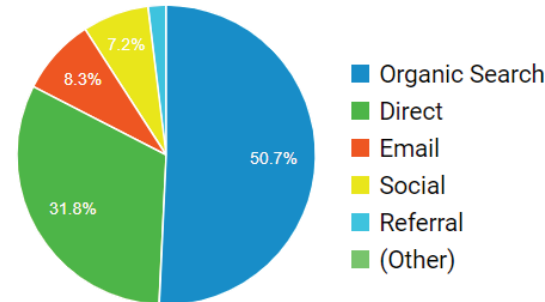
**18,227**  
individuals were  
first-time visitors to the  
Campus Rec website

**2.23** page views  
per visitor

**UCDAVIS**  
CAMPUS RECREATION



### Top Channels



**50%** of  
visitors find  
the Campus  
Rec website  
through  
a search  
engine such  
as Google

**344%** increase in traffic from social media platforms  
including Instagram and Facebook since pre-COVID19



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Campus Recreation

THE ARC PROGRAMS AND FACILITIES MEMBERSHIPS ENROLL NOW BUSINESS CENTER

**Coronavirus Resources**  
ARC closure and Campus Recreation policy registration FAQs for students Virtual UC Davis COVID-19 information for students COVID-19 information for the community

**Aggies at Home Resources**

Home > News > Aggies at Home Resources

**Upcoming Events**

- Aggies at Home Mar 23 - Jun 30, 2020
- Online Nutrition Advice with Healthy Aggies Mar 30 - Jun 5, 2020
- Zumba with Noriko Apr 6 - Jun 30, 2020
- Aggies at Home Fun Run Apr 25 - May 31, 2020
- Aggies at Home Esports Competition May 8-31, 2020

**Categories**

- Bleeding
- Craft Center
- Healthy Aggies
- Lessons from Leaders
- Outdoor Adventures
- Sport Clubs

**Play Apart Together**

- Gaming and Esports
- School + Work
- Relationship + Sexual Health
- Aquatically Active
- Getting Outside
- Relaxation Tips
- Creative Activities
- Exercising + Eating Well at Home
- Kids Activities

# CAMPUS REC WEBSITE strategy and goal

**7,300+** homepage visitors—  
The Campus Recreation website homepage was reimagined and relaunched as the starting point for Aggies at Home programming during the shelter-in-place date range of March 19–May 31

**3,600+** Aggies at Home Resources page visits—  
This was the most visited page on the Campus Rec website (excluding the homepage) during shelter-in-place

**26%** of all pages viewed during shelter-in-place featured Aggies at Home content

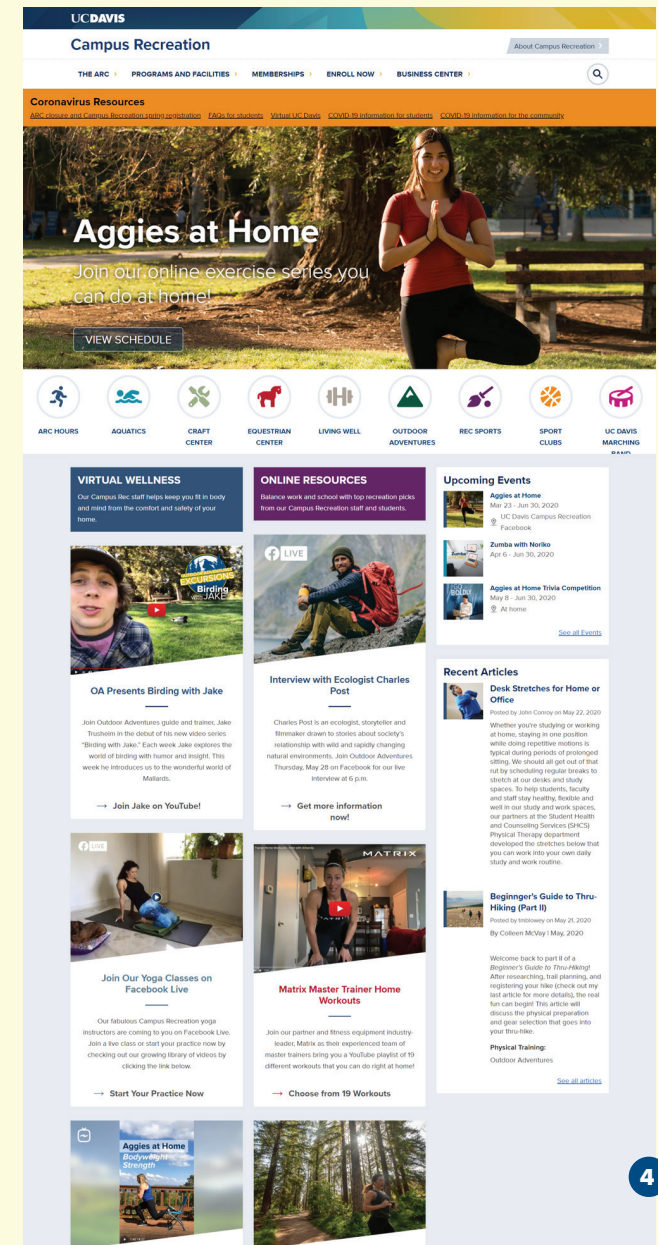
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CAMPUS RECREATION

The **strategy** for Aggies at Home webpages was to drive visitors to locations where our students already engage with us and then leverage those platforms with the **goal** of reaching our audience virtually.



**What pages do our users visit?**  
Aggies at Home content among our most popular pages.

<input type="checkbox"/>	Page Title ?	Pageviews ?
	<b>Exclude sign-up form</b>	<b>67,161</b> % of Total: 61.48% (109,232)
<input checked="" type="checkbox"/>	1. Home   Campus Recreation	<b>7,358 (10.96%)</b>
<input checked="" type="checkbox"/>	2. Aggies at Home   Campus Recreation	<b>3,699 (5.51%)</b>
<input type="checkbox"/>	3. About the ARC   Campus Recreation	<b>3,090 (4.60%)</b>
<input type="checkbox"/>	4. Campus Recreation - 2019-2020 Clubs	<b>3,014 (4.49%)</b>
<input type="checkbox"/>	5. Hours, Location and Contact   Campus Recreation	<b>2,731 (4.07%)</b>
<input checked="" type="checkbox"/>	6. Aggies at Home Fun Run   Campus Recreation	<b>2,407 (3.58%)</b>
<input type="checkbox"/>	7. Campus Recreation Coronavirus Information   Campus Recreation	<b>1,962 (2.92%)</b>
<input type="checkbox"/>	8. Rec Sports   Campus Recreation	<b>1,795 (2.67%)</b>
<input type="checkbox"/>	9. Equestrian Center   Campus Recreation	<b>1,758 (2.62%)</b>
<input checked="" type="checkbox"/>	10. Aggies at Home Resources   Campus Recreation	<b>1,597 (2.38%)</b>



# LIVING WELL



# fitness and wellness classes

**45,000+**

minutes viewed for Facebook LIVE classes produced by Campus Recreation Living Well student instructors

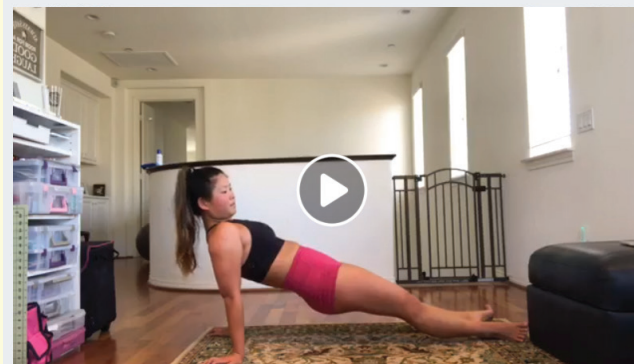
## 1-hour live classes offered

- Cardio strength fusion
- Vinyasa yoga
- Peachy Posture!
- Foundational Pilates
- Restorative Pilates
- Mindful movement
- Mobility
- Full body HIIT
- CORE conditioning
- Vinyasa flow
- All levels yoga
- Beginning yoga
- Gentle yoga

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**Peachy Posture!** lead by student instructor **Sulyn** is one of the most popular **Aggies at Home** classes on the Campus Rec Facebook LIVE channel!



**UC Davis Campus Recreation...**  
Peachy Posture!! -strength based group exercise class -focus on strengthening the posterior chain and postural corrective exercises -fun, challenging, and no equipment needed! \*Before completing the workout, be sure to check that you have enough space...

53:12 · Was Live: 05/11/2020 · Owned · Appears Once · View Permalink · Copy Video ID

Total Video Performance		Showing All
Peak Live Viewers	23	✓
Minutes Viewed	993	✓
1-Minute Video Views	95	>
10-Second Video Views	350	>
3-Second Video Views	832	>
Average Video Watch Time	0:37	✓
Audience Retention		>
Audience and Engagement		>

## Our Student Comments Say It Best!

*"Thank you for such an inspirational and calming practice."*

*"Thank you Sarah! This was so challenging and fun!"*

*"Thank you, Kate, for another great workout. By the way, your dog is very cute."*

*"Thank you Tamara! Adding the music is very nice, and I could still hear you very clearly. It was another good yoga session."*

*"Great workout!"*

*"Keep it up Susu! Awesome set!"*

*"Thank you so much for this shoulder mobility class! These classes are especially helpful and I'm looking forward to the next one."*

# CAMPUS REC SOCIAL



# facebook

**166 Posts**

during shelter-in-place vs. **37** in the previous period

**7.3k+ Followers**

vs. **6.8k** at beginning of shelter-in-place

**3.1k+ engagements\***

during shelter-in-place vs. **233** in the previous period

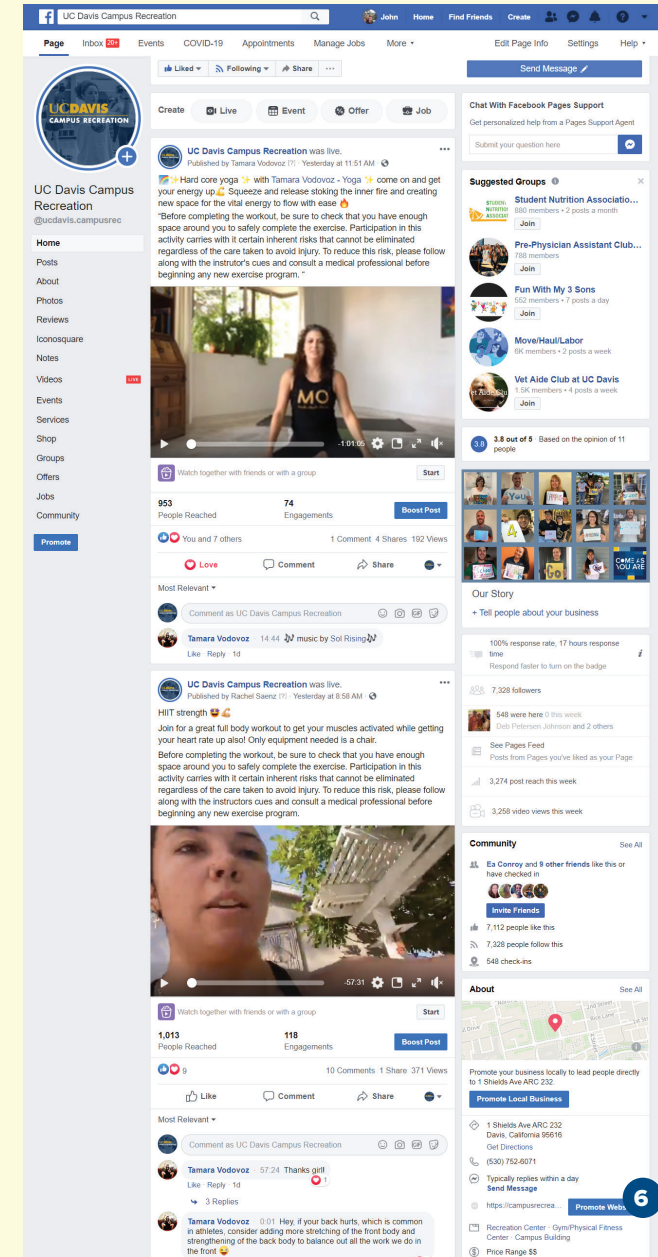
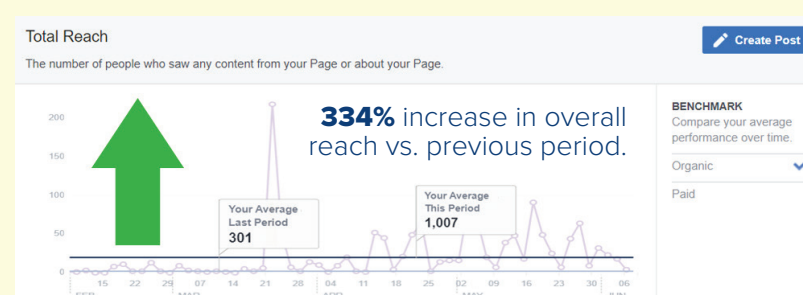
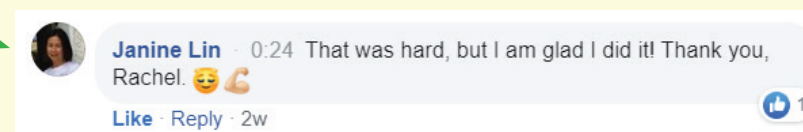
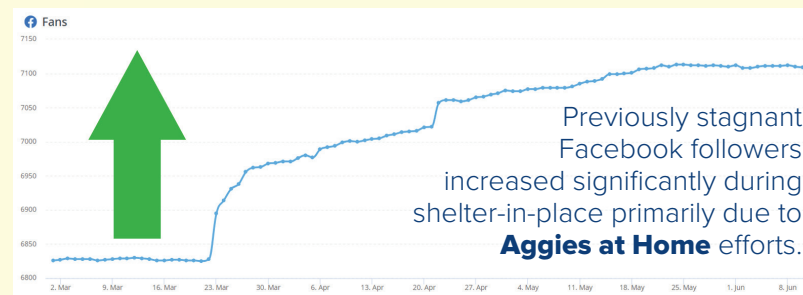
**\*So what exactly is an engagement?**

An *engagement* is a reaction (like, love, care, etc.), comment or sharing of content associated with a social media page

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CAMPUS RECREATION

Facebook was a key **COMMUNICATION TOOL** for Campus Rec.

In addition to serving as the “go-to” platform for videocasting **Aggies at Home** live classes during shelter-in-place, the Campus Rec Facebook page was used to communicate and share critical messages from our programs, the **Chancellor** and the campus-at-large.



# CAMPUS REC SOCIAL



# instagram

**2,400+**

IGTV video views—  
Between March 19–May 31, students viewed at-home workout videos including yoga, HIIT, strength training and more, all created by Campus Recreation fitness instructors

**9,500+**

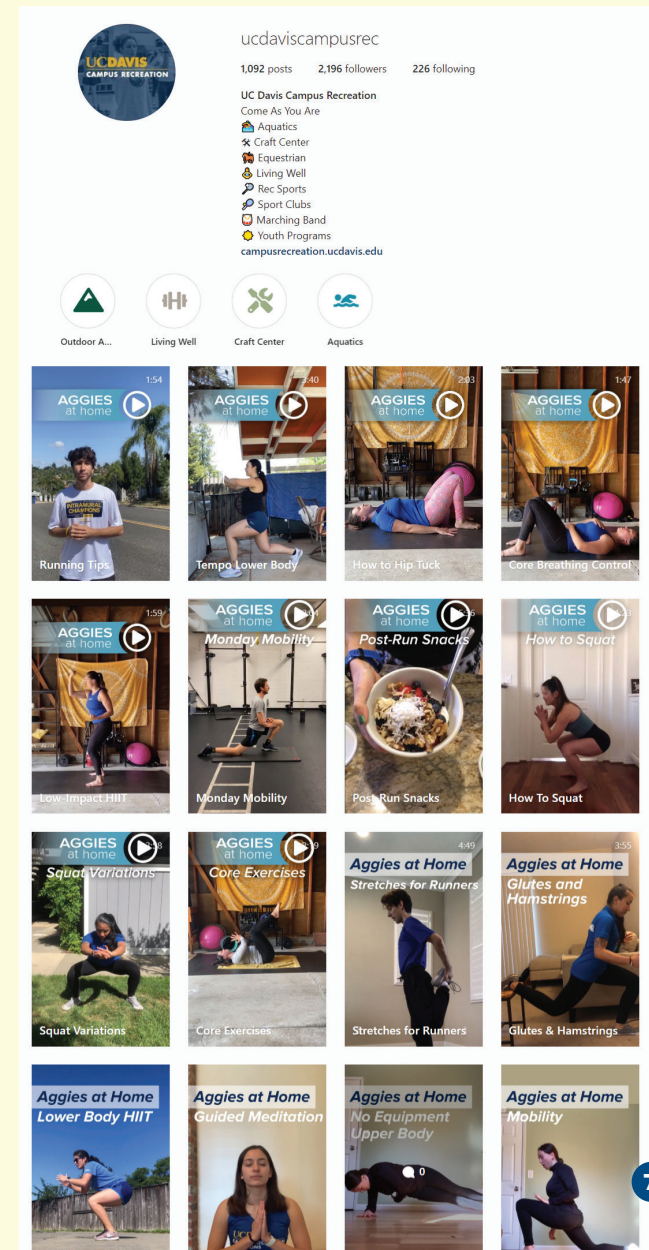
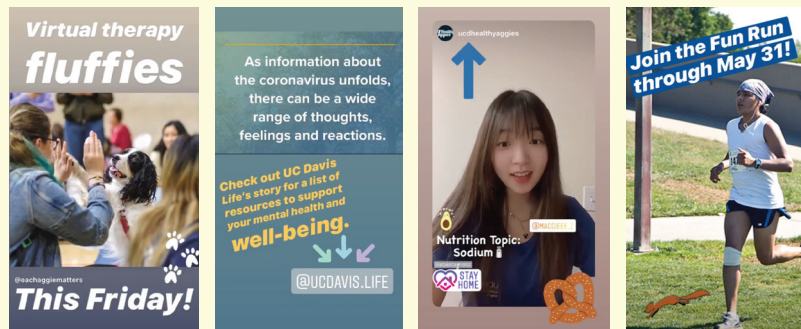
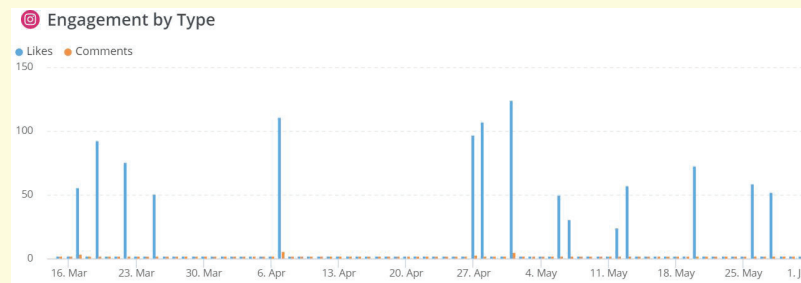
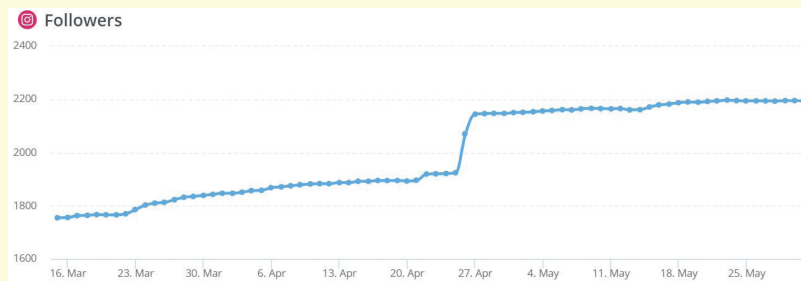
story views—  
From workout clips to shared posts from campus partners including mental health resources, nutrition tips and more, students stayed engaged and informed through stories

**126** stories published during shelter-in-place featured Aggies at Home content

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Helping students stay **ACTIVE** and engaged on **Campus Rec Instagram**.

During shelter-in-place, the Campus Recreation Instagram page became a hub for a wide range of wellness resources and cross-campus collaboration.





## Over 100 individual runners

and **14 teams** participated in the first ever Aggies at Home Virtual Fun Run

## 41 runners joined our Strava\* group and

regularly gave **kudos**, competed against one another and cheered each other on

## 9 student employees

worked on the Fun Run committee and played key roles in managing the runner/team entries, time recordings and overall logistics of the event

## The Virtual **FUN RUN** offered distances from **5k to full marathon.**

Recreational and competitive levels were offered with **t-shirts for all** and **prizes for winners** in each category. Runners had from May 4–31 to complete their run and report their best overall time.

- The **recreational division** was offered for individuals who may not have run before or were getting started in the running world. The focus was on **inclusivity** and improvement.
- The **competitive division** was offered for individuals who run often, are skilled in running, and wanted the competitive aspect of running.
- A **team** component for the 10K, half, and full marathon allowed runners to combine distances to achieve a total race time.



## \*What is Strava?

Strava is a social network for athletes that allows you to record activities and display them to your feed, where your friends can share their own races and workouts, give kudos and leave comments.





# REC SPORTS

## campus collaborations

**617** participants—  
Students participated in a variety of games including FIFA, Super Smash Bros., and more in addition to competing in trivia and poker tournaments

**385** teams—  
Students formed online teams to compete in trivia, poker, and E-sports games, which were played via Nintendo online and Zoom

**31** virtual sporting events were held during shelter-in-place; many students also joined the Gunrock Gaming Discord channel to continue to play virtually

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Rec Sports helped students stay **connected** virtually with a series of **online** events.

During shelter-in-place, Campus Recreation Rec Sports partnered with Gunrock Gaming to offer a series of free virtual gaming events including trivia and a variety of E-sports competitions. Students were able to play as individuals or form teams.

gunrock  
gaming



PLAY  
APART  
TOGETHER

### Play Apart Together

is a games industry initiative that encourages players to follow the WHO's health guidelines such as physical distancing to fight COVID-19

# OUTDOOR ADVENTURES

## virtual content

**4,700+**

IGTV video views—students joined virtually as Outdoor Adventures instructors gave camping and rockclimbing tips, planned hikes, and sang campfire songs

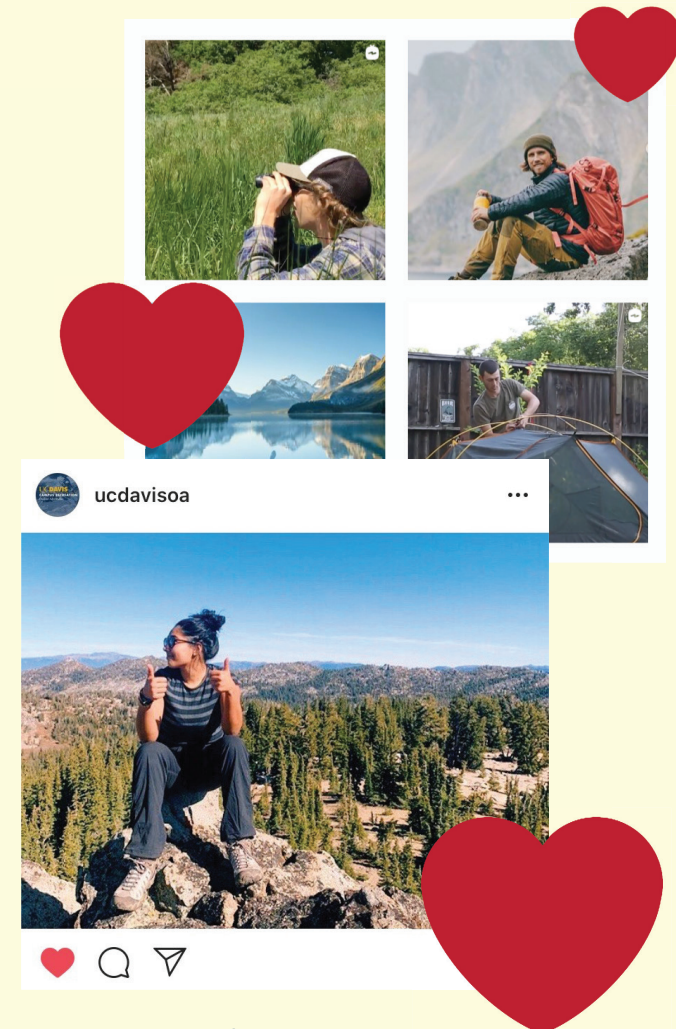
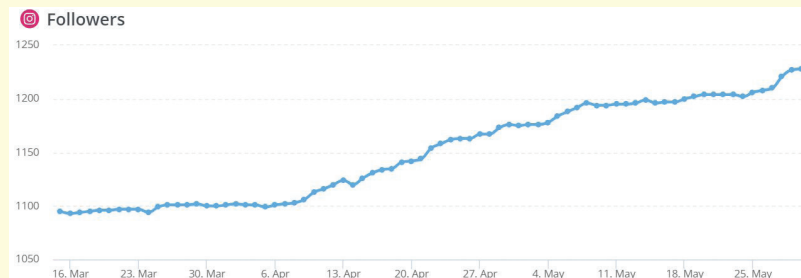
**65** Instagram stories were created during shelter-in place including walking tours, hikes and bikerides in instructors' hometowns, as well as exercise tips and more

**740+** YouTube views—OA student instructors made **19 new videos** featuring fun, informative and engaging outdoor content

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Students **LOVE** Outdoor Adventures virtual content.

From YouTube videos featuring tips on planning a hike to Instagram TV videos on birdwatching and adventure training to Facebook Live interviews with adventure experts, Outdoor Adventures kept students entertained and informed on how to get outdoors responsibly.



**1,400 likes** on Outdoor Adventures Instagram posts, which featured outdoor tips, links to articles, wellness resources, and encouraging words

# CRAFT CENTER

## helping our heroes

**6,900+**

face shields created—  
Craft Center student  
employees created over  
700 face shields each day  
using supplies sourced  
here on campus

**6,200+**

face coverings created—  
Student employees  
sewed cloth face  
coverings and posted  
how-to videos and  
patterns on social media  
to help others create their  
own at home

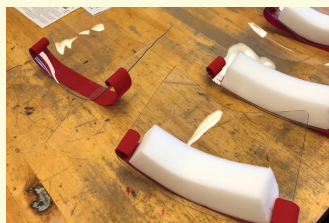
### Donated to

- UC Davis Health
- Chinle Indian Health Services
- The Willow Clinic
- UC Davis Dining Services

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## Crafting a solution to a global problem

When UC Davis Health needed more personal protective equipment (PPE) to treat patients with Covid-19, the Craft Center answered the call. Under the guidance of Craft Center director Jared Tolla, student employees made thousands of face shields and fabric face coverings from March 30–June 4.



*Production line of face shields.*

Students used a design from Johns Hopkins Medicine and supplies sourced by Supply Chain Management and the Department of Biomedical Engineering. Face shields and face coverings were donated to UC Davis Health, Chinle Indian Health Services, The Willow Clinic, and UC Davis Dining Services.

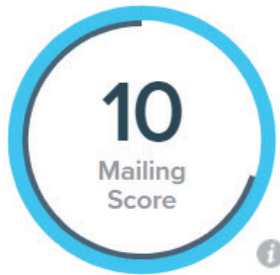
Throughout the process, student safety was a top priority. In addition to a training video, the Craft Center limited operations to three daily shifts with no more than 10 students per shift. Workstations were positioned to follow physical distancing guidelines and tools and stations were sanitized between shifts.

In addition to providing necessary PPE to our healthcare workers, this project offered students an opportunity to find employment on campus during suspended operations. Student employees from across campus joined the project and were paid at their current rate.

“It feels very rewarding to help in any way I can, while also having the opportunity to get work hours,” said fourth-year sociology undergraduate and Campus Recreation student employee Bethany Simpson. “This face shield project is an awesome opportunity to make a difference.”



# CAMPUS REC EMAIL newsletter



— this mailing  
— community avg

## OPENS BY DEVICE

87.5% Desktop

12.5% Mobile

## OPENS BY CLIENT

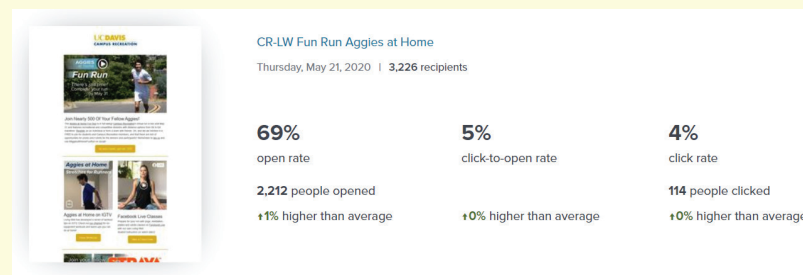
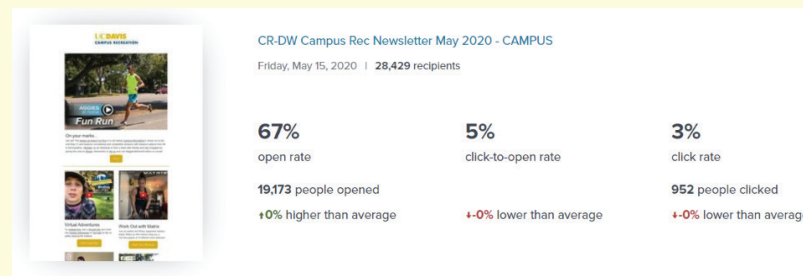
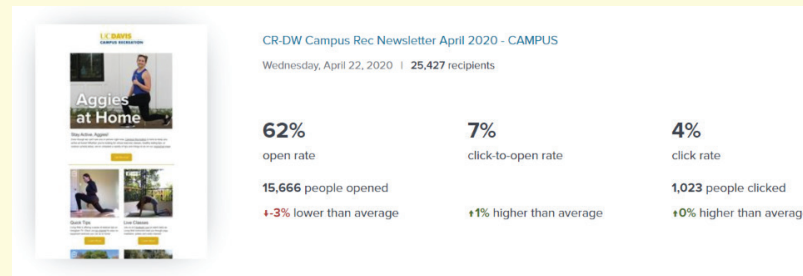
68.9% Gmail

8.4% AppleMail

22.7% Unknown

## Students **LOVE** the **Campus Rec** Newsletter!

Aggies at Home content was popular during the spring quarter with open rates as high as **69%** for the Virtual FUN RUN newsletter. The FUN RUN was sponsored by the Rec Sports and Living Well programs.



### Stay Active, Aggies!

Even though we can't see you in person right now, **Campus Recreation** is here to keep you active at home! Whether you're looking for virtual exercise classes, healthy eating tips, or outdoor activity ideas, we've compiled a variety of tips and things to do on our [resources](#) page.

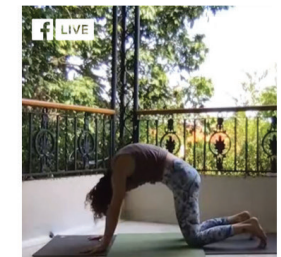
Get Moving!



### Quick Tips

Living Well is offering a series of workout tips on Instagram TV. Check out [our channel](#) for easy no-equipment workouts you can do at home!

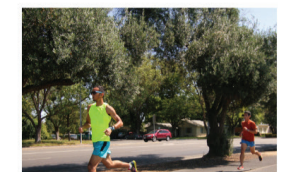
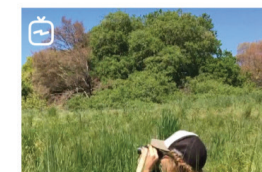
Learn More



### Live Classes

Join us on [Facebook Live](#) (or watch later) as Living Well instructors lead you through yoga, meditation, pilates and cardio classes!

Learn More



# CAMPUS REC

## program stories

### Senior Swimmers

Aquatics found a special way to celebrate graduating lifeguards online by creating senior spotlights. In addition to sharing their stories, staff kept swimmers engaged virtually by providing dry land workout tips, articles and interviews, and even water-themed movie recommendations.

### Horsing Around

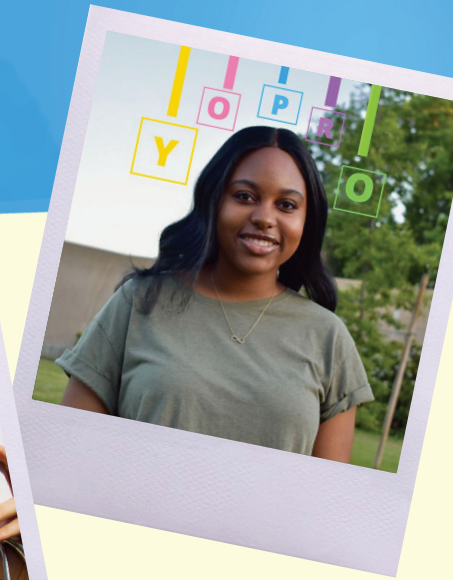
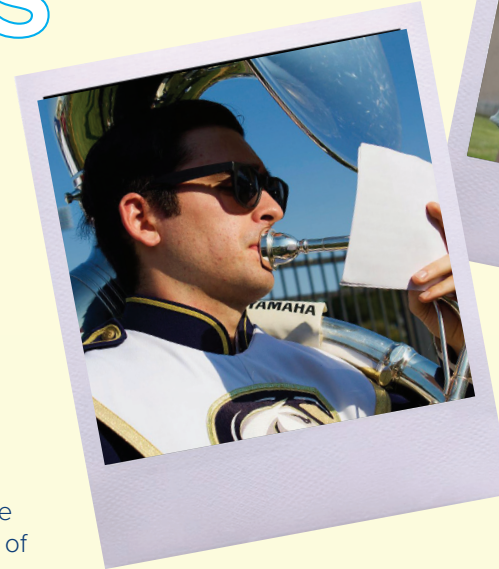
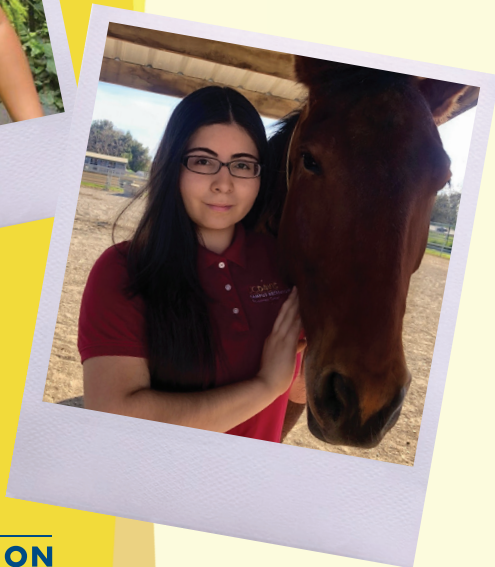
The Equestrian Center houses over 60 horses and is one of the essential facilities on campus that did not close during shelter-in-place. Although the recreational and volunteer classes were put on hold, employees, boarders, farriers and veterinarians visited the facility in addition to barn supervisors who live on site, taking care of the horses and facility. Staff kept visitors informed and entertained online with social media games starring members of the herd.

### What is YOPRO?

Youth Programs! The YOPRO staff showed their dedication and adaptability by eagerly transitioning to online training. Youth Programs staff also helped families stay connected and involved—over fifty campers sent letters of support to healthcare workers and families affected by COVID-19 in April. When the cancellation of all summer programming was announced, staff drafted heartfelt letters to participants with a “super camper” theme. Youth Programs staff remain resilient and earnestly await the chance to provide unforgettable experiences for our families again.

### How about VMNR?

Many in the UC Davis Marching Band were missing their regularly scheduled Monday night rehearsals. In response, the students created a Virtual Monday Night Rehearsal (VMNR). As the band said in recent posts: “We may be playing *Don’t Tell Me You Love Me*, but it’s always a good idea to reach out to those in your life and remind them that you love them! We’re sending some love out to our Aggie community, and hope y’all are having a good day.”



AGGIES  
at home



# IMPACT report



COME AS YOU ARE



**UCDAVIS**  
CAMPUS RECREATION

## EVERYTHING YOU NEED TO FIND YOUR CENTER

### Activities and Recreation Center (ARC)

530-754-5306  
crumembership@ucdavis.edu (member services)  
arc@campusrec.ucdavis.edu (general inquiries)  
memberservices@campusrec.ucdavis.edu

### Aquatics

Rec Pool  
152 La Rue Road (on the corner of La Rue Road and  
Hutchison Drive)  
530-752-1730  
aquatics@campusrec.ucdavis.edu  
campusrecreation.ucdavis.edu/aquatics

### Craft Center

South Silo Building  
430 Hutchison Drive  
530-752-1475  
craftcenter@campusrec.ucdavis.edu  
campusrecreation.ucdavis.edu/craftcenter

### Equestrian Center

Equestrian Center, Main Barn  
1 Equestrian Lane  
530-752-2372  
equestriancenter@campusrec.ucdavis.edu  
campusrecreation.ucdavis.edu/equestrian

### Living Well

Activities and Recreation Center  
First Floor, Room 154  
530-754-2179  
livewell@campusrec.ucdavis.edu  
campusrecreation.ucdavis.edu/livewell

### Rec Sports

Activities and Recreation Center  
530-752-1730  
recsports@campusrec.ucdavis.edu  
campusrecreation.ucdavis.edu/recsports



### Outdoor Adventures

Between the Colleges at La Rue Apartments and the  
Recreation Pool on La Rue Road and Hutchison Drive  
530-752-1995  
outdooradventures@campusrec.ucdavis.edu  
campusrecreation.ucdavis.edu/outdoor-adventures

### Sport Clubs

Activities and Recreation Center  
530-752-1730  
sportclubs@campusrec.ucdavis.edu  
campusrecreation.ucdavis.edu/sport-clubs

### UC Davis Marching Band

Activities and Recreation Center  
Band Suite  
530-752-9239  
managerucdmb@ucdavis.edu  
campusrecreation.ucdavis.edu/band

### Youth Programs

Youth Programs Administrative Office, next to the  
Recreation Pool  
530-754-4304  
campusrecreation.ucdavis.edu/yp