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.

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?

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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

Pageviews

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>21,737</td>
</tr>
<tr>
<td>New Users</td>
<td>18,227</td>
</tr>
</tbody>
</table>

Pages / Session

2.23

Top Channels

- 50.7% Social
- 31.6% Direct
- 8.3% Email
- 7.2% Search
- 2.3% Referral
- (Other)

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
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.

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclude sign-up form</td>
<td>67,161</td>
</tr>
<tr>
<td>% of Total: 51.48% (109,232)</td>
<td></td>
</tr>
<tr>
<td>1. Home</td>
<td>7,358 (10.96%)</td>
</tr>
<tr>
<td>2. Aggies at Home</td>
<td>7,143 (9.80%)</td>
</tr>
<tr>
<td>3. About the ARC</td>
<td>3,900 (4.66%)</td>
</tr>
<tr>
<td>4. Campus Recreation - 2019-2020 Clubs</td>
<td>3,014 (4.49%)</td>
</tr>
<tr>
<td>5. Hours, Location and Contact</td>
<td>2,560 (3.67%)</td>
</tr>
<tr>
<td>6. Aggies at Home Fun Run</td>
<td>2,407 (3.58%)</td>
</tr>
<tr>
<td>7. Campus Recreation Coronavirus Information</td>
<td>1,962 (2.92%)</td>
</tr>
<tr>
<td>8. Rec Sports</td>
<td>1,795 (2.67%)</td>
</tr>
<tr>
<td>9. Equestrian Center</td>
<td>1,758 (2.62%)</td>
</tr>
<tr>
<td>10. Aggies at Home Resources</td>
<td>1,597 (2.38%)</td>
</tr>
</tbody>
</table>

7,300+ homepage visitors—The Campus Recreation website homepage was reimaged 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
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

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

Over 130 live classes offered so far!

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.”
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.

Previously stagnant Facebook followers increased significantly during shelter-in-place primarily due to Aggies at Home efforts.

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.

334% increase in overall reach vs. previous period.
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.

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

**UC DAVIS**
**CAMPUS RECREATION**
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.

*What is Strava?*
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.

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.

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.
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.

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

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

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.”
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.
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.”

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.

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.

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.

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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