

Winter Wipeout: “Wipeout Your Stress”

An exhilarating, carnival-styled event focused on improving student wellness

David Bacdayan, Austin Foley, Lauren Kim, Dylan Norris, and Lukas Stauffer

University of Michigan

December 10, 2019



Prepared for

Sarah Button, Rec Sports, and Dr. Jay Basten, Michigan Sport Management Professor

Executive Summary

Our product is a wellness event called Winter Wipeout, which will be held on the ground floor of the freshman dormitory Couzens Hall located in the Hill area and outside on Palmer field. Rather than emphasize wellness as traditional wellness fair-type events might, we want wellness to be secondary and draw people in with the allure of physical activity such as sledding and carnival-style fun.

We decided to locate our event in the Hill area because we theorized that first year students were going to be our main target audience, and the Hill is the most concentrated living area for first-year students. Given that there are some 7,000 first year students and based on attendance information gathered about the annual Rec Sports Expo at the beginning of the year, we figured that a reasonable attendance goal was 500-700 students, with the potential for more growth in future years. Involving student organizations such as the ice carving team could also further bolster our attendance numbers.

Our main promotion tactic is going to be a flyer blitz in freshman dorms, dining halls, and other high traffic areas on campus like Hatcher Library and the UgLi. In addition to this, emails and social media can also be employed to increase awareness of the event. Finally, the fact that part of our event will be taking place outside will serve as a live flyer for the event. If students see other students drinking hot chocolate, sledding, hear music playing outside, and having a great time outside of Couzens on the day of the event, they are more likely to go check out what is going on inside, helping bring us closer to our attendance goals and leverage Winter Wipeout to become a major campus event.

Discussion of Marketing Wellness

It's often difficult to market wellness to consumers, especially young healthy college students, as the idea of wellness is fairly intuitive; staying alive isn't that hard. However, according to this study, incentivising groups of people through cash prizes and smaller, more palatable commitments seems to be a promising way to move the masses towards healthier lifestyles.

In terms of a need to be marketing wellness, According to the CDC, “the decrease of exercise, physical activity, and increase calorie and fat intake, puts freshman college students at a high risk of premature death of heart disease” (Harrison, 2008). The results indicated that some of the students believed their weight change was due to poor exercise habits. While many of the students surveyed were concerned about the quality of their meals, roughly the same number believed their secondary school nutrition policy actually left a positive impression on their nutrition behaviors. Students who go off to college seem to have a 50/50 chance of having a good sense of wellness and those findings are far worse than they could be if they had better nutritional education.

According to another study at Lindenwood University that gave a 15 week health course, the findings provide strong evidence for the effectiveness of wellness education on the six areas of wellness for college students (physical, psychological, emotional, intellectual, social, and spiritual). The study provides a foundation for future research to evaluate the need for campus wellness initiatives and wellness-based education. In conclusion, university administrators and educators should consider the inclusion of wellness credits into the general education requirements to enhance wellness and encourage a holistic lifestyle that fosters academic success (Alameda, 2009). It seems that students respond well to being taught about their health and that that information proves invaluable to them. In our wellness event students would get the opportunity to receive more information that can improve the quality of their lives in a multitude of ways.

According to a study done at Colorado University, research showed that spiritual wellness plays an important part in the lives of college students and the decisions they make on a daily basis in regards to other dimensions of wellness. Students actively cultivate spirituality in a variety of ways such as volunteer activities for personal and social helping, personal reflection, and prayer. Over half of the students in the study would like the university to offer learning experiences to facilitate development of spiritual wellness. However, some students say that it is not the responsibility of the university (Patneade, 2006).

College has an impact on students, and "getting involved" contributes to the impact of college. College involvement has been related to several positive college outcomes. Students

worry about their occupations and may spread themselves too thin in the attempts to garner an embellished resume. A positive outcome of college is high-level wellness, but a knowledge gap exists regarding the relationship between college involvement and wellness according to Martineau's study in 1997. The three college involvement activities which significantly correlated with wellness were participation in religious activities, participation in personal fitness activities, and spending time alone (with nothing to do). "Personal fitness" and "religious activities" correlated positively with wellness, while time "alone (with nothing to do)" was inversely related to wellness. The wellness dimensions that had the most influence on the involvement-wellness relationships were self-responsibility and love, sensing, eating, moving, finding meaning, and transcending (Martineau, 1997). Through our event students will have the opportunity to socialize, get more involved on campus, and to gain greater cognizance of the different parts of what comprises wellness without marketing our event using the term 'wellness'.

Our event would not only focus on physical wellness, but also on substance abuse and a variety of other veins of wellness. Recent trends in the prevention field suggest that a holistic, proactive approach, focusing on life skills and wellness may prevent some substance abuse problems (Edwards, 1993). There were correlations found between rates of smoking and environment. They were also found between drinking and exercise, vehicle safety, and drug use.

To increase overall health, we suggest an empowerment approach that may help individuals take more responsibility for their well-being by becoming aware of the inextricable nature of the different aspects of their lives. Emphasis is placed on becoming aware of and changing unhealthy patterns of thought and behavior through a process of increasing awareness, education, and growth.

We believe UM should play a role in cultivating spiritual wellness and creating a safe space for growth for all. There are various religious organizations on campus that could offer help and expertise on reaching students and teach them how to strengthen their sense of spiritual wellness and we could advertise our event to have this kind of education.

Utilizing all this research has helped us create a general direction we'd like to take this wellness event. In order to get students excited about our event on wellness, we decided to make

it exciting and engaging; people are more likely to want to participate and perpetuate their wellness habits if it piques their interest. Students are also concerned about their physical and mental health so there will be free exercise classes and passes as well as booths that students have to stop by to gain more information and an opportunity to win prizes. Free food, therapy dogs, and free massage chairs will be available to students along with a plethora of educational booths as well as an opportunity to network in a relatively low stakes environment.

Survey Analysis

Pronoun	Year	School	Aware of Tab?	How Important?
She - 39	Freshman - 23	L.S.A. - 47	Yes - 26	Very - 56
He - 57	Sophomore - 25	Engineering - 17	No - 74	Important - 28
They - 0	Junior - 34	Kinesiology - 9		Somewhat - 13
No Pref - 4	Senior - 12	Other - 27		Not Important - 3
	Grad Student - 6			

Important Dimensions	Potential Offerings
Emotional / Psychological - 81	Nutrition Workshop - 31
Environmental - 28	Safe-Sex Resources - 17
Financial - 45	Meditation Workshop - 31
Intellectual - 37	Therapy Dogs - 61
Occupational - 12	Alcohol and Drug Use Information - 8
Physical - 66	Mini CAPS Sessions - 25
Spiritual - 28	Career Advising Resources - 43
	Massages - 53

	Financial Workshop - 10
	Group Exercise Class - 31
	Wellness-Related Booths - 17
	Student Orgs - 13

Our group collected 100 surveys. In an attempt to gauge the opinions of a wide variety of the students on our diverse campus, we spread out among 5 different locations to collect our survey data. These five locations were the Ross School of Business, the Fishbowl, Hatcher Library, Pierpont Commons, and the Shapiro Undergraduate Library. We were able to complete our goal of obtaining a random sample of 100 students. In terms of a spread across the different age groups on campus, we obtained close to half underclassmen and half upperclassmen/graduate students. In addition to our age-spread, we got a fairly representative sample of the different schools that students are enrolled in on campus. In our survey, we had 47% of the students enrolled in the College of Literature, Science, and the Arts (LSA), which is pretty close to the real proportion of Michigan students enrolled in LSA. In addition, there was a varied sample of engineers, Kinesiology students, and students enrolled in other colleges across campus.

It is slightly problematic that we got a higher percentage of men than women, as women make up a little over half of the student population on campus and may have differing opinions regarding wellness than men. However, opinions may not be truly all that different, as a vast majority of our survey respondents indicated that they believed that wellness was either important or very important. One would think that women, being more self-aware on average than men, would place a higher level of value on wellness, but our respondents valued it even though they were majority male.

One major finding is that if the University is serious about raising student awareness of the importance of wellness, they have a substantial amount of work to do (See Appendix A for Survey Findings). Only about a quarter of our survey respondents were aware of the well-being tab on Canvas, even though three quarters of our survey respondents thought wellness was important, and presumably would make use of the tab if they knew that it existed. The tab has

many valuable resources for students, and if it was publicized more, then the answers to that survey question have a lot of potential to change in the coming years.

Then, we found our results to the question ‘which dimensions of wellness are important?’ and ‘what types of potential offerings would you want at a wellness event,’ were able to give us a clear answer. The majority felt that emotional, psychological and physical wellness were among the most important dimensions. (See Appendix A for Survey Findings) These are the first categories that people think of when they think of the somewhat vague term ‘wellness.’ Some choices that weren’t behind the front-runners were the financial and intellectual dimensions, which fits what we know about our school’s population, mainly that they are smart and are making an expensive investment in their future. Environmental, spiritual, and occupational wellness were seen as being less important and didn’t receive as many responses. This also makes sense, as many are comfortable with their environments at this school, because the dorms on campus are overall great and there is a plethora of student housing options available. In terms of spiritual, students on campus live in a pretty secular society and many don’t regularly attend services at their place of worship. Finally, in a Michigan specific context, most Michigan students are not that worried about their professional futures, given our available resources and vast alumni network.

The potential offerings item of the survey is helping to guide us as we decide what items we want to have at our event. We know that therapy dogs and massages are the main items that people want (See Appendix A for Survey Findings), and we have identified the student organization PAWS of Ann Arbor (Pets Are Wonderful Support) as a potential partner to get therapy dogs in the door. We also plan to have enough massage stations that waiting in line will not be a huge deterrent for people. An intriguing finding was that while occupational health was not listed as one of the most important dimensions of well-being by the respondents, a substantial amount of the respondents indicated that they would be interested in career advising resources at the event itself.

Our whole idea is to emphasize the fun, carnival aspect of this event, to make it feel as little like a traditional information fair as possible. This is backed up by our survey data. The five potential offerings that one thinks of the most when they think of a traditional, boring fair are

safe sex resources, alcohol and drug use information, financial workshop, student organizations, and wellness-related booths. Unsurprisingly, these items all received substantially less interest than the other items. Students are less likely to come to an event that is more informational based. That is why our event, Winter Wipeout, is focusing as much as possible on activities, rather than simply presenting information.

Market Segmentation Analysis

In order to best market our Winter Wipeout event, we have identified a target market by segmenting the Michigan collegiate student market into different demographics. The main demographics is by the year in which students are in their academic standing. Another key demographic we looked at was geographic location of student housing.

With that in mind, our key target market for this event is underclassmen (freshmen and sophomores). Because our event takes place in the Hill Residential sector of campus, we realize that it will be most convenient for people who live on the hill (underclassmen) to attend Winter Wipeout.

Delving into the geographic location of underclassmen, we understand that a majority of the underclassmen at Michigan live on the Hill in the various dorms (i.e. Stockwell, Mosher Jordan, Alice Lloyd, Couzens, and Markley). Not only are all of these students within a maximum five minute walking distance to the location of Winter Wipeout, but also we can leverage Palmer Field to reach our target market. Palmer Field is located centrally by the dorms on the Hill and it provides a huge area for underclassmen to congregate and meet new people. Through our knowledge and research of underclassmen, we recognize that all underclassmen who live in the dorm automatically have a dining hall meal plan. This is critical because Mosher-Jordan Dining Hall, the main dining complex on the Hill, overlooks Palmer Field and has seen a great number of underclassmen pass through its doors on a daily basis. Underclassmen are likely to look at flyers in the dining hall while they are enjoying a meal. Also, they would be able to see Winter Wipeout taking place on Palmer Field and will peak their interest in stopping by to check out what Rec Sports has to offer.

The key to marketing to underclassmen also is to understand their mindsets, values, and most importantly their wants as a consumer in college. Underclassmen are often searching for

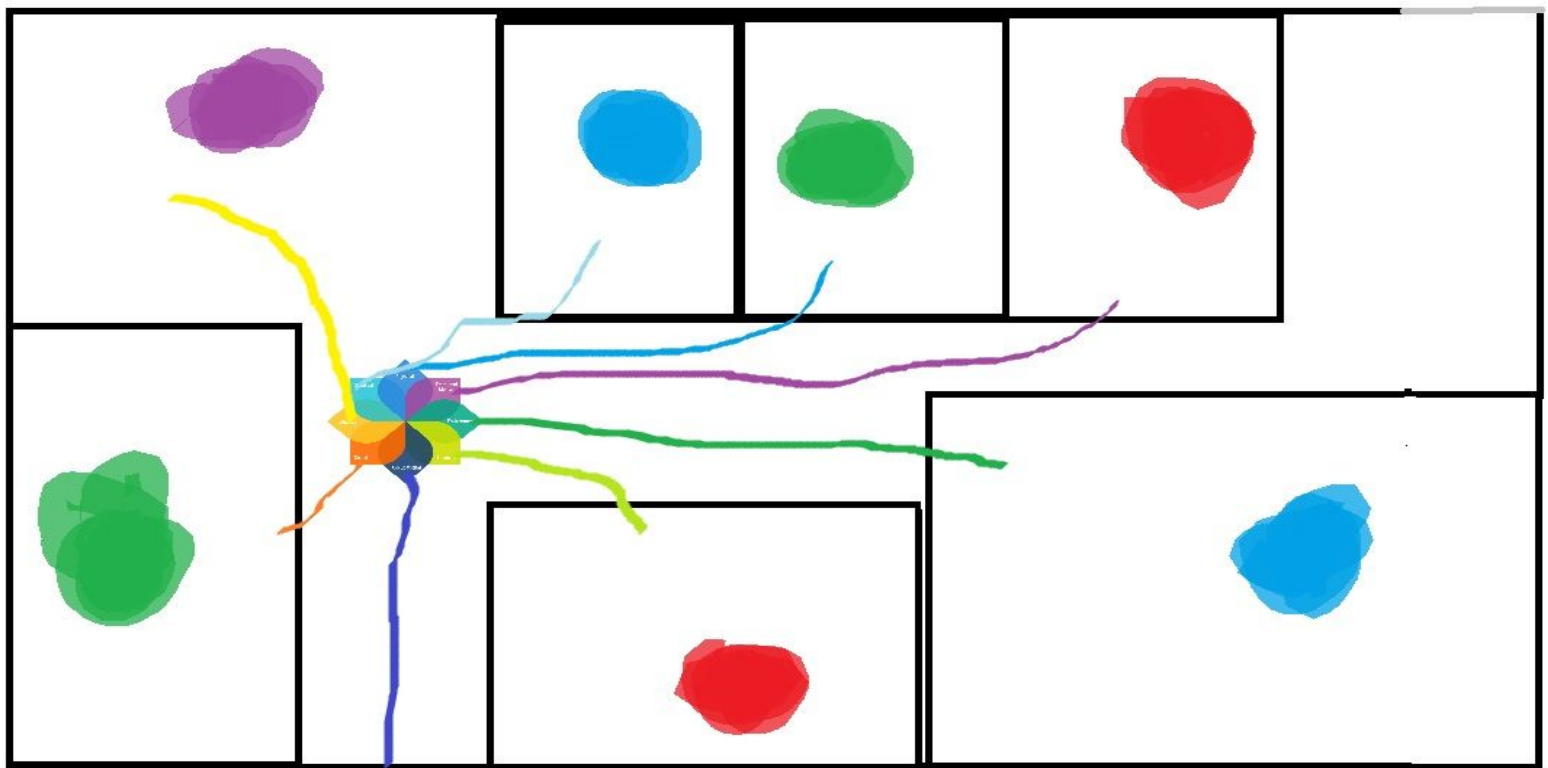
new communities on campus and new friends during their first year at Michigan. A key portion of this is rooted in Michigan having 1 out of every 2 students who come from out-of-state where the students are often the only ones from their high school to attend UM. We will market Winter Wipeout as a place to gather and interact with other people who care about their well-being. Another feature that we need to take into account is the adjustment that underclassmen undergo when they move to college. It has been proven that underclassmen must solve issues on their own without the help of adults which often causes greater stress on their minds (Shin, Chiu, and Lee, 2019). Due to underclassmen being the most likely to have stress of making a life transition, they are the perfect market for Winter Wipeout because they deal with stress and will be searching for ways to improve their wellness.

Overall, underclassmen have a variety of different wants as a consumer. Due to the location and overall atmosphere of Winter Wipeout, we see underclassmen as the best suited market to respond and interact with Rec Sports for Winter Wipeout.

Marketing Mix

With our product being free, we will focus more on the product, place, and promotion. We are having the event take place on Palmer Field and the first floor of Couzens. Our location is optimal for our target audience being mainly freshman. Our location is surrounded by freshman dorms which will be a huge convenience factor for the students. The event will take place on January 16th, 2021 from 2 p.m. to 5 p.m. This is a great time to do the event on the second Saturday since it gives the students time to adjust from coming back while not having any plans for the weekend. On Palmer Field, the activities that will take place are sledding and hot chocolate underneath a tent, and playing through the speakers. In addition, we will have members of PAWS walking dogs with students around Palmer field's track. Then, there will be members of the Ice Carving Team creating sculptures on the field and showing students their talents. We wanted to incorporate a fun winter activity into our event while providing hot chocolate. The hot chocolate stand will hand out a colored ticket as well and tell them that there is more taking place in the bottom of Couzens hall for right now. Coming into Couzens Study Lounge, There will a wellness logo placed into the center of the room with an information table with people telling more about what is going on at the event. People from the rec sports will be

able to tell handout information on wellness in addition to telling students where everything is. The wellness logo will branch out for one of the eight branches of wellness to a certain area. Each area will have a small focus on that kind of wellness. With each area, there will be giving out one of four colored tickets after completing the activity. This event will be a carnival by earning tickets and redeem for prizes. They earn tickets by having to go to certain different spots, each representing a different petal of the wheel. After collecting one of every ticket color, the students can return to the desk by the wellness wheel and exchange the tickets for one raffle ticket. Students can choose one of several items up for raffle and the raffle will take place at the end of the event. Attached below is the map of couzens first floor with the event.



Some of our prizes will come from our sponsors. We want a mixture of club on campus to help as well as young companies to help out with our wellness event. For young companies, we are choosing Interaxon and Madhappy. Madhappy is a clothing company that focuses on having a positive outlook in life. One of their founders, Peiman Raf, is a Michigan Alumni which gives us a good connection with the company to work with them. He would be giving back to a university that helped him start his business. Interaxon is a company that develops personal meditation headsets. These headsets cost relatively cheap being about 250 dollars. It would be good for a potential prize and to test them out in the meditation class. These two young and upcoming companies are able to provide their product to students and making their company associated with the University as well as brand exposure to students. Then, having the recreation department associate with university organizations shows that we are supporting our own university and making it more than just the recreation department. We can increase attendance by having club members come to the event, and clubs can gain new members by showing themselves out at the event. Both clubs and young companies are able to profit while the event flourishes.

Short/Long term attendance goals

In order for Wellness Wipeout to be a successful event, we need students to be in attendance, having fun, and developing a better understanding of all the different aspects of wellness. At other rec sports sponsored events, such as the Rec Sports Expo, which has been held in the CCRB for a number of years, between 1500 and 2000 students show up. As this year's Wellness Wipeout will be the inaugural event, held in the chilly Michigan winter, we expect a turnout of around 500-700 students. We are holding a large part of the event in Couzens Hall, one of the freshman dormitories on "The Hill." Couzens houses 520 of the 3050 students on "The Hill," who we assume will compose the majority of students in attendance. Statistics on the success rate of using flyers as a promotion suggest that around 75 out of 7500 freshman students would attend after reading a handout of the event posted around their dormitory. Utilizing other promotional tactics the rest of the 500-600 students will be informed and intrigued enough to attend the event, comprised of mostly freshman due to their geographic location, yet not

excluding older students. Long term, we predict that the event will grow to the size of the Rec Sports Expo, as students will begin to promote the event on their own through word of mouth, and we will better understand the strengths and weaknesses of our promotional campaign.

Conclusion

Winter Wipeout is an event centered around the promotion of taking the negative stigma out of pursuing wellness. In order to reach our target audience and carry out our goals, we emphasized the importance of making the event fun and exciting, as opposed to a one-way lecture on the importance of well being, where all students with various current states of well-being would be inclined to attend.

For various logistical reasons we have hypothesized that our target market should be underclassmen, specifically freshman, whose living situations are easily accessible for promotional activity and whose geographic location makes accidentally coming into contact with the event quite likely. With this audience in mind, we are staging Winter Wipeout on Palmer Field and in Couzens Hall, one of the dormitories on “The Hill,” a freshman housing area that contains almost 40% of freshman students.

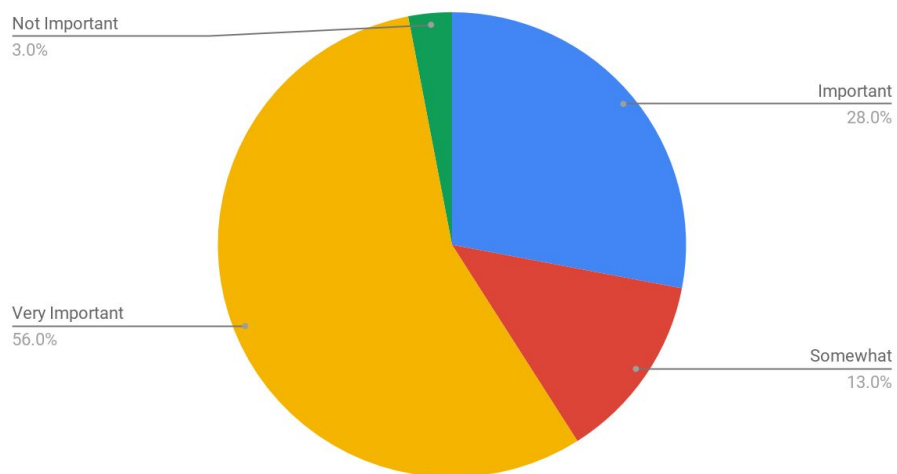
Overall with our promotion strategies, we believe we will attract around 700 students to our event, and with our fun, informative activities, each student will leave with better personal well-being and a better understanding of what wellness is as a whole. If we can achieve this goal, Winter Wipeout will have been a huge success.

Appendix A
Key wellness survey findings

	Important Dimensions
1)	Emotional Wellness
2)	Physical Wellness
3)	Financial Wellness

	Potential Offerings
1)	Therapy Dogs
2)	Free 10 Min Massages
3)	Career Advising Resources

Importance of Wellness



References

- Alameda, A. M. (2009). *Effect of a 15-week wellness course on health indicators and six areas of wellness in college students* (Order No. 3544507). Available from ProQuest Dissertations & Theses Global. (1233996861). Retrieved from <https://proxy.lib.umich.edu/login?url=https://search.proquest.com/docview/1233996861?accountid=14667>
- Couzens Hall Hill Neighborhood University of Michigan Housing. (n.d.). Retrieved from <https://housing.umich.edu/residence-hall/couzens-hall/>.
- Edwards, D. J. O. (1993). *An analysis of the differences between wellness scores, demographic variables and the use of tobacco and alcohol among students at kansas state university* (Order No. 9402684). Available from ProQuest Dissertations & Theses Global. (304051745). Retrieved from <https://proxy.lib.umich.edu/login?url=https://search.proquest.com/docview/304051745?accountid=14667>
- Harrison, G. M. (2008). *Health practices and beliefs of college students: The impact of secondary health and nutrition education programs* (Order No. 3305406). Available from ProQuest Dissertations & Theses Global. (304836219). Retrieved from <https://proxy.lib.umich.edu/login?url=https://search.proquest.com/docview/304836219?accountid=14667>
- Howell, C. A. (2010). *Relationship of second-year college student wellness behaviors to academic achievement by gender, race /ethnicity, and socioeconomic status* (Order No. 3416073). Available from ProQuest Dissertations & Theses Global. (741224542). Retrieved from <https://proxy.lib.umich.edu/login?url=https://search.proquest.com/docview/741224542?accountid=14667>
- Martineau, L. P. (1997). *The relationship between college involvement and student wellness* (Order No. 9816185). Available from ProQuest Dissertations & Theses Global. (304353487). Retrieved from <https://proxy.lib.umich.edu/login?url=https://search.proquest.com/docview/304353487?accountid=14667>
- Patneau, A. B. (2006). *Spiritual wellness among undergraduate college students* (Order No. 3226149). Available from ProQuest Dissertations & Theses Global. (305340556). Retrieved from

<https://proxy.lib.umich.edu/login?url=https://search.proquest.com/docview/305340556?accountid=14667>

Shin, S, Chiu, WS, & Lee, HW. (6/2019). Impact of the Social Benefits of Intramural Sports on Korean Students' Quality of College Life and Loyalty: A Comparison Between Lowerclassmen and Upperclassmen. *ASIA-PACIFIC EDUCATION RESEARCH*, 28(3), 181–192. Article, HEIDELBERG: SPRINGER HEIDELBERG.