

Trail Blazing the Worcester Intercollegiate Outdoor Initiative Supplemental Materials



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Institutional Review Board

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Notification of IRB Approval

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Approved Study Personnel: Nollman, Emma P~Gray, Andrew C~Onyema, Daniel C~Veccia, Aiden J~Roberts, Laura~

Effective Date: 21-Oct-2022

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Sponsor*:

The WPI Institutional Review Board (IRB) has reviewed the materials submitted with regard to the above-mentioned protocol. We have determined that this research is exempt from further IRB review under 45 CFR § 46.104 (d). For a detailed description of the categories of exempt research, please refer to the [IRB website](#).

The study is approved indefinitely unless terminated sooner (in writing) by yourself or the WPI IRB. Amendments or changes to the research that might alter this specific approval must be submitted to the WPI IRB for review and may require a full IRB application in order for the research to continue. You are also required to report any adverse events with regard to your study subjects or their data.

Changes to the research which might affect its exempt status must be submitted to the WPI IRB for review and approval before such changes are put into practice. A full IRB application may be required in order for the research to continue.

Please contact the IRB at irb@wpi.edu if you have any questions.

*if blank, the IRB has not reviewed any funding proposal for this protocol

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018 (with support from the GWLT). However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and ensure it continues in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the WIOI to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you would like it to be. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this Interview.

All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-iqpa22@wpi.edu).

Revitalization of the Worcester Intercollegiate Outdoors Initiative

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2.4 Project Sponsor and Initiative Founder: Greater Worcester Land Trust	Andrew
2.5 Colleges Know the Importance of Student Activity	Andrew
2.6 Conclusion	Maddie, Andrew, Daniel, and Emma
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Editorship: All members cross reviewed multiple sections

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1. INTRODUCTION

From the Grand Canyon to Nantucket beaches, the outdoors are endless. Exploring, kayaking, hiking, and climbing are just some of the many ways to spend time outdoors. Spending time outdoors is beneficial for both mental health, in terms of reduced stress and anxiety, and physical health, with improved longevity. Maintaining a healthy and active life is crucial for a healthy mind and body.

COVID-19 changed the college experience forever. Students across the country stayed indoors and completed remote learning in an effort to try and stay healthy. Staying indoors too much is still a problem for college students across the world, including here in Worcester. Nature has many mental and physical benefits that students need to ensure a sound body and mind. Despite knowing these benefits, many students are not spending enough time outside.

Worcester is the second largest city in Massachusetts, located in central Massachusetts. There are many colleges in and around the city, and many students do not realize the availability and benefits that nature brings. College is stressful, and taking a break to reconnect with nature and be active is essential. Our project sponsor is the Greater Worcester Land Trust (GWLT), a non profit organization dedicated to protecting public lands. The Worcester Intercollegiate Outdoors Initiative (WIOI), founded by the GWLT, is a program to get all Worcester college students in nature.

The original program was located at one Worcester institution and engaged over 1000 students, across several years, to explore the numerous public lands Worcester has to offer in over 400 hikes. The original program never expanded to include students from other schools. This is the first official attempt to revive the program since 2020. The program was successful in

getting students in the public lands of Worcester to explore all the city and surrounding area has to offer.

Our main goal is to improve the mental and physical health of Worcester college students by revamping the Worcester Intercollegiate Outdoors Initiative and creating a sustainable plan for its success. Schools have clubs to get students outdoors, and physical education classes to get students active, but the Greater Worcester Land Trust aims to get students involved with others outside of their school.

In the next chapter, we explore information on the benefits of nature, with a section on how college students are not active enough in nature. We also include information about COVID-19 and the lasting impact on wellbeing, as COVID-19 caused the original program to never occur. After the background information, we introduce the methods to complete the project. We will survey and interview Worcester college students, as well as organizations that participate in outdoor activities. Next, we will run an outdoors event to get Worcester college students outside and active. Finally, we include plans for a final proposal. This proposal ensures the continued success of the WIOI.

2. BACKGROUND

In this background chapter we will discuss mental health benefits attained by spending time outdoors in nature and diving into how these benefits help college students. Then, we will show how the COVID-19 pandemic made mental health issues more prevalent in recent years. Finally, we will analyze similar initiatives to find methods to help achieve the project goal. With this research, we can become more educated about how we can help college students in Worcester reconnect with nature.

2.1 Nature Improves Mental Health, Cognitive Function, and Physical Health

Nature, along with its scenic beauty, can be seen to improve a person's mental health, cognitive functioning, and physical health. Generally speaking, humans have a tendency to feel at peace in nature; taking walks, going on hikes, or even decompressing in the sun after a long day gives a feeling of tranquility. This section will give insight into how being outside, even for a short period of time, can greatly improve one's well-being. To start the project, we conducted a literary review in order to find a body of evidence illustrating all that nature has to offer.

2.1.1 Nature Improves Mental Health

Spending time in nature reduces mental health disorders like depression, anxiety, ADHD, and stress. Famous biologist E. O. Wilson developed the biophilia hypothesis which explains “nature’s mental health promoting potential” (Windhorst et al., 2016, 3). This hypothesis conveys how people have an innate need to be around nature. To put it simply, it is the need for humans to interact with nature, for more than just food. This phenomena is seen in a study done by Puhakka (2021), where personal anecdotes were received from students that took part in outdoor recreation. She writes, “how interacting with nature improved their mood, increased

positive feelings such as joy and happiness, and decreased anxiety and negative feelings” (5). As quoted, we can see that the students had a decrease in anxiety and depression. To further explain why people feel better after being in nature we looked at Cox et al. (2017), a study on how neighborhoods with more green space decrease depression, anxiety, and stress (150). This study defined vegetation cover by the amount of plants, trees, and animals in the surrounding area of a person's neighborhood; in Figure 1 it is seen that vegetation cover has a negative correlation with both depression (-0.41), anxiety (-0.34), and stress (-0.30). This means an increase of plants in your neighborhood can decrease depression by 41%, anxiety by 34%, and stress by 30%.

Table 1. Nested model averaging of ordinal regression showing negative relationships between two visible components of nature around the home and three mental-health disorders while adjusting for sociodemographic factors.

Variables	Depression		Anxiety		Stress	
	M	Standard error (SE)	M	SE	M	SE
Vegetation cover	-0.41 (0.15)**		-0.34*	0.16	-0.30*	0.15
Actual abundance	–		0.26	0.16	0.25	0.16
Actual richness [†]	–		–		–	
Afternoon abundance	-0.43 (0.15)**		-0.54**	0.18	-0.35*	0.18
Afternoon richness [†]	–		–		–	
Gender (male)	–		0.49	0.32	–	
Language	0.57	0.36	–		–	
Income	0.13	0.08	–		–	
Physical activity	–		–		–	
IMD	–		–		–	
Population density	–		–		–	
<i>Relative time outdoors</i>						
About the same	-0.74 (0.33)*		-0.95*	0.36	0.55	0.36
More time	-0.84 (0.38)*		-1.29**	0.42	-0.88	0.48
<i>Age</i>						
Age (31–45 yrs)	-0.11 (0.33)		-0.02	0.35	0.59	0.35
Age (46–60 years)	-1.13 (0.39)**		-1.23**	0.44	-0.78	0.46
Age (>60 years)	-1.90 (0.82)*		-0.93	0.65	-1.70	1.07
<i>Self-assessment of Health</i>						
Poor	-1.81	1.02	-3.75**	1.39	–	
Average	-2.28 (0.94)**		-3.92***	1.32	–	
Good	-3.49 (0.95)***		-4.57***	1.32	–	
Very good	-3.30 (0.96)***		-4.73***	1.35	–	
<i>Level of education</i>						
Education (18+)	–		–		–	
Education (Undergraduate)	–		–		–	
Education (Postgraduate)	–		–		–	

Note: For the categorical variables (listed in italics), we show the model-averaged coefficients of variables relative to a comparative base factor level (e.g., age less than 30 years, so a positive coefficient suggests that those more than 30 years old have worse mental health. The other base factors are the following : gender, female; language, English is the primary language spoken at home; relative time outdoors, less time; self-assessment of health, very poor; education, 16+ years. The significant variables and factor levels relative to base level are shown as * $p < .05$; ** $p < .01$; *** $p < .001$.
[†] For each mental-health disorder, we built two identical models, testing each measure of richness separately (see methods); the variable was not retained in the top nested models in which $\Delta < 6$.

Figure 1: Table displaying the correlations between green spaces in neighborhoods and depression, anxiety and stress (Cox et al., 2017, 150).

Additionally, a BioScience book by Bratman et al. (2019) delves deeper into the evidence of associations between green space experience and a decreased incidence of disorders (3). Some of these disorders include particular psychopathologies, including anxiety disorders, depression,

and attention deficit and hyperactivity disorder (ADHD). ADHD affects the functionality of one's working memory. In Figure 2, the graph on the right shows working memory in relation to nature experience. A majority of the groups displayed an increase in their working memory's ability to process information with more time in nature. The sole reason why group B differs from the three other groups is seen in the left graph, which shows that participants get more stressed the more nature they experience. This is a rare and important finding because some people get more stressed in certain natural environments. However, when you find a green space that you enjoy, the positive effects can be seen in the other groups.

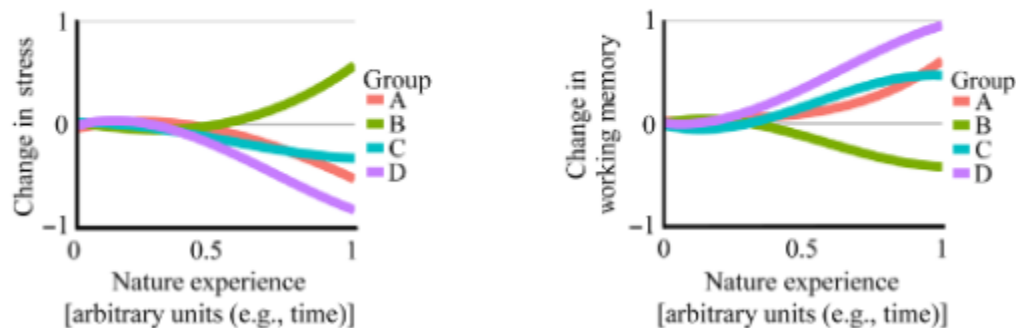


Figure 2: Two graphs describing the relationship between nature experience and stress on the left and working memory on the right (Bratman et al., 2019, 4).

A study, reported on by Caoimhe Twohig-Bennett and Andy Jones (2018), showed a vast amount of positive health effects with an increase of green space activity (628). This study found that when participants spent more time in nature, a decrease of -0.05 was seen in their salivary cortisol, and decreased their heart rate by -2.57 . These numbers are physical indicators of stress; salivary cortisol is related to the stress of a person which will inevitably lead to more adverse effects such as an increased heart rate. The data presented shows the decrease of stress

biomarkers from an increase of exposure to nature. When more time is spent in nature the effects of mental health disorders are lessened.

2.1.2 Nature Increases Cognitive Functioning

Similar to mental health, there are cognitive functions like sleep and working memory that improve with an increase of time in nature. Ma et al. (2022) compared the impacts of urban and park settings and how they affected sleep. The participants completed 30-35 minute walks at a moderate pace, evaluating their sleep with the Pittsburgh Sleep Quality Index and personal feedback. The study concluded that there was a medium effect of time spent outdoors on improved sleep. The pre-test to post-test evaluations of perceived sleep and quality of sleep increased no matter the walking environment. However, there was a greater improvement of sleep quality for the participants that walked in nature versus in an urban setting. Similarly, Gladwell et al. (2016) studied the sleep quality of participants in relation to the natural or urban walking setting they took during lunch breaks. To show the changes in sleep this research focused on heart rate variability (HRV). The people who walked in green areas had sleep durations 20 minutes longer than those who walked in urban areas. While the researchers reported the sleep duration difference as not significant they found that the HRV reports were significantly different. These HRV variables all had around a 0.33 effect size, meaning the people walking in nature had better sleep indicators by about 30% compared to the people walking in urban settings. Perceived sleep and statistically analyzed sleep variables show that one's sleeping cognitive functions are improved with outdoor activity (Ma et al., 2022; Gladwell et al., 2016).

As previously stated from Bratman et al. (2019) a person's working memory can be improved when they spend time in nature (4). Bratman et al. (2015) saw that a person's reported rumination and prefrontal cortex blood flow decreases. The perceived rumination pre-walk to post-walk had a mean change of -2.33. Rumination is a process where one cannot stop thinking about something, and this occurs mainly in the prefrontal cortex. MRI scans taken of participants showed the blood flow rate in the brain of -6.89. The blood flow indicates where the brain is functioning, thus more blood flow means more brain activity. In most people there is less activity in a person's prefrontal cortex as they grow up because this area is the part of the brain that makes impulsive decisions. Less activity in the brain means one will have less thoughts and impulses which will improve one's focus and working memory. To make sure there was no physical reason for these improvements, heart rate and respiratory rate were checked and seen to increase in both urban and natural areas which means no effect was from these changes. A person's working memory improves when walking in nature when one perceives a decrease in their rumination or stress (Bratman et al., 2019; Bratman et al., 2015). Taking a walk in nature, no matter the time, improves your sleep and working memory more than if you take a walk in an urban setting.

2.1.3 Nature Improves Physical Health

On top of these mental and cognitive improvements, nature can impact physical health risks of diseases. Caoimhe Twohig-Bennett and Andy Jones (2018) report on a study done that showed a vast amount of positive health effects with an increase of green space activity (628). Some important benefits to note are a later occurrence of type II diabetes by 0.72, all-cause mortality by 0.69, cardiovascular mortality by 0.84, and an increase of good self-reported health of 1.12. These numbers show the correlation of more green space to an improvement of health

conditions or a decrease in the likelihood of an illness occurring. An article reviewed by Daniel Bubnis and Emily Swaim, (2022) presents a study by James, et al. (2016) that concluded women living in more green neighborhoods were 34% less likely to die from respiratory diseases. The main reason is that there is better air circulation in nature which means less pollen going through your body. On the topic of air circulation, the article suggests how this aspect of nature helps with the spread of diseases such as COVID-19. This is because, based on a study by Bulfone. et al. (2021), viruses are 18.7 times more likely to be transmitted indoors than outdoors. Being out in nature can expose you to less lethal microorganisms to give your immune system practice at fighting them off. A person can greatly improve their physical health by spending more time outside rather than indoors (Twohig-Bennett et al., 2018; Bubnis et al., 2022; James et al., 2016; Bulfone et al., 2021). The mental, cognitive, and physical improvements with something as small as 20 minutes a day of nature immersion can greatly impact a college student's life.

2.2 College Students Lack Necessary Exposure to Nature

College students often struggle to find time to spend among nature. During childhood, the time we spend outdoors is often determined and facilitated by our parent(s) or guardian(s). As we grow older, and need to learn how to live on our own, keeping track of time spent outdoors becomes one of many things we must learn. For college students especially, the transition to adult life can be difficult and chaotic. College life can be overwhelming on its own, but having to learn to live without the support of a parent or guardian is difficult. For college students, spending time outdoors may not be something at the forefront of their minds when they have tests and homework to consider. This is why it is up to colleges and other organizations to create opportunities for college students to spend that necessary time outdoors among nature. Without

specific events and activities designed for them, it can be extremely difficult for college students to find the time to be outdoors.

College students are one group who can reap the most benefits from time spent outdoors. Time spent in nature provides college students opportunities for, “emotional and cognitive renewal, strengthening social relationships, and relieving the negative physiological effects of various stressors” (Lincoln et al., 2022). College students are usually in positions where time spent outdoors is exactly what they need to improve many aspects of their lives. College students do not need to spend much time outdoors to receive benefits. As little as 20 minutes can show increased physiological health and stress reduction in college students (Rogers, 2021). Figure 3 shows the perceived lowering of stress levels in college students as they prepare for, and later go out on an outdoor activity. With only one activity, these college students are shown to have a dramatic lowering of stress. It is imperative that outdoor activities are made available to college students so they can benefit from the reduced stress that time amongst nature can provide.

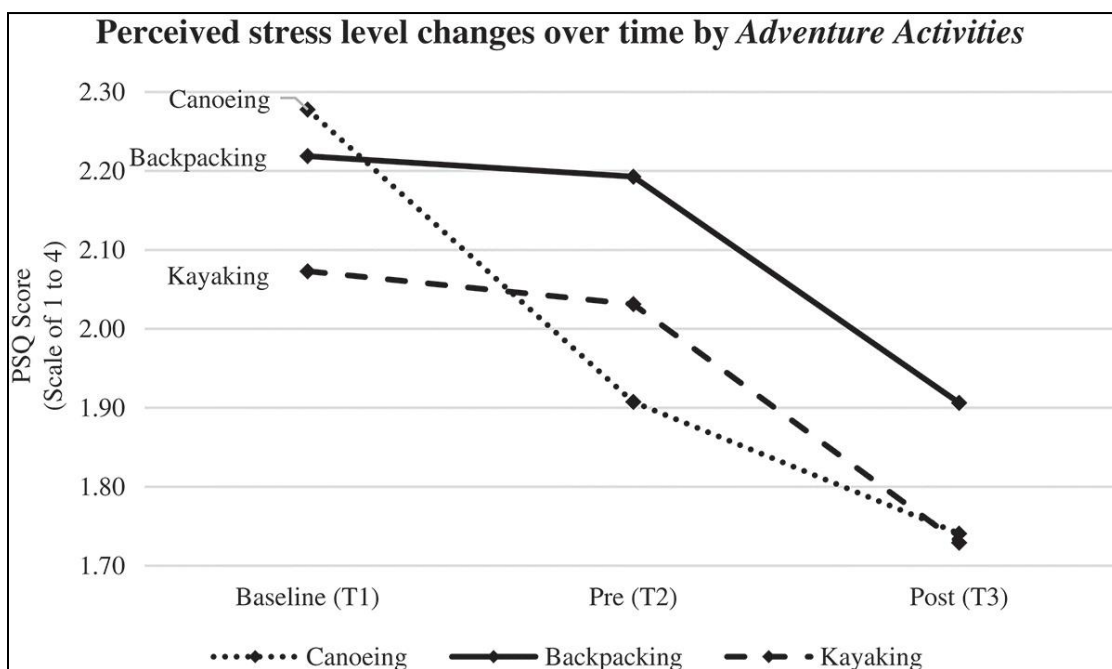


Figure 3: Perceived stress level changes over time by Adventure Activities (Chang et al., 2019, Figure 6)

2.3 COVID Links to Lack of Outdoor Activity in College Students

On top of getting little outdoor time due to their workload, college students were further confined to their homes by the social restrictions made to combat the spread of COVID-19. Experts Ammar et al. (2020) found that because of this, college students went from spending an average of five hours a day indoors to an average of eight hours a day. With less incentive to go outside, individuals found less incentive to engage in physical activity, increasing their time spent sitting from 3.64 ± 1.42 hours to 6.51 ± 1.22 hours a day (Hermassi et al., 2021). Reports also show that individuals became more likely to eat four to five meals a day instead of the recommended three as the pandemic went on (Ammar et al., 2020). As a result of these new unhealthy habits, many individuals reported feeling less satisfied with life compared to before the pandemic, with some of them even reporting depressive symptoms (Ammar et al., 2020; Ammar et al., 2020; Ammar et al., 2020; Hermassi et al., 2021). In one of Hermassi's studies (2021), males and females rated their satisfaction of life in a Satisfaction of Life Questionnaire, in which the total score could range from five to 35. Males rated their life satisfaction before and during COVID-19 as 28.8 ± 4.26 and 16.4 ± 5.25 respectively, and females rated their life satisfaction before and during COVID-19 as 27.5 ± 5.26 and 11.8 ± 6.67 respectively.



Figure 4: The graph shows the difference between male and female participants' response to the question “I am satisfied with my life” before and after experiencing nature. (Hermassi et al., 2021)

After COVID, Mullenbach et al. conducted a study and reported that 54% of a 1280 college student sample described having less park usage during the pandemic (Science Direct, 2020). College students want to get outdoors and improve their wellbeing, but the pandemic and other factors made students less active. To prevent this, there are many types of programs across high schools and colleges to get out in nature.

2.4 Greater Worcester Land Trust Supports the Community

Organizations like the Greater Worcester Land Trust serve an important role in protecting outdoor spaces that students can use to relieve stress. Founded in 1987, the Greater Worcester Land Trust is the protector of public lands in Worcester. The Trust protected a wide variety of spaces for the public to explore. From Cook’s Pond to Sibley Farm to Coes Reservoir, the Worcester public lands are a great way to get outside and get active (Doerschler, n.d.). As

students spend less time outdoors and continue to report worsening well-being, an organization like the GWLT is needed more than ever. Aside from the WIOI, there are other events available to everyone. Some other events include photography events and group hikes (Telegram & Gazette, 2007). WIOI was created by the Greater Worcester Land Trust. This initiative ran events for Worcester college students to be outside and active, ceasing in 2020 due to external events (Doerschler, Greg, n.d.). These events, combined with programs run by colleges, give students a multitude of ways to get outdoors.

2.5 Colleges Know the Importance of Student Activity

College outdoors programs are necessary for student well-being. A 2008 study conducted by a group of researchers found a variety of positive experiences in colleges with outdoor programs. Outdoor orientation programs improved both well-being and resilience in students (Hill et al., 2008). Resilience helps students persevere and push through difficult classes, which could lead to higher retention rates and better overall satisfaction. Outdoor programs at schools are essential for a well balanced and healthy student.

Colleges have programs to encourage student activity. Bowdoin College offers an Outing Club to get students outdoors. In 2021, there were about 400 members. In 2022, over 800 new students participated in the club, for a total 1500 students (Bowdoin College, 2022). There is a demand from students for clubs and initiatives that include outdoor activities. The Worcester Polytechnic Institute (WPI) (2015) Outing Club, and similar outdoor clubs, offer an opportunity beyond campus gym classes. With events to get active, clubs for activity are a good option for students. At WPI, and many other schools, there are gym classes that encourage student physical activity. Springfield College (n.d.) offers a unique outdoor experience beyond the standard gym

class. This class offers the opportunity for students to go outdoors for several events during the semester. Hiking, kayaking, and frisbee golf are some of the events offered in this optional course. Although this program is a class and only involves the Springfield College community, the unique gym class is an excellent way to get outdoors. Gym classes cover a variety of sports and activities.

High schools and middle schools are involved in encouraging student activity. The Maine Department of Education (2020) offers programs for middle and high school students. This program has many opportunities for hands-on learning in nature. One example is the ecology school, where students explore labs and ecosystems dedicated to environmental science. High school students benefit from outdoor programs as well as college students.

2.6 This Research Will Guide Our Project

Nature has many benefits for mental health, physical health, and cognitive functioning which improves a person's well-being and life-satisfaction. College students are especially vulnerable to the mental health issues that come from spending too much time indoors. Classes and a new independence make it difficult to get time to enjoy the outdoors. On top of getting little outdoor time due to their workload, college students were further confined by the social restrictions put in place to help combat the spread of COVID-19. This all compounds into college students spending less time outdoors, worsening their well-being. Mental health and well-being are essential for college students, and the goal of the Worcester Intercollegiate Outdoors Initiative is to improve Worcester area college students' mental health by running events to get outside and enjoy nature. Understanding the importance of outdoor activity for

college students, we will introduce our methodology and the steps we will use to achieve the project goal.

3. METHODS

The goal of this project is to improve the mental and physical health of Worcester college students by revamping the Intercollegiate Outdoors Initiative and creating a sustainable plan for the future. In order to accomplish this goal, we will lay out specific objectives to achieve during this project.

Objectives:

1. Gauge interest, availability, and ability among Worcester college students and faculty, clubs, and community organizations.
2. Plan, promote, and execute one or more outdoor activities for Worcester colleges students and collect feedback on their experience.
3. Create and present a proposal to promote and execute more outdoor activities using the framework of the current WIOI.

We will begin by gauging interest, availability, and ability among Worcester college students, faculty, clubs, and community organizations. We will do this by designing a survey and sending it out early in the project term in order to gather the necessary information. Next, we will plan, promote, and execute one or more outdoor activities for Worcester college students and collect feedback on their experience. We will consult our sponsor heavily during this time, as he has experience setting up outdoor activities. We will also be using surveys as a method of collecting feedback on the participants' experience. Finally, we will create and present a final proposal to promote and execute more outdoor activities using the framework of the current WIOI. After the

project concludes, the WIOI will go on to fulfill its purpose and facilitate outdoor activities for Worcester college students in the years to come.

3.1 OBJECTIVE 1: Gauge interest, availability, and ability among Worcester college students and faculty, clubs, and community organizations.

3.1.1 We Will Conduct Interviews With Organizations and College Faculty

To start the project, we will get in contact with the Higher Education Consortium of Central Massachusetts (HECCMA) and the Worcester College Corps to interview them on their connections between the colleges in the area. We created interview questions that will give us insight into how colleges are already connected, as well as potential connections we can gain from these organizations. This will include talking with these organizations to inquire if they would be willing to help with this project or to post volunteer opportunities on their platforms associated with the WIOI/GWLT. The interview will help us to gain an understanding of what they do and what they may be able to help us with. The interview will work for the smaller populations of the organizations, and get data to plan a final proposal. The interview questions can be found in Appendix A, and are currently a draft. We will use simple questions and individual interviews in the style of cluster sampling. Based on Finke (2017) cluster sampling works by separating participants into specific categories and randomly picking people from each group in ratios that represent the target population (98). We will use snowball sampling to pick even representations of employers and employees within and between the organizations. Rowley (2012) conveys how asking the same questions to be consistent gives you the ability to compare people's views. We do not have much time, thus quickly conducting the interviews will give us a head start with the project.

3.1.2 Surveys will Gather Information from College Students

Using the interviews, we will connect with the eight colleges in the Worcester area: Worcester Polytechnic Institute (WPI), Clark University, College of the Holy Cross, Assumption University, Worcester State University, UMass Chan Medical School, Massachusetts College of Pharmacy and Health Sciences, and Quinsigamond Community College to gather information for the initiative. We will construct an email that will go to faculty and staff from the wellness and counseling centers, outing clubs, environment clubs, and geography clubs. We will send an email to introduce the project and sponsor along with goals we have for this project. After contact, we will ask to interview the heads of these clubs and facilities for a more personal connection to the schools. After this, we plan to use snowball sampling by requesting that the survey be sent out to students, other faculty, and club members. Snowball sampling is a way to randomly sample a large number of people by contacting a few people and asking them to share it with friends, family, or other people eligible to take the survey (Finke, 2017, 101). This sample will give us a wide variety of people without having many connections in each college. The survey questions will help to gain knowledge of what the best approach to outdoor activities might be. Some of the questions we will include will be about the times they are available, what activities they are interested in, and some basic demographics about them. We will interview students and faculty with the questions in Appendix B. Finke (2017) describes surveys as the best way to gather large amounts of data to show statistical trends of majority beliefs (93-94). We will apply this knowledge to the population of the eight Worcester colleges and universities. Since the target population is the college students of Worcester, we will need to use sampling, otherwise the number of responses would be impractical. The list of survey questions can be found in Appendix C, which we will edit during our project to improve the quality of questions with the

goal of improving our response rate. Converse et al. (1986) suggests implementing the survey as a pretest to uncover any issues there may be, and send it out via email within the first weeks of the project. Finke (2017) describes having enough time as key, thus the timeframe may seem ineffective, but we will run the survey throughout the duration of the project in order to collect a larger amount of data. We will cut off the first subject pool after one to two weeks so that we can plan an outdoor activity. We will use this information to plan activities for the college students.

3.2 Objective 2: Plan, promote, and execute one or more outdoor activities for Worcester college students and collect feedback on their experience.

We will plan, promote, and execute one or more outdoor activities for Worcester college students in order to gather feedback on their experiences. To accomplish this, we will consult maps provided by our sponsor to choose the best location for a hike or hikes. Our sponsor remarked that the best trail is usually the one that is closest, referencing the Salisbury Park within walking distance of WPI. While hikes within walking distance are preferable, we want to consider all of the land under the Greater Worcester Land Trust as seen in Figure 5 below.

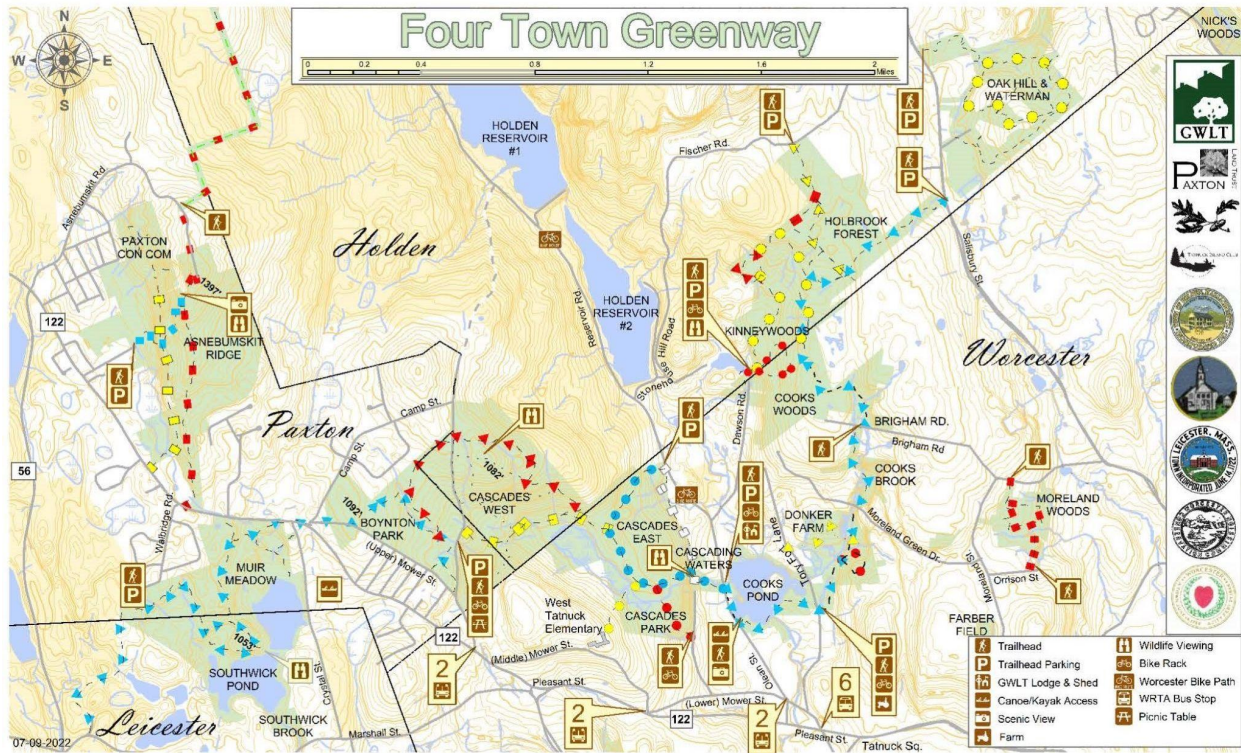


Figure 5: *Four Town Greenway Map (Greater Worcester Committee, 2022, 77)*

As far as organizing the hikes, our sponsor will help in providing us with the knowledge he has from his experience leading student hikes before the COVID-19 pandemic. We will use his experience and information learned from previous surveys to properly plan, promote, and execute an outdoor activity or activities. The planning of this event will take place during weeks two to four of the project. We will use the information gained from surveying and interviewing local colleges and organizations to plan a time and place for the event. The current plan is to run the event sometime during weeks three to five of the project. A more detailed graphic of our timeline is available in Appendix D. The event will likely be run over a weekend, to accommodate student schedules. The goal is to use this hike as a trial run for the WIOI and to facilitate more events with the help of the information we gather. The data that we gather from these hikes will be collected from surveys conducted before and after the hike.

3.2.1 Pre-Activity and Post-Activity Surveys to Conduct

The data will consist of the students' overall reactions to the outdoors and the impact they perceive it having on them. We will conduct pre-activity and post-activity surveys to compare their perceived initial well-being and that of after the activities. Appendix E shows these surveys. This will allow us to further gauge how the outdoors has impacted them, if there was any impact. We will use this data in the recommendation for our project sponsor, after comparing the two surveys. We will also use these surveys as a means of improving the overall outdoor experience to maximize its benefits. After conducting and evaluating the data, we will compile the information to be presented to our sponsors in the format of a proposal.

3.3 Objective 3: Create and present a proposal to promote and execute more outdoor activities using the framework of the current WIOI.

The last step of this project is to create the final deliverable with recommendations for the GWLT. The proposal will contain information from the pre and post hike surveys. Penrod (2003) outlines how to create a good proposal, including commentary about our goals and thoughts for the initial run of the event. This commentary will suggest possible improvements based on the experience running the event. Although the project time frame is limited, the information and comments in our recommendations will be valuable to our sponsor. Some information is hindsight information, learned from student suggestions for improvements. Any recommendations to help with the continuing success of the program will be useful, implemented or learned. We will propose recommendations in the form of a paper so that they are available for the GWLT. Slide presentations will not include enough context for recommendations, thus a

written paper is the best option. Appendix E shows the outline, which will include two major sections, the advertising and marketing information, as well as the event planning information.

3.3.1: Advertising and Engaging Student Interest Information Will Ensure Student Involvement

The first piece of the proposal will consist of advertising and marketing information. After running an outdoors event, we will collaborate and collect information on what was successful and unsuccessful to reach and engage students. Governors State University (n.d.) suggests flyers and other print forms of media as an option to get information out, but due to the short time frame, we will reach out to students in a more personal manner. We will include information learned from objective one. There are many ways to advertise an event, but to ensure continued success of the program, the proposal will include recommendations about how we reached or did not reach students. The next section of the proposal will include lessons learned from the event.

3.3.2: Planning Event Information Will Help with the Continued Success of the WIOI

The next piece of the proposal will consist of reviewing information from the planned event, specifically in the pre and post hike surveys. This information will help the GWLT to plan events in the future. In the proposal, we will include recommendations about where events could be run in the future. Wolf et al. (2005) recommends knowing the “what” for the event. Fully understanding the “what” will help our sponsor plan the event in the future and inform students of how the event is run. Future “what” information will include preferred locations for future events based on the survey information (8). Student transportation needs to be considered when planning an event. The interactive event will not be the final goal, but we will include information learned from the event. We will include commentary about where the event ran, as

well as when the event ran. We will give these questions to our sponsor to help them plan for future events and make adjustments as needed.

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10. APPENDICES

Appendix A: Organization Interview

The questions will stay the same for any organization just with the different organization name changed. This interview should take under an hour, and is being conducted as part of a research project. We are students of Worcester Polytechnic Institute, and intend to publish our findings.

Our findings will help the Worcester Intercollegiate Outdoors Initiative run events such as this in the future. As for published information, we intend to use the demographic information to help our sponsor plan events in the future. Your names will not be collected. All questions in this survey are optional and any question can be skipped. Your participation is voluntary. If any questions arise during this survey, please ask the WIOI Project Team (gr-igpa22@wpi.edu).

INTERVIEW PLAN

Interviewee:

Interviewee Organization: HECCMA

Interviewee Position:

Date of Interview:

Location:

Interview Facilitator:

Interview Scribe(s): IOP Team

Purpose of Interview: To get a basis of knowledge to kick start our project in the right direction, learn about marketing that works to get to students

Introduce ourselves and our research

☐ consent for audio recording and/or note taking.

Question: What is your role in HECCMA?

Question: Can you describe how your program works with colleges?

Question: What marketing has and has not worked well for your program?

Question: How do you grow your network for marketing opportunities to students?

Question: What marketing has and has not worked well for your program?

Question: Would you be interested in posting our information on your website?

1. Can you recommend any resources we should look at or people we should speak with?
2. What would be the best way to keep in touch with you throughout this process?
3. Is there anything else we haven't discussed that you think is important for us to know as we begin this project?

Thank the Interviewee.

Inform them of what will happen after the interview.

Provide contact information if they need to contact us about the project.

Appendix B: Interested Student Interviews

This 20 minute interview is conducted as part of a research project. We are students of Worcester Polytechnic Institute, and intend to publish our findings. Our findings will help the Worcester Intercollegiate Outdoors Initiative run events such as this in the future. As for published information, we intend to use the demographic information to help our sponsor plan events in the future. Your names will not be collected. All questions in this survey are optional and any question can be skipped. Your participation is voluntary. If any questions arise during this survey, please ask the WIOI Project Team (gr-igpa22@wpi.edu).

Background Info

Are you or anyone you know interested in an outdoor activity?

- Short answer

How could we reach other students at your school?

- Short answer

When are you available for events in the future?(check all that apply)

- Short answer

Have you heard of the Greater Worcester Land Trust (GWLTL)?

- Short answer

Have you explored any Worcester green space?

- Short answer

Do you feel that spending time in nature is important?

- Short answer

Have you explored any Worcester green space?

- Short answer

Appendix C: College Interest Survey

This 10 minute survey is conducted as part of a research project. We are students of Worcester Polytechnic Institute, and intend to publish our findings. Our findings will help the Worcester Intercollegiate Outdoors Initiative run events such as this in the future. As for published information, we intend to use the demographic information to help our sponsor plan events in the future. Your names will not be collected. All questions in this survey are optional and any question can be skipped. Your participation is voluntary. If any questions arise during this survey, please ask the WIOI Project Team (gr-igpa22@wpi.edu).

Background Info

What do you like to do on your days off(choose top 3 choices)?

- Watch TV
- Go on a hike
- Take walks
- Create Art or craft
- Play video games
- Bake/Cook
- Cloud watch
- Get together with friends
- Other(short answer)

What activity would you be interested in doing?

- Short answer

Have you done any of them before?(check all that apply)

- Previous question options

Do you have a favorite green space(define) in worcester?

- Yes
- No
- maybe

If yes, what is your favorite green space?

- Short answer

Have you visited any of the green spaces you mentioned in the past week?

- Yes
- No

If yes, What green spaces have you visited?

- Short answer

Please list any green spaces you know of in the Worcester area?

(short answer)

When are you available for events in the future?(check all that apply)

- Monday morning
- Monday afternoon
- Monday evening
- Tuesday morning
- Tuesday afternoon
- Tuesday evening
- Wednesday morning
- Wednesday afternoon
- Wednesday evening
- Thursday morning
- Thursday afternoon
- Thursday evening
- Friday morning
- Friday afternoon
- Friday evening
- Saturday morning
- Saturday afternoon
- Saturday evening
- Sunday morning
- Sunday afternoon
- Sunday evening

Do you have any allergies?

- Seasonal
- Tree
- Pollen
- Grass
- Fruit
- Other

GWLT

Have you heard of the Greater Worcester Land Trust?

- Yes
- No
- Maybe

Page break-----

Describe the GWLT and what the plan is

Does your college require Physical Education classes?

- Yes
- No
- Other

Would you take a class for credit that involved hikes, spending time in nature, etc.?

- Most Likely
- Likely
- Neutral
- Not Likely
- Never Likely

Demographics

What school do you attend?

- Assumption University
- Clark University
- College of the Holy Cross
- Quinsigamond Community College
- Worcester Polytechnic Institute
- Worcester State University
- UMass Chan Medical School
- Massachusetts College of Pharmacy and Health Sciences
- Other

What clubs and organizations are you part of at your school?

- Short answer there could be a lot or bullets if we only send to specific ones

How close to your campus do you live?

- On Campus
- Within a short 5-10 min walk
- Bike ride(within 1 mile)
- Car ride(farther than 1 mile)
- other

What is your age? (Numerical answers only)

- Short answer

What gender do you identify with?

- Female
- Non Binary
- Male
- Prefer not to answer
- Other

What sexuality do you identify with?

- Short answer
- Prefer not to answer

What is your major(double major)?

- Short answer

If you have a minor, what is it(multiple minors)?

- Short answer

Appendix D: Project Timeline

Week	1	2	3	4	5	6	7	8
Email Colleges and Organizations								
Interview College and Organizations								
Analyze Data From Interviews								
Plan Outdoor Activity								
Execute Activity								
Analyze Feedback From Activity								
Edit Proposal Paper								
Present Findings								
Explore the outdoors								

Figure 6: Project timeline beginning on October 24th

Appendix E: Pre and Post Hike Survey

This 5 minute survey is conducted as part of a research project. We are students of Worcester Polytechnic Institute, and intend to publish our findings. Our findings will help the Worcester Intercollegiate Outdoors Initiative run events such as this in the future. As for published information, we intend to use the demographic information to help our sponsor plan events in the future. Your names will not be collected. All questions in this survey are optional and any question can be skipped. Your participation is voluntary. If any questions arise during this survey, please ask the WIOI Project Team (gr-iqpa22@wpi.edu).

Pre Hike survey:

On a scale from 1(Poor) to 10(Perfect), how would you rate your overall well-being?

- Number answer

How did you hear about this event?

- Short answer

What made you want to come on this activity?

- Short Answer

Post Hike Survey:

On a scale of 1(Poor) to 10(Perfect), how would you rate your overall well being?

- Number answer

Would you be interested in another outdoor activity?

- Short Answer

What could be improved about this event?

- Short answer

Would you recommend this event or a similar event to a friend?

- Short Answer

Appendix F: Proposal Outline

- Intro: project explanation, information about the event
- Advertising: Methods tested to reach out to students, other methods to consider, what method got the most responses
- Event Planning Information: ideal times, ideal locations, ideal weather, how many students attended?, preparedness for the outdoor even/climate, enjoyment
- Conclusion: was the event a success?, what could make the event better?, how can this project continue?, thank sponsor

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and intend to publish our findings. Our findings will help the Worcester Intercollegiate Outdoors Initiative run events such as hikes in the future. The Worcester Intercollegiate Outdoors Initiative aims to get colleges students connected through outdoor activities to improve their social and emotional well-being. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will not be collected. You will be asked basic questions, and will have no physical or psychological risks in this survey. The information is anonymous unless you would like to disclose your information for further contact. All questions in this survey are optional and any question can be skipped. Your participation is voluntary. If any questions arise during this survey, please ask the WIOI Project Team (gr-iqpa22@wpi.edu). By continuing to the next page you consent to take the survey.

Background Info

We would like to get to know you and what outdoor activities you like to do.

Have you gone on a hike in the last month?

- Yes
- No

If yes, Where did you hike?

- Short answer

How long was your hike?

- <30 minutes
- 30-60 minutes
- 60-120 minutes
- >120 minutes

If no, why not?

- Commitments/time management
- Don't know nearby hiking spots
- Don't like the outdoors

- Other (short answer)

What outdoor activities would you be interested in doing? (choose top 3) open ended

- Frisbee golf
- Hike
- Kick ball
- Kayaking/Paddle Boarding
- Painting
- Yoga
- Cloud Watching
- Bird Watching
- Other (short answer)

Have you done any of these activities before? (Choose all that apply)

- Frisbee golf
- Hike
- Kick ball
- Kayaking/Paddle Boarding
- Painting
- Yoga
- Cloud Watching
- Bird Watching
- Other

How frequently do you participate in organized exercise events?

- Short answer

Does your school require Physical Education classes?

- Yes
- No
- Don't Know

Would you take a class for credit that involved hikes, spending time in nature, etc.?

- Very Likely
- Likely
- Neutral
- Not Likely
- Never

GWLT Knowledge

Please do not search up what this is, we would like to know the reach of our organization with its current marketing.

Have you heard of the Greater Worcester Land Trust?

- Yes
- No

If yes, please describe what you know.

- Long answer

Page break

The Greater Worcester Land Trust (GWLT) is a nonprofit organization which preserves critical open space in the Greater Worcester area, founded in 1987.

WIOI Plans

These questions are about planning for a future event in collaboration with the Greater Worcester Land Trust

Please list any green spaces you know of in the Worcester area? (Green space: an outdoor area with plants, grass, trees, and/or animals)

- Long answer

Have you visited any of the green spaces you mentioned in the past week?

- Yes
- No

If yes, What green spaces have you visited?

- Short answer

Do you have a favorite green space you like to visit?

- Short answer

How do you find out about events at your college? (Select all that apply)

- Email
- Club Social media
- Friends social media
- School social media
- School bulletin boards/flyers
- Online school newspaper
- Professors
- Word of mouth
- Other (short answer)

What social Media?

- Applications
- accounts

How far are you willing to travel for an event?

- Short answer

What transportation do you have available to you?

- Private (Car/Bike)
- Public (Bus/Train)
- School (Bus/Shuttle)
- Other (short answer)

What days and times are you available for this event?

- Table of days and times

Demographics

Now, we will now ask basic questions about you. Your name will not be collected as a part of this survey.

What school do you attend?

- Assumption University
- Anna Maria
- Clark University
- College of the Holy Cross
- Quinsigamond Community College
- Worcester Polytechnic Institute
- Worcester State University
- UMass Chan Medical School
- Massachusetts College of Pharmacy and Health Sciences

What clubs and organizations are you part of at your school?

- Short answer

How close to your campus do you live?

- On Campus
- Within a short 5-10 min walk
- Bike ride(within 1 mile)
- Car ride(farther than 1 mile)
- Other

What is your major?

- Short answer

Please list your minor or minors if any.

- Short answer

What Gender do you identify with?

- Male
- Female

- Nonbinary
- Prefer not to answer
- Other

How old are you? (Please type and give a numeric answer)

- Short answer

Is there anything else you would like to add?

- Long answer

We would love for you to stay connected with this project. If you want to be updated about potential activities please follow this link to a survey to collect your contact info. Your email will not be connected to the information you provided in this survey.

https://wpi.qualtrics.com/jfe/form/SV_4JFM7dzVmIQfWt0

https://wpi.qualtrics.com/jfe/form/SV_3wRemyIV08P5XIq

We are students of Worcester Polytechnic Institute, and intend to publish our findings. Our findings will help the Worcester Intercollegiate Outdoors Initiative run events such as this in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will not be collected. You will be asked basic questions, and will have no physical or psychological risks in this survey. The information is anonymous unless you would like to disclose your information for further contact.

All questions in this survey are optional and any question can be skipped. Your participation is voluntary. If any questions arise during this survey, please ask the WIOI Project Team (gr-igpa22@wpi.edu). By continuing to the next page you consent to take the survey.

Pre Hike survey:

On a scale from 1 (Poor) to 10 (Perfect), how would you rate your overall well-being?

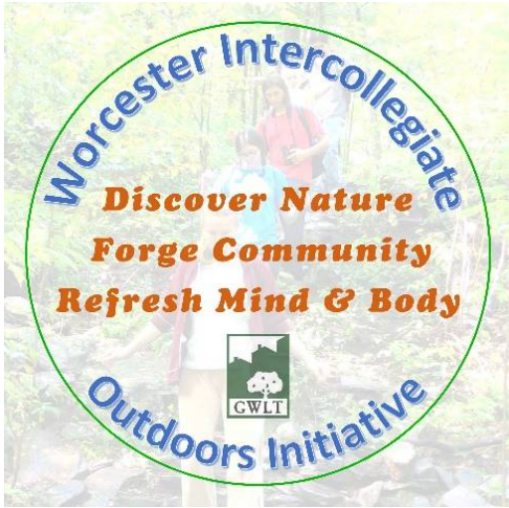
- Number answer

How did you hear about this event?

- Short answer

What made you want to come on this activity?

- Short Answer



Please describe what you like about this logo.

Dislike?

On a scale from 1(not at all likely)-10(extremely likely) rate how likely you would go on a hike with us based on this logo?

Post Hike Survey:

On a scale of 1 (Poor) to 10 (Perfect), how would you rate your overall well being?

- Number answer

Would you be interested in another outdoor activity?

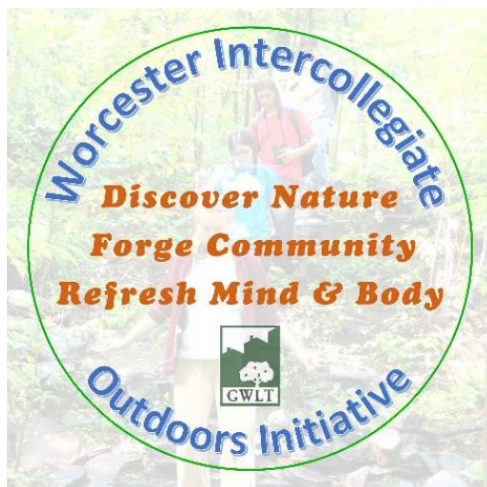
- Short Answer

What could be improved about this event?

- Short answer

Would you recommend this event or a similar event to a friend?

- Short Answer



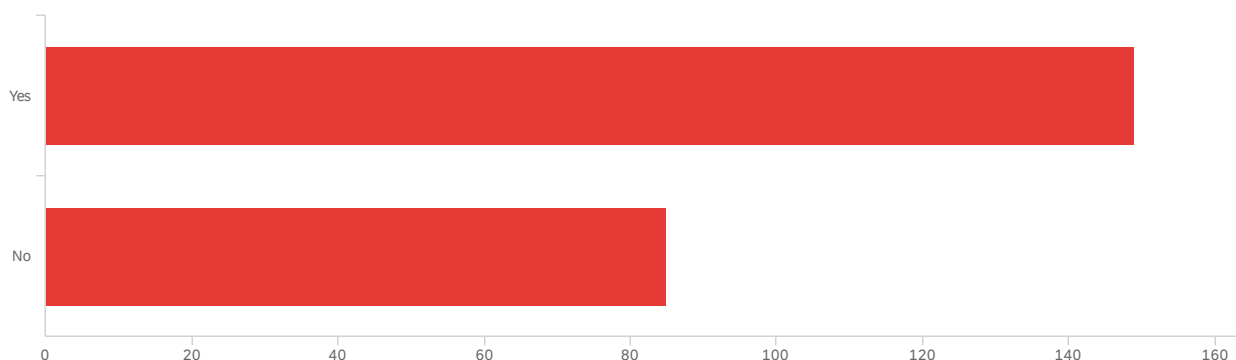
Now that you have completed the hike do you think this logo represents what you experienced?

Default Report

College Interest Survey

December 5, 2022 10:11 AM MST

Q3 - Have you gone on a hike in the last month?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you gone on a hike in the last month?	1.00	2.00	1.36	0.48	0.23	234

#	Field	Choice	Count
1	Yes	63.68%	149
2	No	36.32%	85

234

Showing rows 1 - 3 of 3

Q4 - Where did you hike?

Where did you hike?

Broadmeadow Brook, Wachusett Mountain

Blue Hills Reservation

Cascades, Newton Hill

Hadwen Arboretum

Blake Town Forest

Multiple places and trails found on hiking apps or through word of mouth.

Wachusett Mountain

Mt. Wachusett

wachusett

Rutland rail trail

western ma (multiple trails, one day)

mt Lafayette

Bald Knob, Castle in the Clouds, NH

God's Acre + Cascading Waters

Vermont

Amherst

White mountains

Wachusett

Blue Hills Reservation (near Boston)

forgot the name of the mountain

Hadwen Arboretum

Blue Mountain Reservation Loop

Where did you hike?

Castle in the Clouds (New Hampshire)

Tory Fort Rd

NH

yosemite

Mount Wachusett

Purgatory Chasm

Mt Avalon, Field, Willey and Tom

Wachusett Mountain

wachusette reservior

Umstead Park, NC

Glacier National Park, Montana (on IQP study abroad)

Glacier national park

Wachusett, California

White Mountains, Vermont

Milford, MA

Boynton Park

Hadwen Arboretum at Clark University

Hadwin Arbouredum

Wachusett

Wachusett

white mountain

Coes Reservoir

Cant remember, big mountain. Also many walks in the Arboretum near clark campus.

New Hampshire

Where did you hike?

Cascade loop trail

Purgatory chasm

Mt.Tom

Mount Washington

Purgatory Chasm

Worcester

Blue hills

Flag Rock in Great Barrington, MA

Shenandoah National Park

New Jersey

Blue Hills

Blue Hills Hike

Blue Hills

Purgatory chasm

Mount Watatic

Mt. Willey (NH)

trail local to my house

Owl's Head, NH

Wachusett Mountain

Vermont/new hampshire

Worcester area

I hiked at a park in Somerset New Jersey, but it wasn't really much of a hike, we just walked on a few trails that led back to pathways

Monadnock

Cascading Waters, Worcester MA

Where did you hike?

Mount Wachusset

Wild/mountain near water

a trail in New York state (nowhere nearby)

Mount Monadnock

Wachusett Mountain

White mnt

Rumney, NH

Monadnock

Sleeping Giant & Mount Killington

Mount Wiley, Glen NH

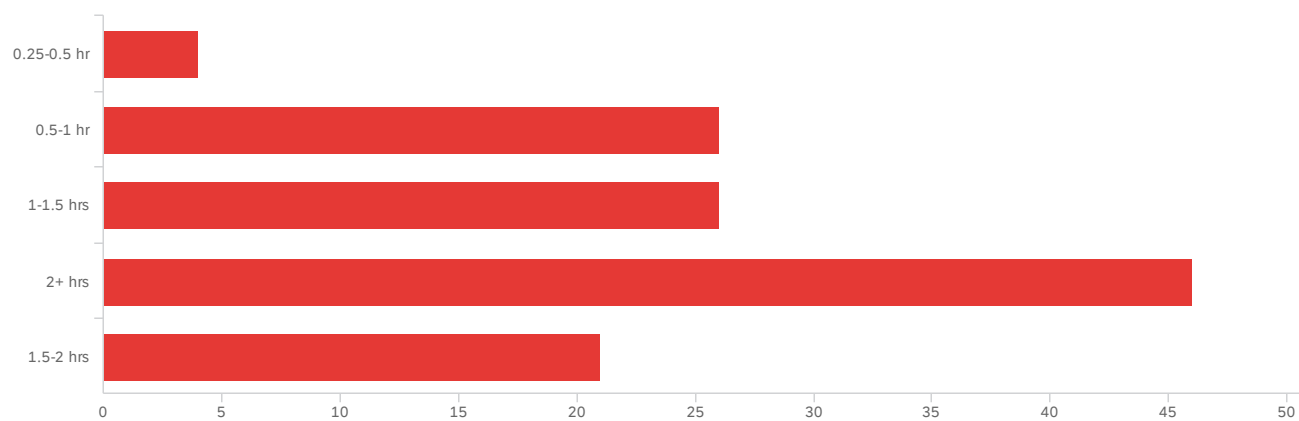
Mount Wachusett

Mt. Manadnock

Wachusette

Wachusett Mountain

Q5 - How long was your hike?

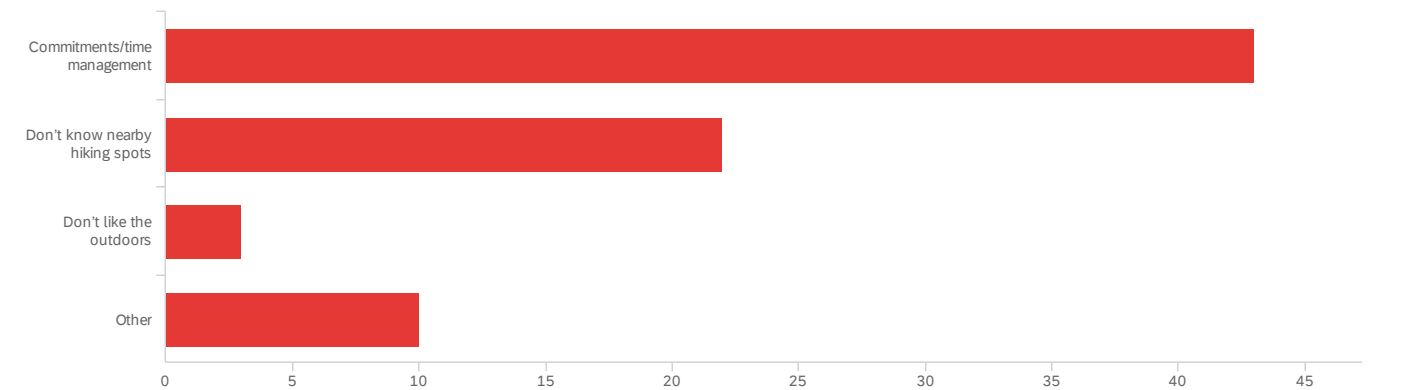


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How long was your hike?	1.00	5.00	3.44	1.10	1.21	123

#	Field	Choice	Count
1	0.25-0.5 hr	3.25%	4
2	0.5-1 hr	21.14%	26
3	1-1.5 hrs	21.14%	26
4	2+ hrs	37.40%	46
5	1.5-2 hrs	17.07%	21
			123

Showing rows 1 - 6 of 6

Q6 - Why have you not gone on a hike?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Why have you not gone on a hike? - Selected Choice	1.00	4.00	1.74	1.02	1.04	78

#	Field	Choice Count
1	Commitments/time management	55.13% 43
2	Don't know nearby hiking spots	28.21% 22
3	Don't like the outdoors	3.85% 3
4	Other	12.82% 10
		78

Showing rows 1 - 5 of 5

Q6_4_TEXT - Other

Other
No company
No space on outing club trips/no time
No car/anyone to go with
Don't have a car
Don't usually enjoy hiking

Other

don't have a car to get to hiking spots

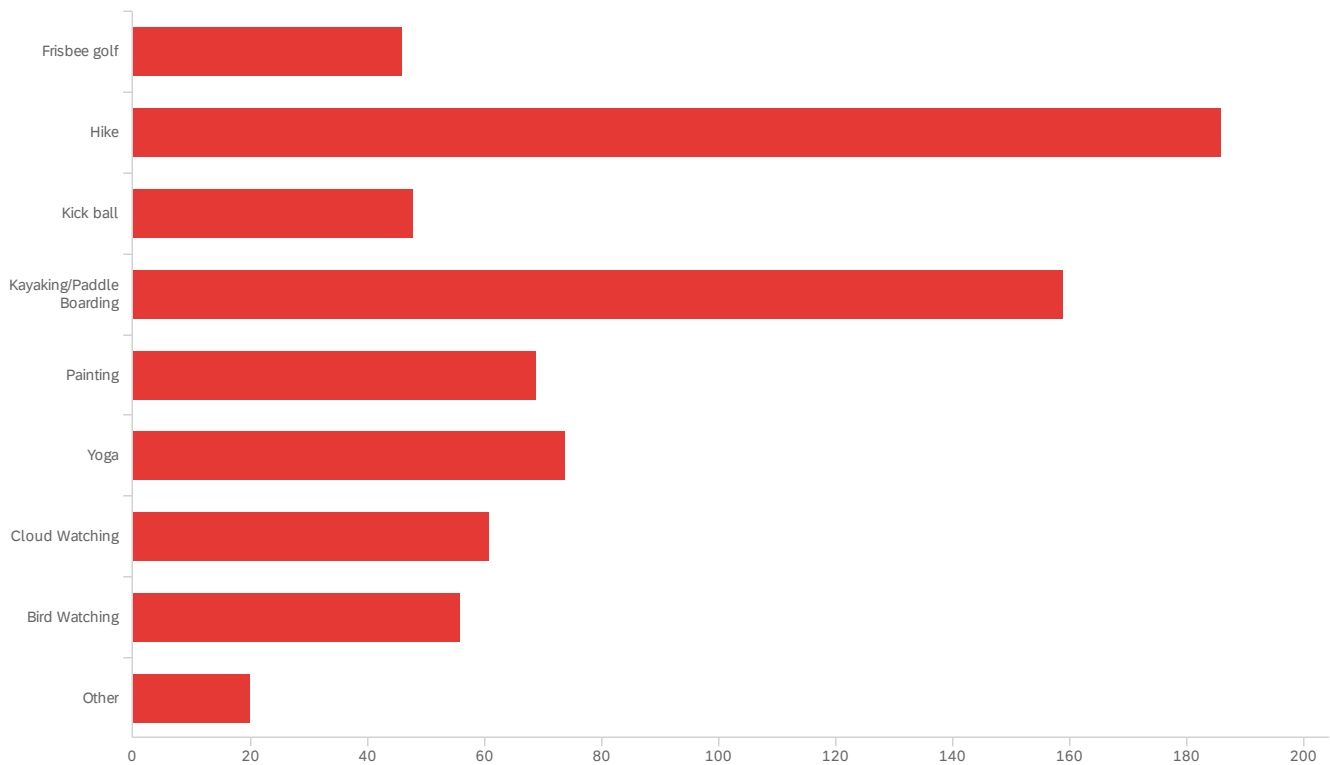
I do not own a car

I don't want to

Don't have transportation

Don't know anyone interested in doing that and am not super athletic

Q7 - What outdoor activities would you be interested in doing? (choose top 3)



#	Field	Choice Count
1	Frisbee golf	6.40% 46
2	Hike	25.87% 186
3	Kick ball	6.68% 48
4	Kayaking/Paddle Boarding	22.11% 159
5	Painting	9.60% 69
6	Yoga	10.29% 74
7	Cloud Watching	8.48% 61
8	Bird Watching	7.79% 56
9	Other	2.78% 20
		719

Showing rows 1 - 10 of 10

Q7_9_TEXT - Other

Other

Other

dodgeball

Fishing for men

indoor volleyball

Plant ID

Rock Climbing

Skiing

Climbing

Bouldering

Rock Climbing

star gazing

Snowboarding, Winter Camping

Rock climbing or skiing

walking, running

wildlife/nature walk

Outdoor cookout

Skateboarding

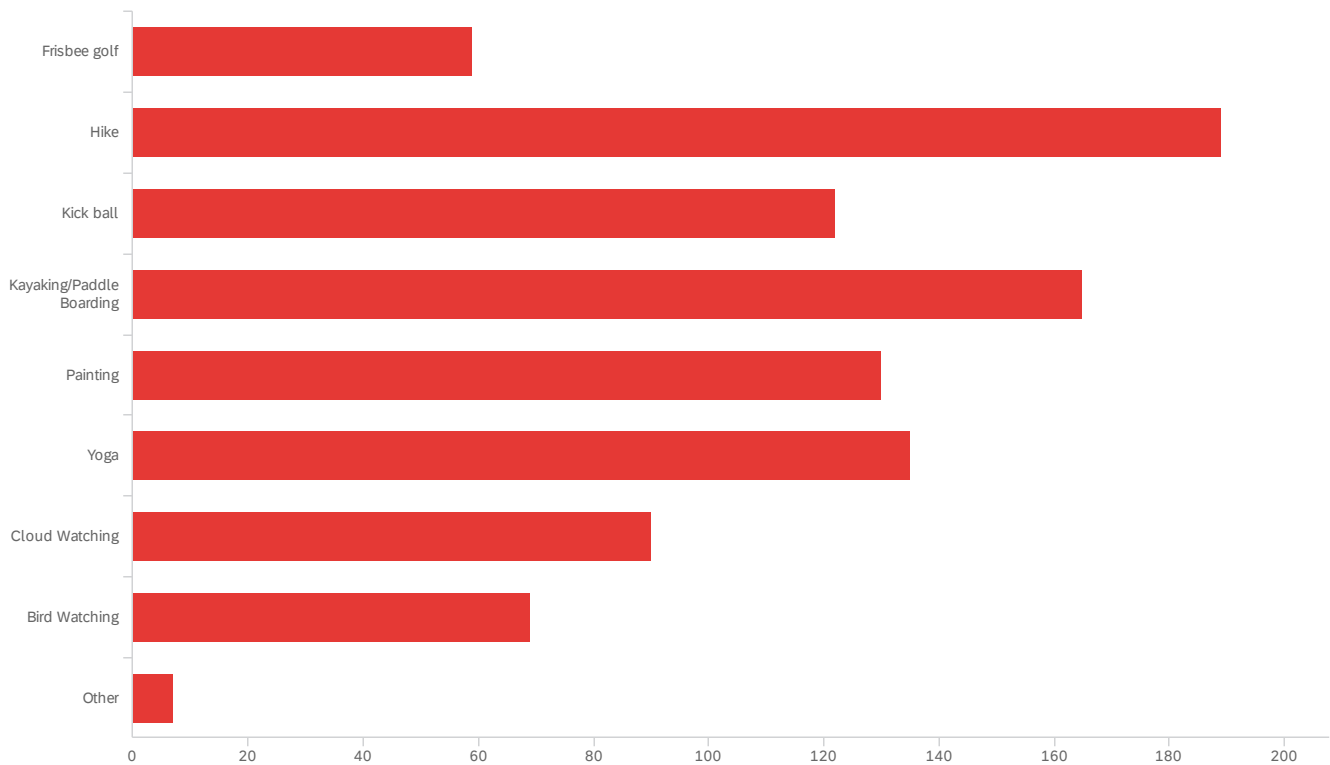
Skiing, mnt biking, white water kayaking

Rock Climbing

Camping/ Backpacking

Skiing

Q8 - Have you done any of these activities before? (Choose all that apply)



#	Field	Choice Count
1	Frisbee golf	6.11% 59
2	Hike	19.57% 189
3	Kick ball	12.63% 122
4	Kayaking/Paddle Boarding	17.08% 165
5	Painting	13.46% 130
6	Yoga	13.98% 135
7	Cloud Watching	9.32% 90
8	Bird Watching	7.14% 69
9	Other	0.72% 7
		966

Showing rows 1 - 10 of 10

Q8_9_TEXT - Other

Other

Other

Fishing for men

Stargazing

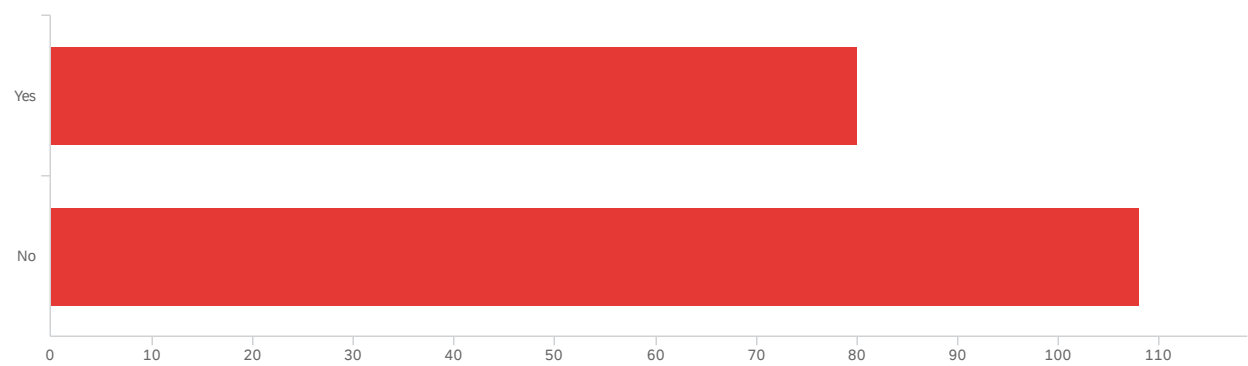
fairy house building

I just wanted to say, birdwatching, hiking and frisbee golf (disc golf) are my three favorite activities in the whole world, in that order

Rock Climbing

hike, kick ball, kayaking, painting, yoga

Q10 - Does your school require Physical Education classes?



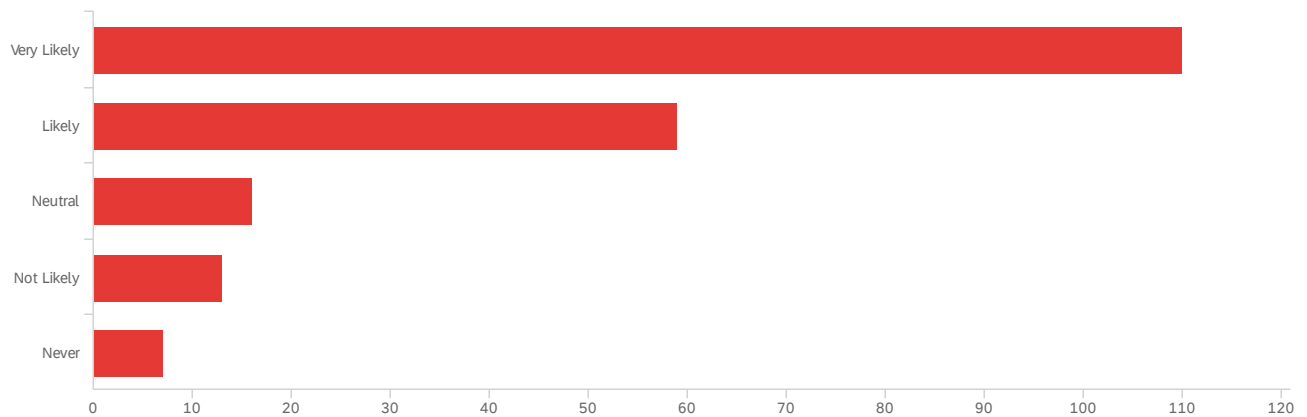
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Does your school require Physical Education classes?	1.00	2.00	1.57	0.49	0.24	188

#	Field	Choice Count
1	Yes	42.55% 80
2	No	57.45% 108

188

Showing rows 1 - 3 of 3

Q11 - Would you take a class for credit that involved hikes, spending time in nature, etc.?

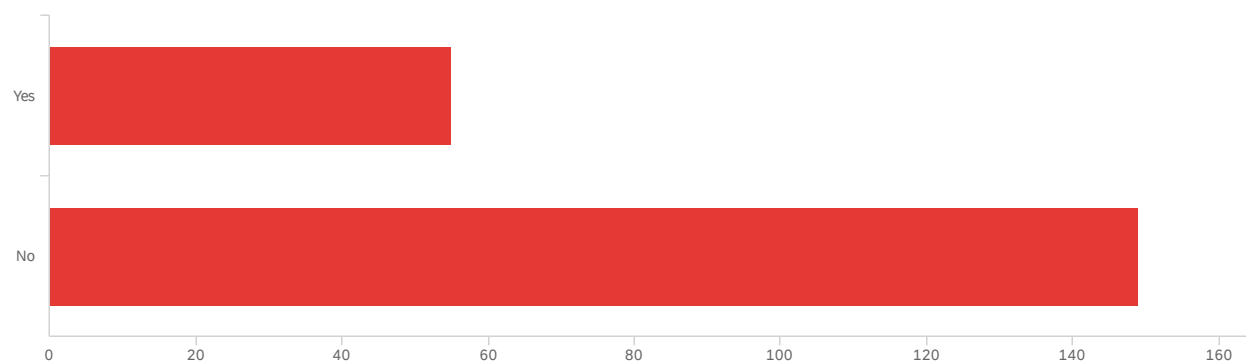


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you take a class for credit that involved hikes, spending time in nature, etc.?	1.00	5.00	1.77	1.06	1.12	205

#	Field	Choice Count
1	Very Likely	53.66% 110
2	Likely	28.78% 59
3	Neutral	7.80% 16
4	Not Likely	6.34% 13
5	Never	3.41% 7
		205

Showing rows 1 - 6 of 6

Q13 - Have you heard of the Greater Worcester Land Trust?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you heard of the Greater Worcester Land Trust?	1.00	2.00	1.73	0.44	0.20	204

#	Field	Choice Count
1	Yes	26.96% 55
2	No	73.04% 149

204

Showing rows 1 - 3 of 3

Q14 - Please describe what you know about the Greater Worcester Land Trust.

Please describe what you know about the Greater Worcester Land Trust.

They manage land in the Worcester area and provide hiking and recreation on their land.

Trail management

I know they manage/protect/oversee a lot of land and trails in Worcester and some surrounding areas. I have worked with them a little through my summer internship with Worcester State. They also own the Patch House that Worcester State uses for field work.

The Greater Worcester Land Trust works to preserve Worcester's green space(s). The GWL also offers opportunities to hike on this land and to perform service to the environment and the community.

Not a lot except that they're involved in conservation

It's an organization dedicated to preserving green spaces around Worcester including around key watershed areas.

I know the name and receive the newsletters.

Maintain trails?

it is responsible for taking care of trails in the Worcester area

i have heard of it but have not looked into it much

Program to protect green space in Worcester.

I dont know much, just heard of it

I don't know much, I've just heard of it

It is an organization that works to protect nature within Worcester.

Only heard of it

Collection of protected lands in the greater worcester area

The trust is a bunch of locations in Worcester, where you can go hiking or nature walking.

Nothing I have just been on the website looking at parks.

I know they own (or oversee) a lot of green areas around Worcester. I could be thinking of something but I've seen a list of places to go around Worcester with hikes and parks and I think it was on the Greater Worcester Land Trust website, not positive though.

It has a lot of land in the larger Worcester area

They are the group that maintains the trails in the city of Worcester

Please describe what you know about the Greater Worcester Land Trust.

It is a land trust organization that connects students and community members in worcester to outdoor spaces

They are a non-profit that works on land preservation in Worcester county

There is a group doing an iqp on it

Not much other than they do something with outdoor spaces trying to get a larger city community into nature.

The GWLT has conserved areas within the Worcester area for public recreation. They have multiple marked walking trails thought out the Worcester area.

They're preserving the natural environment of Worcester through the trails.

That they have a large trail system

Not much but I have heard of it before

It's an organization that wants to protect Worcester land

They own a number of properties a d many have nice hikes.

Not too much, they were at one of our fair days where. I have heard the name, but don't know too much.

Not much I've just heard that there's a big area of nearby land

Only that it is an accessible nature area.

owns/manages public outdoor recreation areas like Cascades

I think someone mentioned it in passing at one of the green team meetings

It's a group of different lands together that are being conserved and used for hikes (?)

They exist, send surveys out about recreational space (parks etc) in the city

A connection of trails in worcester

They have a bunch of land across Worcester and a whole bunch of hiking trails in it. I've done a few.

I believe it is a non-profit that helps maintain and keep track of green spaces and trails in and around Worcester.

They work to protect and promote local green spaces.

they're a NPO that helps set up hikes for groups I think?

Q17 - Please list any green spaces you know of in the Worcester area? (Green space:
an outdoor area with plants, grass, trees, and/or animals)

Please list any green spaces you know of in the Worcester area? (Green spa...

I know of the devils canyon but that is all

Mass Audubon, GWLT properties, green hill park, university park, elm park

elm institute parks, trail behind elm park disc golf, patch resrvoir,etc

Hadwen arboretum, cascades, all the Worcester parks, green hill has some nice trails

Donker Farm, Cascades Park/Waterfall/Trail, Green Hill Park, Elm Park, Institute Park, Hadwen Park.

Coes Reservoir/Columbus Park University Park Elm Park/Newton Hill Wetherell Park

Hadwen Arboretum, Newton Hill Park, Elm Park, University Park, Oread Park, Cascades, Broad Meadow Brook wildlife sanctuary

-University Park -The Cascades -A Farm out by the Cascades -Hadwen Arboretum -Clark "green"

University Park, Elm Park, Coes, Hadwen, Beaver Brook, Broadmeadow Brook, Quinsig, Old Stone Church in West Boylston, Wachusett Mountain, Wachusett Meadow, Sudbury River, Douglas State Forest, Pierpoint Meadow in Dudley, Mt Monadnock (please), Quabbin Reservoir

Boynton park

Institute Park, Elm Park, the cascades, purgatory something

elm park, beaver brook, ecotarium

the arboretum, the wachusett reservoir

Hadwen Aboretum

Hadden Arboretum, University Park, Institute Park.

university park, elm park, the arboretum

Green Hill park

the arboretum. elm park. newton hill. coes pond. the cemetary. moore state park. muir meadow

Elm

Hadwen Arboretum University Park Cotes Reservoir

Please list any green spaces you know of in the Worcester area? (Green spa...

Botanic Garden, University park, Elm park, Hadwen Arboretum

Worcester Common, University Park, Institute Park, Hawden Arboretum

Patch Reservoir

Cook's Pond, Patch Reservoir and nearbys City-owned land off Mill Street, Cascades, Coe's pond and the new Boardwalk

Green hill park, institute park, Elm park, lake park

Purgatory Chasm, Wachusett Reservoir, Mount Wachusett

Blackstone River Walk, Nature Area Trail at Holy Cross, Wachusett Mountain, Purgatory Chasm

Green hill park, bell hill park, elm park, newton hill, institute park, college park

Institute Park

Elm Park, Institute Park

Green hill park

Institute park Gods acre Green hill

Green Hill Park. Institute park.

Institute park, elm park, wachuestt mountain

Green hill

Elm Park, Institute Park, green hill park

A lot all the ones that go through the east west trail

Hadwen Park, Coes pond, Hadwen Arboretum, Worcester Audubon, Mt. Wachusett, Cascades

Green Hill Park, Elm Park, Cascade Falls

Bancroft tower maybe

University Park, Elm Park, Coe's Pond, Boynton Park, Green Hill Park

Rail Trail West Boylston

Southwick Park Cascades

N/A

Please list any green spaces you know of in the Worcester area? (Green spa...

Institute park

Presidents field, university park, the green

Wachusett Broad meadow brook Greenhill Mt watatic Lookout rock Purgatory East park Beaver brook Cascades

Green hill park

University Park, Coes Park, park on the hill that has petting zoo??

Mass Audubon's Broad Meadow Brook Conservation Center and Wildlife Sanctuary

University Park

I unfortunately am not aware of much of the green space here in the Worcester area, which is part of why I am interested in this initiative. I have heard of Beaver Brook Park and Elm Park. I recently ran on the boardwalk by Holy Cross.

Cascading Waters - Waterfall and scenic hiking route

Ecotarium

University Park, Coes Reservoir, Hadwen Arboretum, Cascades Park

University Park, Elm Park, Clark Arboritum

Hike Worcester book is a great resource.

clark arboretum, that big hill by the park as well.

Parks such as Elm park and Institute park

Clark University park, Elm park, St. John's cemetery

Arboretum, Elm Park

Crow Hill University park Hadwen park Hadwen community garden and hadwen arboretum elm park

Green park

Elm Park, Institute Park, Moore State Park, Wachusett Reservoir, Mount Wachusett, Buffumville Lake, Hodges Village, Worcester Common, Hadwen Arboretum, Quabbin Reservoir,

Green Hill Park, Coes Pond, Indian Lake.

green hill

Purgatory Chasm. Moore state park

Please list any green spaces you know of in the Worcester area? (Green spa...

Institute Park Elm Park

University Park

university park, institute park, elm park, newton hill, green hill - biotech park, cascading waters

Elm park, the Arboretum

Hadwick Arboretum, Coes Reservoir, University Park

Arboretum

Coes Park

University Park, The Green

University Park

Cascading Waters. Princeton, Blackstone Gateway Park, Coes Pond Park

University Park Elm Park Institute Park Hadwen Arboretum

Hawden Arboretum

Green Hill park, university park, hadwen park, hadwen arboretum, coes park, cascades, many more

Institute Park, Elm Park

Institute park,

Green Hill park, Lake park, Quinsigamond lake

Institute Park, Elm Park

Institute & Elm park

elm park, institute park, green hill park, broad meadow brook

elm park, green hill park, bancroft tower, botanical garden (not really outside but parts of it are!)

Institute Park, Elm Park

Institute park, elm park

Elm Prk Greenhill park and zoo bell park/ pond vernon ill park crystal/university park crompton park Institution Park Lake Quinsig park
Broadmeadow brook conservation area Coes pond

elm park, institute park, wpi campus

Please list any green spaces you know of in the Worcester area? (Green spa...

Institute Park, Elm Park

Green hill park, lake park, institute park, elm park

East-West Trail, Green Hill Park, Quinsigamond Park, Cascade Falls

Worcester Common

Green Hill Park; Broad Meadowbrook; Ecotarium; Columbus park

Lake park

Institute park, Elmes park

Elm Park, Institute Park

Elm Park, Institute Park, Bancroft Tower

Institute Park

elm park, institute park, newton hill, green hill park

Butterfly Garden, formerly part of Becker College Elm Park Institute Park WPI Quad Higgins Lawn Bancroft Hill

Institute Park, Elm Park, Green Hill Park, Cascading Waters/Cascades East

Institute park, elm park

Institute Park

Just get to worcester, so no...

None(I'm a freshman, haven't explored the area much)

Institute park, elm park

Institute Park, Elm Park, Newton Hill

Institute Park, Elm Park, college campuses(?)

That park that Wpi owns

The trail to holden, the trail to bacroft, instiute park, elm park

Green Hill park, institute park, elm park

Elm Park, Institute park, Purgatory Chasm

Please list any green spaces you know of in the Worcester area? (Green spa...

Institute park, elm park, Newton hill, the space near the airport that I don't remember what it's called, that green space downtown that the ice rink is on in the winter

Institute Park Elm Park

Institute Park

Institute park

Institute Park Elm Park

wachusett hiking area, institue park

Institute Park Bell Pond Elm Park Green Hill Park

Newton Hill, Wachusett mountain (in Princeton)

Elm park, institute park, Newton hill, bell hill, community park at Worcester downtown

Bancroft, elm park, institute park, green hill park

Elm park, community commons, institute park, green hill, newton hill

Institute park

Elm park

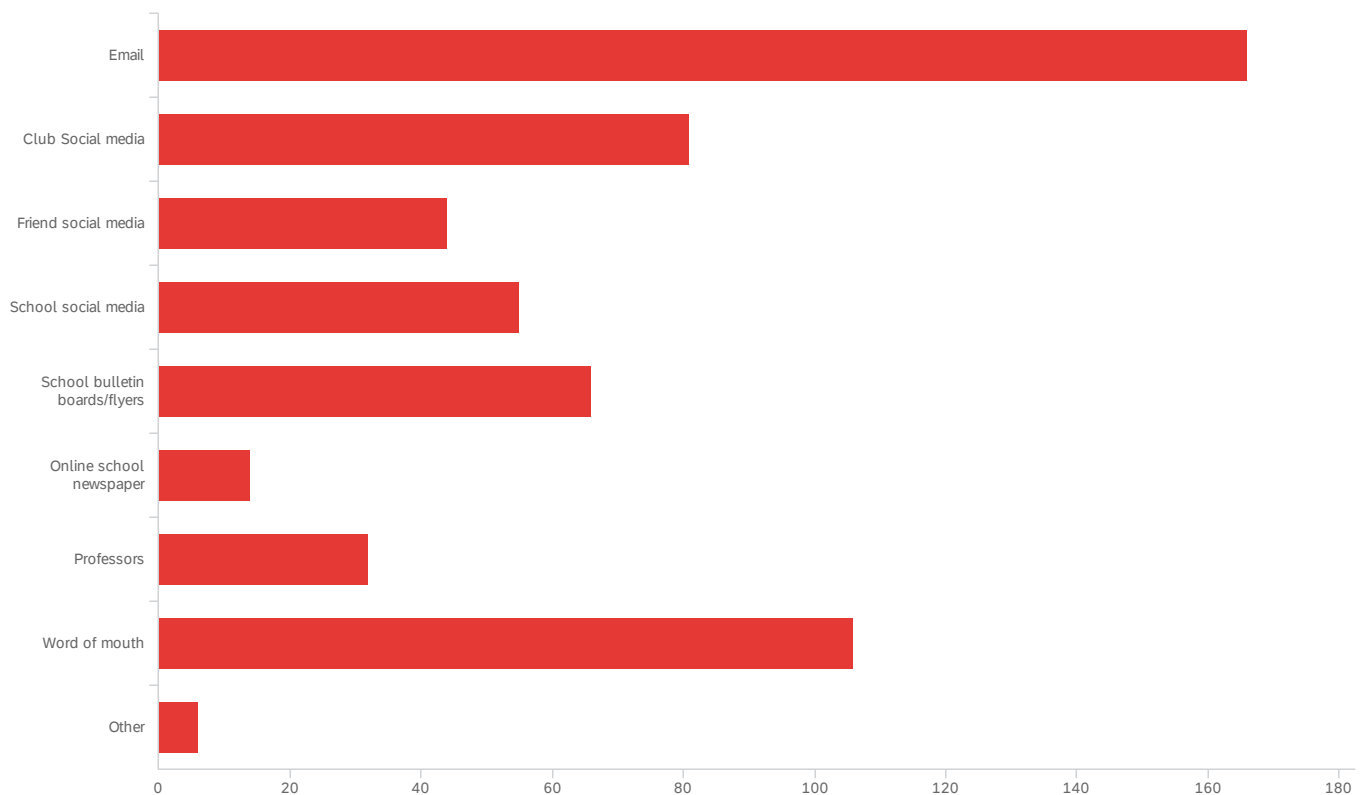
No idea honestly

Elm Park Green Hill Park

Green Hill Park, Wachusett Reservoir

Elm park, Institute park

Q21 - How do you find out about events at your college? (Select all that apply)



#	Field	Choice Count
1	Email	29.12% 166
2	Club Social media	14.21% 81
3	Friend social media	7.72% 44
4	School social media	9.65% 55
5	School bulletin boards/flyers	11.58% 66
6	Online school newspaper	2.46% 14
7	Professors	5.61% 32
8	Word of mouth	18.60% 106
9	Other	1.05% 6
		570

Showing rows 1 - 10 of 10

Q21_9_TEXT - Other

Other

Other

Outing club

Engage

School GroupMe

Club Slack

slack

Slack

Q24 - What are your top three social media applications that you use for club events?

Most used app	Moderately used app	Least used app
Instagram	Snapchat	Facebook
Instagram	N/A	N/A
Instagram	Snapchat	N/A
Instagram	Facebook or email	Tiktok
gMail	Instagram	N/A
instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	Slack	Snapchat
Slack	Instagram	Outlook
Slack	Instagram	Outlook
Instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	Tik Tok	Snapchat
instagram	tiktok	snapchat
Instagram	WhatsApp	Messenger
Outlook	Slack	Instagram
Instagram	N/A	N/A
Instagram	Facebook	N/A
Instagram	N/A	N/A
Instagram	Techsync	N/A
Instagram	Slack	GroupMe

Most used app	Moderately used app	Least used app
Instagram	Email	Discord
Instagram	N/A	N/A
Intstagram	Twitter	N/A
Instagram	Facebook	N/A
Emails from school	Instagram	N/A
Email	Corq	Instagram
Instagram	Whatsapp	N/A
Instagram	N/A	N/A
Instagram	Snapchat	Facebook
Instagram	N/A	N/A
instagram	na	na
Tech sync	Instagram	N/A
Slack	Instagram	Twitter
Instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	N/A	N/A
instagram	snapchat	twitter
Instagram	Snapchat	Facebook
Instagram	Techsync	N/A
Instagram	TikTok	snapchat
Slack	Instagram	N/A
GroupMe	Email	Facebook
Slack, Tech sync	Instagram	Facebook
instagram	snapchat	slack

Most used app	Moderately used app	Least used app
Slack	Outlook	Instagram
Instagram	N/A	N/A
Slack	Outlook	Instagram
Instagram	Email	Tech sync
Instagram	N/A	N/A
Instagram	WhatsApp	N/A
Instagram	N/A	Reddit
Slack	Discord	Instagram
Instagram	N/A	N/A
Slack	Instagram	Facebook
Slack	Instagram	N/A
Slack	Instagram	N/A
instagram	slack	N/A
Slack	Instagram	N/A
Slack	Instagram	Discord
Instagram	N/A	N/A
Slack	Instagram	Techsync
Instagram	N/A	N/A
Slack	Instagram	WhatsApp
Email	N/A	N/A

Q22 - What are your top three social media applications that you use with friends to find out about events?

Most used app	Moderately used app	Least used app
Instagram	N/A	N/A
Instagram	Facebook	Tiktok
instagram	facebook	snapchat
instagram	N/A	N/A
Instagram	iMessage	Slack
discord	Instagram	N/A
Instagram	N/A	N/A
Instagram	Snapchat	N/A
Instagram	Facebook	Snapchat
instagram	tiktok	snapchat
WhatsApp	Instagram	Messenger
Instagram	Snapchat	Slack
Instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	Slack	GroupMe
Instagram	Email	Discord
Instagram	N/A	N/A
instagram	facebook	snapchat
Instagram	Snapchat	Twitter
Instagram	N/A	N/A

Most used app	Moderately used app	Least used app
Instagram	N/A	N/A
instagram	snapchat	twitter
Instagram	Snapchat	Facebook
Instagram	snapchat	TikTok
Instagram	N/A	N/A
Instagram	N/A	N/A
instagram	N/A	N/A
instagram	slack	n/a
Instagram	Snapchat	Facebook
Instagram	Snapchat	Facebook
Slack	Instagram	Facebook
Snapchat	Instagram	Slack
Instagram	Email	Discord
Instagram	N/A	N/A
Snap	N/A	N/A
Instagram	Snapchat	N/A
Discord	WhatsApp	Snapchat

Q23 - What are your top three social media applications that you use for school events?

Most used app	Moderately used app	Least used app
Instagram	N/A	N/A
Instagram	Snapchat	N/A
Instagram	Facebook	Email
instagram	N/A	N/A
Instagram	Outlook	N/A
Canvas	Instagram	Slack
Outlook	Instagram	Slack
Outlook	Instagram	N/A
Instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	Facebook	LinkedIn
instagram	snapchat	tiktok
Instagram	WhatsApp	Messenger
Outlook	Instagram	Tiktok
Instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	N/A	N/A
Instagram	Email	Discord
email	Clark Engage	N/A
Instagram	N/A	N/A
instagram	Facebook	N/A
Instagram	N/A	N/A

Most used app	Moderately used app	Least used app
Instagram	email	N/A
Instagram	Twitter	GroupMe
Instagram	N/A	N/A
Instagram	N/A	N/A
instagram	snapchat	twitter
Instagram	Facebook	N/A
Instagram	N/A	N/A
Instagram	Instagram	Instagram
Instagram	N/A	N/A
Tech sync	Instagram	Twitter, Facebook
Tech sync, Instagram	N/A	N/A
instagram	N/A	N/A
Instagram	Slack	Snapchat
Instagram	N/A	N/A
Instagram	Email	Tech sync
Instagram	N/A	N/A
Instagram	Whatsapp	Slack
Slack	Email/Outlook	Instagram
Email	Instagram	Techsync
Techsync	Instagram	Corq
Slack	Instagram	Facebook
Instagram	Slack	N/A
Instagram	Slack	N/A
Instagram	Email	Slack

Most used app	Moderately used app	Least used app
Instagram	N/A	N/A
Instagram	Twitter	N/A
Snap	N/A	N/A

Q39 - What social media accounts do you follow to learn about club or school events?

What social media accounts do you follow to learn about club or school even...

Instagram

ClarkUOuting

@hc_outdoors, sga, @hcrpe

hc_outdoorsclub

social committee, student alumni association, student activities office, etc.

WPI SAS, SGA, clubs I'm involved in (ASCE, SWE, Outing club, Pep Band, Running club)

Wpi, ieewpi, wpi_sao

School instagram account, club instagram accounts

Many?

WSUOSILD Worcester State University WSU - clubs

Instagram

My college instagram page and all other related pages

Instagram

Student council

Specific club accounts

WPI club pages and activities page

Clark Outing Club Instagram

Instagram

Instagram

Clark University

club pages, school pages

club instagrams

What social media accounts do you follow to learn about club or school even...

Clarkuouting, clarkuvpa

Instagram

many different clubs

Wpi Green team bmes swe

@wpi

WPI sao, sga, soccomm

@wpiathletics, @wpi

Instagram

school accounts as well as individual club accounts

@wpi, specific clubs pages

UMass Medical School class of 2025 Facebook group

SAO, SASwpi, wpiSGA

WPI run accounts and club accounts

wpieats, wpi official, various clubs

Different club Instagram accounts as well as club Outlook email aliases.

wpi

Green team, WPI accounts

I don't have instagram

SAO, Outing Club, wpi eats, Soccomm

Club accounts, WPI Instagram, SGA, SAO, department accounts

WPI Instagram Outing Club Instagram

SGA, SAS

Wpioutingclub, WPI_SAO, WPI Athletics, WPI, socomm, wpiphotoclub, wpiifc, wpi_sga, guerillaimprov

outing club instagram

What social media accounts do you follow to learn about club or school even...

WPI Outing Club, the Alliance, SGA, wpi, res services

Outing Club, WPI, WPI club sports, WPI athletics

Outing club, wpi sga, sao, wpi

WPI

WPI instagram(s)

Q25 - How far are you willing to travel for an event?

How far are you willing to travel for an event?

3 hours.

15 miles

1-2 hrs

Walk 10-30 mins

Within 30 mins of Worcester any way

Within a 30-40 minute walk, or anywhere where someone can drive me (I do not have a car). I may be willing to walk from Clark to WPI. :) On the weekends, I believe Clark's shuttle has a stop at Elm park and also one at Worcester State University.

Yes

Far and wide

30 minutes, an hour if it's a long extensive event

25 minutes one way

50mi

1-2 hours

Far!

45 min

to the other side of the city bc i dont have a car

hour

Probably

2 hours max

depends

Yes

180 mile

How far are you willing to travel for an event?

Depends, I'll walk a half hour but I don't have a car so someone would have to drive me otherwise. For good events I'd go 2-3 hrs, for instance I went mountain biking 2 hrs away over the weekend with the WPI Outing club.

30 minutes

No car.

40 minutes

1-2h

2 hours

Transportation must be included or within walking distance (15-20 mins)

1 hour

Not willing to travel for an event

Depends

15 miles

Anywhere within about 2 hours.

15 mins

100%

20 minutes walking

5 miles

30 minutes

Anywhere as long as transportation is provided bcs I don't have a car.

Any way, car, bus, carpool

Likely

I don't have a car, which is my biggest barrier. If someone is providing transportation, I'd say up to 2 hours each way for a normal event.... longer for something really cool (ex. skiing)

200 miles

depends on the event but am opened to most distances

How far are you willing to travel for an event?

one hour drive

Yes

Depending on the cost of transport

1 hour

Up to 2 hours

very far

On campus or off if provided travel

40 mins

Pretty far

50miles to 100

25 miles

100 Miles

2Hrs drive

Walking distance

20-30 minutes

1 hour

A maximum of a 30 minute drive.

50 to 60 miles

however far if someone's driving!

Willing to travel anywhere

As far as needed as long as transportation is provided

I don't mind traveling if there is transport arranged

1.5 hours

About an hour's drive

How far are you willing to travel for an event?

2 hours

No limit as long as transportation would be provided

Varies but around 20 minutes likely

Decently far

15 minutes

2 hours if it was a long hike or skiing

25 mins

an hour

East coast

Walking distance

Depends on the event, if it's an awesome hike in the Whites, I'm sure that'd draw attention

30 mins

30 mins

1 hour

within city limits

on campus

2hrs away from umass if it is on the weekend, only 1hr if it is on a week day

Up to an hour

Yes

Depends on the event! For some, 30 minutes, for others 3 hours.

Within 3 hours of driving

an hour

Out of Worcester, up to like 2 hrs, if transport provided.

If transportation is provided, 1 hr. If not, 20 mins

How far are you willing to travel for an event?

40 minutes

45 minutes

~30 minutes

Up to 5 miles

I will walk up to a mile, otherwise I would need transportation provided (any length)

1-2 hours

1 hour bus (2 for round trip)/Any distance with school bus

A few hours drive

30 min

Not very far on my own

Anywhere in the US

I will travel anywhere, it depends on how amazing the event is

Depends

Depending on how interesting the event is. I would be willing to travel 3 hours for NH or VT. Then 15/30minutes if it's within Worcester.

up to 2 hours

If provided transportation, pretty much anywhere

2.5hours

2 hour drive

~2 hours

It depends on my schedule, and the quality of the event

i need transportation from other people so as far as they can drive

2-3 hrs if bus is provided 1 hr if driving

2-3 hours

As long as there is carpooling or transportation available, I'm fine

How far are you willing to travel for an event?

2.5 hours

2 hours

Half an hour driving

30 minutes

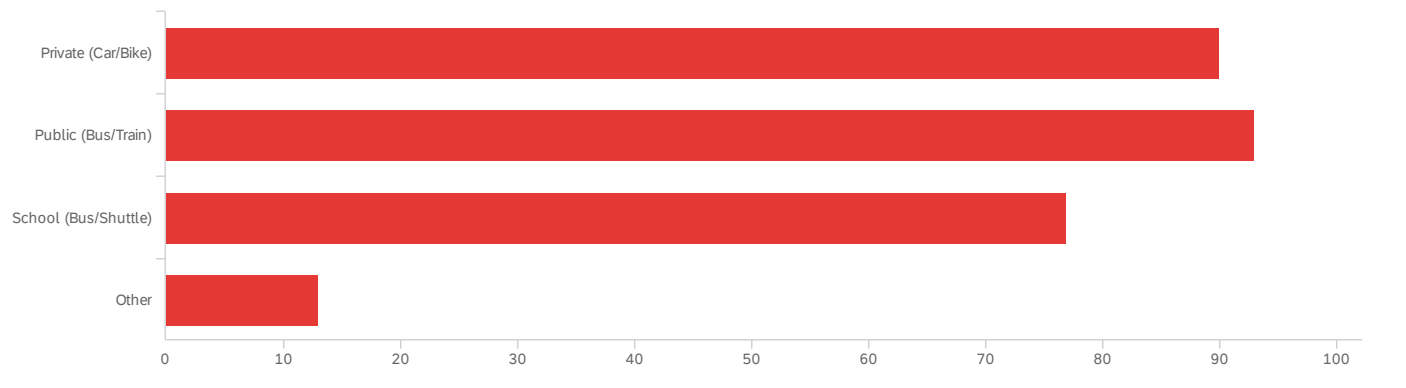
15 miles

3 miles

~10 miles

As far as my roommate is willing to drive me since I don't have a car, so maybe like 30 min? By myself probably only 2 miles, since I'd be on my electric scooter.

Q26 - What transportation do you have available to you? (choose all that apply)



#	Field	Choice Count
1	Private (Car/Bike)	32.97% 90
2	Public (Bus/Train)	34.07% 93
3	School (Bus/Shuttle)	28.21% 77
4	Other	4.76% 13

273

Showing rows 1 - 5 of 5

Q26_4_TEXT - Other

Other
foot; skateboard
Walking
We can check out school vans.
Carpool
walking!
Bicycle
Nothing
No idea
Walking

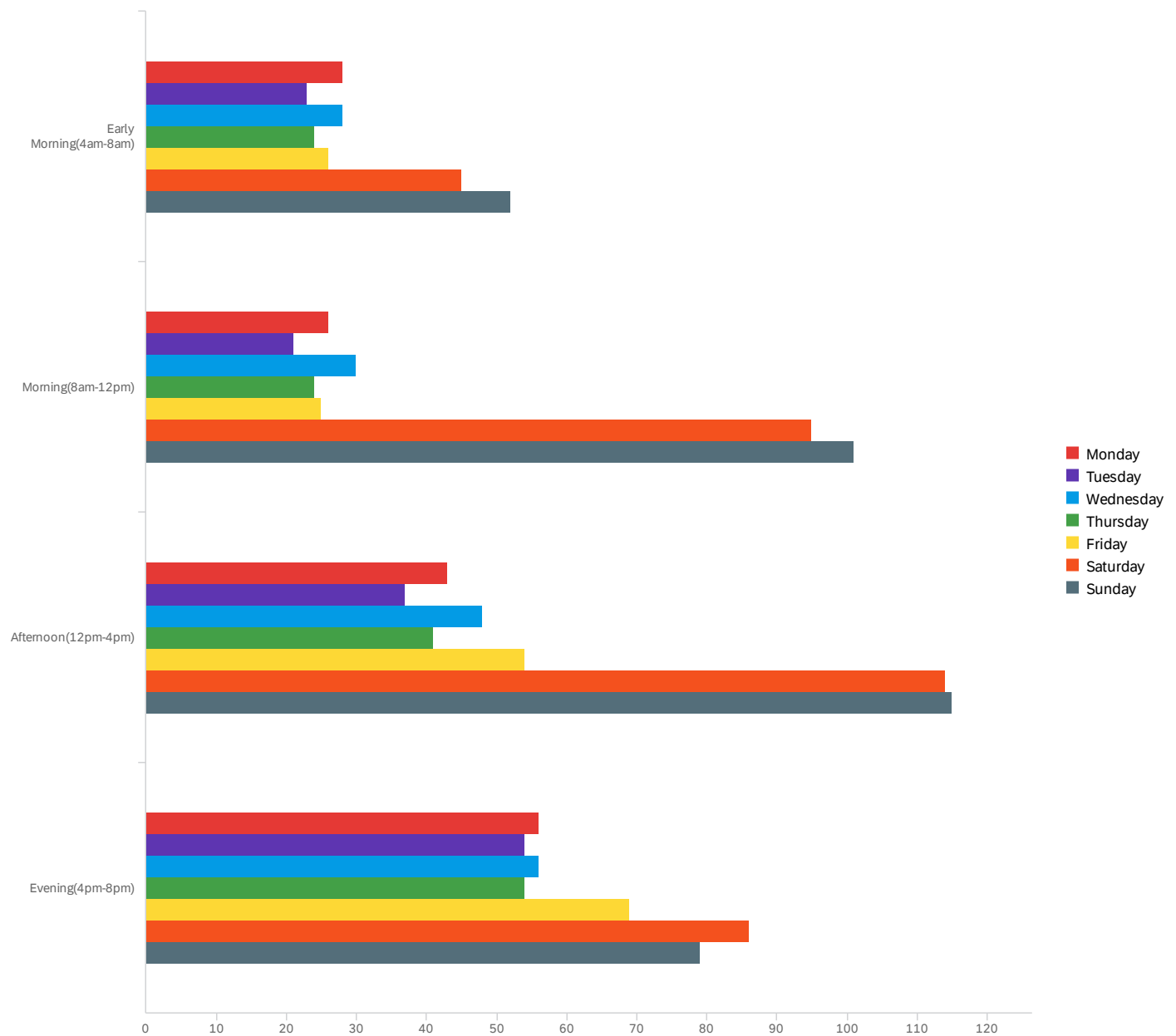
Other

Note that our Shuttle does not travel outside a walkable distance from campus

Carpool with friends who have cars

school shuttle, public bus/train, roommate's car, my electric scooter

Q27 - What days and times would you prefer for this event?

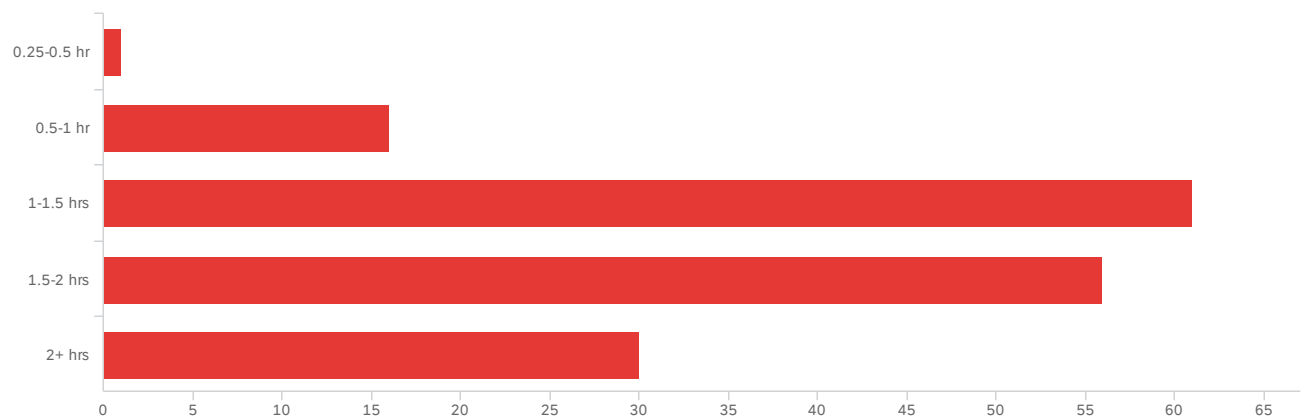


#	Field	Early Morning(4am-8am)		Morning(8am-12pm)		Afternoon(12pm-4pm)		Evening(4pm-8pm)		Total
1	Monday	18.30%	28	16.99%	26	28.10%	43	36.60%	56	153
2	Tuesday	17.04%	23	15.56%	21	27.41%	37	40.00%	54	135
3	Wednesday	17.28%	28	18.52%	30	29.63%	48	34.57%	56	162
4	Thursday	16.78%	24	16.78%	24	28.67%	41	37.76%	54	143
5	Friday	14.94%	26	14.37%	25	31.03%	54	39.66%	69	174
6	Saturday	13.24%	45	27.94%	95	33.53%	114	25.29%	86	340

#	Field	Early Morning(4am-8am)		Morning(8am-12pm)		Afternoon(12pm-4pm)		Evening(4pm-8pm)		Total
7	Sunday	14.99%	52	29.11%	101	33.14%	115	22.77%	79	347

Showing rows 1 - 7 of 7

Q28 - What is your preference of how long an event/hike should be?

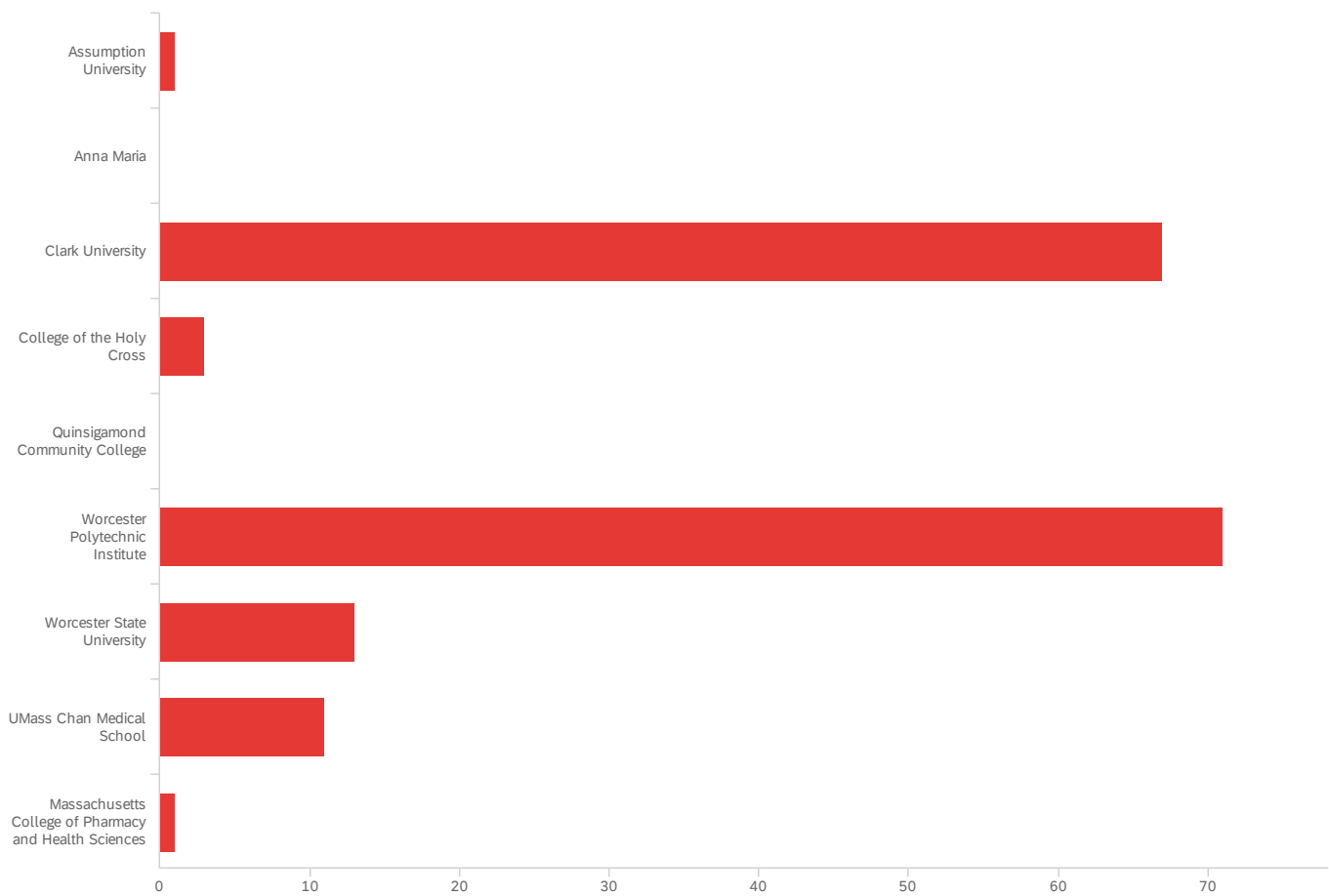


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your preference of how long an event/hike should be?	1.00	5.00	3.60	0.92	0.84	164

#	Field	Choice Count
1	0.25-0.5 hr	0.61% 1
2	0.5-1 hr	9.76% 16
3	1-1.5 hrs	37.20% 61
4	1.5-2 hrs	34.15% 56
5	2+ hrs	18.29% 30
		164

Showing rows 1 - 6 of 6

Q30 - What school do you attend?



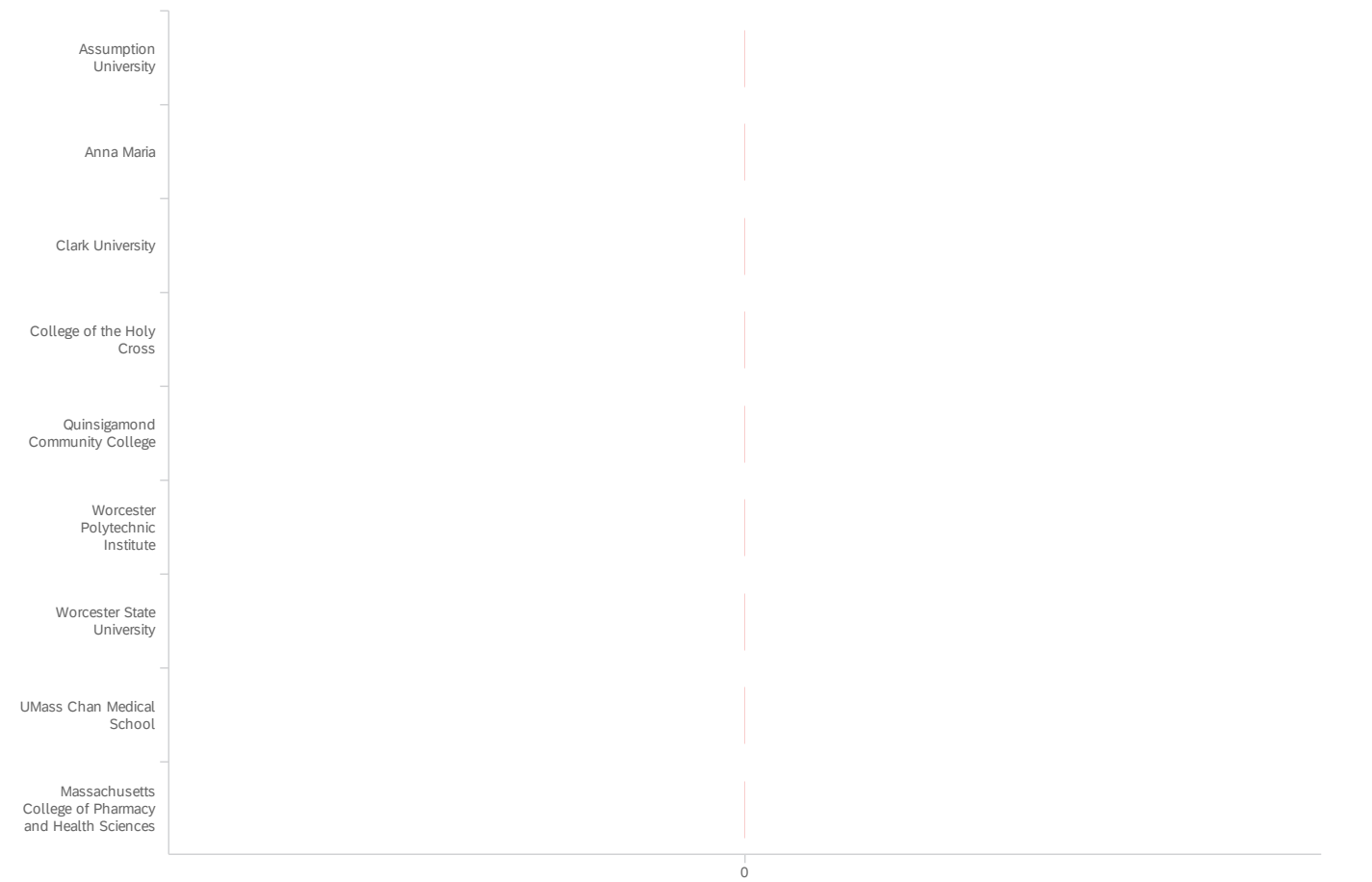
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What school do you attend?	1.00	9.00	4.96	1.77	3.14	167

#	Field	Choice	Count
1	Assumption University	0.60%	1
2	Anna Maria	0.00%	0
3	Clark University	40.12%	67
4	College of the Holy Cross	1.80%	3
5	Quinsigamond Community College	0.00%	0
6	Worcester Polytechnic Institute	42.51%	71
7	Worcester State University	7.78%	13

#	Field	Choice Count
8	UMass Chan Medical School	6.59% 11
9	Massachusetts College of Pharmacy and Health Sciences	0.60% 1
		167

Showing rows 1 - 10 of 10

Q41 - What school do you attend?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What school do you attend?	0.00	0.00	0.00	0.00	0.00	0

#	Field	Choice Count
1	Assumption University	0.00% 0
2	Anna Maria	0.00% 0
3	Clark University	0.00% 0
4	College of the Holy Cross	0.00% 0
5	Quinsigamond Community College	0.00% 0
6	Worcester Polytechnic Institute	0.00% 0

#	Field	Choice Count
7	Worcester State University	0.00% 0
8	UMass Chan Medical School	0.00% 0
9	Massachusetts College of Pharmacy and Health Sciences	0.00% 0
		0

Showing rows 1 - 10 of 10

Q31 - What clubs and organizations are you part of at your school?

What clubs and organizations are you part of at your school?

Assumption Outdoors Club

none

Gamma Theta Upsilon, P.A.L. Mentor Program.

Concert Band, Jazz Band. I am also trying to start club tennis at Clark. I also occasionally go on my school's Outing Club events.

Outing Club, Clark Rowing, Bee Keepers of Clark, Yoga Club

Editor in Chief of The Scarlet, Clark's newspaper, Clark U Film & Screen Society, the IT department

Christian Bible Fellowship, Volleyball Club, Badminton Club

lgbtq alliance

outing club

Outing Club, Student Newspaper, Big Siblings Club, Main Idea

Menstrual Equity Alliance, Scholarly Undergraduate Research Journal

public health OEE last year

GTU (Gamma Tau Upsilon)

Relationship Peer Education, Co Chair of the Outdoors club (it will begin spring semester), Gardening Club

Holy Cross Outdoors club Club ski team Club Ultimate frisbee

Outdoors Club, Student Programs for Urban Development, Admissions Office, Student Worker, Women in Business, Club Field Hockey

Society of Women Engineers, American Society of Civil Engineers, Outing Club, Running Club, Pep band

Outing club, motor sports club, eskate club

Competitive climbing team. And eskate club

Outing Club, Photography Club

Clark University Outing Club

Hiking Club

What clubs and organizations are you part of at your school?

Outing Club, Squash Club

Cross country, Club squash, club volleyball, All kinds of girls (mentorship program)

MSA, Boba

Ski and Snowboard club, Outing club, Chess club, Climbing club

Senate, LGBTQ+ Alliance, Asian Culture Club, Haitian Student Union, Pre-Health Club, and Hiking Club

Habitat for humanities, outing club, amnesty

Hiking club, Woo Serve, NSSLHA

outing club

Clark outing club

Outdoor Club, Graduate Student Council

outing club

The rowing team, SARC

Model Un, school paper, quiz bowl, national residence hall honorary, film screening, outing

Undergraduate Student Council SASA ISA Outting club Martial Arts

AEMB, ODK, ski club, Rho Lambda, Order of Omega, Chi Omega, Varsity Women's Soccer

Outing Club

Outing club

Choices, Clark Outing Club

Outing

outing club, Clark Esports, Do ceramics at crafts studio sometimes (thats not a club). Part of JSC Hall council.

Clark university outing club

Rowing team, Habitat for Humanity, Clark U Rapid Response team

Menstrual Equity Alliance

outing club, rock climbing club, craft studio

What clubs and organizations are you part of at your school?

Outing club

outing club

Clark University Outing Club

Outing Club

Outing Club, Youth Outreach Worcester, Amnesty International

The outing club

Esports & Outing.

Variant Dance Troupe, Outing Club, Ski Club

Outing club

Outdoors club, ultimate frisbee club, choices,

Clark yoga, Menstrual Equity Alliance, Clark outing club, radio, sculpture studio proctor

Outing Club Rapid Response DECA

Clarkies for kindness, cross country

Clark University Rapid Response, and the Outing Club

outing

Club Soccer, Club Golf

Outdoors, rock climbing, esports, volleyball, SPOC

Outing Club and MASSPIRG

Outing Club

outing club, research journal

Bmes swe green team engineers w out boreders

Club Volleyball

SWE, bmes, TAG (adventurer's guild), women's rowing

Psychiatry interest group

What clubs and organizations are you part of at your school?

Varsity Swimming and Diving, Fellowship of Christian Athletes, Omicron Delta Kappa, Tau Beta Pi, Student Athlete Advisory Committee

Outing club, green team, APO, SWE

Green Team (environmental club), Student Government Association

Student Alumni Society, Pep Band, Jazz Groups, ODK, ASCE, SWE

Green Team, SWE, SASE, SASA

Christian Bible Fellowship, College Conservatives

Equestrian, Greek life

Outing Club, Green Team, Alpine Ski Team

Women's health interest group

Plantation 2 Peak

Plantation 2 Peak

Plantation 2 Peak (hiking club); UMass Chan Postdoc Association (UMPA)

Green team, society of women engineers, AAEEES

Green Team, Sustainability Ambassadors, Orchestra

Green Team, Outing Club, ISPE, AIChE, Greenhouse and Horticulture, and Badminton Club

Alliance, green team, Alden voices, outing club

rugby, sorority, green team, SGA

Men's Club Ultimate Green Team Outing Club Ski/Snowboard Club

High Power Rocket Club, American Institute of Aeronautics & Astronautics, Outing Club, Ski & Snowboard Club

Green Team, PAWS

green team

Green Team and Fencing Club

Green team, outing club, SGA, tour guide

Outing Club, Ski and Snowboard Club, Disc Golf Club, Scuba Club

What clubs and organizations are you part of at your school?

1

Green Team, Outing Club

Outing Club, Competative Climbing Club

Outing club, Alpine Ski Team, and some academic clubs

Outing club

Outing Club Engineers without Boarders Pep Band Society of Women Engineers Greenhouse and Horticulture Club Catholic Newman Club Ski and Snowboard Club

Outing Club, Scuba Club, Greek Life, Photography Club

Outing Club, Society of automotive engineers, cooking club,

Alpha Xi Delta Women's Fraternity; Real Estate Investment and Development; American Society of Civil Engineers; Society of Women in Engineering; Technichords A Capella; Food Recovery Network; Alden Voices Women's Choir; Active Minds; The Alliance; Outing Club

outing club, green house and horticulture club, american society of chemical engineers

Outing Club, the Alliance, AAEEES

Outing Club, Cycling club, food recovery network

Outdoor club, badminton club

Alpha Xi delta sorority, outing club, ski and snowboard club, running club, the American society for biochemistry and molecular biology

Outing club, climb team

MOMA, BRASA, SHPE

SASA, Data Science

Greek Life Men's Rugby Army ROTC

Aikido, CollabLab

Lego Club & CTC

Art and Design Club

Q42 - Would any of these clubs/organizations be interested in collaborating with the WIOI for future events? (If yes, please add an email we can contact them with)

Would any of these clubs/organizations be interested in collaborating with...

Unknown; I suggest you email the Outing Club (outingclub@clarku.edu) to ask.

Outing Club: outingclub_members-request@lists.clarku.edu

scarlet@clarku.edu hit us up and we can write about something you're doing

Yes! HC Outdoors club should be recognized by Spring 2023 semester Anya Brown acbrow25@g.holycross.edu

Holy Cross Outdoors Club (the email is not going to work until next semester so email nbfinn25@g.holycross.edu or any other hc outdoors club leaders that fill this out, or dm our instagram account hc_outdoorsclub

Yes! I am a co-chair with the outdoors club here at Holy Cross - we are just now working on the recognition process to become an RSO on campus. We should be fully operational this upcoming spring semester. We do not currently have a club email, but you reach me at jrclar25@g.holycross.edu

Probably outing club, ocofficers@wpi.edu

Yes eskate club. jiblecherman@wpi.edu

Yes Outing Club

Maybe?

Outing Club

WSU - hiking club (already in connection)

Maybe WooServe npenney@worchester.edu

outingclub_members-request@lists.clarku.edu

Outdoor Club (I got this survey via their email)

Not sure

Im not the person to ask for the outing club. The rest of them probably not.

Not entirely sure

outing club (already collaborating)

Outing club clark

Would any of these clubs/organizations be interested in collaborating with...

Outdoors club definitely would be they were the ones who sent me this survey

Clark yoga: yoga@clarku.edu Radio: rocu@clarku.edu

Rapid Response magreene@clarku.edu

Idk, I'm a freshman

Outing Club: outingclub@clarku.edu

outing club, we are already in contact

no

Possibly TAG gr-tag-officers@wpi.edu

Outing club ocofficers@wpi.edu Green team greenteamexecs@wpi.edu

already in contact with Green Team

ODK! odkexec@wpi.edu

Green Team -- greenteamexecs@wpi.edu

You already contacted Plantation 2 Peak successfully

potentially the UMass Chan Postdoc Association (UMPA): umpa@umassmed.edu

Green Team: grespinosa@wpi.edu

greenteamexecs@wpi.edu ocofficers@wpi.edu

Yes: jcanthony@wpi.edu grespinosa@wpi.edu

Outing club and green team

not sure

Outing club

Yes, outing club

Outing Club

Outing Club (jjobermaier)

yes, ocofficers@wpi.edu

Would any of these clubs/organizations be interested in collaborating with...

Most likely the outing club!

Outing club for sure!

Not sure, maybe SASA if they wanna go on a hike as a group

no

Q33 - What is your major? (List multiple if applicable)

What is your major? (List multiple if applicable)

Undeclared

environmental science

Environmental Science

Global Environmental Studies, Spanish

Environmental Science

history

geography

Environmental Science

environmental science

Sociology

Economics

Urban Studies

Biomedical Engineering, Mechanical Engineering

Civil Engineering

Marketing

Mechanical engineering

RBE

Environmental Science and Policy

Psychology, Spanish

Environmental Science (Earth System Science)

Physics

Business

What is your major? (List multiple if applicable)

Undeclared

Environmental Science & Biology

marketing

Community, Youth, and Education Studies

Environmental science

CSD/PSYCH

Psych

Political science

Information Technology

Grad Student- International Development w/ a concentration in Gender & Development

Marketing

Environmental Science

undeclared, considering psychology

Chemistry

International Development and Social Change

Sociology

Biomedical Engineering

Community, Youth, and Education Studies

Business Administration

Psychology & International Development and Social Change

Graduate school of management

Undecided

Biomedical Engineering

Biology, Spanish

What is your major? (List multiple if applicable)

Psychology

Chem/bio

IT

undeclared

MS Project Management

Ms in Marketing Analytics

Business Analytics

Biomedical Engineering

Community, Youth, and Education Studies

Screen studies

Masters in Data Analytics

Information Technology

undecided probably political science

Media, Culture, and the Arts

Business Management Data Analytics

Business Analytics

Biology and Psychology

Studio art, marketing

Biochemistry and Molecular Biology

Psychology

Interactive Media Design

Environmental Science

environmental science

Bme

What is your major? (List multiple if applicable)

Biochemistry

BME

Mechanical Engineering

Bio & environmental studies

Mechanical Engineering

Civil Engineering

Chemical Engineering

CS

Nursing

stp

Aerospace Engineering

Medical student

Biomedical Sciences

I am currently a postdoc in Virology; my undergrad was in Biology; my PhD was in Microbiology and Immunology

Physics

Environmental Engineering

Environmental Engineering

Chemical Engineering

enviornmental engeneering

biomedical engineering, mechanical engineering

Biology/Biotechnology (BBT)

Aerospace Engineering

Chemical Engineering

biology and biotechnology

What is your major? (List multiple if applicable)

Not decide yet

Undecided(likely encironmental or chemical engineering

Biomedical and mechanical engineering

Biomedical Engineering

Physics, Environmental, Global development

Robotics

Business analytics

Computer Science

Mechanical engineering

Biomedical Engineering

Robotics Engineering, Computer Science

Robotics Engineering, Computer Science

Robotics Engineerkng

Electrical and Computer Engineering

Biomedical Engineering

Robotics Engineering

Mechanical Engineering

Civil Engineer

chemical engineering

Environmental Engineering

Robotics Engineering

robotics

Biochemistry

Civil engineering

What is your major? (List multiple if applicable)

ECE

Computer Science

CS

ECE

Computer Science + Data Science

Mechanical Engineering

Computer Science

ECE

Interactive Media and Game Development

Q34 - What is your minor? (List multiple if applicable)

What is your minor? (List multiple if applicable)

Undeclared

chemistry

Global Environmental Studies

art history

political science

GIS

chemistry

Food Studies

Environmental Studies

Environmental Studies

Community, youth and education studies

Studio Arts (photography)

Comp sci

Undeclared

Chemistry

biology

Disability Studies

Management

International Development and Social Change

undeclared, potentially political-science

Physics

Business Analytics

What is your minor? (List multiple if applicable)

Management

Undecided

Sociology

psych

Theater arts

Cyber Security

Global Environmental Studies and Entrepreneurship

Biology

Entrepreneurship

Business Management

Undecided

Idk

Psychology

biology

Business

Environmental and Sustainability Studies

RBE

My minors were Chemistry and Biopsychology

Creative Writing

computational biology

Not decide yet

Undecided(may do environmental studies)

N/a

Business

What is your minor? (List multiple if applicable)

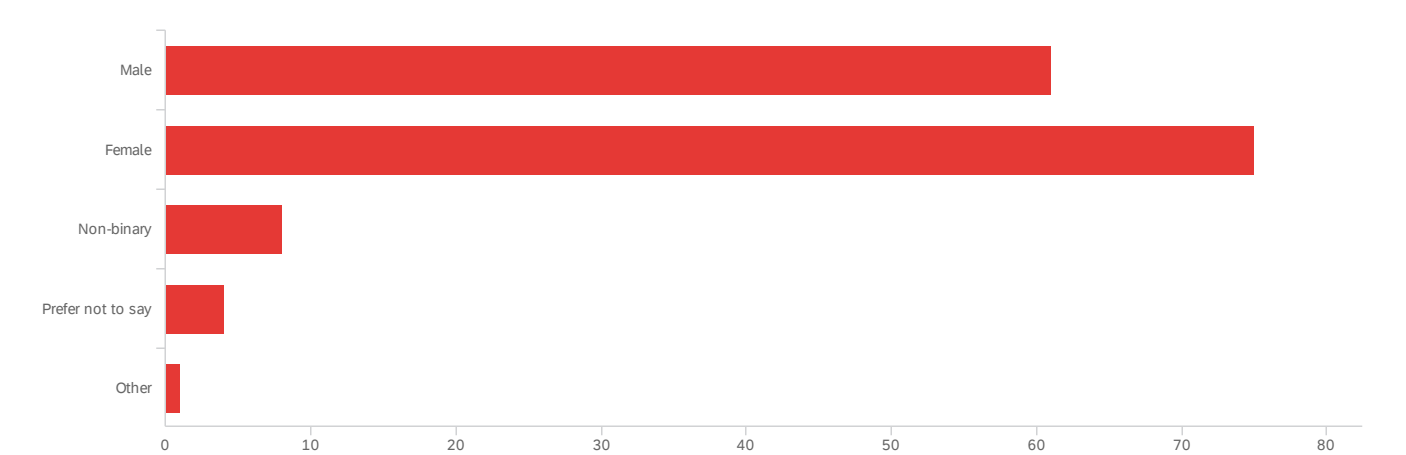
Computer Science

Bioinformatics and computational biology

Sustainability engineering

Spanish

Q35 - What gender do you identify with?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What gender do you identify with? - Selected Choice	1.00	5.00	1.72	0.74	0.55	149

#	Field	Choice	Count
1	Male	40.94%	61
2	Female	50.34%	75
3	Non-binary	5.37%	8
4	Prefer not to say	2.68%	4
5	Other	0.67%	1
			149

Showing rows 1 - 6 of 6

Q35_5_TEXT - Other

Other

Q36 - How old are you? (Please give a numeric answer)

How old are you? (Please give a numeric answer)

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How old are you? (Please give a numeric answer)

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How old are you? (Please give a numeric answer)

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How old are you? (Please give a numeric answer)

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How old are you? (Please give a numeric answer)

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How old are you? (Please give a numeric answer)

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Q37 - Is there anything else you would like to add?

Is there anything else you would like to add?

I would be most interested in an event that runs between 10:00am and 2:00pm. I would also be interested in longer hikes (2+ hours), and could be interested in community/conservation service if given significant notice (more than two weeks before the event). Thank you!

i haven't really been involved with the clark outdoors club but i would like to be more involved with yours. my email is mrushford@clarku.edu, i would like to be informed of future events

I am so excited to collaborate and get outside!

Super excited about this program and I would love to get my Executive Board and club members involved.

No

Make this shorter lol

No

no

Would be interested in an event or outing!

N/A

Nope

looking forward to it!

No

free snacks + water

Looking forward to this opportunity and to exploring more of the Worcester area

biking would be fun too!

n/a

I suspect that time will be the biggest issue. College is difficult and prioritizing mental/physical health will always be difficult. As well, if you want people to come to an event, then they need to feel like they will be welcome, they'll know people there. That is the main reason I don't go to much in the worcester area. I love the idea of a college hike where you can meet other college students in the area.

Is there anything else you would like to add?

At Umass medical school, we have a very flexible but busy schedule. Many of us watch the recordings of our lectures, which creates a lot of availability throughout the week. At the same time, many of us are not involved in extracurriculars because we don't have time (I went to Wpi and was in like 10 clubs, but now I basically just do school because of the workload). With that being said, it would be best to reach Umass students via email or by having a student post to the GroupMe or Facebook page. If you try to collaborate with specific organizations, then you won't reach much of the student body. There is an organization called medicine in motion, which is focused on fitness. I am on their Facebook page. However, the notifications get buddies, so I still think email is the best way to go. MIM has a recurrent event called 6 at 6 where people run 6 miles at 6 AM as a group. Therefore, the people who are checking their Facebook page are more like extreme fitness people. Good luck on your IQP!!!!

Thank you for organizing this!

This sounds exciting and I'm dying to go on a hike

I am the social chair for the men's club ultimate team, so I am responsible for organizing events. I am more than happy to collaborate and I think there are many people who would also be interested on the team.

I would prefer for these events to take place on Friday or the weekend so that I can balance with adjusting to college work load.

i love nature

:)

Would love to discover more local green spaces and places for outdoor rock climbing.

I would love to do a beginner's type hike — nothing too crazy!

End of Report

Wellness/Counseling Interview

Interviewee:

Interviewee Organization:

Interviewee Position:

Date of Interview:

Location:

Interview Facilitator:

Interview Scribe(s): IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018. However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and help it continue in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help

our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you would like it to be. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this Interview.

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All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-iqpa22@wpi.edu).



Question: What is your role in the _____, and how do you help students?

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

Question: Would you like to remain anonymous?

INTERVIEW PLAN

Interviewee: Jeanine B. Went

Interviewee Organization: HECCMA

Interviewee Position: Director

Date of Interview: 11/8

Location: 11 Norwich St, Worcester, MA 01608

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018. However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and help it continue in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the WIOI to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your

answers unless you would like it to be. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this Interview.

All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-igpa22@wpi.edu).

☐ Consent for note taking.

Question: Could you describe your role in HECCMA?

Question: How would you describe HECCMA and what it does?

Question: What advertising strategies (towards colleges and college students) have and have not worked well for your program?

Who is your target audience?

Question: For new college students specifically, how do you inform them about what you do?

Question: How does HECCMA maintain its connections to colleges, especially in times of isolation like COVID-19?

What happened to the shuttle bus?

Question: Would you be willing to advertise the WIOI's events in the Special Opportunities section of your website?

Question: If the GWLT got a class at a college what would the process look like for students?

1. Can you recommend any resources we should look at or people we should speak with?

2. What would be the best way to keep in touch with you throughout this process?
3. Is there anything else we haven't discussed that you think is important for us to know as we begin this project?

Thank the Interviewee.

Inform them of what will happen after the interview.

Provide contact information if they need to contact us about the project.

- *What is your role/how do you help students?*
 - Dean Bowen of Worcester State
 - Fitness Center Manager
 - Sole person focus and recreation and wellness
 - Provide students opportunity to be well active
 - Frank Dibert of Assumption
 - Director of Counseling
 -
 - Jeanine from HECCMA
 - reports to a board of college presidents
 - HECCMA get students to know what happens and oversees worcester student government association
 - Jermoh from WPI
 - Associate Director
 - Oversee Students
 - Peer ambassadors
 - oversee Wellness days
 - Therapy of nature
 - Walk trails
 - Hold classes and sessions
 - Pri and Mike from Assumption
 - Plan and organize trips
 - Stay within budget
 - Budget through school
 - Director of recreation
 - Domenica of Clark
 - Director of Community Engagement and Volunteering
 - Supported faculty and community engaged learning and student life
 - Guest lectures
 - Community partners
 - community Employment work study
 - Erica of Clark
 - Clark Wellness Education Director
 - Put on initiative
 - Campus sport events
 - Workshops to help well-being
 - Prevention
 - MCPHS
 - Programming of health initiatives
 - Tabling

- Resources
 - Group therapy
- Mass Audubon
 - State wide conservation organization
 - Land protection, environmental education, advocacy
- Jon of QCC
 - Counseling and Wellness-Mental Health Counselor
 - Office provide therapy on individual bases
 - Community programming
- Michael Hirsh of UMASS Med
 - Assistant vice provos health on UMass med
 - Serve subsection of Dean office
-
- *What's the focus of your events?*
 - Dean Bowen of Worcester State
 - Nothing specific
 - Frank Dibert of Assumption
 - Holistic approach (social, physical, spiritual)
 - Jermoh from WPI
 - 8 dimensions of wellness
 - Pri and Mike from Assumption
 - Main focus of any recreational club
 - Domenica of Clark
 - Workshops on wellness
 - Some student life activities
 - Would want to do off campus
 - Not have transportation, but she has a budget for transportation
 - Through school
 - There is a shuttle sorta atm
 - Erica of Clark
 - "8 dimensions of wellness"
 - Michael Hirsh of UMASS Med
 - Med in motion
 - Fun runs
 - Mindfulness program (nature)
- *What events do you run for student wellbeing?/What events are successful?*
 - Dean Bowen of Worcester State
 - Resources (counseling services, career, athletics)
 - Group exercise
 - Pri and Mike from Assumption

- White water rafting 3 day camping trip
 - Hiking trips
 - Spelunking caving
 - Rock climbing passes to
 - Disc golf course on campus
 - Ski trips
 - **Maps of local running routes**
 - Would like an outdoor recreation area
- Domenica of Clark
 - Flyer
 - Instagram, Clarkies in the community
 - Student worker manages it
 - Engage
 - Interest list QR code, and email
 - Tabling worked well
- Erica of Clark
 - Fresh check day
 - Wellness day
 - Feel good finals
 - National disorders awareness week
 - Cat cafe therapy cat pop up
 - Campus wide suicide prevention, breast check, wellness day (programming and day off),
 - Targeted workshops
 - Wellness ambassadors
 - Weekly wellness staples
 - Incentives
- MCPHS
 - Wellness week, 3 things a week, and a “Fresh Check Week” in March
- Mass Audubon
 - Classes and formal education mostly adults and kids
 - Volunteering
 - Classes go to the sanctuary
 - Day long field experience 7th graders
 - Transportation is grant funded and schools arrange for it
- Jon of QCC
 - Don’t run specific events
 - Work together with offices and other campus partners for events
 - Student affairs team
 - Worcester programming if they run events

- Orientation/ first week experience
 - Tina connecting with Diversity and inclusion team
 - Michael Hirsh of UMASS Med
 -
- *Any that work to get students into nature?*
 - Frank Dibert of Assumption
 - Nope.
 - Domenica of Clark
 - She would support work, not run it
 - Erica of Clark
 - Outdoor walk
- *How do you reach students?*
 - Dean Bowen of Worcester State
 - Instagram
 - Tiktok
 - Word of Mouth
 - Flyers
 - Emails
 -
 - WE (WIOI) should try
 - New student orientation
 - Free stuff
 - Frank Dibert of Assumption
 - Flyers
 - Instagram
 - Uni emails
 - Jeanine from HECCMA
 - Mostly falls into the hands of the colleges
 - Students can use the website, but they must know it *exists*
 - Her Twitter and Instagram (which folks must know *exists*)
 - Had intercollegiate bus, but it stopped due to costs and lack of use
 - Jermoh from WPI
 - Marketing team
 - Tech sync
 - Did tabling in high traffic areas
 - Gathered names and reach out to them again about new opportunities
 - No Instagram yet that's C-Term
 - Uses university Instagram pages
 - Word of mouth
 - Share with other departments to share with students

- Pri and Mike from Assumption
 - Groupme
 - Group chats
 - Tabling events
 - Instagram, social media
 - Tabling
 - Graphic design
 - Posters
 - Mass emails who participated in programs before
 - Word of mouth*
- Erica of Clark
 - Email
 - Instagram
 - Bigger university page
 - Student newsletter
 - Peer educators spread the word
- MCPHS
 - Instagram
 - Cardinal pride portal
 - Flyers
 - Email
 - Tabling
- Mass Audubon
 - Online platform
 - Social media
 - mostly Facebook
 - LinkedIn
 - Twitter
 - Instagram
 - Volunteer lists in the community
 - email Newsletter
- Jon of QCC
 - QR codes easy
 - Email
 - Table, with contact info and flyers
 - Resources are sent out to student body
 - Provide food and snacks. Students come for that.
- Michael Hirsh of UMASS Med
 - Several webpages
 - Insta, Twitter, and Facebook

- Word of mouth more than the things they publicize
- *Anything to get students into nature?*
 - Erica of Clark
 - Mindfulness program was for this, so yes
 - Jon of QCC
- *What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}*
 - Dean Bowen of Worcester State
 - Silent nature at worcester state
 - Sometimes individuals don't want no get out of their bubble
 - Hard to get everyone (faculty) on board
 - Release of liability sign off cool
 - Maybe bigger more extensive one for farther longer stuff
 - Transportation isn't free
 - Frank Dibert of Assumption
 - Student attendance is a challenge
 - Jermoh from WPI
 - University board tvs
 - Be well page has events
 - Student affairs office has calendar
 - Domenica of Clark
 - Some of it is communication, some of it is multiple tries
 - MCPHS
 - Hard cause they r busy
 - Not always on campus
 - 3 different campuses
 - Email is not good, too many emails
 - Mass Audubon
 - Not much proactive effort
 - Jon of QCC
 - Most students aren't on campus
 - they don't even get survey responses
 - Michael Hish of UMASS Med
 - COVID
- *Funding?*
 - Mass Audubon
 - Membership fee
 - Lot of grants

- Some foundation
 - Endowment
- *What logistical and/or safety regulations have you had to deal with for events? Were any problematic?*
 - Jermoh from WPI
 - Waivers depend on risks
 - Dog therapy did a waiver
 - Transportation
 - Pri and Mike of Assumption
 - Provide transportation
 - Have vans on campus
 - Policy don't let ppl without certification to drive their own carpools even ur own cars for safety
 - Vans Owned by athletics department
 - Any student fills out form for clubs and recreation
 - Emergency contact
 - For overnight trips form as well
 - MCPHS
 - Recalling of off campus events (permission slips, liability forms, registering event)
 - Risk evaluation
 - Easier when person is affiliated with a university (applies to us)
 - Mass Audubon
 - Sign photo release*
 - Rely on volunteers, so have an insurance policy
 -
- *Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.*
 - Everyone said yes
 - Dean Bowen of Worcester State
 - Yes
 - Interested volunteers
 - Domenica of Clark
 - Can have formal partnership with office
 - Erica of Clark
 - How can we stay connected
 - Ways to keep initiative moving forward
 - Silo
 - Discord

- Mass Audubon
 - Student activities transportation allocation funds, would be individualized at each school though
- Jon of QCC
 - Can't just say yes sure
 - Needs to talk to supervisor, marketing and programming
- *Anonymous?*
 - MCPHS folk said they **chose to be**, no one else minded.
- 96.7% of students use instagram

HECCMA INTERVIEW SECTION

- If the GWLT got a class at a college what would the process look like for students?
 - **The course would be a credit course accepted by curriculum and it will automatically be into the service database**
 - Camp weekend for PE credit
 - pay a little

CLARK STUDENT INTERVIEW SECTION

- *What are you doing with this project?*
 - Innovations entrepreneurship class
- What events do you run for student wellbeing?
 - Scavenger hunt
 - Transportation?
- What is the aim for these activities? What aspects of student wellbeing do you focus on?
 - Instagram
 - Link tree
 - QR code
 - Ad for library tvs
 - Tabling planned soon
- What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program?
 - Maybe Facebook group for community
- What logistical and/or safety regulations have you had to deal with for events? Were any problematic?
 - Accessibility

Wellness/Counseling Interview

Interviewee: Bryce Dubois

Interviewee Organization: Holy Cross

Interviewee Position: Teacher

Date of Interview: 11/7

Location: zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018. However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and help it continue in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will

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☒ ~~Consent for Note Taking~~

Question: What is your role at Holy Cross, and how do you help students?

- Environmental psychologist
- First time at holy cross
- Was at other things for student wellness at Cornell and something else
- Environmental studies department/faculty

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Hike Saturday might have conflict, but get it out to ppl
- Get stuff out to these people
 - Talk to his department at meeting tomorrow
 - Teach 2 courses survey and hike
 - Eco-action survey and hike

- Sustainability office at holy cross
- Wellness ppl
 - He send email out to administrator and faculty
- Justin and Bill sobsack? Connections
- Generate interest
- Invitation to students to do survey
- Bring this to administration
- Holy cross would hav support and want to get people off the hill
- **We would be building a model for intercollegiate moderation**

Only here Tuesday Wednesday Thursday

- Not Wednesday 11-1:30

Question: Would you like to remain anonymous?

☐ Yes

☒ ~~No~~

Wellness/Counseling Interview

Interviewee: Cathy Liebowitz

Interviewee Organization: Holy Cross

Interviewee Position: Director of Sustainability

Date of Interview: 11/11

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

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☐ Consent to note taking

Question: What is your role in the Office of sustainability, and how do you help students?

- Director of sustainability
- Carbon commitment
- Move campus in solar panel charging station directions
- Care for a common home
- Green fund
- Studies and projects with students
- She reports environmental work
- Professional development for students

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Office
 - Volunteer
 - Immersion program

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Not well-being
- Ran event with (green hill) Patel
- More volunteer group

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

- Hd Natural students
 - Hike trail
 - Athletic team uses them
 - Encourage students to go
 - Hav map
- Clubs
 - Bee keeping
 - Environmental studies

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Newsletter every other week
- lhg internal app for chatting
- Groupme
- Instagram
 - Green living certification
 - Environmental action they do
 - Ask them to join other promoting things
- Great influencers? Content on personal pages

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Lots of regulatory logistical stuff on the app. Sometimes they use for that and not always great advertising, but students use it
- Promoting isn't issue
- Getting students to show up is the issue
 - RSVP don't show

- Timing, work load, schedule
- Oops holy cross party weekend
- Weather
- Encourage word of mouth
 - Most effective way

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- Risk adverse campus
 - If need can do, some loopholes
- Transportation
 - Like the hill being on campus
 - Don't wanna go out and don't have cars or public transport
 - There is a shuttle
 - Off campus easier if for a class
 - Certification process to drive vans
 - Rent a van and driver
 - Professors have said just carpool
 - They are kinda used to it
 - Van accident in Florida on athletics trip no more 15 passenger vans...
 - Having the service isn't enough
 - Partner with the edge
 - Students prefer their own transportation

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- **Co-fund or get student group to fund the transport**
 - Students that have vehicles can you drive?

- Find connections
- Yes, willing to share the stuff she will forward it out
- Go straight to the student Instagram
 - Hcecoaction
 - Hc outdoorsclub
 - Outdoors club

Question: Would you like to remain anonymous?

No,

Wellness Interview

Interviewee: Clark Group

Interviewee Organization: Clark

Interviewee Position: project team

Allison, emalee, josaline

Date of Interview: 11/14

Location: WPI STARBUCKS

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to

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All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-igpa22@wpi.edu).

☒ ~~Consent to note taking~~

Question: What are you doing with this project?

- Innovations entrepreneurship class
- With GWLT establishing project

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Scavenger hunt
 - Hide painted rocks
 - Transportation?
 - Clark, Wpi, worcester state

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Student well-being and maybe whole community
- Bring attention to the trails

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Instagram
- Link tree
- QR code
- Ad for library tvs
- Tabling planned soon

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program?

- Bring rest of the community beside college students
- Maybe Facebook group for community

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- Accessibility
- Should be fine
- If not money probably don't care

Question: Would you like to remain anonymous?

No

What we can do in collaboration:

- Spread word to Wpi students too
- Maine south out to things
- Exposure for the trails and nature especially for people not from worcester

Wellness/Counseling Interview

Interviewee: Dean Bowen

Interviewee Organization: Worcester State

Interviewee Position: Assistant Director/Fitness Center Manager

Date of Interview: 11/7

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018. However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and help it continue in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help

our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you would like it to be. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this Interview.

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☒ ~~Consent to note-taking~~

Question: What is your role in the Fitness Center, and how do you help students?

- Sole person focus and recreation and wellness
 - Fitness center
 - Personal trainer
 - Wellness stuff
- Wellness center
 - Calms students
- Manage facility
- Provide students opportunity to be well active
- Facilitate well-being on campus

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Resources

- Counseling services
- Career
- Athletics
- Fitness center
- Group exercise

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Some outdoor classes
- Not specific outdoors classes

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

- Bike rentals

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Social media driven mainly instagram 50% maybe TikTok
 - Word of mouth
- Print media 5%
- Direct emails
- Grow the following
 - Do seminars to talk to students
 - New student orientation
 - Free stuff
 - Usually able to retain people sometimes not seniors

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Silent nature at worcester state

- Clubs recreation and fitness work separate
 - Hard to get everyone faculty on board
- Collaborate with residents life
- Students are on board usually
- Sometimes don't want no get out of their bubble
- Fighting for attention
- The have forms and surveys to get info
- Events to students not just in the wellness center
- Data driven about time and services offered
- Try to find something for everyone
- Student instructors if they want to do something
 - Cause students want to take classes from peers more

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- want to make sure no continuing Mental health issues occur
- bring them to counseling
- Release of liability sign off cool
- Maybe bigger more extensive one for farther longer stuff
- Student involvement manages a most of that

Clubs?

- Sports clubs are outdoor mostly
 - Equestrian
- Interest clubs
 - Hiking he is teacher
 -
 - Local events as a larger club
 - Some do some smaller farther events

- This man doesn't go usually
- Cheer dance equestrian are intercollegiate mostly sport and collaborate
- Twa and black student union do stuff with local schools
- From schools

Transportation

- Not given
- Not free transportation for ppl

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Yes
- Has met with Greg pre COVID
- Interested volunteers
- Promote event
- Recreation and wellness

Question: Would you like to remain anonymous?

- ☐ Yes
- ☒ ~~No~~

Suggests Mike Rodier

Wellness/Counseling Interview

Interviewee: Domenica Perrone

Interviewee Organization: Clark University

Interviewee Position: Director of Community Engagement and Volunteering

Date of Interview: 11/15

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

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☒ ~~Consent to note taking~~

Question: What is your role in the _____, and how do you help students?

- Supported faculty and community engaged learning and student life
- Guest lectures
- Community partners
- community Employment work study

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Workshops on wellness
- Some student life activities
- All kinds of girls club?
- Graduate and undergrad students that do some work
- Most things on campus
 - Would want to do off campus
 - Not have transportation, but she has a budget for transportation
 - Through school
 - There is a shuttle sorta atm

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Ywca come talk
- Campus partners
- Division of student success
- Genesis club

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

- Student clubs do the outdoors
- She would support work, not run it

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Flyer
- Instagram, clarkies in the community
 - Student worker manages it
- Engage
- Interest list QR code, and email
- Tabling worked well
- Targeted marketing
 - **International and grad students seem to be more willing to show up**
 - Associate Dean
 - Arboretum advocates

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Could reach students with flyer
 - Sometimes just small number come
- **Passport type experiences**
 - Do these things and get a prize
- Some of it is communication, some of it is multiple tries

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- Youth and child, queried

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Partnership with clubs
 - Promote events with tabling
- Can hav formal partnership with office
 - Thinks it's really good
 - Flyers

Question: Would you like to remain anonymous?

No

Wellness/Counseling Interview

Interviewee: Erica Beachy-Randell

Interviewee Organization: Clark Wellness Education Director

Interviewee Position:

Date of Interview: 11/14

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

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☒ ~~Consent to note taking~~

Question: What is your role in the wellness center, and how do you help students?

- Put on initiative
- Campus sport events
- Workshops to help well-being
- Prevention, and to improve well-being
- She is psychologist by training

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Campus wide suicide prevention, breast check, wellness day(programming and day off),
- Targeted workshops
 - 8 wellness
- Wellness ambassadors
- Consent educators initiative
- Weekly wellness staples
 - Create PE a sustainable life
 - Habitual things
 - Stretch monday
 - Walk outdoors mile loop Wednesday
 - Guided meditations Thursday
 - There r incentives!!! Depending on how many u attend
 - Water bottle

- Bag
 - Yoga mat
 - Journal
 - Weighted blanket
- Get feedback every semester
 - Structure and time for self care
 - Feel community with new ppl
 - Love it's the same and consistent, as well as they want it to mix it up depending on person
- Fresh check day
- Wellness day
- Feel good finals
- National disorders awareness week
- Cat cafe therapy cat pop up

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- 8 dimensions of wellness

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

- Outdoor walk

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Email
- Instagram
- Bigger university page
- Student newsletter
- What's happening goes out once a week

- Peer educators spread the word
- New students
 - They're told what accounts to follow in orientations
- Not Facebook

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Walk was most popular, and then it got cold
- Stretch in fall, but one day was taken off and ppl dropped off
- She has instagram

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- Falling...
- Nope?

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Yes
- Happily promote on Instagram
- How can we stay connected
- Ways to keep initiative moving forward
- Silo
- Discord
 - Game night

Question: Would you like to remain anonymous?

No

Questions for us?

No

Wellness/Counseling Interview

Interviewee: Frank Dibert

Interviewee Organization: Assumption University

Interviewee Position: Director of Counseling

Date of Interview: 11/10

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

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☒ ~~Consent to note taking~~

Question: What is your role as the Director of Counseling, and how do you help students?

- Small team
 - 3 core members
 - 2 interns

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- They try
- Student attendance is a challenge, difficult to get them to show
- They want to do more

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Holistic approach (both)
 - Social
 - Psychological
 - Bit of focus on spiritual well being (not necessarily religious)

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

- Nope.
- Ask (get email from Frank) for better answer

- Ask (get another email) for info on intercollegiate events

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Instagram acc
- University emails
- Flyers
- Residents halls

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Just student attendance.

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- Ask Cassie/Student Activities

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Ask Activities (Cassie) to help connect us to student body
 - Promotion and whatnot

Question: Would you like to remain anonymous?

- No thanks

INTERVIEW PLAN

Interviewee: Jeanine B. Went

Interviewee Organization: HECCMA

Interviewee Position: Director

Date of Interview: 11/8

Location: 11 Norwich St, Worcester, MA 01608

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018. However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and help it continue in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the WIOI to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your

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☐ Consent for note taking.

Question: Could you describe your role in HECCMA?

Question: How would you describe HECCMA and what it does?

Question: What advertising strategies (towards colleges and college students) have and have not worked well for your program?

Who is your target audience?

Question: For new college students specifically, how do you inform them about what you do?

Question: How does HECCMA maintain its connections to colleges, especially in times of isolation like COVID-19?

What happened to the shuttle bus?

Question: Would you be willing to advertise the WIOI's events in the Special Opportunities section of your website?

Question: If the GWLT got a class at a college what would the process look like for students?

1. Can you recommend any resources we should look at or people we should speak with?

2. What would be the best way to keep in touch with you throughout this process?
3. Is there anything else we haven't discussed that you think is important for us to know as we begin this project?

Thank the Interviewee.

Inform them of what will happen after the interview.

Provide contact information if they need to contact us about the project.

Wellness/Counseling Interview

Interviewee: Dr. Michael Hirsh

Interviewee Organization: UMASS Med

Interviewee Position: Health and Wellbeing

Date of Interview: 11/16

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018. However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and help it continue in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will

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☒ ~~Consent to note taking~~

Question: What is your role in the Health and Wellbeing, and how do you help students?

- Assistant vice provost health on UMass med
- Medical Director for public health of city of worcester
- Serve subsection of Dean office
 - Office student life
 - Katy stickly

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Wellness committee
 - Pro wellness and activity options for the 3 schools

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Med in motion
 - Medical schools
 - Fun runs

- Workouts in and outdoors
- Wellness committee has person from med in motion
- Meditation sessions go in group sessions or online
- Outing like events
 - Skating, January, oval outside city hall
 - Get food trucks, and rent skates
 - Spring, cookout, hiking, biking
 - Before school August, outward bound, New Hampshire/Maine, camping, white water rafting, hiking, rock climbing
- Wellness week September
 - Every day a few activities
 - Martial arts
 - Fun runs
 - Yoga
- National wellness day in December
 - Group meditations or yoga mostly online
- Sneakerama Thursday fun run
- Gym wow
 - Spin groups
 - Yoga and flexibility classes
 - Wood training classes...

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

- Pretty outdoors

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Several webpages

- Presence
- Office of student life
- Preschool? Bulletin
- Each school has reps on wellness board once a month
 - They email their school
- Insta and Facebook
 - Lot of events posted there
- He doesn't use TikTok
- You can bring a horse to water but can't make him drink
 - Word of mouth more than the things they publicize
 - Ppl were tweeting or posting on Insta and ppl came when they saw that
- School new student orientation highlighted how to use the presence page

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- A lot of the stuff is still virtual cause ppl like doing it easier
- People don't hear about it
- Medical students have outward bound trip, start classes and then there is too much information, end of august activities fair
 - They sign up for too many things
 - Don't have time to balance all these things
 - They are burnt out by wellness week to even go
- More ppl participate near end of semesters in December when they feel they r going to survive classes
- Even within campus there are silos
 - Employees and students r separated by timing

- Wellness in clinical side
- Clinical experience officer on hospital side
- Employees side are also separate wellness

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- COVID got in the way of dealing with the wellness of ppl cause it was more physical rather than mental health focused
- Nah
- Campus is shredded by construction
 - Grass gone
 - So no easy common space to do things
- No dorms, commuter school (students live 5 miles away)
 - Another area not connected to the main campus makes it hard
- Indoor space easier

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- He works with HECCMA Jeanine
 - He is Chief pandemic officer for the city
- Yes distribute as much as we can, but it's exam time
- **He would say there is a program that is: Justin Porko foundation**
 - **Operation fresh check**
 - Mom started foundation because of sons suicide to help college students especially during winter time
 - Have an event to get ppl out, ice cream, chili, movie
 - Have colleges sign up to do it on same day and connect them
 - 70-75 colleges signed up for it

- They got swag so incentives for students***

Question: Would you like to remain anonymous?

- No

Wellness/Counseling Interview

Interviewee: Jermoh Kamara (she/her)

Interviewee Organization: WPI Center for Well-Being

Interviewee Position: Associate Director

Date of Interview: 11/11

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018. However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and help it continue in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will

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☒ ~~Consent to note-taking~~

Question: What is your role in the _____, and how do you help students?

- Associate Director
- Oversee Students
 - Peer ambassadors
- oversee Wellness days
- Therapy of nature
 - Walk trails
- Hold classes and sessions

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Yes other sections

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- 8 dimensions of wellness

- Social, emotional, physical, financial, spiritual,
- Nature with outing club
- Rec center stuff
- Mindfulness classes
- Meditation in center
- Crc for spiritual religion support

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

- Yes look other sections

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Marketing team
- Tech sync
- Aterm was in unity so didn't have a place easily
 - Did tabling in high traffic areas
 - Therapy of wellness sign up sheet talked to student ambassadors
- Gathered names and reach out to them again about new opportunities
- No Instagram yet that's c term
 - Use university Instagram pages
- Word of mouth
- Share with other departments to share with students

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Yes
- Sandwich board...
- University board tvs

- Be well page has events
- Student affairs office has calendar
- **Traction needs multiple ways**

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- Did not have liability waiver for hiking
- Dog therapy did a waiver
- Depends on risks

Transportation:

- Do it around campus easily
 - Meet on campus
- Make it as simple as possible
- Trails right around here

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Has met Greg
- Open up trail by Wpi
 - Land here
- Yes... she is meeting with Greg already
- Area of support
 - We have flyers...
- She is confused about what exactly we want from her

Question: Would you like to remain anonymous?

Nah us can use my name

Do u hav any other questions for us?

- 19th is a hike

- Student workers get paid?
- Should figure out where shuttle goes

Wellness/Counseling Interview

Interviewee: Jonathon Gold

Interviewee Organization: QCC

Interviewee Position: Counseling and Wellness-Mental Health Counselor

Date of Interview: 11/14

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

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☒ ~~Consent to note taking~~

Question: What is your role in the counseling and wellness of QCC, and how do you help students?

- Since March
- Work with Tina Director
- Office provide therapy on individual bases
- Community programming

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Don't run specific events
- Work together with offices and other campus partners for events
 - Student affairs team
 - Worcester programming if they run events
 - Orientation/ first week experience
 - Tina connecting with Diversity and inclusion team

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Private confidential office

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Tried to run events

- Most students aren't on campus cause it's
- website
- QR codes easy
- Email
- Provide food and snacks. students come for that

How do you reach students for therapy? Advertising etc

- Website
- Be present with first year students so they are well known
- Table, with contact info and flyers
- Resources are sent out to student body
- Want to break the stigmas
 - Teachers parents try to get wellness center to get students to them
 - More so wait until ppl r ready to improve

Do you work to get students out into nature? What strategies do you use most to help students? If that's not patient liable

- Mindfulness program was for this, so yes
 - Try to work with athletics

Would qcc students go on weekends?

- Probably not cause of families and such, but maybe?
- Community college

Question: Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that. Maybe he would want to help collaborate

- Can't just say yes sure
- Needs to talk to supervisor, marketing and programming
 - What timing: ASAP, more than a week definitely

Can you give out the survey to students?

- Maybe not, they don't even get survey responses

Ppl to contact

- Caryn Zelazo/Karen zalaza - fye programming
- Katlyn Hurly - assistant Director of student life and programming
- Ashley givens - student life and leadership

Question: Would you like to remain anonymous?

- No

He asked

What other initiatives are you working with besides hiking?

- Honor society tried to have a green house built on campus
 - **Bonny Coleman**- food drive, one of head of honor society

INTERVIEW PLAN

Interviewee: Liz Myska

Interviewee Organization: Walkfit

Date of Interview: TBA

Location: TBA

Interviewer: IQP team

Purpose: Learn about how Liz reaches VIPs, possible partnership, how does she work with schools and establish a partnership

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018. However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and help it continue in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the WIOI to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your

answers unless you would like it to be. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this Interview.

All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-igpa22@wpi.edu).

Question: What are some of your favorite outdoor spaces to visit?

Question: Do you have a favorite hike or event in particular?

Question: What is your role in the Walkfit program?

Question: How did you initially pitch your idea/program to MCPHS?

Sighted, retinal disease, tunnel vision,

Question: We talked to Greg about how VIPs can become socially disconnected. What is the best way to reach out to them?

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

Question: If you had the chance to go back, what would you have done differently to maintain your program and contacts through COVID-19? The same?

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Students as possible sight guides?

- **Is interested in being a partner*******

Question: Would you like to remain anonymous?

General Notes

- Is willing to help
- Was a sighted person but became legally blind when she was a teenager
 - Terrified of losing privileges such as driving and physical mobility
 - Psycho social aspect and remaining active is what she is interested in
 - Very social and open person and wanted to focus on that
 - Blind is a word that is not used so she coined the term VIP (visually impaired person)
 - When she became legally blind she wanted to meet more blind people
 - Blindness
- MCPHS
 - Went to them for the eye school and found that the support for blind people was lacking
- Walking initiative
 - Partnered with the WYCA
 - Specifically for the visually impaired and not limited by how visually impaired
- Has experienced much strife and rude treatment for being blind
 - Had an experience with a doctor who treated her poorly
 - Walk with a doctor was a poor experience for her
- Wanted to create her walking event to solve the problems she noticed from other events
 - Wanted people to meet others
 - Wanted more of a community
 - Wanted to provide people with useful information
 - Walkfit
- Is a Lawyer
- Went on a hike in 2020
 - With Greg
 - 2022 summer department of state recreation contacted her about creating events for visually impaired people
 - Hiked in upton state forest
- Feels its necessary for people to experience what its like to be blind
- Possible scheduling of a hike during the week on the boardwalk
- **Is interested in being a partner*******

Wellness/Counseling Interview

Interviewee: Mass Audubon

Interviewee Organization: Mass Audubon

Interviewee Position:

Date of Interview: 11/15

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-iqpa22@wpi.edu).

☒ ~~Consent to note taking~~

Question: What is your role in the _____, and how do you help students?

- No deb?
- Sarah
- Martha - oldest person atm
- Jenn Madison- regional manager
- Rain
- Gabbrielle
- State wide conservation organization
- Well established 500 years
- Land protection, environmental education, advocacy
- 50 wildlife sanctuaries,
 - Year round nature center protects a lot of acres

Question: What events do you run? What events are more popular, or successful?

- Classes and formal education mostly adults and kids
- People visit sanctuary are all ages
- Volunteering stuff more where college students r
 - Want to do more
 - Classes go to the sanctuary
- Day long field experience 7th graders
- Transportation is grant funded and schools arrange for it
 - 5-15 ppl vans to transport small groups of students
 - Nearby bus stops

- Liked the Clark bus

Question: How do you reach members about potential activities? Specifically, how do you get new students involved?

- Online platform
- Community partnerships, and affinity groups, corporate groups
- Social media
 - mostly Facebook
 - LinkedIn
 - Twitter
 - Instagram
- Volunteer lists in the community
 - And ones at schools
- No full time marketing
- Online classes and emails
- email Newsletter
 - Regional
 - State wide
 - Advocacy opportunities
 - Climate champions program

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- For a bit there weren't any volunteers
- Not much proactive effort

Question: Funding?

- Membership fee
- Lot of grants

- Some foundation
- Endowment

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- Rely on volunteers, so have an insurance policy
- Sign photo release*

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Student activities transportation allocation funds, would be individualized at each school though
- **Working for worcester** people at holy cross****
 - <https://workingforworcester.weebly.com/>
 - Works intercollegiate
 - Huge driver of students
 - Build playgrounds
 - Clean ups
 - More volunteers
 - 501c3?
 - Recruiting and marketing, set up a meeting
- **Rec (regional environmental council)**
 - Jenn is on the board
 - organization intercollegiate
 - Earth day clean up in April
 - Talk to them*****
- Coalition
 - Bring together people focused

- Cacy berns
- Walk by worcester

Question: Would you like to remain anonymous?

No

Any other questions for us?

How do you manage registration? What about continued contact of potential other days?

- We should put a link to the survey in our rsvp thing if they r not available

Extend project?

- We working to promote more inclusive programming
- Accessibility mobility
- Race ethnicity
- Gender sexuality

After project what is happening?

INTERVIEW PLAN

Interviewee: Deb Cary

Interviewee Organization: Mass Audubon

Interviewee Position: Community Advocacy and Engagement Manager

Date of Interview: TBA

Location: TBA

Interviewer: IQP Team

Purpose: Learn about how Deb reaches students, possible partnership, how does she work with schools and establish a partnership

Deb Car

Consent and Introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to reestablish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI comes from the original outing club at one Worcester Institution, collaboration with the Greater Worcester Land Trust, and a companion program at the same Worcester institution (separate but similar to the outing club). This program ran hundreds of hikes, and the WIOI became a standalone initiative in 2018 (with support from the GWLT). However, due to COVID-19, the program did not get past the initial stages. We are looking to help reestablish this program and ensure it continues in the future. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the WIOI to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate

Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you would like it to be. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this Interview.

All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-igpa22@wpi.edu).

Question: What are some of your favorite places to go outdoors?

Question: How were you involved with the WIOI or GWLT in the past? What do you know about the programs now?

Question: How do you see the Outdoor Initiative being run in the future?

Question: What have you done to help your organization grow in terms of potential partners and collaborators?

Question: What colleges, clubs, and organizations do you have a strong relationship with?

Question: How do you market to these partners, and how would you like help in this matter?

Question: How did you maintain the organization and members through COVID?

Question: Do you see a potential collaboration with the WIOI?

Wellness/Counseling Interview

Interviewee: Paula Fitzpatrick

Interviewee Organization: WPI Center for Well-Being

Interviewee Position: Director

Date of Interview: 11/4

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-iqpa22@wpi.edu).

☒ ~~Consent to note taking~~

Question: What is your role in the Wellness Center, and how do you help students?

- Director of the wellness center
- Background info
 - Created to be a hub to support efforts across campus to support wellbeing
 - The hub means it is a physical location for people to gather in a safe space
 - Lots of resources to support well-being like offices across campus, so the place has reception with peer ambassadors to direct people to the resources
 - Programming rooms****
 - Nice energy, waterfall
 - Specifically wellbeing of students, but also staff and faculty
 - Change culture of care
 - Mission: 4 dimensions, physical space of support, offer programming for well-being, academic initiatives to support well-being(offer wellness classes for PE credit***) support IQPs, conduct research of well-being.
- As director main responsibility is vision of center to make sure the 4 dimensions are implemented in a supportive way
- Supervise staff
 - Associate director
 - Ambassador and wellness days
 - and office coordinator

- Wellness days
- Raise awareness

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- Project connect program
 - Just initiated
 - Evidence based program developed at amherst college
 - Space to gather and connect in conversations
 - Get social media out of the way, ppl are out of practice
 - Peer mentors (ambassadors) are certified to facilitate talks)
 - 5 weeks with celebration at end
 - Conversation prompt decks
 - Ambassadors were really loving it and maybe good quotes and anecdotes of
 - Help ppl find these connections
- Did wellness walks on fridays with outing club, maybe talk to them about that, and definitely a great connection for Greg
- Activity on wellness day to lead ppl through path in institute park
- Worcester cultural institute has walks center has QR codes of this****

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Long term goal: have a student group design a labyrinth on campus or institute park, path way for a meditative walk.
- Environment can impact creativity higher ceiling for creativity and low ceiling for analytical “nature is the biggest ceiling available”

{Explain some background: Mental Health, Anxiety, all of Emma’s stuff}

Question: Are there any that specifically work to get students out in nature?

- Programming room is where these things are
- Goal is to have an outdoor space outside to the place
 - Landscaping, natural barriers
 - Have some potential proposals
- Recovery booth sign up!

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Great question
- And an issue
- Taking multi prong approach
 - Peer ambassadors did tabling in A Term to raise awareness of center and events
 - Posted flyers for events on screens around campus
 - Center has a few of those screens
 - Sandwich boards put around campus sometimes
 - Recently print out posters for bulletin boards to share with RA CA
 - Tech sync
 - Post on center website
 - Be well news letter
 - Email
 - Social media of other people (will start that in Cterm for the center itself)
 - Marketing and Communications department

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Hard to get the word out
- Isn't the most successful

- Better ways? Other systems?
- Share the final proposal****
- They are new, so nothing is gone
 - Just techsync and website does not reach students well
 - Branch to get every possible way people use media
 - Did some surveys with conflicting answers(email yes and no)
 - WPI app no one uses
 - Tech sync is required to use, and most people don't
 - Word of mouth!!!(how do we use this)
- Everyone has this issue all higher education
- Good or bad that there are so many systems?
 - **Make it a definite of where people should go**
 - Maybe slack cause we had to use that freshman year
- Challenge
 - Because students are busy they don't take advantage of these programs because they don't have time
 - They already have their own outlets, or don't know how to get help/ don't have outlets
 - Feel overwhelmed - how can we get ppl to prioritize the relaxation

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- New office has so much going on, so hard to do advanced planning
 - Hard to fully get marketing an advertising out
- Hard to be a few steps ahead
- Sustainable process for this collaborative work
- Haven't figured out transportation

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Wants to partner!!!!!!!!!!!!!!!!!!!!!!
- Wants to partner and brainstorm
- What resources are needed to do that
- How can they help us as the center for well-being in particular
- Promote intercollegiate events for Greg? Yes!
 - Flyer for them to get out
 - Basic info of what event is where and when
 - QR code with in depth description
 - The screens are like 10 seconds, so quick info
 - Marketing of info about WIOI
 - Connect her to Greg they would enjoy it
- She was at assumption(get ppl)
 - Student life division
 - Husband is at holy cross

Question: Would you like to remain anonymous?

- ☐ Yes
- ☒ ~~No~~

Feel free to quote and attribute to her and the center

- **Put together hiking options in area for people interested!!!!**
- Mid state trail
- Mount wachusett
- Mount monadnock
- Rail trails

Monday go to center

Outing club Interview

Interviewee: Pri Rajesh, Mike Rodier

Interviewee Organization: Assumption University

Interviewee Position: Outdoors Club

Date of Interview: 11/11

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-iqpa22@wpi.edu).

☒ ~~Consent to note taking~~

☒ ~~Consent for Mike~~

Question: What is your role in the Outdoors club, and how do you help students?

- Plan and organize trips
- Stay within budget
 - Budget through school
 - Dues from members
- Director of recreation
- **Felt a little weird the way we r doing this...**

Question: What events do you run?

What events are more popular, or successful?

- White water rafting 3 day camping trip
- Hiking trips
- Spelunking caving
- Rock climbing passes to
- Suggestions from their team
- Acadia for night sky festival
- Disc golf course on campus
- Supports outdoors club. A lot of initiatives there, wants more
- Ski trips
- Running club
- **Maps of local running routes**

- Would like an outdoor recreation area

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- Main focus of any recreational club

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- Groupme
- Group chats
- New members
 - Tabling events
- Marketing team
 - Instagram, social media
 - Tabling
 - Graphic design
 - Posters
 - Less posters now
 - Mass emails who participated in programs before
 - Word of mouth*

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Yes
- Very small club
- Ppl busy
- Promotion is mostly for new members or fundraising
 - Difficult for ppl to do it

- Hard getting students to our events

- They hav too many things

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- Provide transportation

- Have vans on campus

- Book 12 ppl vans before events, includes driver

- Policy don't let ppl without certification to drive their own carpools even ur own cars for safety

- Vans Owned by athletics department

- Certify drivers over 20+ of age

- Mostly drivers license stuff, and tips and trick for driving van

- Driving background check

- Associate Dean and police get forms...?

- Reimburse gas for car, and whole van usage

- Any student fills out form for clubs and recreation

- Emergency contact

- Insurance

- For overnight trips form as well

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and keep connections in schools after our project is over.

- Yes

- Connect the outdoors club to other people

- Co-captain joe:

- HECCMA fell apart from the fee the colleges had to pay

- He is intrigued about the worcester reach and also maybe frisbee golf stuff
- Will share on Instagram
- Home football game that Saturday sad
- Very strong contact**

Do you have any questions for us?

- What r other schools doing for outdoors
 - Local walks
 - Students attendance isn't great
 - Ppl seem excited

Question: Would you like to remain anonymous?

Sounds good not anonymous for either

Wellness/Counseling Interview

Interviewee: Rebecca Lindley

Interviewee Organization: Anna Maria

Interviewee Position: Student Activities Director

Date of Interview: 11/22

Location: Zoom

Interviewer: IQP Team

Purpose of Interview: To gather information on potential connections for the WIOI and GWLT.

Consent and introduction Statement: We are students of Worcester Polytechnic Institute, and our goal is to establish a collaborative, called the Worcester Intercollegiate Outdoors Initiative (WIOI). The WIOI will connect the Worcester area schools through outdoor activities such as hikes. We aim to improve the wellbeing of the Worcester area college students by using these outdoor events to get students both outdoors and meeting other college students. We are looking to run and advertise an outdoor event for Worcester area college students as a test (for our marketing and possible contacts). We are also looking to establish partners for the Greater Worcester Land Trust to help advertise and run events in the future. Our findings from this meeting will help the Worcester Intercollegiate Outdoors Initiative run events in the future. As for published information, we intend to use the information to help our sponsor plan events in the future. Your names will be collected for filing purposes, but will not be connected to your answers unless you give consent. The interview will take 30-60 minutes. You will be asked basic questions, and will have no physical or psychological risks in this interview.

All questions in this interview are optional and any question can be skipped. Your participation is voluntary. If any questions arise after this interview, please ask the WIOI Project Team (gr-igpa22@wpi.edu).

☐ Consent to note taking

Question: What is your role in the Student Activities, and how do you help students?

- Director of Student Activities at Anna Maria College. I oversee all clubs & organizations to support them in the development and provision of their campus activities. I also plan department-supported campus events, and advise the Student Government Association. In addition, I help organize and execute Orientation for new students (which includes hiring/training/supervision of Orientation Leaders)

Question: What events do you run for student wellbeing?

What events are more popular, or successful?

- I guess I will first say that all events can be for students' well-being – either for physical or mental with community connections
- Intramural dodgeball and other sports
- Bingo events are always popular!
- Short amount of time options like make & take events
- Anything with non-campus food

Question: What is the aim for these activities? What aspects of student wellbeing do you focus on?

- The main focuses are to create community and to engage students with each other to connect and learn about others and resources on-campus, as well as to develop skills (including leadership)

{Explain some background: Mental Health, Anxiety, all of Emma's stuff}

Question: Are there any that specifically work to get students out in nature?

- We have offered nature walks around the paths of our campus but they are not well attended. We have also done campus clean-ups on Earth Day that have gotten some interest. There are plans to do a snow tubing event next semester

Question: How do you reach students about potential activities? Specifically, how do you get new students involved?

- This is always a challenge because it is often the same student leaders who attend offerings! We are trying to be creative with window paint in our Campus Center to get people's attention about events coming up. Otherwise, we use social media and have clubs/orgs share with others their events to get a wide spread of viewers. We also do traditional flyers & e-mail announcements.

Question: What issues have you encountered with promoting events? What advertising strategies have and have not worked well for your program? {Make sure to include what platforms, accounts, etc}

- Trying to come up with more creative ideas beyond flyers. We just started the window painting that so far has been well received!

Question: What logistical and/or safety regulations have you had to deal with for events? Were any problematic?

- There is a very wide scope in terms of what kind of events are being planned and risk is involved. I usually look into insurance coverage for vendors coming to campus or for places that we travel to visit. For driving we have certified van drivers for the school that need to be used for van transportation. All students must sign a hold-harmless waiver for travel.

Question: Would you be interested in becoming a partner to help the GWLT run and advertise events in the future? Our sponsor wants a place to advertise their events and the wellness/counseling center is a great place to do that.

- Yes, however I would prefer that if we advertise these events that we work together on a plan for transportation. I have a feeling that off-campus events will not be well attended by students on their own and would be more likely as an official college trip to do something.

Question: Would you like to remain anonymous?

- Not necessary.