

Outdoor Recreation Kickoff

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Project Overview

- A campus event deigned to:
- Introduce students to outdoor opportunities
 - Connect them with local businesses
 - Build early engagement in recreation



Why This Project?

- Many incoming students arrive in Humboldt without:
- outdoor gear
 - knowledge of local resources
 - connections to the recreation community
- This project was created to solve the gap.

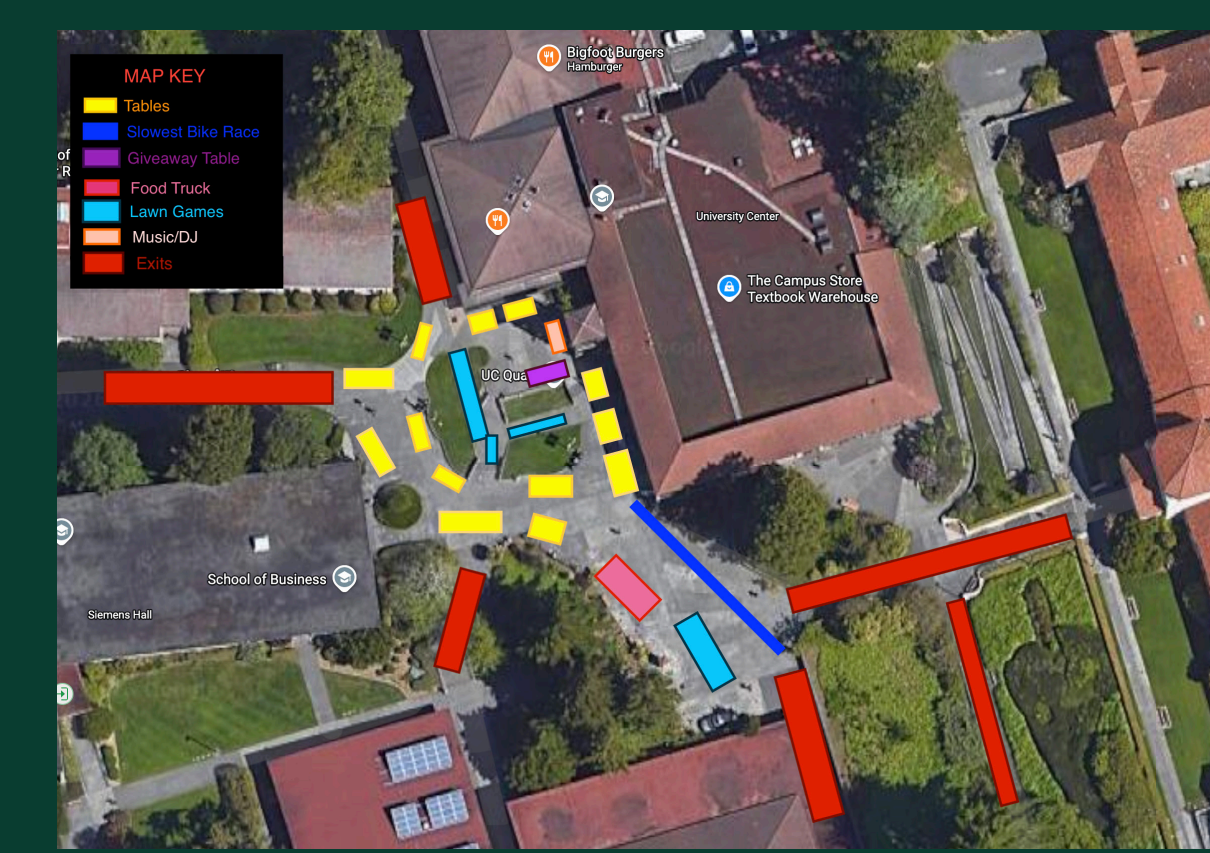


Goals

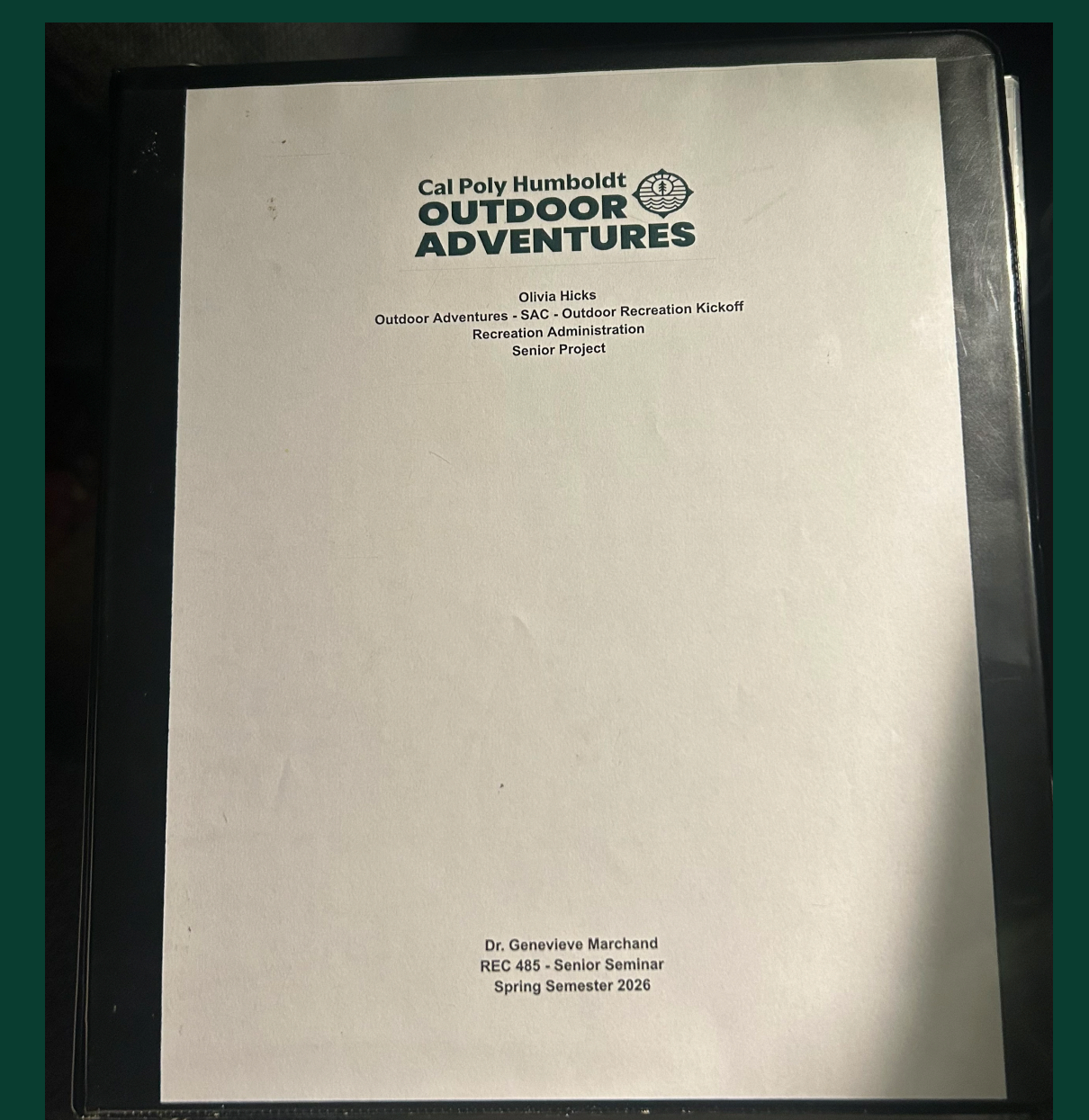
- Goal #1
Establish the organizational components necessary for the event to take place successfully.
- Goal #2
Prepare all administrative steps necessary for successful implementation of the event
- Goal #3
Create a clear organizational master document that will ensure all planning and organizing components can be replicated by Outdoor Adventures for future similar events

What I Learned and Whats Next

- Communication is everything
- Flexibility is key with event planning
- Strong organization systems are essential
- Make this an annual campus event
- Expand vendor participation
- Collect student feedback through surveys at the event
- Use data to improve future event planning



Layout of event



Binder with all the logistics for re-creation

Challenges

- Securing funding and confirmations within timeline
- limited response times
- Coordinating communication with multiple organizations
- Navigating campus reservation systems and approvals



What I Did

- Contacted 20+ businesses and clubs
- Organized event logistics and layout
- Created marketing materials
- Coordinated funding and giveaways
- Organized a binder with the information to be recreated



Redwood Coast Mountain Bike Association