



# Evaluation of Staff and Departmental Partnerships of Move UBC

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## Move UBC

Move UBC is a month-long, annual health and fitness campaign targeted at University of British Columbia (UBC) students, faculty, and residential community. The intent of this campaign is to decrease sedentary behaviour and increase daily physical activity, which can ultimately help decrease the risk of cardiovascular disease, type 2 diabetes, anxiety, and some cancers in the population ("Move UBC", 2019). Move UBC relies greatly on its partners to host exciting and engaging events throughout the month, and the future growth of Move UBC largely depends on partnership contributions.

## Purpose

The purpose of this study is to assess and evaluate the experiences of past staff and departmental partners of Move UBC in order to provide recommendations for Move UBC to be the most supportive and helpful they can be for their partners. Collecting data from past partners provides us with valuable insight about what Move UBC is doing right, and what needs to be worked on in order to form effective partnerships. This information is essential for future campaigns as it will help Move UBC navigate their partnerships in the following years.

## Methods

- Qualitative data was collected by conducting semi-structured interviews with each of our three participants, all of whom were initially contacted through email
- Two participant interviews were conducted in person, and the third interview was conducted as an open-ended questionnaire via email to better fit the third participant's schedule
- In-person interviews were recorded using a recording device and then transcribed
- This data, along with the emailed interview data, was thematically analyzed to identify common themes and create suggestions for Move UBC

## Participants

Three past partners of Move UBC that are branches of UBC Recreation

- UBC Aquatics Centre
- UBC Recreation Operations
- UBC Tennis Centre

## Our Interview

- Our semi-structured interviews included at least 12 questions regarding each partner's awareness and opinions of Move UBC, their values and expectations when it comes to forming partnerships with other organizations, and their relationship with Move UBC organizers
- In regards to their relationship with Move UBC organizers, we wanted to further understand if the partners required more help and resources in the form of software, time flexibility, and other methods of support from Move UBC
- We also asked them to compare and contrast their opinions and experiences regarding the execution of this year's campaign and of previous years

## Findings

### Accessibility

- Successful advertising efforts got many participants involved, but difficult to gauge the success of events without statistics
- Move UBC made it easy for students, staff, and others to access various events
- Volunteers need training to help guide event attendees

### Inclusivity and Participant Experience

- Partners were interested in offering a wide variety of activities to suit everyone
- Each partner organization wished to establish and uphold strong values in the community
- Their main reasons for becoming involved with Move UBC were to increase student participation and build community engagement

### Satisfaction

- Partners appreciated Move UBC's high level of organization and attention to detail
- Move UBC had open communication and engagement with partners months in advance
- UBC Recreation partners were content with the provided promotional material

**"A partner will help to enhance engagement opportunities and help to promote within their community"**

**"Passionate people drive the Move UBC campaign"**

## Recommendations for Move UBC



### References

Move UBC. (2019). Retrieved from <https://move.ubc.ca/>.