The Purpose
1. Identify barriers preventing students living on-campus and students commuting to campus from participating in UBC recreation programs
2. Convey information to Move UBC to address these barriers to improve participation in UBC recreation programs

The Participants
• 7 students living on-campus and 7 students commuting to campus
• Recruited using an anonymous link promoted using personal social media accounts and posters on campus

Recruitment Methods
Posters
Social Media Posts

The Methods
• Qualtrics online survey, based on convenience and is UBC approved!
• 30 questions
• Questions about faculty, participation in Move UBC events, barriers to participation
• Qualtrics automatically compiles data
• Quantitative data analyzed based on yes or no answer
• Qualitative data analyzed based on similarity of answers and organized into themes using content analysis

Our Main Findings
• Majority of students commute and rely on public transit
• Participation would increase if more students lived on campus
• Students are aware of Move UBC, but do not participate and,
  Participation would potentially increase if parking was cheaper more available

Our recommendations
1. Plan for participants who have to commute to campus
2. Consider making all activities co-ed
3. Educate potential participants on available activities
4. Partner with UBC parking

Barriers for participation
• Not living on campus
• Leagues not promoted sufficiently, lack of program education
• Parking expensive/not available
• Programs not in central locations
• Busy studying, participating in other recreational activities with-in their community