How Do You Hear About UBC Recreation? A Survey on UBC Student Drivers’ Perception of the Communication Strategies from UBC Recreation.

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Background
- Commuter students comprise of 75% of the population at the University of British Columbia (UBC).
- Commuter students are more likely to:
  - Adopt a more sedentary behaviour compared to other modes of transportation.
  - Adopt an “in-and-out attitude”, in which they perceive their university campus as a setting where they solely attend class.
- The “in-and-out attitude” derives from:
  - Being unaware of campus opportunities.
  - Time-constraints due to the added time spent commuting and scheduling.
- Commuter students can benefit from involvement in UBC Recreation programs because they can:
  - Develop a social network.
  - Time-constraints due to the added time spent commuting and scheduling.
- The purpose of this study is to receive insightful feedback from UBC student drivers about:
  - Their commute.
  - Their awareness of UBC recreation activities.
  - Their preferred communication strategies.

Purpose
- The purpose of this study is to receive insightful feedback from UBC student drivers about:
  - Their commute.
  - Their awareness of UBC recreation activities.
  - Their preferred communication strategies.
- Thereafter, our goal is to assess the received feedback to be able to generate useful suggestions for UBC Recreation to incorporate into their current communication methods.

Project Design
- The mixed-method approach was used in this project to examine how UBC student drivers hear about UBC Recreation programs and their preferred communication strategies.
- The online Google-Form surveys were utilized as they allowed:
  - Flexibility to structure quantifiable and open-ended responses.
  - Anonymity.
  - Geographical convenience for the participants and the researchers.

Participant Recruitment
- A combination of convenience sampling and snowball sampling method was used to recruit the ‘hard-to-reach’ student drivers.
- Convenience sampling: Advertising through social media platform such as Facebook.
- Snowball sampling: participants identified other UBC student drivers and informed them about this project.

Procedures
- Eligible participants were given a link to the Google-Form survey website.
- Information about the purpose, study procedures, and the dissemination of the project outcome were provided to participants before they proceeded with the survey.
- In the surveys, participants were asked general background information about themselves (i.e., age, faculty, commute hours, and average duration on campus).
- No identifiable personal information was required by the online survey to ensure participants’ confidentiality and anonymity.

Data Analysis
- Pie charts were used to illustrate the descriptive statistics of some quantitative questions. Responses of each category of closed-ended question were quantified in percentages.

Participants
- Eligibility: Individuals who identify themselves as UBC students, who commute to UBC campus by car, and park in one of the UBC parkades on a regular basis. (n=19)

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<th>Have you heard of UBC Recreational Programs?</th>
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<td>Yes</td>
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<td>No</td>
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57.9% of the participants reported hearing about UBC Recreation Programs while 42.1% reported that they have not.

- The participants who reported that they have heard of UBC Recreation Programs were most frequently aware of:
  - The intramurals (Commonly Storm the Wall).
  - Fitness classes in the Birdcoop.
  - Sports league and drop-in sport opportunities.

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<th>Have you participated in any UBC Recreational Programs?</th>
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<td>Yes</td>
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<td>No</td>
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31.6% of the participants have participated in UBC Recreation programs, reporting that they have participated in UBC Recreation activities such as:
- Storm the Wall.
- MoveUBC.
- Sports leagues.
- 68.4% of participants have not participated in UBC Recreation programs
- 41.7% of participants who have not participated provided the following reason for not participating:
  - Unaware of UBC Recreation entirely 
  - 58.3% of students provided the following reasons:
    - They do not have time to participate (16.7%)
    - They have not looked into the programs (16.7%)
    - The programs are inconvenient or not interesting (16.7%)
    - The programs are too intense (8.2%)

Discussion
- There seems to be a lack of involvement in recreation programs suggesting commuter students adopt the “in-and-out attitude”.
- Involvement in UBC Recreation programs of commuter students was overall low.

Challenges and Limitations
- The participants who reported that they have heard of UBC Recreation Programs were most frequently aware of:
  - The intramurals (Commonly Storm the Wall).
  - Fitness classes in the Birdcoop.
  - Sports league and drop-in sport opportunities.
- 57.9% of the participants reported hearing about UBC Recreation Programs while 42.1% reported that they have not.

Suggestions for Partner
- Increase social media presence: Create virtual community and enhance students connection.
- Increase program and activity awareness: Expand target demographics beyond athletic students (i.e. non-Kin and transfer students).
- Let students know that multiple tiers are available: UBC Recreation programs are not only for the “hardcore” students.

References