"No More Obstacles" Challenge Course + Fitness Fair Event Manual

An Honors Thesis (HONR 499)

by

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Abstract

For six years, the Ball State Exercise Science Club has hosted an annual 5K Run Walk in support of the Multiple Sclerosis Society and in memory of Jeff Clevenger, the father of a former Club president. While this event has been successful in that it has been the single largest fundraiser for the Indiana Chapter of the MS Society, it did not provide optimal benefits from an Exercise Science standpoint to the EXSCI Club members who hosted it or the participants. This thesis project sought to change that. Since taking over the presidency of the EXSCI Club in the fall of 2015, it has been my mission to change this. During the spring of 2017, this dream became a reality with the 1st Annual “No More Obstacles” Challenge Course + Fitness Fair. The purpose of this Thesis project was to create a comprehensive Event Manual, compiling all of the work done to plan and organize the event, the reflections and adaptations needed for next year, and any and all other necessary documents for the purpose of easing the process in the future and improving the 2nd Annual “No More Obstacles” Challenge Course + Fitness Fair.

Acknowledgements

I would like to thank Dr. Matt Marvel for his advisement and continuous encouragement of my endeavors, even when I switched my Thesis focus with a month left in my undergraduate career. He stuck with me and pushed me to create the best project I could.

I especially want to thank Sarah Shore-Beck for her unending support and care as I worked on this event. Her passion for Exercise Science, the EXSCI Club, and our success, was invaluable. I cannot thank her enough.

I would also like to thank my EXSCI Club Executive Board for putting up with me through the planning of this event, and for helping in every single way that they did. Thanks to: Lauren Siler, Vice President; Makayla Johnson, Secretary; Allie Lipetz, Treasurer; Hanna Elliott, Activities Chair; and Andrew Johnson, Executive Liaison.

Thanks to my parents, Brad and Terry Prather, the rest of my family, and all of my friends for supporting me in this project.
Process Analysis Statement:

I am so proud of this years 1st Annual “No More Obstacles” Challenge Course + Fitness Fair. This event has been a dream of mine since I took over the presidency of the Exercise Science Club in the Fall of 2015. In my time on the executive board, I have been a part of two Jeff Clevenger 5K Run/Walks. Both were highly successful events, and I was so happy to have been a part of them. However, while a 5K in and of itself promotes the fitness of participants, I wanted to do something that was a little more Exercise Science based. I also wanted to provide Club members the opportunity to actually use their EXSCI knowledge, rather than asking them to simply plan and coordinate a run (which is more of a sports admin task).

We began working in earnest on this event starting at the beginning of the spring. I had been proposing the idea since the beginning of the year, but was unsure whether or not we would actually be able to pull it off. Just last year, we had established a working relationship with the MS Society to co-run our Jeff Clevenger 5K and their Walk MS: East Central event. I didn’t want to pull out of that commitment after only one year, but I had hoped that by partnering with them last year, the MS Society may be able to fully take over both events. Throughout the fall, we received little to no communication from them, and this lack of correspondence finally catalyzed me to pull the stoppers and begin planning for the Challenge Course and Fitness Fair.

We met once or twice more with the wonderful ladies from the MS Society to see how we could assist them on the side with their event, but once they found out we were moving on from the 5K, they officially cut us out. I attempted to reach out to the Sports Administration Association to assist the MS Society on the Walk and 5K, but they were busy for this spring. As a result, the Jeff Clevenger 5K officially ended.

Once planning truly started, it was a whirlwind of events. From that point forward, we were completely free to make any moves we wanted towards the final new spring philanthropy. The entirety of this Event Manual details almost every single step taken to achieve the success we saw. I put my all into this project, ensuring the entire time that all decisions made were made for the realization of our end goal: to provide real world experience to undergraduate EXSCI Club members, promote exercise and fitness within the Ball State and Muncie communities, and raise money for the Club and a philanthropic cause. This year, we have raised at least $735 and had 30 participants.

In light of all the success we were able to find this year, I think there is still a lot to learn. I have deliberately structured this Event Manual to reflect this sentiment. Each section describes what was done this year, the outcomes of those actions, and my recommendations related to each of the areas moving forward.
The biggest challenge to consider next year is ensuring that everyone is on the same page, and understands what tasks need to be done and the importance of those tasks. This is something I cannot give concrete recommendations on, because I am at a loss myself as to how to accomplish this. As you will see, I did everything I could to involve the Club members and make sure that everyone had a role and understood that role. This just needs to be emphasized a little more in the future.

I do recommend reevaluating the event date. It should probably be held on a Saturday, a little later in the day (11:00am-1:00pm or 12:00-2:00pm?), and not the same weekend as Little 5 or other on-campus events. We were stuck with the date we had this year because we started planning so late in the semester. If planning for the 2nd Annual "No More Obstacles" Challenge Course + Fitness Fair begins in October or November, all of these issues will be fixed inherently. A date should be selected in August, and then the rest of the logistics should be started on later in the fall.

Hopefully this Event Manual will provide a jumpstart to the process as well. The hardest work is within the first year, but kinks will still need ironed out in the 2nd year as well. At least this may assist with that. This Event Manual should be a living document, added to, adjusted, and updated each and every year. All of these documents are also included on a flash drive and in links at the end, for easy access. Continue the passion for Exercise Science that was exhibited this year, and believe that this event will grow into one of the University's biggest annual philanthropic endeavors.

I must acknowledge everyone who made this event possible. My wonderful EXSCI Club executive board worked tirelessly and without hesitation to support my wild, outlandish dream of making this Challenge Course a reality. My advisor Sarah Shore-Beck was similarly incredible in her support. Of course, many thanks to all the EXSCI Club members as well. This was a huge group effort.

Mitch Prather
Event Coordinator and Club President
(317) 374-3754
mrprather81@gmail.com
"NO MORE OBSTACLES" CHALLENGE COURSE + FITNESS FAIR
April 23, 2017: Lafollette Field, Ball State University

EVENT MANUAL

Exercise Science Club
CONTACT INFORMATION
Mitch Prather, President: (317) 374-3754; mrprather@bsu.edu
Lauren Siler, Vice President: (765) 729-8779; lesiler@bsu.edu
Makayla Johnson, Secretary: (317) 605-4688; mjohnson@bsu.edu
Allie Lipetz, Treasurer: (317) 847-0437; avlipetz@bsu.edu
Hanna Elliott, Activities Chair: (317) 503-1980; hmeelliott@bsu.edu
Andrew Johnson, Executive Liaison: (317) 402-9232; acjohnson@bsu.edu
Website: www.nomoreobstacles.weebly.com
Twitter: www.twitter.com/No_Obstacles_17

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SECTION I: MISSION & GOALS

The 1st Annual No More Obstacles Challenge Course + Fitness Fair was born from a passion for Exercise Science and a dedication to helping the world. We wanted to create an event that would add real-world experience to the knowledge our Exercise Science Club members were learning in class, teach participants valuable tips towards a stronger, healthier life, and benefit the National Multiple Sclerosis Society.

For the last 6 years, we have hosted a 5K Run/Walk for the National MS Society, which has raised almost $30,000 in honor of Jeff Clevenger, father of a former Club president, who lost a thirty-year battle to multiple sclerosis. The event has grown each year, even successfully merging with the MS Society’s “Walk MS: East Central” event last year.

While a 5K does promote physical fitness and good health for its participants, planning and coordinating the 5K has become really much more of a Sports Administration type of task. I felt that it was no longer fair to ask our Club members to devote so much of their time and effort to work that was not directly benefitting them and their academic & professional careers. It has been my vision for the Club since I took over as president that we move towards incorporating our Exercise Science knowledge and skills more prominently in the full scale spring event.

From this desire, the Challenge Course + Fitness Fair was born. Members would be responsible for planning the obstacles, compiling the information for the Participant Packet (Appendix 11.1.1), coaching teams through the course, providing dynamic warm-ups & form advice, running the fair booths, and more. The logistical elements of fundraising, sponsorship, event planning, space reservations, etc., would be shouldered by the Exercise Science Club executive board.

Philanthropic Cause
Multiple Sclerosis Society & Exercise Science Club.

We started planning with the intention of using the MS Society as our only beneficiary of the funds raised by this event. However, during the course of conversation, we realized that we had the opportunity not only to support a new cause, but also to put some money back into our own organization to help offset the costs of the philanthropy.

As a result, we brainstormed a list of potential new recipients of our money. We also created a Google form that was sent to Club members asking for personalized suggestions. We wanted the members to feel buy-in to our event through the cause we
were supporting. In the end, we compiled a list of the following organizations: American Red Cross, Multiple Sclerosis Society, Wounded Warriors Project, Hope Renewed, Habitat for Humanity, Special Olympics, The ARC, and the National Parkinson Foundation.

As an executive board, we narrowed the choices to The ARC, the National Parkinson Foundation, and the MS Society. We then took a popular vote of the Club, and arrived at the MS Society. We also decided officially to keep a portion of the funds for ourselves.

_Recommendations: Reevaluate the cause every year in the same way as this year. Ensures that the Club always feels as personally connected to the mission as possible, and has an input in what is being decided._
SECTION II: EVENT LOGISTICS

Location
Lafollette Field. Ball State University, 2000 W. University Avenue, Muncie, IN 47306

The event is to be held at Lafollette Field on April 23. The actual philanthropy itself occurred between 9:00-11:00am on that day. However, we had use of the field from 8:00am-12:00pm EXACTLY. Since we opted to keep some of the profits from this event for ourselves, the use of Lafollette Field for 4 hours and NO MORE cost $80, to be invoiced to the Club following the conclusion of the event. We used the hour before the event timeline and the hour after for set-up, practice, and tear-down.

Event Timeline
Registration/Check-In: Opens at 9:00am
Fitness Fair: Opens at 9:00am
Team Competition: Begins at 9:15am
Award Ceremony: Begins at 10:45am

Club Member Check-in Process
Every Club member must swipe in upon arrival at the event. Club members were to be at the field by 7:45a on Apr. 23. Once they swiped in, they received a tag indicating their specific job (“Coach”, “Fitness Fair Staff”, “Registration”, “Kid’s Area”, “Photographer”, etc.) for the day. They then waited for set-up. PROMPTLY at 8:00am, event setup was set to begin. We were actually able to start around 7:30a, however. Once setup was complete, there was a brief all-Club meeting, after which we broke into job assignments for quick team meetings prior to the 9:00am opening.

Contingency Plans
In the event of rain, the “No More Obstacles” Challenge Course + Fitness Fair will either be moved into the Field & Sports Building of the Student Recreation and Wellness Center, or will be cancelled.

Emergency Staff
EMS and Ball State University police were contacted to ensure that all of the necessary precautions were taken care of, and emergency staff would be on hand for liability purposes. We discovered on the day of the event that neither EMS nor police were present. Unfortunately, one incident did arise involving an injury, and phone calls had to be made to both University police and EMS. An ambulance did eventually arrive. The participant was fine, and we were covered by our Liability Waiver (Appendix 11.2.1).
1- Dizzy Bat & Crooked Balance Beam: Spin 8 times, then immediately complete balance beam. Start at beginning of beam each time you fall.
2- Under-Net-Over-Hay-Bale: One teammate at a time under the net and over the hay bale.
3- Ball Slams: Each teammate completes 20 throws.
4- Farmer Walk w/Hay: One partner in front, one in back. Walk down & back, pass to other two teammates.
5- 4-Man Push-up: Partners place their feet on each others backs to form a square, push up simultaneously, and return to the ground.
6- Wall Climb: One teammate at a time over the wall.
7- Quick Ladder: One teammate at a time through the quick ladders (call discount tire).
8- Shuttle Runs: One teammate at a time runs down, picks up 1 of 4 shuttlecocks, runs it back, then runs back. Next teammate goes.
9- Tire Flip: As a team, flip tire 10 yds.
10- Partner Wall sit & Walk: Two pairs of partners for each team. Get into partner "wall sit", walk sideways 10 yds.
11- Tunnel Crawl: One teammate at a time through the tunnel.
12- Sled Push/Pull: Push sled 5 yds to partner who takes over for next 5 yds, etc.
13- Under/Over Bars: One teammate at a time under the first bar/caution tape, over the next, etc.
14- Slip 'n slide!: One teammate at a time down slip 'n slide.
A- 40-yd Dash
B- Vertical Jump
C- FMS Testing
D- Nutrition booth + snacks
E- Broad Jump
F- Sit & Reach
G- Skinfolds
H- Exercise Science Club & Major information
I- Hand Grip
J- Heart Rate & Blood Pressure
K- Crossfit White River
L- Miss Spirit of Indiana

The items listed above were part of the final list of obstacles and booths. We began with many more ideas in mind, which are included in Appendix 11.2.2.

We also added a table to the front by registration for the donuts and Red Bull. A table was added near the Coaches Corner for the Participant Packets (Appendix 11.2.1). There were some logistical miscommunications that resulted in us having 5 tables instead of 15, as intended, so the Fitness Fair booths did not have tables. Hopefully this will be remedied in future years.

Recommendations: Ensure that EMS and police will be on site prior to the date of the event. If something does go wrong, it is much better to have someone readily available. Reconsider the placement of the Fitness Fair booths and Obstacles from year to year to maximize exposure and flow. Also, if possible, try to get string and stakes to mark off the border of the Challenge Course and the areas of the Fitness Fair. Finally, I recommend creating a list of alternate obstacles that can be completed by a single person for the ones that require a full team. This way, the course can be run by individuals. I think that having a division for teams and a division for individuals in the future would be very beneficial to sign-ups and the participant experience. This concept was explored this year, but we just didn't have enough time to pull it off. I think that it should be delved into further next year.
## SECTION III: ACTION ITEMS LISTS

### General Action Items

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Person</th>
<th>End Date</th>
<th>Done?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish budget</td>
<td>Allie</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Acquire speakers and/or DJ for event day</td>
<td>Allie</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Talk with scout camp about possible obstacle items</td>
<td>Andrew</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Update liability waiver</td>
<td>Andrew</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Determine the event name</td>
<td>Hanna/Mitch</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Look into percent nights in the Village &amp; Muncie</td>
<td>Hanna/Allie</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Create QR code for website</td>
<td>Lauren</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Place obstacles around the course map</td>
<td>Lauren/Hanna</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Map the race path and Fitness Fair layout</td>
<td>Lauren/Hanna</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Reserve a location for the event</td>
<td>Makayla</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Contact a list of viable food vendors</td>
<td>Makayla</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Finalize list of obstacles &amp; challenges</td>
<td>Mitch</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Develop promotion strategy on campus and in Village</td>
<td>Mitch</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Establish promotion strategy in the community</td>
<td>Mitch</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Create logo</td>
<td>Mitch/Makayla</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Create Twitter, Facebook, &amp; Website</td>
<td>Mitch/Makayla</td>
<td>Feb. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Determine a new cause to donate money to</td>
<td>Everyone</td>
<td>Feb. 16</td>
<td>✓</td>
</tr>
<tr>
<td>Develop task list &amp; needs for club members</td>
<td>Mitch/Hanna</td>
<td>Feb. 16</td>
<td>✓</td>
</tr>
<tr>
<td>Open up Cashnet site and establish online registration system</td>
<td>Mitch/Andrew</td>
<td>Mar. 13</td>
<td>✓</td>
</tr>
<tr>
<td>Find out about VO2 and Wingate bikes</td>
<td>Lauren</td>
<td>Mar. 28</td>
<td>✓</td>
</tr>
<tr>
<td>Reach out about water coolers and/or bottled water</td>
<td>Allie/Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Reach out to local business for sponsorships/donations</td>
<td>Everyone</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Talk to Dietetics about Nutrition booth</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Contact Kurt for sponsorship (419-305-4850)</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Contact shirt vendors</td>
<td>Allie/Andrew</td>
<td>Apr. 4</td>
<td>✓</td>
</tr>
<tr>
<td>Create a list of prizes for winners</td>
<td>Hanna/Mitch</td>
<td>Apr. 4</td>
<td>✓</td>
</tr>
<tr>
<td>Organize a plan for registration and sign-in</td>
<td>Mitch</td>
<td>Apr. 7</td>
<td>✓</td>
</tr>
<tr>
<td>Create registration paperwork</td>
<td>Mitch</td>
<td>Apr. 7</td>
<td>✓</td>
</tr>
<tr>
<td>Organize plan for Greek, RHA, and open competitions</td>
<td>Mitch</td>
<td>Apr. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Create Coaches manual</td>
<td>Mitch</td>
<td>Apr. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Create post-event survey for participants</td>
<td>Mitch</td>
<td>Apr. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Task</td>
<td>Responsible</td>
<td>Due Date</td>
<td>Completed</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------</td>
<td>----------</td>
<td>-----------</td>
</tr>
<tr>
<td>Email all EXSCI Club members about responsibilities, incentives</td>
<td>Mitch</td>
<td>Apr. 14</td>
<td>✓</td>
</tr>
<tr>
<td>Email members that missed walk-through</td>
<td>Mitch</td>
<td>Apr. 19</td>
<td>✓</td>
</tr>
<tr>
<td>Complete Handbook/Plan</td>
<td>Mitch</td>
<td>Apr. 21</td>
<td>✓</td>
</tr>
<tr>
<td>Complete Participant Packet</td>
<td>Mitch</td>
<td>Apr. 21</td>
<td>✓</td>
</tr>
<tr>
<td>Print off sponsor signs for obstacles</td>
<td>Mitch/Andrew</td>
<td>Apr. 21</td>
<td>✓</td>
</tr>
<tr>
<td>Print off signs to put at booths</td>
<td>Mitch/Andrew</td>
<td>Apr. 21</td>
<td>✓</td>
</tr>
<tr>
<td>Print off Event Manual, Member Manual, and Participant Packets</td>
<td>Mitch</td>
<td>Apr. 21</td>
<td>✓</td>
</tr>
<tr>
<td>Write thank you notes to all sponsors</td>
<td>Everyone</td>
<td>Apr. 28</td>
<td>✓</td>
</tr>
<tr>
<td>Action Item</td>
<td>Person</td>
<td>End Date</td>
<td>Done?</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>--------------</td>
<td>----------</td>
<td>-------</td>
</tr>
<tr>
<td>Develop promotion strategy in the Village</td>
<td>Mitch</td>
<td>Feb. 24</td>
<td>✓</td>
</tr>
<tr>
<td>Plan strategy for distributing flyers to campus</td>
<td>Mitch</td>
<td>Feb. 24</td>
<td>✓</td>
</tr>
<tr>
<td>Contact the Muncie YMCA about advertising/partnering</td>
<td>Mitch</td>
<td>Feb. 24</td>
<td>✓</td>
</tr>
<tr>
<td>Contact Muncie Community Calendar</td>
<td>Mitch</td>
<td>Feb. 24</td>
<td>✓</td>
</tr>
<tr>
<td>Contact Star Press</td>
<td>Mitch/Andrew</td>
<td>Feb. 24</td>
<td>✓</td>
</tr>
<tr>
<td>Work w/Athletics for in-game promos</td>
<td>Mitch</td>
<td>Feb. 24</td>
<td>✓</td>
</tr>
<tr>
<td>Meet with BSU Daily News for advertisement</td>
<td>Mitch</td>
<td>Mar. 17</td>
<td>✓</td>
</tr>
<tr>
<td>Create fliers for Obstacle Challenge Course</td>
<td>Mitch/Makayla</td>
<td>Mar. 24</td>
<td>✓</td>
</tr>
<tr>
<td>Send graphic information to SRWC for TVs</td>
<td>Andrew</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Contact local public schools for participants</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Reserve Rec center table</td>
<td>Andrew</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Contact Charlie Scofield about tabling in the Atrium, etc.</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Reach out to WCRD about promotions</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Write up promotional script for MVB games</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Create email for the athletic community</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Reach out to Pan-Hellenic Council</td>
<td>Makayla/Hanna</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Reach out to IFC</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Advertise in Exercise Science classes</td>
<td>Everyone</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Talk to professors about creating teams</td>
<td>Everyone</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Advertise in classes</td>
<td>Everyone</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Look into Snapchat geofilter</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Contact Crossfit boxes (White River, Arsenal)</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Contact dorms about advertisements</td>
<td>Mitch/Nikki</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Contact RHA about dorm competition</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Edit and send Sponsorship letter</td>
<td>Mitch</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Talk to Shayna</td>
<td>Andrew</td>
<td>Mar. 31</td>
<td>✓</td>
</tr>
<tr>
<td>Campus-wide email</td>
<td>Mitch</td>
<td>Apr. 7</td>
<td>✓</td>
</tr>
<tr>
<td>Email to former 5K runners about event</td>
<td>Mitch</td>
<td>Apr. 7</td>
<td>✓</td>
</tr>
</tbody>
</table>
SECTION IV: CLUB MEMBER INFORMATION

General
As outlined in SECTION I of this Event Manual, the focus of this event was two-fold, focusing on the participants’ health & wellness AND the Club members’ knowledge application. I wanted Club members to help create the obstacles, develop the Participant Packet (Appendix 11.2.1), coach the teams, and run the Fitness Fair.

Club Member Responsibilities
During the 1st All Club Meeting of the spring semester, we broke the Club members into groups and had them brainstorm potential challenge course caliber exercise obstacles that could be used on our course. We as an executive board used this original list (Appendix 11.2.2) to narrow down to our final set.

Members were required to break into groups again during the 2nd All Club Meeting. Of the 8 groups we created, 6 were assigned 2 obstacles each and tasked with compiling a detailed description of the obstacle, analysis of the muscle groups used, the functional purpose of those muscle groups, and exercises to train the muscles. The other 2 groups were each given 5 of the 10 Fitness Fair booths to write a detailed description of and compile a table of norms for. They were given a template (Appendix 11.4.1) and instructed to bring the completed papers by the 3rd All Club Meeting.

At the 3rd All Club Meeting, members were asked to compile lists of potential businesses that we could reach out to as an executive board for sponsorships. They were also asked to sign up for which particular job they would want to work on the day of the event. This sign-up was used to supplement the second sign-up, which occurred on the day of the run-through practice. In this way, all Club members had a general say in what they focused in. It was recommended that those interested in strength & conditioning, coaching, personal training, etc. sign up to be coaches. Those interested in the various therapies, cardiac rehab, clinical exercise physiology, etc. sign up to work the Fitness Fair.

All of these, and any other Club member responsibilities, including final sign-ups are particularized below and in Appendix 11.4.2.

A run-through of the “No More Obstacles” Challenge Course + Fitness Fair was held on Monday, April 17, in advance of the actual event. The purpose of the run-through was to practice event set-up, tear-down, and coaching/booth staffing. I wanted to provide Club members with every opportunity to be as prepared as possible for the real thing.
Member Manuals (Appendix 11.4.3) were distributed via email the day of the run-through, and then every aspect of those Manuals were covered during the run-through. I gave opportunities to ask questions, etc. The run-through was mandatory, but many members missed due to class, work, internships, or other reasons.

Below is the original schedule of events for the run-through. This was a conservative estimate for time, and we ended up finishing around 6:00pm.

- 4:00p- Execs set up obstacles and general layout of events
- 5:00p- Andrew begins grilling for everyone
- 5:00p- Attendance is taken by swipe card
- 5:05p- Large group instruction on the layout of the obstacles, overview of the day-of schedule of events, how to act (send ppl to me w/Q's, always smile & be confident, kind, reach out to participants to get them to do things, etc.)
- 5:15p- Collective tear-down of all obstacles and booths, pause, and re-set up
- 5:45p- Instructions on who is doing which positions, ask for volunteers for photo, break into groups by coaches, fitness fair staff, registration, etc.
- 6:00p- individual instruction on positions
- 6:30p- Dinner
- 7:00p- Run through of obstacle course by anyone who wishes to try it
- 8:00p- Finish and clean up

*Recommendations: Continue to involve the Club members in all of these ways as much as possible, and seek for new opportunities to apply Exercise Science knowledge to the event. This is, after all, the entire purpose of this Challenge Course + Fitness Fair.*

**Coaches**

It had been decided that coaches will be assigned two per team for this first year, for the sake of numbers. We did not garner as many pre-event registrants as we hoped, so we were left with an excess of coaches. Any coaches who were not actively assigned to a team were designated to a specific area, labeled the "Coaches Corner", to be on-call. Of the on-call coaches, it was planned that half were to be instructed at any given time to walk through Lafollette, the Rec center, and nearby areas in an attempt to recruit day-of registrants. A few teams of coaches were still relegated to this task in the beginning, but due to the number of walk-up participants, we had to keep most coaches on the course to work with teams.

Coaches worked in pairs. They received their group from the registration table, and walked them through the entirety of the event from there. Coaches were instructed to
stay with their team for the entire time the team that group was at the event. Originally coaches were to be given the Participant Packets, to be distributed to the team members after the team had completed the course and visited all areas of the Fitness Fair. I made the decision to leave all of the packets on a separate table, however, so that coaches could bring their teams there afterward to pick up packets.

The course was set up for teams to run approximately every 3-5 minutes, depending on number of participants. If a team was on the course, the coaches took the participants to the Fitness Fair. Immediately prior to running the course, the coaches had the following responsibilities:

- Lead their team through a short dynamic warm-up
- Explain and give brief demonstrations of all the obstacles
- Ask for any questions

The coaches were then responsible for timing the team as it completed the Challenge Course. Teams were permitted to skip or fail obstacles. If the group arrived at an obstacle and decided to skip it without ever attempting the obstacle, a 30 second penalty was added to the team’s final time. If the group attempted the obstacle, and then decided to skip, a 15 second penalty was added to the team’s final time.

Coaches should have carried a notebook and pen of some sort with them to record times and penalties during the Challenge Course. Time started when the first team member crossed the start line and ended when the last team member crossed the finish. Coaches were also given a copy of the Member Manual (Appendix 11.4.3), which they should have had with them as well. They needed to be able to reiterate the nature of the obstacles as their team got to each one, and make sure the team completed the obstacle correctly.

Recommendations: Assign one coach to each obstacle, or to sets of two obstacles, along the course. This "coach" is ONLY responsible for his or her one or two obstacles. He or she must know exactly how to complete that obstacle, etc. He or she is then responsible for ensuring that every team completes the obstacle the same way, or disqualifying that team if they do not. The "coach" assigned to each obstacle is responsible for instructing teams when they get to the obstacle, to ensure that they are not disqualified. The team’s actual coach will then be responsible only for timing, encouragement, and safety while on the course.
Fitness Fair Booth Staff
Fitness Fair staff were located 2-3 per booth throughout the area. The booths were arranged in such a way as to maximize flow from one activity to the next, and provide space for some of the bigger booths (40-yd dash, broad jump, etc.) that needed it. All staff members for each booth were assigned only to booths they had been previously educated on.

Recommendations: Rotate the Fitness Fair staff every half-hour to hour, so that they get a chance to work at 2-4 different stations throughout the event.

Registration Staff
The Club members used in this area were hand selected for this particular job. All other positions, as noted before, were filled on a volunteer basis. Four Club members totalled worked as Registration staff.

Specialty Jobs
I asked for 2-3 Club members to volunteer as photographers and videographers for the event. I also asked for 2 Club members to volunteer as supervisors of the kid's area (for any children under the age of 7, who cannot compete on the Challenge Course).
SECTION V: FITNESS FAIR INFORMATION

This year's Fitness Fair featured booths designed to help educate participants on the athletic condition of their own bodies. I wanted to give the general public the opportunity to experience true professional testing of various health and wellness indications for free. I also really wanted to provide members with an opportunity to apply the testing information they had been so diligently learning in classes. We did NOT provide any diagnoses or giving any medical advice related to the results of any testing booths. We have provided norms for each activity in the Participant Packet (Appendix 11.1.1), however.

Originally, I had included Wingate and VO₂ submax testing as options for the Fitness Fair. I thought that this may be a really fun draw for truly competitive participants, and would give very intensive experience to Club members running those stations. Unfortunately, it was not logistically feasible to run the tests.

Outside Booths
Fitness Fair stations D, K, and L were staffed by people from outside of the Club. The tables were set up for these groups, but they were responsible for bringing their own supplies and materials. There may have still been a need to set up additional tables for outside vendors who have expressed interest in coming, but neither confirmed nor declined the invitation to be at the event prior to Sunday. I did check-in via email with each of these groups in the week prior to the event (Appendix 11.5.1).
SECTION VI: REGISTRATION INFORMATION

Cost of Participation
Payment was done on an individual basis. It was $10 per person to participate in the 1st Annual "No More Obstacles" Challenge Course + Fitness Fair. Up until April 11, potential participants (and Club members) had the option to purchase an event t-shirt for only $5.

This format was an adjustment from the original plan. In the beginning, we thought we may charge everyone as a team, and worded our payment plan as such. With the prices above, this essentially amounted to a cost of $40 per team WITHOUT t-shirts, or $60 per team WITH t-shirts. It became too complex to list prices this way alongside prices for those registering without a team, so we simplified to the cost structure above. Regardless of team affiliation, everyone paid the same amount.

In addition, we had a limited number of extra shirts for sale. We bumped up the t-shirt price from $5 to $10 for anyone wanting to purchase a shirt on the day of the event.

Online Pre-event Registration Process
Potential participants in the 1st Annual "No More Obstacles" Challenge Course + Fitness Fair had the opportunity to register for the event in advance online. Registration opened on March 15, 2017, and was available all the way up until the start of the event on April 23, 2017.

To register online, individuals simply had to go the website, click on the Register page, read the instructions there, and fill out the form. The instructions read:

"The No More Obstacles Challenge Course + Fitness Fair is run in teams of four. If you have 3 other friends ready to register with you, you will write their names down in the form below so that we can match you up. However, know that EVERY TEAM MEMBER must fill out the registration SEPARATELY. If you want to sign up as an Individual, you will be assigned a team at the race. Registration for all participants (Team OR Individual) is $10 PER PERSON.

Fill in the form below to start the registration process. Once you click submit, a link will come up to pay. Follow that link to complete your registration! EVERYONE must pay the option that says "No More Obstacles Challenge Course + Fitness Fair"."
**NOTE: participants must be 7 years old or older on the day of the event to run the Challenge Course. There will be a supervised play area with mini obstacles available for anyone under the age of 7.**

The link to our website could have been found on our Twitter page, our regular Club website, our flyers, and all email communications. I also created a link on EventBrite that had an option to donate, or a link to our website to register.

It was mandatory that EVERY individual participant, regardless of team affiliation, fill the registration out. The fields required included Name, Email, T-shirt Y/N OR Age Verification (this field switched after t-shirts became unavailable on April 11), Team/Individual Indication, and Team Member's Names (if applicable). Once the participant clicked "Submit", a thank you message was displayed which included a link to go to our CashNet site for payment.

The registration process was adjusted several times throughout the planning process of the event. To begin with, the actual format of the payment process was worded differently (as described above). T-shirt sales were cut off on April 11, so the form and Cashnet changed to reflect this. Finally, the wording of the Registration page paragraph above was altered more than once to reflect the most accessible wording and instructions.

**Recommendations:** Add an option during the registration where participants must agree to a no-refund policy on registration fees. Also, add some way for potential participants to see the liability waiver on the site prior to coming to the event (even though it still must be signed at the event). Also, shorten/simplify the above paragraph to make it quicker and easier to read and understand.

**Check-in & Registration Process Plan Day of Event**

Walk-up registrants were also welcome for our philanthropy. We planned to maximize attendance and fundraising. We ended up doubling our number of teams from 4 to 8 on the day of the event via walk-up registrations.

Day-of check-in and registration for the "No More Obstacles" Challenge Course + Fitness Fair began promptly at 9:00am. If participants arrived early, the process may have began as early as 8:55am.

The Check-in & Registration area was to be set up in the following manner: one table with three chairs in front of the entrance to the roped-off event location. Four individuals will work the Check-in & Registration table. Beginning from the left, the first two staff
members starting at the left end of table handled pre-registered teams and individuals. The third staff member handled walk-up registration. The fourth staff member stood at the right side of the table, and was responsible for assigning coaches to teams, and distributing t-shirts to teams who have paid for them.

The first two staff members had a list of pre-registered participants (Appendix 11.6.1). If participants had pre-registered, they found their name on the list and highlighted it. The participant completed the check-in information (address, etc.). If they had not yet paid, Registration staff collected payment at this time before proceeding with any other part of the process. Individuals must show some form of legitimate ID in order to check-in. They then immediately were given a Liability Waiver (Appendix 11.2.1) to sign in front of the person who checked their ID. Registration staff were instructed to ensure that the name written on the Liability Waiver matched EXACTLY with the ID. This did not fully occur, which could have become a major issue. This must be addressed in the future, as it is very important.

If a prospective participant had not pre-registered, they went to the third person at the table. They filled out the provided registration spreadsheet (Appendix 11.6.2), completed the liability form, and paid with the third person.

Once all members of a team were checked in, regardless of whether they pre-registered or walked up, the team went to the fourth person standing at the right end of the table to be assigned a set of coaches and pick up t-shirts if they bought them.

At check-in, Registration staff were instructed to ask if all members of the team were Greek, and if yes, which Greek organization they were representing. Staff made note of this and informed their coaches and the timer, so the score could be recorded in the Greek competition.

The registration table was responsible for taking any donations on the day of the event. This money should have been noted separately, but collected in the money box.

*Recommendations: The Registration table should be kept clean of any items other than the check-in sheets, liability waivers, and cashbox. The t-shirts should be kept in the box at the end of the second registration table near the 4th Registration staffer. If needed, a separate table can be set up to host snacks (donuts, Red Bull, etc.), the Champion prizes, etc. In addition, Registration staff should stay at the Registration table for the entire event. They should not be burdened with other responsibilities.*
SECTION VII: SPONSORSHIPS & DONATIONS

Sponsorships
I composed two letters for sponsorships based on templates I had for similar letters from the Jeff Clevenger 5K. The first set of letters were to be given out to former 5K business supporters (Appendix 11.7.1). The second set of letters were intended for potential new contributors (Appendix 11.7.2). These letters were delivered to all of the businesses we could reach within Muncie (Appendix 11.7.3). We also had Club members compile a list of potential sponsors that we could reach out to.

Donations
Originally, we were unable to set up a donation page through our CashNet site our our event website. As a result, we simply had a link on the website directing individuals to the main MS Society donation page. However, I wanted to make sure that we got credit for any donations, and that we could track our total impact in terms of dollars raised. As a result, we created a GoFundMe page, which was then attached to our website and spread through our social media.

We also contacted businesses for supply donations. We reached out to Meijer, Walgreens, Walmart, Lowes, Discount Tire, and more for items such as granola bars, bananas, building materials, obstacle supplies, etc. The full list of companies contacted are included in Appendix 11.7.3. Several companies needed more advance notice to be able to donate, while several were able to provide for us. This information is also in Appendix 11.7.3.

Dine to Donate
We were successful in securing two dine to donate events this spring. The first was with Let's Spoon on March 30. The second was at Scotty's Brewhouse on April 13. We were in contact with several other organizations for dine to donate events as well, but just need to give these locations further advance notice in the future. The full list is in Appendix 11.7.4.

Recommendations: Contact a chocolate milk sponsor for next year.
SECTION VIII: PROMOTIONS & RECRUITMENT

Flyers
An event flyer was created very early on in the process to help promote sign-ups for the "No More Obstacles" Challenge Course + Fitness Fair (Appendix 11.8.1). This flyer was distributed in PDF form to all members, making it easy to download on smartphones and share via social media. It was also printed and posted around campus. Members were encouraged to print the flyer off and post it wherever they may come across free bulletin space.

The flyer was dropped off at the Housing and Residence Life offices to be distributed to the dorms. It is unclear whether this actually happened or not.

Recommendations: Contact Tribune Showprint at the MadJax business park next year about donating the materials and space to make press-printed flyers or postcards. I completed a marketing project for Tribune this spring semester, and they are very interested in connecting with the Ball State campus. They may be willing to teach you how to operate the hand-set printing press, and allow you to make your own flyers for the event. The flyers are durable up to several years, look very vintage and cool, and can be printed in color. Also, redo the flyer to use the event logo in future years. We had not finalized a logo at the time of completion of the flyer this year, so we were stuck with what it is right now.

Logos
The final two logos for the 1st Annual "No More Obstacles" Challenge Course + Fitness Fair are displayed on our Twitter page profile picture and cover photo, as well as in Appendix 11.8.2. The primary "Summit" logo was used on our t-shirts, social media, and many advertisements. The secondary "Letterhead" logo was used on official communications.

Several logos were considered in the process of branding our event. I wanted to make a strong, permanent image to be associated with the philanthropy on a consistent basis. I created all of the options in Appendix 11.8.3. After a short debate and vote, the Summit and Letterhead logos were voted upon. Some items, such as our flyer and website, were created prior to adoption of this logo, so they do not include them. This should be evaluated in future years, and both should be redone to reflect the logos.

Recommendations: I believe in strong, consistent branding. I think the primary and secondary logos should be kept moving forward. However, I am not opposed (and in fact semi-recommend) having the "Summit" logo re-done. The basic concept of the pyramid with the wording inside should be kept, but I think it can be made to look a little more professional and modern. I made all of the logos myself on Microsoft Publisher; I am sure someone with experience in graphic design could make a significantly improved version of the current logo with very little trouble. Use this design on ALL letterheads.
Email Communications

Numerous promotions and recruitment efforts were made via email. I composed a variety of letters and messages to be sent to a wide range of destinations. These target markets included, but were not limited to: all student organizations, student-athletes, the Residence Hall Association, Muncie Crossfit at the Arsenal and Crossfit White River, all of the Muncie Community and Delaware Community schools, ROTC, Sports Administration Association, Dietetics Association, the Interfraternity Council and Panhellenic Council, former Jeff Clevenger 5K participants, and the Muncie YMCA. All of these emails, letters, and communications are included at the end of this document in Appendices 11.8.4, 11.8.5, 11.8.6, 11.8.7, 11.8.8, & 11.8.9.

The process of sending these communications was very up-and-down. It was easy to copy and paste the letters to be sent via email. It was mostly time-consuming, but I had no problem with physically doing it, especially when you delegate and involve others. Issues arose, however, with the distribution aspect.

First, the email for student-athletes (Appendix 11.8.8) was sent out via the Jump Forward program that Athletics Compliance uses to contact all student-athletes throughout the year. Unfortunately, when this particular email was sent, Outlook’s automatic “PostMaster” identified that it contained a homemade link (to our website), and attached a note to the email that read, “This email may be spam. If you are not EXPECTING an email from this sender, please delete this email immediately.” I have never seen a tag like this, but it likely caused all athletes to delete our invitation to participate. As a result, no athletes were present on April 23.

Second, the email intended for all students and student organizations (Appendix 11.8.7) did not send until 3 days prior to the event. I put in a request through the Ball State Comm Center via Bennylink on April 5. On the form I wrote “ASAP” in the boxes under both “Date you want email sent out” and “Time you want email sent out”. When the email had still not come out the week prior to Apr. 23, I sent a message to the G.A. with BennyLink. She informed me that since I had not specified an actual date on my request form, they were unsure of when to send the email. As a result of the confusion, she offered to send the email Friday, Saturday, and Sunday.

Recommendations: Send out emails much earlier in the year, and follow up with emails closer to the date of the event. I did follow up with ROTC, the Crossfit boxes, SAA, and a few others during the last week leading up to Apr. 23, but the more you reach out, the better. Overall, emails are easier to do than actual letters. However, you will notice that many of the emails in the Appendices are set up in letter format. It may be nice to physically mail them in addition to emailing, now that there will be more time.
Other Promotional Avenues
We designed TV advertisements within the Rec Center. Unfortunately, the Rec Center did not appear to ever air the ad we submitted. I also reached out to the Daily News and WCRD, but did not hear back from those avenues either for free promotion. The Daily News did want to work with us for a paid print ad, but we opted to turn this down because the perceived return on investment was too low.

We conducted tabling efforts in the main lobby of the rec on April 18 and April 20. We also attempted to table in the Atrium and at the Scramble Light during that entire week and the week before. Unfortunately, I did not contact facilities management early enough, and both locations were completely booked through the end of the semester.

I reached out to the Athletic Marketing department about advertising for us during men’s Volleyball games. I created a script to be read between two of the sets (Appendix 11.8.10). We were told that the department was willing to do this as long as I promoted attendance at these games to my Club members. Our announcement was read on April 1 & 6. On April 8, I personally spoke on the court while our logo and website were displayed on the board.

I posted our event on the Muncie Community Calendar. Ms. Spirit of Indiana also noted that she would be putting the “No More Obstacles” Challenge Course + Fitness Fair on her personal calendar and promoting through her social media. I also made an EventBrite date for the event, complete with links to donate and register.

Snapchat Geofilter
A Snapchat geofilter was purchased on Apr. 20 for $8.33. I created the geofilter (Appendix 11.8.11) in photoshop, and it features our event logo, the date and location, and a color gradient. The filter was originally going to include “1st Annual” at the top, but some confusion in the submission process caused me to eliminate this component.

The geofilter is set up to cover all of the Lafollette Complex, Lafollette Field, and most of the general student body section of the Jo Ann Gora Student Recreation and Wellness Center from 8:00-11:00am on April 23. This was done intentionally, in the hopes that students in those areas may notice the geofilter and become curious about the event. We are hoping that this will result in potential walk-up registrations.

Recommendations: Redesign the Snapchat geofilter for next year to include a few more details, and potentially be a little more exciting. Also, clean up the background removal from the logo at the bottom, as there were still some spots remaining.
SECTION IX: OTHER COMMUNICATIONS

With Participants
I sent a scripted email to each individual when he or she filled out the website form to register for the “No More Obstacles” Challenge Course + Fitness Fair (Appendix 11.9.1). Each participant received this email, regardless of whether I had already sent it to one of their teammates or not.

In addition, I sent an email on Friday afternoon, Apr. 21, to all participants reminding them of the event that Sunday (Appendix 11.9.2).

Finally, I sent a thank you email to the pre-registered participants on Apr. 27 expressing our gratitude for their attendance, informing them of how much money they had helped us to raise to that point, and offering a survey link to provide us feedback for improvement the next year (Appendix 11.9.3).

This thank you email was supposed to go out to ALL participants, pre-registered and walk-up, in snail-mail letter format. However, there was a lack of adherence to the registration structure outlined above that resulted in some missing information. Pre-registered participants were not asked to provide their addresses despite the space on the check-in form for it. Walk-up participants were not asked to fill out any of the forms in any capacity aside from the Liability Waivers. This needs to be addressed in future years, because we were unable to reach out to any of the walk-ups via email or address this year. Fortunately, we had the emails for all pre-registered participants.

With Sponsors/Donors/Booths
I corresponded frequently with those signed up to provide outside booths for us, or other sponsorships. Most of this occurred over email. I reached out to several of these individuals first as potential participants, and then eventually ended up communicating about staffing a booth or providing money/supplies.

I sent follow up emails to all of our incoming booths prior to the event to confirm that they would still be attending on Apr. 23.
SECTION X: SOCIAL MEDIA

Website (www.nomoreobstacles.weebly.com)
I created a Weebly domain to host our online presence for the 1st Annual "No More Obstacles" Challenge Course + Fitness Fair. The site includes Home, About Us, Event Information, Register, and Contact pages. It contains everything that a potential participant may need to know or do in order to sign-up for our event.

The Home page features a tall header with our event name, date, and location. It also has our social media icons. Below this header are links to learn more about our mission and to register. The title "Ball State Exercise Science Club" appears in the top corner.

The About Us page was intended to provide the backstory to the "No More Obstacles" Challenge Course + Fitness Fair. This event was a complete overhaul of our spring philanthropy from the last 6 years, so I wanted the world to know why we changed. Our "Mission & Goals" Statement from the beginning of this handbook can be found at the top of this page. Below it is section titled "What We Do", with links to the Event Information and Register pages. This section contains the following text:

"The No More Obstacles Challenge Course + Fitness Fair provides an opportunity for you to learn more about your own fitness while supporting a great cause. You and 3 of your best friends will sign up to race as a team on our Challenge Course. Your team will be assigned a "coach" from the Exercise Science Club. This coach will be with you on April 23, explaining the obstacles and guiding you through the event. In addition, your coach will have prepared a packet for you to take after you race, explaining the obstacles you did and giving you tips on how to train those movements. The Fitness Fair has opportunities for you to learn more about your specific fitness, including booths for Functional Movement Screening, heart rate and blood pressure, body composition, and more! There will also be a table for nutrition tips, complete with snacks!"

Below the "What We Do" is a section titled "How It Works", which further iterates the operations of our event in the following wording:

"The Challenge Course will be set up as a giant horseshoe surrounding the Fitness Fair on Lafollette Field. The Challenge Course is run in teams of four (you + three other people!), with one EXSCI Club member as a "coach". You will start on one end of the Course. You and your team will
run from obstacle to obstacle, completing them as the coach guides you through. Some obstacles require teamwork, while others have you cheer on your teammates!

Simply go to our Register page, and fill out the sign-up form. You and your team will show up at 9:15am on the day of the event, and complete the Obstacle Challenge Course as many times as you want in order to post the best time by the end of competition. Whichever team has the fastest time will win!

The Fitness Fair will be open starting at 9:00am and will stay open for the entire event. Stop in at any of the booths at any time!

If you are having trouble getting a group of four together but still want to participate, you are welcome! Come to Lafollette Field on Apr. 23 at 9:00am, and we will put you together with other individuals who want to race, too.”

Below this are a few more links to Register page and Twitter.

The Event Information page is headlined by a map to Lafollette Field. Below this is the timeline of events for April 23, a list of the Challenge Course obstacles, and graphics for all of our sponsors and donors.

The Register page is key to getting teams to sign up for the “No More Obstacles” Challenge Course + Fitness Fair. The process of that page was described in SECTION V above.

Finally, our Contact page had a form for comments, questions, and concerns. This form was linked to the club email account (exsciclab@bsu.edu), which I had forwarded to my personal Ball State account. The names, positions, and personal emails of all executive board members are also present on this page.

All of the imagery used on the website was taken from stock photos of runners on the Weebly website builder. Following the event, a slideshow was added to the About Us page showing images taken from April 23.

All executive board members for the 2016-17 calendar year are listed as Editors of the page.
The website was edited several times over the course of the spring to adjust for potential problems, errors, or additions. After a submission from our contact page, I put the list of obstacles on the Event Information page. I also specified that individuals must be at least 7 years of age to participate at this time. The wording of the paragraph on the Registration page was the most edited section of the site.

**Recommendations:** As always, I recommend re-examining the page next year for potential edits. It is always good to refresh the layout and design of a website regularly. I like the locked navigation bar, because it makes it easy to get around the site from anywhere. However, fonts, colors, layouts, and more should be explored. ALL images in the website must also be updated. We will have at least one photographer present at all times at the event this year to make sure that we have photos to use for next year. There will also be videos taken, and it may be fun to look into incorporating those videos into the website itself, a la https://toughmudder.com/ or https://warriordash.com/. It is important to look at successful sites such as these to model after.

In addition, be sure to add a button on the website for the donation page, not just link within a paragraph. It was reported that our donation feature was hard to find.

**Twitter (No Obstacles 17)**

A new Twitter page was created with the intent of instigating more initial contact with our event. We wanted to use Twitter as a way to very rapidly and efficiently spread the word that our event even existed. I hoped that interaction with our Twitter page would then lead potential participants to head to our website. For this reason, many of our tweets were worded in such a way as to send people to the website link in our bio.

I used our regular Club Twitter handle (@BSUEXSCICLUB) to retweet the philanthropy page often. I also retweeted and quote-tweeted the page personally often.

Twitter Analytics provided incredible information related to our Twitter page (Appendix 11.10.1). The two categories were related to our "Organic Audience", or the people we reached through tweets, retweets, shares, and quote tweets. This is a bigger group than just our followers. We were reaching an even distribution of genders, but most of our audience appeared to be college students. This is not necessarily a bad thing! However, we did a LOT of community outreach to promote this event, and would like to see a more even distribution in this area in the future.

Our most telling stat, however, was our number of followers alone. We grew in follower size steadily, but only peaked at 18 followers. This is not a large audience for our promotional tweets. I address this in the recommendations below this section.
The username is the Twitter handle in parenthesis above, and the password is Fitness200. This is the login information for our 2017 event Twitter page.

Recommendations: Attempt to change the Twitter page name for next year. If you can make it a more full representation of our full event title, do that. If not, at least try to change the date at the end to 18. Ensure that Twitter interaction remains up. It would also be wise to do a "mass follow" of anyone related to the Exercise Science Club or other Ball State student organizations. The number of followers on the page this year never really grew or spiked in any significant way. Also, create a Facebook page for next year, or utilize the existing BSU EXSCI CLUB page more thoroughly for event promotions.
"NO MORE OBSTACLES" CHALLENGE COURSE + FITNESS FAIR
April 23, 2017: Lafollette Field, Ball State University

PARTICIPANT PACKET

Exercise Science Club

1 Appendix 11.1.1
SECTION I: OBSTACLES

BASEBALL BAT SPIN + CROOKED BALANCE BEAM

Description of Obstacle:
Each team member will place their forehead on the end of a baseball bat, and spin in a circle several times then walk across a crooked balance beam.

Muscle Groups worked during this obstacle & their Functional Purpose:
- Core (abdominals): Coordination, balance, stability, orientation

OVER-UNDER NET

Description of Obstacle:
Squat down to pull netting over your body completely, crawl over the hay bale while staying low (because of the net). Repeat for all hay bales.

Muscle Groups worked during this obstacle & their Functional Purpose:
- Back (erector spinae): Balance, spine stability, injury prevention,
- Legs (quadriceps, hamstrings, gluteus maximus): Balance, mobility

MEDICINE BALL SLAMS

Description of Obstacle:
Hold medicine ball above the head with both hands, and throw the medicine ball to the ground near the feet as forcefully as you can.

Muscle Groups worked during this obstacle & their Functional Purpose:
- Shoulders (trapezius, deltoids): stability
- Arms (biceps, triceps): Power
- Chest (pectoralis major): Power
- Core (abdominals): Power, stability

FARMER’S CARRY WITH HAY

Description of Obstacle:
Hold hay bales at sides and travel as quickly and as far as possible without dropping them.

Muscle groups worked during this obstacle & their Functional Purpose:
- Upper/mid back (rhomboids, latissimus dorsi): Stability, Muscular Endurance
- Shoulders (trapezius): Muscular Endurance, Strength
- Arms (biceps, forearms): Muscular Endurance, Strength
- Core (lower back, abdominals): Stability
4-MAN PUSH-UP

Description of Obstacle:
Participants will form a square, each in push-up position. Then, each individual will put their feet on their neighboring teammate's shoulders. As a single unit, the team should complete one push-up.

Muscle Groups worked during this obstacle & their Functional Purpose:
- Back (rhomboid, latissimus dorsi): Stability
- Shoulders (trapezius): Stability
- Arms (triceps): pushing power
- Chest (pectoralis major, serratus anterior): pushing power
- Core (abdominals): Stability

WALL CLIMB

Description of Obstacle:
Move up one side and down the other over the 6 foot ladder.

Muscle groups worked during this obstacle & their Functional Purpose:
- Legs (gastrocnemius & soleus [calves], quadriceps, hamstrings, gluteus maximus): Power, movement
- Back (latissimus dorsi): Climbing power
- Arms (triceps): Climbing power

QUICK LADDERS

Description of Obstacle:
Begin at one end of two parallel sets of tires. Move through the tires as quickly as possible by placing one foot in each tire along the way.

Muscle groups worked during this obstacle & their Functional Purpose:
- Legs (gastrocnemius & soleus [calves], quadriceps, hamstrings, gluteus maximus): Forward movement

SHUTTLE RUN

Description of Obstacle:
Starting at one specified location, run down to pick up a shuttle and bring it back to the starting location as quickly as possible.

Muscle groups worked during this obstacle & their Functional Purpose:
- Legs (gastrocnemius & soleus [calves], quadriceps, hamstrings, gluteus maximus): Stability, power, movement
TIRE FLIP

Description of Obstacle:
Squat low with chest up, grasp tire, explode upwards and flip tire.

Muscle Groups worked during this obstacle & their Functional Purpose:
- Chest (pectoralis major): power
- Legs (quadriceps, gluteus maximus): Stability, power, movement
- Core (abdominals): Stability, power

PARTNER “WALL SIT” AND WALK

Description of Obstacle:
Stand back to back with a partner. Reach back to intertwine your arms so that you cannot be pulled apart. Push against the back of your partner and drop down to a seated position, using your partner to stay off the ground. Work as a team to walk sideways, staying in this position.

Muscle groups worked during this obstacle & their Functional Purpose:
- Legs (gastrocnemius & soleus [calves], quadriceps, hamstrings, gluteus maximus): Power, movement, stability
- Arms (triceps): Stability
- Chest (pectoralis major): Stability

TUNNEL CRAWL

Description of Obstacle:
On all fours, crawl through the tube to the other side. Be sure to keep a neutral spine while crawling.

Muscle Groups worked during this obstacle & their Functional Purpose:
- Back (erector spinae): Balance, spine stability, injury prevention
- Shoulders (trapezius): Power
- Chest (pectoralis major): Power
- Legs (quadriceps): Balance, mobility, walking
- Core (abdominals): Balance, spine stability, injury prevention

SLED PUSH/PULL

Description of Obstacle:
Push a weighted sled with as much force as you can as fast as you can for a specific distance.

Muscle groups worked during this obstacle & their Functional Purpose:
- Chest (pectoralis major): Power, Strength
- Legs (gastrocnemius & soleus [calves], quadriceps, hamstrings): Power, Strength
OVER-UNDER BARS/STRING/CAUTION TAPE

Description of Obstacle:
There are several stakes driven into the ground with wood/string/caution tape strung straight across them at a height of 24". Each person has to crawl on their stomachs using only their elbows and knees under one bar/string/tape, then stand up and jump over the next, etc.

Muscle Groups worked during this obstacle & their Functional Purpose:
• Back: Stability, flexibility
• Chest: power
• Legs (quadriceps): Stability, power
• Core (abdominals): Stability, power

SLIP 'N SLIDE
SECTION II: EXERCISE INFORMATION

BASIC PROGRAMMING

When composing a workout, you should keep your specific fitness goals in mind. Exercising can be done for a variety of reasons, and is useful in improving almost every aspect of your life. Lifting and conditioning should be included in a daily regimen whether you are looking for hypertrophy (increase in muscle size and power), tone (increase in muscle definition), strength (increase in muscle maximum capability), or endurance (increase in muscle's ability to work over time). However, you will want to adjust the repetitions completed to reflect your goals. A general guideline to achieve one of the three results above is to complete 3-4 sets per exercise of:

- **Hypertrophy/Power-** 6-8 repetitions 60-80% max weight
- **Tone-** 8-10 repetitions 50-70% max weight
- **Strength-** 2-5 repetitions 80-100% max weight
- **Endurance-** 10-15 repetitions 50-60% max weight

It is important to alternate the muscle groups being used from day to day. For example, you would not want to lift heavy with the legs on Monday AND Tuesday. A basic program may use the legs one day, arms the next, rest the third, and repeat. Be sure to give the muscles a chance to recover.

Cardiorespiratory fitness is important as well. Running, biking, rowing, swimming, step aerobics, water aerobics, and elliptical jogging are all great examples of ways to improve cardiorespiratory fitness.

The American College of Sports Medicine (ACSM) recommends that adults exercise for at least 150 minutes at moderate to vigorous intensity per week to stay healthy and active. This can be further broken down into 30-60 minutes of moderate intensity 5 times per week or 20-60 minutes of vigorous intensity 3 times per week.

Be sure to stretch before and after workouts as well. It is important to take care of ALL components of your fitness: strength, cardiorespiratory, and neuromuscular (flexibility and body awareness).
BASIC ANATOMY

Deltoids
Pectoralis Major
Biceps
Anterior Forearms
Obliques
Rectus Abdominals
Lliopsoas
Quadriceps
Adductors
Dorsi Flexors

Trapezius
Deltoids
Latissimus Dorsi
Triceps
Posterior Forearms
Lower Back
Gluteals
Hamstrings
Calves

FRONT
BACK
SECTION III: SUGGESTED EXERCISES BY MUSCLE GROUP

CORE

Abdominals
- Planks- forearm, straight arm, side
- Reverse back extensions
- Russian twists
- Sit-ups
- Torso Rotation
- Abdominal crunches- lift shoulder blades just off ground, keep spine neutral
- Bosu ball
- Balance platforms
- 4-point hover
- Bird-dog

Pectoralis major & Serratus Anterior
- Push-ups
- Chest/Bench press
  - Flat bench
  - Incline bench
  - Decline bench
- Chest/Dumbbell fly
- Split-stance cable press
- Push-ups

Biceps
- Bicep curl variations
  - Hammer Curls
  - Concentration curls
  - Manual resistance curls

Triceps
- Skull crushers
- Dips
- Tricep extension
- Kickbacks;
  - Resistance band
  - Dumbbell
- Overhead extensions
- Close-grip bench press

Forearms
- Farmer’s carry with dumbbells
- Weighted shrugs

UPPER BODY

Latissimus dorsi
- Lat pull-downs
- Rows
- Renegade plank row

Trapezius
- Farmer’s carry with dumbbells
- Weighted dumbbell shrugs (keep shoulders back)
- Lateral dumbbell side raises
- High pull

Deltoids
- Manual resistance lateral & front raise
- Blackburn series
- Rows
- Overhead press
- Military press

Erector spinae
- Couch bridge- place shoulders at end of couch, place feet shoulder length apart, and lift your butt off the ground keeping your knees at a 90° angle.
- Reverse plank
- Cat/cow
# LOWER BODY

<table>
<thead>
<tr>
<th>Quadriceps</th>
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<th>Gluteus Maximus</th>
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<td>Ankle to the knee</td>
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<td>Box jumps; Box Jumps; Box jumps; Box jumps; Box jumps;</td>
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<td>Bridge</td>
</tr>
<tr>
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<td>Flutter kicks</td>
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<tr>
<td>Step-ups</td>
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<td>Knee across the body</td>
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<tr>
<td>Seated leg extensions</td>
<td></td>
<td>Standing leg lift</td>
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<tr>
<td>Stairs</td>
<td></td>
<td>Squats; Kneeling squat</td>
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<tr>
<td></td>
<td></td>
<td>Lunges</td>
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<td></td>
<td></td>
<td>Donkey Kicks</td>
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<tr>
<td></td>
<td></td>
<td>Gastrocnemius &amp; soleus</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Calf raises; Calf raises</td>
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<table>
<thead>
<tr>
<th>Hamstrings</th>
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<tbody>
<tr>
<td>Deadlift; Deadlift; Deadlifts</td>
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<tr>
<td>Russian deadlifts (RDLs); Single leg RDL</td>
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<tr>
<td>Hamstring curls; Seated leg curls</td>
</tr>
<tr>
<td>Squats</td>
</tr>
<tr>
<td>Box jumps</td>
</tr>
<tr>
<td>Wall sit</td>
</tr>
<tr>
<td>Lunges</td>
</tr>
</tbody>
</table>
SECTION IV: FITNESS FAIR

FUNCTIONAL MOVEMENT SCREEN

An assessment designed to identify basic levels of movement, and any imbalances or limitations one might have, which can decrease efficiency and performance.

Deep Squat:
How to Perform:
Stand feet shoulder width apart, extend stick overhead, squat down as low as possible. Repeat for 3-5 reps.
Requires:
- Flexion of hips, knees, ankles
- Thoracic spine extension
- Flexion/Abduction of shoulder

Hurdle Step
How to Perform:
Start with toes touching board, lift leg up and over string, touch heel gently to floor in front, return to starting position. Repeat for 3-5 reps each leg.
Requires:
- Stability in stance leg
- Mobility in step leg
- Adequate balance

Inline Lunge
How to Perform:
Place feet on board in front of each other, hold stick on spine as instructed, step out to required distance, bring back knee down to board. Repeat for 3-5 reps each leg.
Requires:
- Stability in stance leg
- Mobility in step leg
- Hip abduction
- Adequate balance

Shoulder Mobility
How to Perform:
Hold arms out to sides while making fists, bring one arm up behind neck, opposite arm back to lumbar spine, bring hands as close together as possible. Repeat for other side.
Requires:
- Flexion/Abduction/External Rotation in upper arm
- Extension/Adduction/Internal Rotation in lower arm
- Spine and scapula stability

**Active Straight Leg Raise**

*How to Perform:*
- Lying on back with palms facing up, place board under knees, feet pointing up and ankles dorsiflexed, raise one leg slowly and controlled as high as possible while keeping leg straight. Repeat for other leg.

Requires:
- Hamstring flexibility in moving leg
- Hip mobility in stationary leg
- Lower abdominal stability

**Trunk Stability Push-up**

*How to Perform:*
- Lying on stomach, hands placed as instructed based on male/female, push yourself up while keeping body in a single plane of motion. Repeat 3-5 reps.

Requires:
- Core Stability

**Rotary Stability**

*How to Perform:*
- Start in hand knee position straddling the board, thumbs knees and feet touch board, raise and extend one arm in front of you raise and extend same side leg behind you, touch elbow and knee together, return to starting position. Repeat for other side.

Requires:
- Core Stability

**What Do My Scores Mean?**

Generally, scores can be summarized as follows:

3- Completion of movement with no compensation
2- Completion of movement using some level of compensation
1- Cannot complete movement
0- Pain at any time during movement
### 40-YARD DASH

An assessment of maximum explosive velocity.

<table>
<thead>
<tr>
<th>40-Yard Dash Rating</th>
<th>Male (seconds)</th>
<th>Female (seconds)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>&lt; 4.0</td>
<td>&lt; 4.5</td>
</tr>
<tr>
<td>Above Average</td>
<td>4.2 - 4.0</td>
<td>4.6 - 4.5</td>
</tr>
<tr>
<td>Average</td>
<td>4.4 - 4.3</td>
<td>4.8 - 4.7</td>
</tr>
<tr>
<td>Below Average</td>
<td>4.6 - 4.5</td>
<td>50. - 4.9</td>
</tr>
<tr>
<td>Poor</td>
<td>&gt; 4.6</td>
<td>&gt; 5.0</td>
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</table>

### BROAD JUMP

An assessment of the general power capacity of the lower body.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Males</th>
<th>Males</th>
<th>Females</th>
<th>Females</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Centimeters</td>
<td>Feet, inches</td>
<td>Centimeters</td>
<td>Feet, inches</td>
</tr>
<tr>
<td>Excellent</td>
<td>&gt; 250</td>
<td>&gt; 8'2.5&quot;</td>
<td>&gt; 200</td>
<td>&gt; 6'6.5&quot;</td>
</tr>
<tr>
<td>Very Good</td>
<td>241-250</td>
<td>7'11&quot; - 8'2.5&quot;</td>
<td>191-200</td>
<td>6'3&quot; - 6'6.5&quot;</td>
</tr>
<tr>
<td>Above average</td>
<td>231-240</td>
<td>7'7&quot; - 7'10.5&quot;</td>
<td>181-190</td>
<td>5'11.5&quot; - 6'2.5&quot;</td>
</tr>
<tr>
<td>Average</td>
<td>221-230</td>
<td>7'3&quot; - 7'6.5&quot;</td>
<td>171-180</td>
<td>5'7.5&quot; - 5'11&quot;</td>
</tr>
<tr>
<td>Below Average</td>
<td>211-220</td>
<td>6'11&quot; - 7'2.5&quot;</td>
<td>161-170</td>
<td>5'3.5&quot; - 5'7&quot;</td>
</tr>
<tr>
<td>Poor</td>
<td>191-210</td>
<td>6'3&quot; - 6'10.5&quot;</td>
<td>141-160</td>
<td>4'7.5&quot; - 5'2.5&quot;</td>
</tr>
<tr>
<td>Very Poor</td>
<td>&lt; 191</td>
<td>6'3&quot;</td>
<td>&lt; 141</td>
<td>&lt; 4'7.5&quot;</td>
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</tbody>
</table>
**VERTICAL JUMP**
An assessment of the athletic capabilities and anaerobic power of an individual.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Males inches</th>
<th>Males centimeters</th>
<th>Females inches</th>
<th>Females centimeters</th>
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<tbody>
<tr>
<td>Excellent</td>
<td>&gt; 28</td>
<td>&gt; 70</td>
<td>&gt; 24</td>
<td>&gt; 60</td>
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<tr>
<td>Very Good</td>
<td>24-28</td>
<td>61-70</td>
<td>20-24</td>
<td>51-60</td>
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<tr>
<td>Above average</td>
<td>20-24</td>
<td>51-60</td>
<td>16-20</td>
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<tr>
<td>Average</td>
<td>16-20</td>
<td>41-50</td>
<td>12-16</td>
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<tr>
<td>Below Average</td>
<td>12-16</td>
<td>31-40</td>
<td>8-12</td>
<td>21-30</td>
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<tr>
<td>Poor</td>
<td>8-12</td>
<td>21-30</td>
<td>4-8</td>
<td>11-20</td>
</tr>
<tr>
<td>Very Poor</td>
<td>&lt; 8</td>
<td>&lt; 21</td>
<td>&lt; 4</td>
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**SIT & REACH**
An assessment of lower back and lower body flexibility.

<table>
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<tr>
<th>Age (year)</th>
<th>20-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60-69</th>
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<tbody>
<tr>
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<td>F</td>
<td>M</td>
<td>F</td>
<td>M</td>
</tr>
<tr>
<td>Excellent</td>
<td>40</td>
<td>41</td>
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<tr>
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<td>32</td>
<td>35</td>
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</tr>
<tr>
<td>Fair</td>
<td>30</td>
<td>33</td>
<td>28</td>
<td>32</td>
<td>24</td>
</tr>
<tr>
<td>Needs improvement</td>
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<td>24</td>
<td>27</td>
<td>22</td>
<td>26</td>
<td>17</td>
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</table>
**SKINFOLDS/BODY COMPOSITION**

An assessment of the lean body mass to fat mass ratio of an individual.

<table>
<thead>
<tr>
<th></th>
<th>Age (Males)</th>
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<th></th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>20-29</td>
<td>30-39</td>
<td>40-49</td>
<td>50-59</td>
<td>60-69</td>
<td>70-79</td>
<td></td>
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<tr>
<td>99-95 Very Lean</td>
<td>4.2 - 6.4</td>
<td>7.3 - 10.3</td>
<td>9.5 - 12.9</td>
<td>11.0 - 14.8</td>
<td>11.9 - 16.2</td>
<td>13.6 - 15.5</td>
<td></td>
</tr>
<tr>
<td>90-80 Excellent</td>
<td>7.9 - 10.5</td>
<td>12.4 - 14.9</td>
<td>15.0 - 17.5</td>
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<td>15.9 - 18.4</td>
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<td>21.0 - 23.0</td>
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<tr>
<td>55-40 Fair</td>
<td>15.8 - 18.6</td>
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<td>21.4 - 23.5</td>
<td>23.0 - 24.9</td>
<td>23.6 - 25.6</td>
<td>23.7 - 25.3</td>
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<tr>
<td>35-20 Poor</td>
<td>19.7 - 23.3</td>
<td>22.4 - 25.1</td>
<td>24.2 - 26.6</td>
<td>25.6 - 28.1</td>
<td>26.4 - 28.8</td>
<td>25.8 - 28.4</td>
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<tr>
<td>15-1 Very Poor</td>
<td>24.9 - 33.4</td>
<td>26.4 - 34.4</td>
<td>27.8 - 35.2</td>
<td>29.2 - 36.4</td>
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<td>60-69</td>
<td>70-79</td>
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<tr>
<td>99-95 Very Lean</td>
<td>11.4 - 14.0</td>
<td>11.2 - 13.9</td>
<td>12.1 - 15.2</td>
<td>13.9 - 16.9</td>
<td>13.9    -17.7</td>
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<tr>
<td>90-80 Excellent</td>
<td>15.1 - 16.8</td>
<td>15.5 - 17.5</td>
<td>16.8 - 19.5</td>
<td>19.1 - 22.3</td>
<td>20.2 - 23.3</td>
<td>18.3 - 22.5</td>
<td></td>
</tr>
<tr>
<td>75-60 Good</td>
<td>17.6 - 19.8</td>
<td>18.3 - 21.0</td>
<td>20.6 - 23.7</td>
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<td>55-40 Fair</td>
<td>20.6 - 23.4</td>
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<td>28.3 - 30.8</td>
<td>27.6 - 30.5</td>
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</tr>
<tr>
<td>35-20 Poor</td>
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<td>25.8 - 29.6</td>
<td>28.4 - 31.9</td>
<td>30.8 - 33.9</td>
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**HAND-GRIP**

An assessment of the forearm strength.

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<td>94-101</td>
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**HEART RATE & BLOOD PRESSURE**

An assessment of the cardiac capacity and health.

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WAIVER OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT

Participant’s Name: __________________________

BALL STATE UNIVERSITY

Waiver of Liability, Assumption of Risk, and Indemnity Agreement

Waiver: In consideration of being permitted to participate in any way in the Exercise Science Club’s Spring Philanthropy Event which will occur on or near Ball State University’s campus which is located in Muncie, Indiana, on or about Sunday, April 23, 2017, including, but not limited to, any and all activities incidental thereto however the same may occur and for whatever period said activity may continue (will include, but not be limited to, participating in various running activities, running various obstacle courses and participating in various maximal exercise testing) herein after referred to as the “Activity”, I, for myself, for my heirs, personal representatives or assigns, do hereby release, waive, forever discharge, covenant not to sue and to hold harmless Ball State University’s Exercise Science Club and Ball State University and each of the above mentioned entities’ Boards of Trustees, their officers, their directors, their employees, their agents, their volunteers, their departments, their members and assigns, and any and all other participants in said Activity, and any and all Ball State University students, and any and all Ball State University Alumni, and any and all Ball State University faculty and staff from any and all claims arising from personal injury, accidents or illnesses (including death), and property loss, regardless of fault, as a result of, but not limited to, my own/my daughter’s/my son’s/the minor’s, of whom I am Guardian, participating in the Activity, traveling to and from the activity or as a result of any act of negligence by any of the above mentioned or described entities or individuals.

Signature of Participant Date

Signature of Parent/Guardian Date

Assumption of Risks:
Participation in the Activity carries with it certain inherent risks that cannot be eliminated regardless of the care taken to avoid injuries. The specific risks vary from one activity to another.

I have read the previous paragraph and I know, understand, and appreciate these and other risks that are inherent in the Activity. I hereby assert that my participation is voluntary and that I knowingly assume all such risks.

Signature of Participant Date

Signature of Parent/Guardian Date
Indemnification and Hold Harmless:
I also agree to **INDEMNIFY AND HOLD Harmless** Ball State University’s Exercise Science Club and Ball State University and each of the above mentioned entities’ Boards of Trustees, their officers, their directors, their employees, their agents, their volunteers, their departments, their members and assigns, and any and all other participants in said Activity, and any and all Ball State University students and any and all Ball State University Alumni, and any and all Ball State University faculty and staff from any and all claims, actions, suits, procedures, costs, expenses, damages and liabilities, including attorney’s fees brought as a result of my own/my daughter’s/my son’s/the minor’s, of whom I am Guardian, involvement in said Activity, traveling to and from the activity, or as a result of any act of negligence by any of the above mentioned or described entities or individuals and agree to reimburse them for any such expenses incurred.

Severability:
The undersigned further expressly agrees that the foregoing Waiver of Liability, Assumption of Risk and Indemnity Agreement is intended to be as broad and inclusive as is permitted by the law of the State of Indiana and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Acknowledgment of Understanding and Conduct Agreement:
I have read this waiver of liability, assumption of risk, and indemnity agreement, fully understand its terms, and **understand that I am giving up substantial rights, including my right to sue.** I acknowledge that I am signing the agreement freely and voluntarily, and **intend by my signature to be a complete and unconditional release/waiver of all liability, assumption of risk and agreement to indemnify** to the greatest extent allowed by law. In addition, while participating in said activity, I hereby agree to follow and abide by: 1) all rules and procedures outlined in Ball State University’s Office of Student Life Organization Handbook; 2) all rules and procedures outlined in Ball State University’s Greek Risk Management Policy; 3) all Ball State University’s Policies and Procedures/Ball State University’s Student Code; 4) all applicable State Laws; and, 5) all Federal Laws.

_____________________________ Date
Signature of Participant

_____________________________ Date
Signature of Parent/Guardian

\(^2\) Appendix 11.2.1
Obstacles

- Spin on baseball bat + crooked balance beam
- 4 man push up
- Sled push/pull
- Battle Ropes
- Army crawl under caution tape/strings/etc.
- Farmers walk with hay
- Partner wall sits/walks
- Tire pull flip
- Suicides
- Quick ladders
- Net climb
- Wall Climbing (net or wood)
- Tunnel crawl
- Relay race w/medicine balls
- Pull-up with teammates holding up bar
- Planks w/ teammates walking across back
- Heavy bucket carries
- Under net over hay bale
- Air squat with someone on back/shoulders
- Crooked balance beam
- Shuttle Run
- Ball Slams
- Under/over bars or string

*"Original obstacles are listed in black. Unused obstacles are struck through. Added obstacles are listed in red.

Fitness Fair

- VO\textsubscript{2}max testing
- Wingate testing
- FMS testing
- Nutrition booth + snacks
- Skinfolds
- Hand-grip
- Sit and reach
- Vertical jump
- Broad jump
- 40-yard dash time
- Heart rate and Blood pressure
- Vitamin Shoppe
- Crossfit White River
- 5-Star Nutrition
- Miss Spirit of Indiana
- Exercise Science Club and Major information

*"Original booths are listed in black. Unused booths are struck through. Added booths are listed in red.

- Bring frisbees, etc., for those who are finished to use
- Kid's area

3Appendix 11.2.2
"NO MORE OBSTACLES" CHALLENGE COURSE + FITNESS FAIR
April 23, 2017: Lafollette Field, Ball State University

Exercise Science Club

TIRE FLIP
Description of Obstacle:
Squat low with chest up, grasp tire, explode upwards and flip tire.

Muscle groups worked during this obstacle:
- Quadriceps
- Abs
- Etc.

Functional importance of these muscle groups:
Stability, power, movement, etc.

Sample Exercises to train these muscle groups:
Quadriceps
- Squats
- Box Jumps
- Etc.

Abs
- Sit-ups
- Planks
- Etc.

**Include possible repetitions for various goals, etc.

3 Appendix 11.4.1
<table>
<thead>
<tr>
<th>Designation</th>
<th>Name</th>
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<td>AJ Herr</td>
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<td>Randi Auker</td>
<td>Hotel</td>
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</tr>
<tr>
<td>Bravo</td>
<td>Ross Petruska</td>
<td>Hotel</td>
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</tr>
<tr>
<td>Charlie</td>
<td>Megan Kratzsuh</td>
<td>India</td>
<td>Peighton Gilbert</td>
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<tr>
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<td>Megan Brineman</td>
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<td>Echo</td>
<td>Adam Lyons</td>
<td>Kilo</td>
<td>Jacy Vuckovich</td>
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<td>Kilo</td>
<td>Lizzie Bailey</td>
</tr>
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<td>Edlecia Ward</td>
<td>Lima</td>
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Appendix 11.4.2
## BOOTH STAFF

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## SPECIALTY JOBS

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<td>Laura Andrews</td>
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<td>Julia Price</td>
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*There was also a page for “Participant” sign up, but no members chose this option.*

---

[^1]: Appendix 11.4.2
“NO MORE OBSTACLES” CHALLENGE COURSE + FITNESS FAIR
April 23, 2017: Lafollette Field, Ball State University

Exercise Science Club

Mitch Prather, President: (317) 374-3754; mrprather@bsu.edu
Lauren Siler, Vice President: (765) 729-8779; lesiler@bsu.edu
Makayla Johnson, Secretary: (317) 605-4688; mljohnson@bsu.edu
Allie Lipetz, Treasurer: (317) 847-0437; avlipetz@bsu.edu
Hanna Elliott, Activities Chair: (317) 503-1980; hmelliott@bsu.edu
Andrew Johnson, Executive Liaison: (317) 402-9232; acjohnson@bsu.edu

Website: www.nomoreobstacles.weebly.com
Twitter: www.twitter.com/No_Obstacles_17

Philanthropic Cause: Multiple Sclerosis Society

SECTION I: MISSION & GOALS
The 1st Annual No More Obstacles Challenge Course + Fitness Fair was born from a passion for Exercise Science and a dedication to helping the world. We wanted to create an event that would add real-world experience to the knowledge our Exercise Science Club members were learning in class, teach participants valuable tips towards a stronger, healthier life, and benefit the National Multiple Sclerosis Society.

SECTION II: EVENT LOGISTICS
Location
Lafollette Field, Ball State University, 2000 W. University Avenue, Muncie, IN 47306

Event Timeline
Registration/Check-In: Opens at 9:00am
Fitness Fair: Opens at 9:00am
Team Competition: Begins at 9:15am
Award Ceremony: Begins at 10:45am

6 Appendix 11.4.3
1- **Dizzy Bat & Crooked Balance Beam**: Spin 8 times, then immediately complete balance beam. Start at beginning of beam each time you fall.

2- **Under-Net-Over-Hay-Bale**: One teammate at a time under the net and over the hay bale.

3- **Ball Slams**: Each teammate completes 20 throws.

4- **Farmer Walk w/Hay**: One partner in front, one in back. Walk down & back, pass to other two teammates.

5- **4-Man Push-up**: Partners place their feet on each other's backs to form a square, push up simultaneously, and return to the ground.

6- **Wall Climb**: One teammate at a time over the wall.

7- **Quick Ladder**: One teammate at a time through the quick ladders (call discount tire).

8- **Shuttle Runs**: One teammate at a time runs down, picks up 1 of 4 shuttlecocks, runs it back, then runs back. Next teammate goes.

9- **Tire Flip**: As a team, flip tire 10 yds.

10- **Partner Wall sit & Walk**: Two pairs of partners for each team. Get into partner “wall sit”, walk sideways 10 yds.

11- **Tunnel Crawl**: One teammate at a time through the tunnel.

12- **Sled Push/Pull**: Push sled 5 yds to partner who takes over for next 5 yds, etc.

13- **Over/Under Bars**: One teammate at a time under the first bar/caution tape, over the next, etc.

14- **Slip 'n slide!**: One teammate at a time down slip 'n slide.
A- 40-yd Dash
B- Vertical Jump
C- FMS Testing
D- Nutrition booth + snacks
E- Broad Jump
F- Sit & Reach
G- Skinfolds
H- Exercise Science Club & Major information
I- Hand Grip
J- Heart Rate & Blood Pressure
K- Crossfit White River
L- Miss Spirit of Indiana

Club Member Check-in Process
Every Club member must swipe in upon arrival at the event. You should be at the field by 7:45a on Apr. 23. Once you have swiped in with Makayla, you will receive a tag indicating your specific job for the day. You will then wait for set-up. Once setup is complete, there will be a brief all-Club meeting, then break into teams for a quick team meeting, then wait for the day.

Contingency Plans
In the event of rain, the “No More Obstacles” Challenge Course + Fitness Fair will either be moved into the Field & Sports Building of the Student Recreation and Wellness Center, or will be cancelled.

SECTION III: COACHES INFORMATION
Coaches will be assigned two per team for this year, for the sake of numbers. Any coaches who are not need at the time will be designated to a specific area to be “on-call”. Of the “on-call” coaches, half will be instructed at any given time to walk through Lafollette, the Rec center, and nearby areas to try to recruit day-of registrants.

Coaches will work in pairs. You will receive your groups at the registration table, and walk them through the entirety of the event from there. Coaches will stay with your team for the entire time the team is at the event, and are responsible for timing the Challenge Course run. Coaches will be given the Participant Packets, to be distributed after the team has completed the course and visited all areas of the Fitness Fair.
Teams will run every 3-5 minutes, depending on number of participants. If a team is on the course, the coach will take the participants to the Fitness Fair. Immediately prior to running the course, the coaches have the following responsibilities:

- Leading their team through a short dynamic warm-up
- Explaining and giving brief demonstrations of all the obstacles
- Asking for any questions

**Notes:** Teams ARE permitted to skip or fail obstacles. If the group arrives at an obstacle and decides to skip it without ever attempting the obstacle, a **30 second penalty** will be added to the team’s final time. If the group attempts the obstacle, and then decides to skip, a **15 second penalty** will be added to the team’s final time.

Coaches should carry a notebook and pen of some sort with them to record times and penalties during the Challenge Course. Time starts when the first team member begins and ends when the last team member crosses the finish.

SECTION IV: FITNESS FAIR INFORMATION
Fitness Fair staff will be located at a specified booth, and will run the station accordingly.

SECTION V: REGISTRATION INFORMATION
*Check-in & Registration Process Plan*
Day-of check-in and registration for the “No More Obstacles” Challenge Course + Fitness Fair will begin promptly at 9:00am. If participants arrive early, and the course is set up, the process may begin as early as 8:55am.

The Check-in & Registration area will be set up in the following manner: one table with three chairs in front of the entrance to the roped-off event location. Four individuals will work the Check-in & Registration table. Beginning from the left, the first two staff members starting at the left end of table will handle pre-registered teams and individuals. The third staff member will handle walk-up registration. The fourth staff member will stand at the right side of the table, and will be responsible for assigning coaches to teams, and distributing t-shirts to teams who have paid for them.

The first two staff members will have a list of pre-registered participants. If participants have pre-registered, find their name on the list and highlight it. Have the participant complete the check-in information (address, etc.). If they have not yet paid, collect payment at this time before proceeding with any other part of the process. Individuals must show some form of legitimate ID in order to check-in. They should then
immediately be given a liability waiver to sign in front of the person who checked their ID. Ensure that the name given on the Liability waiver matches exactly with the ID.

If they have not pre-registered, they will go to the third person at the table. They will fill out the provided registration spreadsheet, complete the liability form, and pay with the third person.

Once all members of a team are checked in, regardless of whether they pre-register or walked up, the team will go to the fourth person standing at the right end of the table to be assigned a set of coaches and pick up t-shirts if they bought them.

*NOTE: At check-in, ask if all members of the team are Greek, and if yes, which Greek organization they are representing. Make note of this and inform their coaches, so the score can be recorded in the Greek competition.

The registration table will be responsible for taking any donations on the day of the event. This money will be noted separately, but collected in the money box.

SECTION VI: ADDITIONAL RESPONSIBILITIES
I will be asking for 2-3 Club members to volunteer as photographers and videographers for the event. I will also be asking for 2 Club members to volunteer as supervisors of the kid’s area (for any children under the age of 7, who cannot compete on the Challenge Course).

SECTION VI: RUN THRU SCHEDULE
- 4:00p- Execs set up obstacles and general layout of events
- 5:00p- Andrew begins grilling for everyone
- 5:00p- Attendance is taken by swipe card
- 5:05p- Large group instruction on the layout of the obstacles, overview of the day-of schedule of events, how to act (send ppl to me w/Q’s, always smile & be confident, kind, reach out to participants to get them to do things, etc.)
- 5:15p- Collective tear-down of all obstacles and booths, pause, and re-set up
- 5:45p- Instructions on who is doing which positions, ask for volunteers for photo, break into groups by coaches, fitness fair staff, registration, etc.
- 6:00p- individual instruction on positions
- 6:30p- Dinner
- 7:00p- Run through of obstacle course by anyone who wishes to try it
- 8:00p- Finish and clean up
Sample confirmation email to one Fitness Fair booth:

Goodmorning Mickala!

I hope you are having a great start to the week. We are under 7 days away from the 1st Annual "No More Obstacles" Challenge Course + Fitness Fair! It is almost here!

I wanted to reach out to you to confirm that you will be attending our event this coming Sunday, April 23, at Lafollette Field on the campus of Ball State University. We will have a booth for you, as well as water and a few healthy snacks. We will be setting up beginning at 8:00am and the event opens at 9:00am, so sometime in that hour window you can feel free to arrive. I also want to make sure you know that we would love to have some of your other members make teams and participate! The link is on our website (nomoreobstacles.weebly.com).

I am really looking forward to seeing you soon! Please let me know if you have any questions, or if there is anything I can do for you between now and Sunday.

Appendix 11.5.1
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<th>Name</th>
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<td>Coach Patia Hunt requested</td>
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<td>Kayla Hildenbrand</td>
<td><a href="mailto:kthildenbrand@bsu.edu">kthildenbrand@bsu.edu</a></td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Makayla Johnson, Rebeca Thomas, Jasmine Rowsey</td>
<td>Coach Patia Hunt requested</td>
</tr>
<tr>
<td>Alesia Robinson</td>
<td><a href="mailto:alrobinson@bsu.edu">alrobinson@bsu.edu</a></td>
<td></td>
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<td>Yes</td>
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<tr>
<td>Mandy Boeckman</td>
<td><a href="mailto:mandyboeckman@yahoo.com">mandyboeckman@yahoo.com</a></td>
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</tr>
<tr>
<td>Trey Auker</td>
<td><a href="mailto:rsaucker@bsu.edu">rsaucker@bsu.edu</a></td>
<td></td>
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<td>Yes</td>
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</tr>
<tr>
<td>Brody Auker</td>
<td><a href="mailto:rauker@bsu.edu">rauker@bsu.edu</a></td>
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</tr>
<tr>
<td>Korbin Auker</td>
<td><a href="mailto:rsauker@bsu.edu">rsauker@bsu.edu</a></td>
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<td>Yes</td>
<td>Trey Auker, Brody Auker, Mandy Boeckman</td>
<td>Coach Patia Hunt requested</td>
</tr>
<tr>
<td>Mae Baczynski</td>
<td><a href="mailto:mebaczynski@gmail.com">mebaczynski@gmail.com</a></td>
<td></td>
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<td>Yes</td>
<td>Baleigh Crements, Matthew Hinkelman, Dave Lovorn</td>
<td>Coach Wyatt Hamilton requested</td>
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<tr>
<td>Baleigh Clements</td>
<td><a href="mailto:baleighcrements@gmail.com">baleighcrements@gmail.com</a></td>
<td></td>
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<td>Mae Baczynski, Matthew Hinkelman, Dave Lovorn</td>
<td>Coach Wyatt Hamilton requested</td>
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<tr>
<td>Matthew Hinkelman</td>
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<tr>
<td>Dave Lovorn</td>
<td><a href="mailto:dalovorn@bsu.edu">dalovorn@bsu.edu</a></td>
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<tr>
<td>Lydia Braun</td>
<td><a href="mailto:limbraun2@bsu.edu">limbraun2@bsu.edu</a></td>
<td></td>
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<td>Yes</td>
<td>Matt Moeller, Ryan Miller, Kayla Roffes</td>
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<td>Lydia Braun, Ryan Miller, Kayla Roffes</td>
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<td>Ryan Miller</td>
<td><a href="mailto:ralovorn@bsu.edu">ralovorn@bsu.edu</a></td>
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<td>Matt Moeller, Lydia Braun, Kayla Roffes</td>
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<td><a href="mailto:kayroffes13@gmail.com">kayroffes13@gmail.com</a></td>
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<td>Yes</td>
<td>Matt Moeller, Ryan Miller, Lydia Braun</td>
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</tr>
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</table>

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Appendix 11.6.1

Appendix 11.6.2
Dear Valued Supporter,

You may recall that in the past, the Ball State Exercise Science Club has hosted a 5k Run/Walk in honor of Jeff Clevenger, father of a former Club president, who lost a thirty-year battle to Multiple Sclerosis. In the last six years, thanks to support from great people like you, we have donated almost $30,000 in honor of Jeff. This year, we have created something new! We are proud to announce that the Exercise Science Club at Ball State University is hosting the FIRST Annual No More Obstacles Challenge Course + Fitness Fair on Sunday, April 23, 2017. Our event, and a portion of the funds raised, will continue to support the MS society.

The 1st Annual No More Obstacles Challenge Course + Fitness Fair was born from a passion for Exercise Science and a dedication to helping the world. We wanted to create an event that would add real-world experience to the knowledge our Exercise Science Club members were learning in class, teach participants valuable tips towards a stronger, healthier life, and benefit the National Multiple Sclerosis Society. This event will take place at Lafollette Field, on the campus of Ball State University. More info can be found at nomoreobstacles.weebly.com.

We are hoping that you will commit to continuing your support of our Club by sponsoring again this year. As a sponsor, your donation will help contribute to finding a cure for MS. We look forward to and thank you for your support. In addition, we would like to invite you and your company and/or family to participate in the 1st Annual No More Obstacles Challenge Course + Fitness Fair on Sunday, April 23, 2017 from 9:00-11:00am at Lafollette Field.

We offer the follow incentives for hitting one of our two Sponsorship Levels:

**GOLD LEVEL: $100**  
Sponsors will receive a large logo on the back of our event t-shirt

**SILVER LEVEL: $50**  
Sponsors will receive a small logo on the back of our event t-shirt

We understand not all business can provide a monetary donation. If you feel you would rather provide materials, we are seeking obstacle-building items such as wood, tarps, rope, stakes, tunnels, etc. Other items needed to help make the race a success include: bananas, apples, and snack bars for the participants throughout the two-hour event. We will make arrangements with you for pick-up. If you choose to donate materials, we will create a sign with your businesses logo on it to place at one of the obstacles as a sponsor!

We request your donation and logo be sent by Wednesday, April 12, 2017. All monetary donations made payable to: Ball State University Exercise Science Club (memo: Challenge Course) can be sent to Ball State University School of Kinesiology Attn: Sarah Shore-Beck, 2000 W University Blvd, Muncie, IN 47306. If you would please email your logo to avlipetz@bsu.edu, we will advertise it at your sponsorship level.

If you have questions feel free to contact any of the exec below.

Thank you!
The Exercise Science Club Leadership Team

Mitch Prather  
President

Lauren Siler  
Vice President

Makayla Johnson  
Secretary

Allie Lipetz  
Treasurer

Hanna Elliott  
Activities Chair

Andrew Johnson  
Executive Liaison

**Note:** The actual letter has a letterhead at top, and email addresses at bottom.
March 26, 2017

Dear Business Owner,

We are proud to announce that the Exercise Science Club at Ball State University is hosting the **FIRST Annual No More Obstacles Challenge Course + Fitness Fair** on Sunday, April 23, 2017! Our brand new spring philanthropy will benefit the Multiple Sclerosis Society. For the last 6 years, we have hosted a 5K Run/Walk for MS, which has raised almost $30,000 in honor of Jeff Clevenger, father of a former Club president, who lost a thirty-year battle to Multiple Sclerosis. This year, we have created something new! Our event, and a portion of the funds raised, will continue to support the MS society.

The 1st Annual No More Obstacles Challenge Course + Fitness Fair was born from a passion for Exercise Science and a dedication to helping the world. We wanted to create an event that would add real-world experience to the knowledge our Exercise Science Club members were learning in class, teach participants valuable tips towards a stronger, healthier life, and benefit the National Multiple Sclerosis Society. This event will take place at Lafollette Field, on the campus of Ball State University. More info can be found at nomoreobstacles.weebly.com.

We hope that you will consider donating to our cause this year in support of the MS Society. As a sponsor, your donation will help contribute to finding a cure for MS. We look forward to and thank you for your support. In addition, we would like to invite you and your company and/or family to participate in the 1st Annual No More Obstacles Challenge Course + Fitness Fair on Sunday, April 23, 2017 from 9:00-11:00am at Lafollette Field.

We offer the follow incentives for hitting one of our two Sponsorship Levels:

**GOLD LEVEL:** $100 – Sponsors will receive a large logo on the back of our event t-shirt

**SILVER LEVEL:** $50 – Sponsors will receive a small logo on the back of our event t-shirt

We understand not all business can provide a monetary donation. If you feel you would rather provide materials, we are seeking obstacle-building items such as wood, tarps, rope, stakes, tunnels, etc. Other items needed to help make the race a success include: bananas, apples, and snack bars for the participants throughout the two-hour event. We will make arrangements with you for pick-up. If you choose to donate materials, we will create a sign with your businesses logo on it to place at one of the obstacles as a sponsor!

We request your donation and logo be sent by Wednesday, April 12, 2017. All monetary donations made payable to: Ball State University Exercise Science Club (memo: Challenge Course) can be sent to Ball State University School of Kinesiology Attn: Sarah Shore-Beck, 2000 W University Blvd, Muncie, IN 47306. If you would please email your logo to avlipetz@bsu.edu, we will advertise it at your sponsorship level.

If you have questions feel free to contact any of the exec below.

Thank you!
The Exercise Science Club Leadership Team

Mitch Prather Lauren Siler Makayla Johnson Allie Lipetz Hanna Elliott Andrew Johnson
President Vice President Secretary Treasurer Activities Chair Executive Liaison

Appendix 11.7.2 *Note: The actual letter has a letterhead at top, and email addresses at bottom.*
<table>
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<th>Business</th>
<th>Contact</th>
<th>Done?</th>
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<tr>
<td>GNC</td>
<td>Andrew</td>
<td></td>
<td></td>
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<tr>
<td>Vitamin Shoppe</td>
<td>Jack</td>
<td>✓</td>
<td>Booth</td>
<td></td>
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<tr>
<td>Whole Foods</td>
<td>Makayla</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aldi</td>
<td>Makayla</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Jacks</td>
<td>Makayla</td>
<td>✓</td>
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<td>5 dozen donuts and then $8 per dozen after that, possibly gift cards</td>
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<td>Marsh</td>
<td>Lauren</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Walmart</td>
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<tr>
<td>Target</td>
<td>Allie</td>
<td></td>
<td></td>
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<tr>
<td>Chick Fil A</td>
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<tr>
<td>Silvertree Apartments</td>
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<td></td>
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<td>TIS</td>
<td>Hanna</td>
<td>✓</td>
<td></td>
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<td>Michelle</td>
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<td></td>
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<td>Andrew</td>
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<td>Dick's</td>
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<td></td>
<td>Too late to sponsor</td>
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<td>Allie</td>
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<td>5-Star School</td>
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12 Appendix 11.7.3
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13 Appendix 11.7.4
9:00-11:00am, Lafollette Field

1st Annual

NO MORE OBSTACLES

CHALLENGE COURSE + FITNESS FAIR

April 23, 2017

The 1st Annual No More Obstacles Challenge Course + Fitness Fair was born from a passion for Exercise Science and a dedication to helping the world!

✓ Compete alongside your 3 best friends on our Challenge Course!
✓ Learn about your own fitness at our top-notch Fitness Fair!
✓ Support the Multiple Sclerosis Society

Learn more, and REGISTER today!

www.nomoreobstacles.weebly.com  @No_Obstacles_17

Ball State Exercise Science Club
NO MORE OBSTACLES

CHALLENGE COURSE + FITNESS FAIR

EXERCISE SCIENCE CLUB
BALL STATE UNIVERSITY

NO MORE OBSTACLES
CHALLENGE COURSE +
FITNESS FAIR

15 Appendix 11.8.2
NO MORE OBSTACLES

CHALLENGE COURSE + FITNESS FAIR

16 Appendix 11.8.3
NO MORE OBSTACLES

CHALLENGE COURSE + FITNESS FAIR
Email to School Principals
Subject: "No More Obstacles Challenge Course" + Fitness Fair

Good afternoon __________!

I hope that this email finds you well, and enjoying the start to a wonderful week! My name is Mitch Prather, president of the Exercise Science Club at Ball State University. I am reaching out to you today with an exciting opportunity for you and your students.

I would like to officially invite __________ to participate in the FIRST Annual "No More Obstacles" Challenge Course + Fitness Fair! This exercise-based, team-oriented race was born from a passion for Exercise Science and a dedication to helping the world.

The 1st Annual No More Obstacles Challenge Course + Fitness Fair will take place April 23, 2017, from 9:00-11:00am at Lafollette Field on the campus of Ball State University. The event provides an opportunity for participants to learn more about their own fitness while supporting a great cause. It is run in teams of four, with each team being assigned a "coach" from the Exercise Science Club. This coach will be with the team on April 23, explaining the obstacles and guiding participants through the event. In addition, the coach will have prepared a packet for participants to take after the race, explaining the obstacles they did and giving them tips on how to train those movements. The Fitness Fair has opportunities to learn more about Functional Movement Screening, heart rate and blood pressure, body composition, and more. There will also be a table for nutrition tips, complete with snacks!

The race will be run in teams of 4, which is perfect for families or friend groups! However, registration is done individually, and is $10/person. Registration is OPEN and can be found on our website, nomoreobstacles.weebly.com. A portion of the proceeds will go to support the Multiple Sclerosis Society of Indiana, while the other portion will help fund the Exercise Science Club!

I have attached a flyer to this email that can be used to distribute to students, hang around school, or send to parents. More information can also be found on our website. I would greatly appreciate if you would help us promote our fun, fast-paced, exciting new event!

Please let me know if you have any questions or comments. I would be more than happy to answer them. I look forward to seeing you and your school out to join us as we fight multiple sclerosis AND obesity. Have a great day!

Mitch Prather

Appendix 11.8.4
Email to Crossfit Boxes
Subject: "No More Obstacles Challenge Course" + Fitness Fair

Good afternoon __________!

I hope that this email finds you well, and enjoying the start to your week! My name is Mitch Prather, president of the Exercise Science Club at Ball State University. I am reaching out to you today with an exciting opportunity for you and your Crossfit members.

I would like to officially invite __________ to participate in the FIRST Annual "No More Obstacles" Challenge Course + Fitness Fair! This exercise-based, team-oriented race was born from a passion for Exercise Science and a dedication to helping the world.

The 1st Annual No More Obstacles Challenge Course + Fitness Fair will take place April 23, 2017, from 9:00-11:00am at Lafollette Field on the campus of Ball State University. The event provides an opportunity for participants to learn more about their own fitness while supporting a great cause. It is run in teams of four, with each team being assigned a "coach" from the Exercise Science Club. This coach will be with the team on April 23, explaining the obstacles and guiding participants through the event. In addition, the coach will have prepared a packet for participants to take after the race, explaining the obstacles they did and giving them tips on how to train those movements. The Fitness Fair has opportunities to learn more about Functional Movement Screening, heart rate and blood pressure, body composition, and more. There will also be a table for nutrition tips, complete with snacks!

The race will be run in teams of 4, which makes for a perfect competition within your box! Participants can register as a team (each person must complete the sign up, and indicate your teammates during registration) or an individual, and is $10/person. Registration is OPEN and can be found on our website, nomoreobstacles.weebly.com. A portion of the proceeds will go to support the Multiple Sclerosis Society of Indiana, while the other portion will help fund the Exercise Science Club!

I have attached a flyer to this email that can be used to distribute to your members and hang around the box. More information can also be found on our website. I would greatly appreciate if you would help us promote our fun, fast-paced, exciting new event!

Please let me know if you have any questions or comments. I would be more than happy to answer them. I look forward to seeing you and __________ out to join us as we fight multiple sclerosis AND obesity. Have a great day!

Mitch Prather

Appendix 11.8.5
Email to ROTC
Subject: "No More Obstacles Challenge Course" + Fitness Fair

Good afternoon __________ !

I hope that this email finds you well, and enjoying the start to your week! My name is Mitch Prather, president of the Exercise Science Club at Ball State University. I am reaching out to you today with an exciting opportunity for you and your soldiers.

I would like to officially invite ROTC to participate in the FIRST Annual "No More Obstacles" Challenge Course + Fitness Fair! This exercise-based, team-oriented race was born from a passion for Exercise Science and a dedication to helping the world.

The 1st Annual No More Obstacles Challenge Course + Fitness Fair will take place April 23, 2017, from 9:00-11:00am at Lafollette Field on the campus of Ball State University. The event provides an opportunity for participants to learn more about their own fitness while supporting a great cause. It is run in teams of four, with each team being assigned a "coach" from the Exercise Science Club. This coach will be with the team on April 23, explaining the obstacles and guiding participants through the event. In addition, the coach will have prepared a packet for participants to take after the race, explaining the obstacles they did and giving them tips on how to train those movements. The Fitness Fair has opportunities to learn more about Functional Movement Screening, heart rate and blood pressure, body composition, and more. There will also be a table for nutrition tips, complete with snacks!

The race will be run in teams of 4, which makes for a perfect competition within ROTC! Participants can register as a team (each person must complete the sign up, and indicate your teammates during registration) or an individual, and is $10/person. Registration is OPEN and can be found on our website, nomoreobstacles.weebly.com. A portion of the proceeds will go to support the Multiple Sclerosis Society of Indiana, while the other portion will help fund the Exercise Science Club!

I have attached a flyer to this email that can be used to distribute to your soldiers if you would like. More information can also be found on our website above. I would greatly appreciate if you would help us promote our fun, fast-paced, exciting new event!

Please let me know if you have any questions or comments. I would be more than happy to answer them. I look forward to seeing you and ROTC out on April 23 to join us as we fight multiple sclerosis AND obesity. Have a great day!

Mitch Prather
Email to All Students and Student Organizations
Ball State Students:

What’s more exciting than completing an exciting, fast-paced 13-obstacle challenge course? Getting to do it with 3 of your best friends! This month, you get the chance to do that...

The Ball State Exercise Science Club wants YOU to join us for our BRAND NEW spring philanthropy:

“NO MORE OBSTACLES” CHALLENGE COURSE + FITNESS FAIR
Apr. 23, 2017
9:00-11:00am, Lafollette Field

Registration: $10/person. Sign up in teams of 4 (each person must complete the sign up, and indicate your teammates during registration) or as an individual.

REGISTER NOW: www.nomoreobstacles.weebly.com/register.html

All proceeds go to supporting the Multiple Sclerosis Society and the Ball State Exercise Science Club.

The No More Obstacles Challenge Course + Fitness Fair provides an opportunity for you to learn more about your own fitness while supporting a great cause. You and 3 of your best friends will sign up to race as a team on our Challenge Course. Your team will be assigned a "coach" from the Exercise Science Club. This coach will be with you on April 23, explaining the obstacles and guiding you through the event. In addition, your coach will have prepared a packet for you to take after you race, explaining the obstacles you did and giving you tips on how to train those movements. The Fitness Fair has opportunities for you to learn more about your specific fitness, including booths for Functional Movement Screening, heart rate and blood pressure, body composition, and more! There will also be a table for nutrition tips, complete with snacks!

There will be CHAMPION T-SHIRTS + GIFT CARDS for the overall winners. There will also be a special prize for the Greek Life champions!

SIGN UP NOW, and spread the word to all your friends and family! Thank you!

Appendix 11.8.7
Email to Student-Athletes
Ball State Student-Athletes:

As an athlete, there’s nothing better than getting to compete. And what’s more exciting than completing an exciting, fast-paced 13-obstacle challenge course against the clock? Getting to do it with 3 of your teammates or best friends! This month, you get the chance to do that...

The Ball State Exercise Science Club wants YOU to join us for our BRAND NEW spring philanthropy:

"NO MORE OBSTACLES" CHALLENGE COURSE + FITNESS FAIR

Apr. 23, 2017
9:00-11:00am, Lafollette Field

Registration: $10/person. Sign up in teams of 4 (each person must complete the sign up, and indicate your teammates during registration) or as an individual.

REGISTER NOW: www.nomoreobstacles.weebly.com/register.html

All proceeds go to supporting the Multiple Sclerosis Society and the Ball State Exercise Science Club.

The No More Obstacles Challenge Course + Fitness Fair provides an opportunity for you to learn more about your own fitness while supporting a great cause. You and 3 of your best friends will sign up to race as a team on our Challenge Course. Your team will be assigned a "coach" from the Exercise Science Club. This coach will be with you on April 23, explaining the obstacles and guiding you through the event. In addition, your coach will have prepared a packet for you to take after you race, explaining the obstacles you did and giving you tips on how to train those movements. The Fitness Fair has opportunities for you to learn more about your specific fitness, including booths for Functional Movement Screening, heart rate and blood pressure, body composition, and more! There will also be a table for nutrition tips, complete with snacks!

There will be CHAMPION T-SHIRTS + GIFT CARDS for the overall winners.

SIGN UP NOW, and spread the word to all your teammates, friends, and family! Thank you!

23 Appendix 11.8.8
April 5, 2017

Hello!

The Exercise Science Club at Ball State University is proud to announce that we are hosting the FIRST Annual No More Obstacles Challenge Course + Fitness Fair on Sunday, April 23, 2017! Our brand new spring philanthropy will benefit the Multiple Sclerosis Society. For the last 6 years, we have hosted a 5K Run/Walk for MS, which has raised almost $30,000 in honor of Jeff Clevenger, father of a former Club president, who lost a thirty-year battle to Multiple Sclerosis. This year, we have created something new! Our event, and a portion of the funds raised, will continue to support the MS society.

As a former participant in the Jeff Clevenger 5K, we would like to invite you to continue your support for the MS Society by joining us on April 23, 2017 at from 9:00-11:00 AM for the NEW No More Obstacles Challenge Course + Fitness Fair. Your support and participation is greatly appreciated!

The 1st Annual No More Obstacles Challenge Course + Fitness Fair was born from a passion for Exercise Science and a dedication to helping the world. We wanted to create an event that would add real-world experience to the knowledge our Exercise Science Club members were learning in class, teach participants valuable tips towards a stronger, healthier life, and benefit the National Multiple Sclerosis Society. The event will take place this year at Lafollette Field on the campus of Ball State University.

Registration is open, and can be found on our official website! You can go to the Registration page and sign up now at nomoreobstacles.weebly.com/register.html. Other additional information can also be found on the site. The challenge course is run in teams of four. Please be advised that there are two registration options. You may sign up as a team (each person must complete the sign up, and indicate your teammates during registration) or as an individual. Registration is $10 per person, and will be paid online as you register.

If you are unable to join us on April 23, but still feel like supporting the MS Society and the Exercise Science Club, you can always donate! There is a link on our webpage for donations. Any amount is greatly appreciated!

We look forward to seeing you on April 23, 2017 for the 1st Annual No More Obstacles Challenge Course + Fitness Fair.

If you have any questions or need more information, please feel free to contact any of the executives below!

Thank you!
The Exercise Science Club Leadership Team

Mitch Prather  Lauren Siler  Makayla Johnson  Allie Lipetz  Hanna Elliott  Andrew Johnson
President  Vice President  Secretary  Treasurer  Activities Chair  Executive Liaison

24 Appendix 11.8.9 *Note: The actual letter has a letterhead at top, and email addresses at bottom.
### Contact List for all Promotions, Etc.

<table>
<thead>
<tr>
<th>Organization/Business</th>
<th>Contact Name</th>
<th>Email/Contact info</th>
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<tbody>
<tr>
<td>Panhellenic Council</td>
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<tr>
<td>Interfraternity Council</td>
<td>Trevor Holland</td>
<td><a href="mailto:tjholland@bsu.edu">tjholland@bsu.edu</a></td>
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<td>Crossfit White River</td>
<td>Brandon Lowe</td>
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<td>Nic Alatza</td>
<td><a href="mailto:ngalatza@bsu.edu">ngalatza@bsu.edu</a></td>
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<td>Colin and Anna Nash Country Caravan</td>
<td></td>
<td><a href="http://www.nashfm1025.com">www.nashfm1025.com</a></td>
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</table>
Script for Promotions at MVB Games

"Do you think you have what it takes to complete an exciting, 13 station challenge course in record time?? The Ball State Exercise Science Club will be hosting the FIRST Annual "No More Obstacles" Challenge Course + Fitness Fair on April 23 from 9-11am. This is your shot to prove what you've got! The No More Obstacles Challenge Course + Fitness Fair seeks to promote health and wellness in the Ball State and Muncie community while raising money for the MS Society. All participants will receive a packet with exercise suggestions, health tips, and more. The entire event will take place in a relaxed, fun environment focused on fun and fitness. Sign up as an individual or in teams of 4. Complete the exercise-based challenge course, and stick around to test out other aspects of your health at our free Fitness Fair. The event will take place at Lafollette Field, and more information can be found at WWW dot No More Obstacles dot weebly (W-E-B-L-Y dot com) [www.nomoreobstacles.weebly.com]."
"Views" stretches out to 4945.
Initial Email to Pre-registered Participant

Hi _____!

Thank you so much for registering to participate in the 1st Annual "No More Obstacles" Challenge Course + Fitness Fair! I can't wait to see you and your team on April 23 at 9:00am at Lafollette Field.

You will receive another reminder email closer to the date of the event with some more information, just to make sure that you don't miss out on this exciting morning! In the meantime, I want you to know that I am available to answer any and all questions you may have. Again, I appreciate your support and participation! Keep telling your friends about us; challenge courses are always better when you get to compete against people you know!

Don't forget, EVERY TEAM MEMBER must complete the registration form and payment SEPARATELY. It is $10 per person. Be sure to let your group know.

Thank you again. Have a wonderful week!
Hello!

The 1st Annual "No More Obstacles" Challenge Course + Fitness Fair is only two days away! That’s right, we are less than 48 hours from seeing you and your team compete on the most exciting exercise-based challenge course ever created! Thank you once again for supporting our Club and our fight against Multiple Sclerosis. We can’t wait for you to come experience the fun, healthy environment of our event.

A few quick reminders:

- **Check-in/Registration:** Begins at 9:00am. Please bring your $10/person (if not already paid online) and one form of official photo ID (for the liability waiver). You will want athletic clothing on, and you should have eaten a good breakfast and hydrated well prior to arriving.
- **Parking:** You can park in the Worthen Arena lot directly adjacent to the field or at the Lafollette complex directly across from the field. Parking is free. Event Location: Lafollette Field. Ball State University, 2000 W. University Avenue, Muncie, IN 47306
- **Event Schedule:** Our Fitness Fair opens along with the check-in at 9:00am. Teams will begin running the course at 9:15am. The course will be open until 10:45am, when we will do awards, announcements, and thank you’s!

If you have any other questions, comments, or concerns, let me know right away. I am always here to help you! I will see you and your team on April 23, 2017, at 9:00am at Lafollette Field!
Dear Participant,

The Exercise Science Club at Ball State University would once again like to express our sincerest appreciation for your participation in the FIRST Annual No More Obstacles Challenge Course + Fitness Fair. Thank you so much! We appreciate your support and dedication to supporting both the Exercise Science Club and the Multiple Sclerosis Society. We were able to raise $____ to benefit the Multiple Sclerosis Society and the Exercise Science Club!

In addition, we were able to have a positive impact in the lives of the ____ participants such as yourself. Our event educated everyone involved in how to exercise properly, the benefits of regular exercise and good nutrition, and their current fitness levels.

Once again, the 1st Annual No More Obstacles Challenge Course + Fitness Fair was born from a passion for Exercise Science and a dedication to helping the world. We wanted to create an event that would add real-world experience to the knowledge our Exercise Science Club members were learning in class, teach participants valuable tips towards a stronger, healthier life, and benefit the National Multiple Sclerosis Society. You helped us make this dream a reality. Without your involvement, there would be no one for us to work with! Events are much more fun with participants.

We hope that you will consider returning again in the future, as we look ahead to next year’s 2nd Annual “No More Obstacles” Challenge Course + Fitness Fair. In the spirit of preparation and growth, we would love your feedback regarding this year’s event. We invite you to use the following link to take a quick 5-10 minute survey: ______. Your input is invaluable.

Please continue to follow us on social media (Twitter: @No_Obstacles_17) and our website (nomoreobstacles.weebly.com) for pictures and videos from the year. Feel free to contact any of the executive members below with any additional questions, comments, or concerns.

Thank you!
The Exercise Science Club Leadership Team

Mitch Prather                  Lauren Siler      Makayla Johnson      Allie Lipetz     Hanna Elliott      Andrew Johnson
President                    Vice President    Secretary           Treasurer        Activities Chair  Executive Liaison

Appendix 11.9.3 *Note: The actual letter has a letterhead at top, and email addresses at bottom.
Twitter Analytics

Tweet activity

Your Tweets earned 8.8K impressions over this 40 day period

![Graph showing Twitter activity over a 40 day period]

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Top Tweets</th>
<th>Tweets and replies</th>
<th>Promoted</th>
<th>Impressions</th>
<th>Engagements</th>
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<tbody>
<tr>
<td></td>
<td>No More Obstacles @No_Obstacles_17 - Mar 15</td>
<td>1,729</td>
<td>70</td>
<td>4.0%</td>
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</table>

REGISTRATION IS OPEN! Sign up now for @BallState's newest philanthropy event NOW!
nomoreobstacles.weebly.com

View Tweet activity

Education (highest level completed)

- Completed high school: 55%
- Completed college: 32%
- Completed graduate school: 13%

Gender

- Male: 47%
- Female: 53%

Overview

Summary

Your current follower audience size is 18
That's 7 more than the same time 30 days ago. You've gained around 6 new followers per day

Mar 26 | Apr 2 | Apr 9 | Apr 16

Appendix 11.10.1
Engagements
Showing 40 days with daily frequency

Engagement rate
2.9%

Link clicks
23
On average, you earned 1 link clicks per day

Retweets
61
On average, you earned 2 Retweets per day

Likes
26
On average, you earned 1 likes per day

Replies
1
On average, you earned 0 replies per day

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Additional Links

- Post event Survey: https://bsu.qualtrics.com/jfe/form/SV_6A4lziEggB3NBc1
- Google Drive: https://drive.google.com/drive/folders/0ByBiOQfY3FJWSUd3T0ZaenlalQIU?usp=sharing

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