



Western Washington University
Faculty & Staff Wellness Program Outreach Proposal

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Prepared by Maya Anderson

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OVERVIEW

A total of 275 employees signed up for Faculty & Staff Wellness Program (FSWP) fitness classes in the winter 2020 quarter. Despite recruitment efforts, the program only reaches about 15% of 1,820 permanent employees at WWU. The program specifically struggles to reach faculty, classified staff and employees who have no interest in working out.

Most employees are aware the FSWP exists but have yet to participate. An effective way to reach these groups would be to develop an understanding of how employees feel about wellness and what they may want from a wellness program.

A group of public relations students, Maya Anderson, Ben Bagley, Katey Courter and Aidan Gaffney were assigned to the FSWP in their Advanced PR Writing and Editing course. After two meetings with Wellness Administrator Darcie Hill, the group concluded that directed promotional materials and a survey of WWU employees would help the program broaden its outreach potential and have a better sense of how to adapt to employee needs.

PROJECT GOALS

- Develop an understanding of employee mindsets toward wellness
- Increase participation among classified staff by 15%
- Increase participation among all employees by 15%

ACTION PLAN

I. Post promotional materials on social media and frequented staff locations

Poster designs created by Ben Bagley will be posted on the FSWP's website and Facebook page to inspire employees who are aware of the program but have yet to participate. These designs will be printed at WWU's Print and Copy Center and posted at frequented staff locations such as break rooms, work areas and walkways. Posters will be printed in 8^{1/2} x 11 and 11 x 17 dimensions, along with an alternative 11 x 17 laminate selection for outdoor areas.

Custodial services, facilities management and building services supervisors listed in section IV should be contacted for placement of posters in classified staff locations. In addition to poster designs, Katey Courter's social media plan and post bank will provide the FSWP with more outreach materials. Supplemental print PSA materials created by team-members may also be used alongside the original poster design.

Top Locations:

AH 106 AH510AH415AH315AH315E

AH217AH510AI 482 AI582 AI434

BH437BH364BH 152 BH 202 BH 302

CB270	CF497	CF455	CF386	CF352
CF298	CF252	CV130	CH 207	BI315
ES534 ES437	ES336	E522	ES240	
ES 603ES508	ET 204	FA344	FI116	
HH354A	HH274	HU329HU330HS25		
MH 205B	MH 318A	MH 223	MH 150	MH 250
MH415C	OM 300	OM407	PA361	PA273
PA 395	PH419	PH451	PH415	PH315
PH351	PH343	PP 232	WL 268	

II. Deliver an online survey to employees and supervisors

An online survey developed by Aidan Gaffney will be sent by email to employee groups in spring 2020 via Qualtrics. The short survey will ask questions about fitness habits and general wellness inquiries to gauge how the program can adapt. Responses can also provide insight on how to direct future outreach. If appropriate, the survey can be sent every academic year for consistent insights.

III. Implement relevant program improvements

Survey responses should give the FSWP an idea of how it can adapt to meet the needs of WWU employees. Potential adjustments will vary based on budget, available trainers, attendance and time constraints. If possible, relevant program changes should be made by Spring 2022.

IV. Contact supervisors for engagement

By summer 2021, supervisors in various departments should be contacted in person or via email to address how wellness is currently practiced or what improvements could be made to address wellness in the workplace. This contact should specifically address survey results and any relevant improvements to the FSWP that developed over the summer or spring. This would also be an optimal time to address the free T-shirts for fall class sign-ups. The following is a list of potential contacts:

College Contacts

██	██
██	██
██	██

[Redacted text block]

[Redacted text block]

walkerh7@wwu.edu

Department and Program Contacts

[Redacted text block]

[Redacted text block]

[Redacted text block]

Academic Custodial Services:

[Redacted text block]

Building Services:

[Redacted text block]

[Redacted]

Central Facilities Management Shops:

[Redacted]

WWU Libraries

[Redacted]

V. Solicit Feedback from program participants

The FSWP should continue to request feedback from participants on a quarterly basis.

BUDGET

Poster printing

8 ^{1/2} x 11 (22 count)	\$7.12
11 x 17 (22 count)	\$9.79
11 x 17 — laminate (16 count)	\$37.84
Total (60 count)	\$54.75

EVALUATION

- Utilize survey responses to make program changes
- Examine class sign-up sheets and compare to previous trends
- Continue to review program feedback

CONCLUSION

While serving as a beneficial resource for WWU employees, the FSWP has struggled to reach certain populations. However, the program has seen continual growth as leadership

changes and new partnerships develop. With more directed outreach efforts, the FSWP can only continue to improve. This proposal should lay the groundwork for future adjustments and assist the program in reaching its mission of supporting and educating employees on their path to make wellness a daily habit.