

Engaging and Mobilising Third Level Students.

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USI Welfare Officer

About Me!

- 25 years old and originally from Tipperary
- Served as the UCDSU Welfare Vice President for 2 years.
- Current National Welfare Officer.
- Coordinated just over 20 local campaigns in UCD and 7 national campaigns.
- Guinness World Record Holder!

Is there a need to engage students?

- YES!
- 59% of Adults are not meeting their daily requirements.
- Technology is contributing to lower participation in physical activity.
- Young people spend up to 18-25 hours per week watching TV.

How to engage?

- Non Competitive.
- Fun and Simple.
- Adaptable. (less excuse!)
- Communicate the benefits.
- Four main stakeholders need to be united.
 - Sport departments
 - Students' Union
 - Clubs
 - Societies

Benefits!

Physical Benefits

- Boost energy levels
- Feel and look better-
- Improves ability to fall asleep and sleep well-
- Reduce the risk of coronary heart disease, type 2 diabetes, osteoporosis and high blood pressure
- Helps counteract obesity
- Effective in helping weight management

Psychological Benefits

- Being more active and feeling strong will allow you to be more self confident and sure of yourself.-
- Promotes mental well being-
- Improves focus and performance in your college work.-
- Improves your mood and helps relaxation.-
- Helps prevent and reduce depression, stress and anxiety.-
- Helps boost self-esteem e.g. achievement of goals or an improvement in physical appearance.

Examples of engaging and mobilising Students.

- 1) Mental Health
 - Campaign set all year round.
 - October 2011 – Campus Tour
 - November 2011 – “Whats Your Tip?”
 - Guinness World Record – TCD, 954 people.
 - www.pleasetalk.org

Examples of engaging and mobilising Students Cont

2) Exam Stress Campaign

- Social Media Campaign (www.ilovestudying.com)
- #ilovestudying
- Materials
- Support if things go wrong

USI & CUSAI

**Relationship and hosting a Mass
Participation Event.**

USI & CUSAI

■ Community

USI

Students/Inactive

CUSAI

Staff & Active Students

- Leadership
- Establish dates and goals early this summer
- Networking – SUT, SU Events.
- Everyone is a Winner!

Suggestions!

1) Sports Day

- Select a date in March/April 2013
- Sport Departments
 - Participation from clubs.
 - Show-off facilities.
- USI/Local Student Union
 - Ensure promotion is carried out.
 - Target inactive students.
- Participation
 - Multi Sporting event will interest more people.
 - Register teams. Play off amongst each other.
- Media

2) Exercise For Life

- More than a one day event.
- Students register to participate and select their own charity.
- Training would take place over a 2/3 month period. Training would range from different levels. (walking – Jogging – Running)
- Over the training period the individual would raise money for their selected charity.
- A one day *2km run across all colleges. *example

2) Exercise For Life

- Sport departments and local student union would coordinator this event together.
- Encourages training and slowly brings inactive up to speed.
- Creates a community spirit environment.

In Short...

- For engagement of third level students to increase the following must happen.
 - USI & CUASI must set down key dates and inform the membership about up coming plans.
 - Sport departments and SU's must participate equally in pulling off the event together.
 - Start off with a small event that is simple and easy.
 - Social Media.

The End!

Thank you for listening!