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## Jackie Kleppe

Director, Outreach and Engagement

University of Iowa Health Care  
Marketing and Communications

## Chuck Long

CEO and Executive Director of Iowa  
Sports Foundation

Iowa Football Legend

## Megan Hammes

Director, UI Wellness

University Human Resources



# CORRIDOR CORPORATE *GAMES*



**Presentation to UI Staff Council  
May 13, 2020**

# Sponsorship/Partnership

- Annual financial commitment to the Iowa Sports Foundation (ISF)
- 2<sup>nd</sup> year of partnership
- Mutual interest: health and well-being of Iowans



- Advertising/Impressions
  - Content experts
- Community Outreach
  - Content expertise
    - Promote services/providers
  - Statewide reach

Iowa Sports Foundation includes:

Iowa Games, Live Healthy Iowa, Adaptive Sports Iowa, Iowa Senior Games and Iowa Corporate Games

# Special Guest: Chuck Long



- CEO and Executive Director Iowa Sports Foundation
- Consensus All-American quarterback for the Iowa Hawkeyes (1981-85)
- College Football Hall of Fame
- 8 seasons in the NFL
- 16 years collegiate football coaching



# About the Corridor Corporate Games

- Company-based competition in ICR
- Supports teamwork, company engagement and pride, employee-wellbeing
- Competitive and non-competitive events on evenings and weekends
- Companies earn points through participation and placing in events



[corridorcorporategames.org/VirtualChallenge](https://corridorcorporategames.org/VirtualChallenge)

# UI Goals for Participation in Corridor Corporate Games

- Employee Engagement
- Health and well-being
- Community Engagement
- Student success



# 2020 Ways to Seize the Cup!



## Goal:

Defend our Blood Donation Challenge 1<sup>st</sup> place status from 2019!

## Goal:

Finish in the top 3 in our division the overall games (4<sup>th</sup> place last year)

## Goal:

Engage 500+ faculty/staff

## Strategies:

- Use UI resources and channels to promote participation
  - “Burst Your Thirst” Team Challenge
- Focus on one non-competitive, “big” event each week
- **Staff Council** assist in filling slots for team challenges

## Action Needed:

**UI Staff Council** forward promotion to constituents to participate in blood drives and opportunities

Share promotion throughout your departments

## Action Needed:

Promote 1 non-competitive “big” event weekly for UI Participation (ie: Nature Walk) – June 1 – July 30

**Staff Councilors** to volunteer as “captains” for various events

**Staff councilors** to share event sign up/participation promotion with departments and constituents.

## Action Needed:

**UI Staff Council** forward promotion to constituents for participation in Burst Your Thirst

**Staff Councilors “captains”** to fill the teams

**Staff Council** to encourage sign up and participation.

# How to earn points for U



- Participation Points / Check In for Virtual Events
  - Awarded for all events. Instructions and schedule at <https://corridorcorporategames.org/VirtualChallenge>
- Placing Points
  - Individual & team points for competitive events
- Social Media Challenge

All Participants are encouraged to share photos of your participation in the Virtual Challenge on [Facebook](#), [Twitter](#), and [Instagram](#) using #SeizeTheCup. We will enter those who are most active into a drawing for a prize pack of Corporate Games swag!



Be sure to wear your black and gold in all social media posts!



# How to sign up for Team Challenges

- Create account at CCG using “CCGUOFI”
- Sign up for events you are interested in competing in or can recruit individuals for.
- Team Challenges Posted

**Name that Tune Trivia – Zoom**

Wednesday, June 3 @ 7:00 pm

10 people

<https://corridorcorporategames.org/VirtualChallenge>





# Blood Donation Challenge

- Challenge started May 1<sup>st</sup> and goes to August 15
  - Earn Points: Donate Blood, Platelets, or Plasma
  - Donors specify University of Iowa affiliation at Registration
    - Schedule and appointment: 319-356-2058
    - Online scheduling and info: [uihc.org/degowin](http://uihc.org/degowin)
    - Email: [jessica-hinrichs@uiowa.edu](mailto:jessica-hinrichs@uiowa.edu)



# Burst Your Thirst Challenge



CHANGING MEDICINE.  
CHANGING LIVES.®

- June 8-July 17, 2020
- Teams of 2-10 people track activity minutes and water consumption
- FREE to UI faculty/staff (normally \$10 per participant)
  - Company Code: **LHIUIOWA**
  - Subsidy Code: **20CCG-UIOWA**

We need you! Points are awarded to UI based upon the % of total employees participating and recording 5 of 6 weeks! Every team counts.

This is being promoted to our Wellness Ambassador Network. Work with your Wellness Ambassador to get teams from your areas.

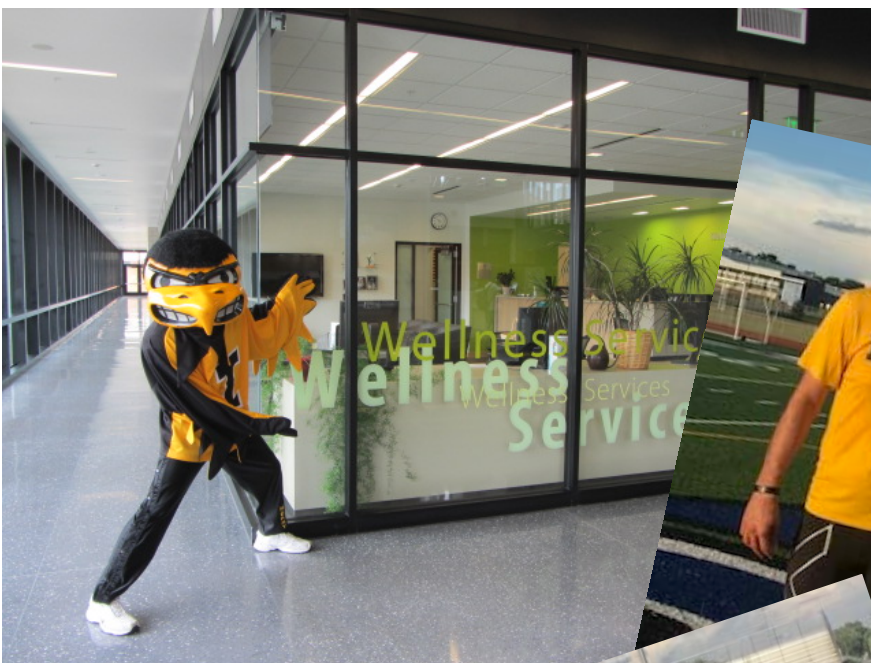


# Let's Go Hawks!



- Follow Corridor Corporate Games and @UlowaLiveWELL on Social Media
- Create an account at [www.corridorcorporategames.org](http://www.corridorcorporategames.org)
- UI Code is CCGUOFI.
- Do the Social Media Challenges, “Check In” for Events, and try to field one team-based event





Thank you

-  <https://hr.uiowa.edu/corridor-corporate-games>
-  319-353-2973
-  <https://corridorcorporategames.org/VirtualChallenge>
-  @UiowaLiveWell
-  [@UiowaLiveWell](https://twitter.com/UiowaLiveWell)
-  [livewell@uiowa.edu](mailto:livewell@uiowa.edu)