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  

Presentation to UI Staff Council  
May 13, 2020
Sponsorship/Partnership

• Annual financial commitment to the Iowa Sports Foundation (ISF)
• 2\textsuperscript{nd} year of partnership
• Mutual interest: health and well-being of Iowans

Iowa Sports Foundation includes:
Iowa Games, Live Healthy Iowa, Adaptive Sports Iowa, Iowa Senior Games and Iowa Corporate Games

• Advertising/Impressions
  • Content experts
  • Community Outreach
  • Content expertise
  • Promote services/providers
  • Statewide reach
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
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 1st place status from 2019!

### Goal:
Finish in the top 3 in our division the overall games (4th 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.

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How to earn points for UI

• Participation Points / Check In for Virtual Events
  • Awarded for all events. Instructions and schedule at [https://corridorcorporategames.org/VirtualChallenge](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!
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 1st 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
    • Email: jessica-hinrichs@uiowa.edu
Burst Your Thirst Challenge

- 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 @UIowaLiveWELL on Social Media
- Create an account at www.corridorcorporategames.org
- UI Code is CCGUOFI.
- Do the Social Media Challenges, “Check In” for Events, and try to field one team-based event