

# Informing Student of Fitness Program: A Recommendation Report

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Subject: Recommendation Report for Informing Student of Fitness Program

This is a report of our current study of “Informing Student of Fitness Program” at Washington State University. The main findings of the report are

- Students are able to obtain information regarding different fitness programs offered at the University, goal-setting criteria based on each individual case, and even nutritional information pertaining to whichever program they may choose.
- Our product is very useful for the general population here at Washington State University because many people do not have the information needed in order to begin their fitness goals.

It should consider that we achieved all this through prior research through primary sources such as Adam’s boss who is director of fitness at WSU Recreation.

I would like to acknowledge the assistance of the “Informing Student of Running Start” report, Xuening Li, Adam Bjodstrup, in writing this report.

Finally, I would like to thank you for the opportunity this report gave me to familiarize myself with a lot of type of fitness programs and to develop my research skills, which will be invaluable for future projects.

We appreciate for opportunity to join in our fitness program and we look forward to working with you any time, and also if you have any question and comments, please contact Xuening Li, Faisal Alzahrani and Adam Bjodstrup at [xuening.li@wsu.edu](mailto:xuening.li@wsu.edu).

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### ***Executive summary***

The purpose of this report is to explore the benefits of fitness programs to university student and the enormous benefits of exercising to meet their fitness goals. This report will also seeks to pursue support from the university authority to support this worthy course as fitness programs are very beneficial. This proposal is divided into sections that focus on different aspects including; the introduction, the results, conclusions, findings, and the recommendation based on the findings. The introduction will give a brief overview of what the report entails and the rationale of why some phenomenon was chosen. This will be done by laying out the background of the topic (establishment of a fitness program in WSU University) with the significance of the research topic. Furthermore, it provides the statistical based on the research methods used to support some of the key findings as to why university students should embrace fitness programs for their fitness needs. The recommendation section provides a very important aspect of the report since this is meant to make sure that the fitness program is more efficient and successful. The research methods section provides a glimpse of the specifics of how the research will be conducted. They provide a rationale for how the results of the research are to be implemented or the target population that the sample can be said to be representative enough based on the similarities with the target population. The qualifications/experience of the team members is very important, and serves to enhance the credibility in conducting the research by showing that everyone was competent and have enough prior and necessary knowledge to effectively carry out this research and come up with an informed conclusion.

### ***Introduction***

To determine the best cause of action in determining the best way that will mobilize, inform, and convince the WSU students to enroll in the fitness programs that is supposed to be established in the University is what is presented in this report as well as the findings and the recommendation. Physical fitness is an aspect that is considered to be very important in any demographic setting. If a population of a given region engage in fitness program, that population will be healthy and some of chronic diseases that are associated with such diseases won't be associated to that particular population. Therefore, fitness program is a very vital aspect to university students in the short run and in the long run.

Thus, as the report is aimed to report on the best way that will popularize the fitness program in the university. The Xuening Li, the project manager required all the team members to come up website content that will ensure that the WSU students are well versed in regards to benefits of engaging in various fitness program. The website would also explain the various fitness program that would be offered in the university to ensure that the students live healthy. To achieve this objective Faisal Alzahrani was responsible communication liaising while Adam Bjodstrup was the Discussion board submitter. These responsibility were given as based on the capability of the individual's expertise and the how efficient and effective the member would deliver the project's task. In order to attain the objectives, both secondary and primary methods of data collection was used as qualitative and quantitative methods.

From the task it was found that most of the WSU students had a tight schedule that made them difficult to enroll in a fitness program. The benefits accrued as a result physical fitness was not disputed by most of the student, but the majority of the students wished that fitness program offered outside the campus could have been more flexible and accommodative. Majority of the students were also on consensus that fitness programs should be customized to ensure that they are in line with an individual's fitness goal. The health facility in the university and other stakeholders in the health sector confirmed that it lack of engaging in physical activities can put an individual in a complicated health situation such subjecting a person to been obese. It was ascertained one can become obese since the calories consumed are not burned making the individual to accumulate fats on his body. Additionally, obesity is a risk factor for cardiovascular disease, cancer and diabetes. The health practitioners ascertained that engaging in a physical activity will help the students not to be obese and the long-term medical costs that might arise as a result of been obese will be minimized.

In unison, the members recommended that they should assess whether the budget would ensure completion of the fitness program. If the budget wasn't possible the university authority responsible for Student's welfare should be contacted and request them to fund the fitness program in the university. Fitness program are very involving and this makes most of the people find them unattractive, they also require people to work-out repeatedly and consistently, making some people to quit along the way. Therefore, it was recommended that that some renowned athletes in the university would be invited once in a while to motivate and raise the interest of the students. In order to make the fitness program more popular, it was agreed that the website should be linked to a various social media sites such as Twitter, Facebook, and Instagram.

In the ensuing sections, we provide additional details that are very thorough and comprehensive regarding aspects such as research methods, the results obtained, the conclusion drawn from the results and the recommendations given by the team members.

### ***Research Method***

A feasibility study regarding the viability of this program would invoke generating a research design. A research design entails the research methods in which the fitness ideas would be spurred to the target audience; who in this case are students before the team could ascertain its viability. This implies that a thorough assessment of the program's viability has to be done before its eventual adoption at the University.

Research design will adopt a qualitative approach in order to validate the viability of the project, and whether it will meet its intended purpose. As a fitness program whose target market involves the students, it is ideal to communicate the idea to students before its commencement. This will give valuable feedback before the actual implementation stage. Principally, this study will adopt the use of interviews towards the inquiry of student's views about the program, and whether they would be excited by the launch of the fitness center at the campus (Creswell, 2013). The responses shall be gathered at different intervals of time in order to give an expanded and elaborate feedback about the program

Moreover, the research design will involve a series of interviews conducted on the students with the view of getting responses and analyzing the data (Creswell, 2013). However, this process will involve thorough preparation of the interview questionnaires about the fitness program, its importance, and if there is any adjustment that students would make before its launch. As reiterated before, there will be primaries before the actual roll-out of the program to the students. For instance, the bicycle ride will perform an influencing mandate to students towards the program. In addition, the students will be subjected to the interview after a ride. Other tools that shall be used to elaborate the program's scope include the use of charts, videos and external exhibitions in order to encourage student's participation in the interview.

After collecting students data based on the structured questionnaires, a research analysis shall follow of the already collected data.

### ***Results***

Our final repurposed product contains many important parts. The overall goal of our entire project is to bring the University students a better life through a fitness program they obtain through our product. Through our final product a student it able to obtain information regarding different fitness programs offered at the University, goal-setting criteria based on each individual case, and even nutritional information pertaining to whichever program they may choose. We achieved all this through prior research through primary sources such as Adam's boss who is director of fitness at WSU Recreation. To make our products existence general knowledge across the campus brochures would be made in order to advertise our program. We then would have more in depth informational sessions on how the program works and what it would take from the students in order for this program to positively impact their life. This product is very useful for the general population here at Washington State University because many people do not have the information needed in order to begin their fitness goals. Many people also do not realize the positive impact that fitness programs can have on your life, working out is a great way for one to relieve stress along with the fact that it will improve each person's general health. Even if it is a very modest program, some type of workout regime provided by our final product would be beneficial to our clientèle's standard of living. After our initial research we have found that the student body would have a very high interest in this project becoming a real program to be used by those without the knowledge to start their own fitness goals.

### ***Conclusion***

This project was all about the improvement of student's life through the integration of a new fitness program in their lives. We felt as if not all students had access to the information or materials needed in order to start a program. We projected that if we could get this information out and the programs started that students here would find that a life of fitness would lead to multiple positive impacts. These would include stress relief, a confidence boost, along with an upward swing of long term health. We started off with a research study to see how the student population would react to our new information system along with the actual implementation of our plan. Next once we had done our research and the feedback had shown that our plan might just work, we launched into the real implementation of our project. This included an

informational brochure along with a more in depth informational session for those students who showed interest. All in all, this project was about trying to make a positive change in the student bodies life here at Washington State University and through our research and design our repurposed project could make a really big change for the people who go through it.

### ***Recommendation***

#### **1. Reconsideration of the budget**

The budget to implement the project effectively wasn't sufficient, and therefore the members recommended to consider other financing option to ensure that the budget was sufficient and a success. The importance of physical fitness among the University students is very critical, and this could be an eye opener to the university's authority that are responsible for the welfare of the student. The cost had also to be reconsidered since the members established that a strategic partner was needed to ensure that the fitness program is holistic, beneficial, and interesting.

#### **2. Ways to make the program interesting**

Since physical activities are time consuming and very difficult in terms of ensuring that the individuals that engage in them are consistent, various methods were chosen to make the fitness program will be interesting to the university student. It was recommended that the various renowned athletes will be invited from time to time to take the students through various work-out techniques. The students will be allowed to interact with the athletes and the other celebrities. From the research, it was clear ascertained that the issue of individual turnover from the fitness program was expected since some individuals might feel they have achieved their fitness goal, as well as other aspects. Therefore, methods of making the fitness program attractable was a very important for the success of the program.

#### **3. Creation of awareness**

It might be very difficult to create awareness of the existence the fitness program. Since the target group of the fitness program are the WSU students, the means of communication is very vital. From basic observation, most of the students had a different kind of smartphone and that most of the student relied on social media platforms for information and communication. Therefore, some of the website's content would have to be linked with various social media platform sites such as Facebook and Twitter to reach out to the students about the fitness program and the benefits that each students will receive when they enroll to the program. Social media platforms would also ensure that referral to the program is enhanced fast, thus reaching more audience.

#### **4. Development of curiosity**

It was recommended that some fitness activities would be held on the University's square and some incentive given to the students that performed more physical fitness activities as instructed. The type of the incentive would include branded T-shirts that implies the importance of fitness program to the health of an individual. Such an activity would create curiosity and most of the student would be prompted to try out the activity whether as a means of socializing or with an

aim of getting the incentive. Thus, such a strategy would be very critical and it would ensure that more WSU students enroll to the fitness program.



## Reference

Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications, Inc,

**REACH  
YOUR  
PEAK**

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# BENEFITS

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- personalized and customized to suit the specific needs of each enrolled student's fitness goal.
- qualifications and experience e team members
- low budget request
- interesting programs



BENEFITS

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**Lose FAT.**  
**Build CONFIDENCE.**  
**Gain ENERGY.**  
without a massive investment  
of time, money or motivation

# **FITNESS PROGRAM**

# VS OTHER PROGRAMS

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- Social media platforms reaching more audience.
- A variety of ways make everyone insist on fitness.
- In school fitness, no need speed lot money and time.
- Plenty of fitness knowledge and methods



# THINGS TO CONSIDER

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- Participation must pass a medical examination to ensure that no accidents.
- Consciously abide by diet plans and attendances
- Enhance own confidence, do not give up.



Never  
Give Up!



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# REQUIRED STEPS

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- students must at least 16 years old.
- enroll course before 5th April.
- Attend introductory course



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