**To:** Dr. Erika Paterson

**From:** Long You

**Date:** Feb 21, 2023

**Subject:** Proposal for Encouraging TWU Students to Participate in Exercise at City of Richmond’s City Center Community Center

**Introduction**

Trinity Western University (TWU) is a global Christian university offering a variety of courses. Its Richmond campus, TWU Richmond offers MBA and Leadership Bachelor programs at Lansdowne and Minoru locations. TWU Richmond, Minoru is located on the third and fourth floor above the City of Richmond’s City Centre Community Centre (CCCC). The CCCC provides recreational facilities and programs for the local community. Its fitness center plays a vital role in supporting the health and well-being of the neighborhood community.

The CCCC fitness center has been slowly recovering from the pandemic. To encourage TWU students to exercise at the fitness center and increase the membership enrollment of CCCC, TWU, and CCCC jointly launched the TWU student Kick-off Week Promotion in January 2023. During the week, students could attend free fitness classes and workshops. They were also eligible for free admission to the fitness center. However, the student participation rate was extremely low, and no student signed up for the membership despite the special student offers. Both TWU Richmond and CCCC are willing to investigate the motivations and barriers for students to engage in exercising at the fitness center, the research results could be used to design the next campaign in Sep 2023.

**Literature Review and Statement of Problem**

Lack of time, motivation, and multiple commitments are the most common barriers for people to begin and continue to exercise (Ebben, 2008). Before the promotion, TWU and CCCC should identify the specific factors that potentially compromise students’ exercise adherence and work together to provide solutions. Conversely, health, fitness, stress reduction, and pleasure are among the most common reasons people exercise (Ebben, 2008). TWU and CCCC should understand each student’s motivations for exercise and customize the fitness proposals to encourage those unique motivations. The major task for TWU and CCCC is to identify students’ motivations and barriers to exercise in the fitness center and offer relevant solutions based on research analysis.

**Proposed Solution**

Identifying students’ motivations and barriers to exercise in the fitness center is the foundation of a marketing campaign. International students have a significant ratio in the TWU Richmond campus. There may be differences in the approach to fitness centers which can be influenced by cultural, social, and personal factors. In some cultures, it may be common to exercise outdoors or participate in group activities, while in others, individual workouts in a gym setting may be more common. A possible solution is to investigate and identify these differences (barriers and motivations). TWU and CCCC could relaunch the campaign based on the research analysis.

**Scope**

To identify students’ motivations and barriers to exercise in the fitness center, I plan to investigate the following area:

1. How often do TWU students engage in physical activities or exercise each week?
2. What type of physical activities or exercises do they prefer?
3. Do they feel they have access to adequate fitness facilities near campus?
4. How important is it to them to have access to a fitness center near campus?
5. What motivates them to engage in physical activities and exercises?
6. What barriers prevent them from participating in physical activities and exercises?

**Methods and Timeline**

My primary information source is Nelson Chiu, CCCC fitness coordinator, Nelson would connect me to TWU student service and account coordinator. Nelson also agreed to speak to TWU about facilitating a student email survey. At the end of Mar 2023, I will round out my primary research with the student survey through my UBC Qualtrics account.

A secondary source will include research articles about university students’ fitness participation.

**My Qualifications**

I am a BCRPA-certified personal trainer and I have been working at CCCC since 2016. In June of this year, I will receive my BKIN in Kinesiology. I am very familiar with fitness center operations and their environment.

I have TCPS 2 certification in research ethics.

**Conclusion**

It is clear that the fitness motivations and barriers should be identified and analyzed before relaunching a marketing campaign for TWU students. By addressing the six investigation areas mentioned earlier, I can determine the key targets that TWU and CCCC should focus on in their marketing plan. With your approval, I will begin my research at once.

Reference

Ebben, W. (2008). *Motivations and barriers to exercise among college students* American Society of Exercise Physiologists.