



PennState



Centred
OUTDOORS

sustainability
INSTITUTE

sustainable communities collaborative

Semester: Fall 2018

Community Partner:

Centre County



Classes:

GD 301, Graphic Design

Faculty: Ryan Russell

COMM 473, PR Plan

Faculty: Tara Wyckoff

GEOG 550, Ecosystems Services

Faculty: Robert Brooks

HDNRE (graduate Students),

Program Evaluation

RPTM 433, Human Health

Assessment

Faculty: Brigitta Baker

IST Interns, Social Media, APPs &

Web Design

Centred Outdoors started as a Centre Foundation grant funded initiative of ClearWater Conservancy, Centre County's foremost conservation organization with the intent to engage local residents in the outdoors. SCC involvement was a key component in the original vision and identified as necessary to complete project goals in an effective and timely manner. Centred Outdoors provides guided tours that familiarize participants with great local, natural outdoor destinations, the work of associated organizations and volunteers, and the health benefits of spending time outdoors. In addition to outings, the project consisted of creating an identity and promotions package as well as permanent signage at key locations. Student work provided research pertaining to eco systems services of local destinations, analysis of health benefits to participants, and degree of difficulty of hiking trails. Student design work laid the groundwork for professional designs, and allowed the organizers to explore activities such as digital badging during the start-up phase of the program.

"We worked with students across several classes to boost our branding, research and digital media leading up to the program's launch. The contributions each class made elevated the entire program and were a huge part of making the first year such a success.", Andrea Murrell, ClearWater Conservancy Communications Director



IMPACT: Student work was instrumental in creating a framework for an enduring program in a short timeframe and to be implemented with limited resources. The project was very successful and received additional funding for expansion from the Pennsylvania Department of Natural Resources. It has developed into a mainstay program of the organization.





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