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University of Iowa Health Care
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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)
- 2nd 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



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.

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 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



CHANGING MEDICINE.
CHANGING LIVES.®

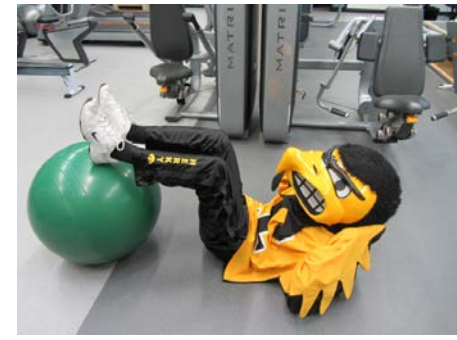
- June 8-July 17, 2020
- Teams of 2-10 people track activity minutes and water consumption
- FREE to UI faculty/staff (normally \$10 per participant)
 - Company Code: **LHIUIOWA**
 - Subsidy Code: **20CCG-UIOWA**

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.

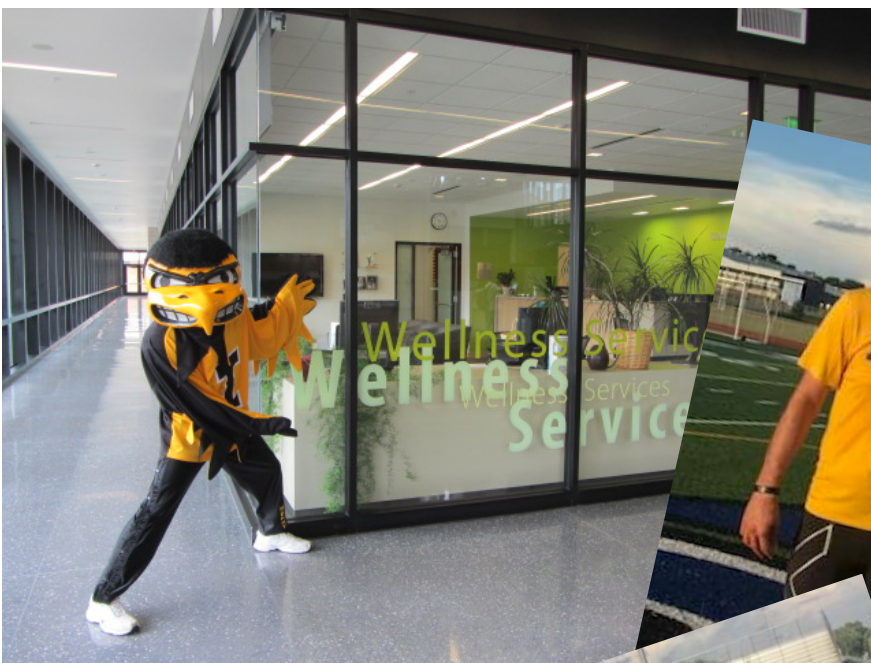


Let's Go Hawks!



- Follow Corridor Corporate Games and @UlowaLiveWELL on Social Media
- Create an account at www.corridorcorporategames.org
- 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