STEP LIVELY
FINDING OUR REC BLISS
Jasmin Hedvat & Miranda Madrazo
December 1, 2021
The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action.

To find out more please visit the Institute for Women’s Leadership’s website at http://iwl.rutgers.edu.
AREA OF CONCERN

Participant demographics
Outdoor Participants, ages 6+

Reasons not to get outside
Non-Outdoor Participants, ages 6+

From the Outdoor Participation Report 2017, Outdoor Foundation
STEP LIVELY'S MISSION

Our priority is to build a community which:

- Reclaims outdoor spaces as safe for women
- Nurtures multi-dimensional well-being
- Boosts confidence and self-esteem
- Creates a space of emotional solidarity
- Invites hope and protection in togetherness
- Cultivates shared knowledge
- Builds collective climate feminist leadership
FEMINIST LEADERSHIP

"Let's move forward with love, not conquest; humility, not righteousness; generous curiosity, not hardened assumptions. It is a magnificent thing to be alive in a moment that matters so much. Let's proceed with broken-open hearts, seeking truth, summoning courage, and focused on solutions."

"shine theory in practice"
CONDUCTING FIELD RESEARCH

Dance Church

March to Rutgers Gardens w/ GirlTrek

Reclama Journaling Session
GARDEN RETREAT

Community experience of nature...
Group Readings
Discussions & Journaling
Movement & Walking

In Collaboration w/ IWL @ Rutgers Gardens
WEEKLY WALKS

- Consistent gathering
- Start the day w/ positivity
- Beginner level terrain
- Alleviate concerns about safety and minimize risk by publishing route
**MARKETING**

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**SAVE THE DATE**

**THE STEP LIVELY PROJECT & IWIL PRESENT**

**Community Garden Retreat**

JOIN US FOR OUR FIRST EVENT
Step Lively offers an alternative space for recreation, while cultivating feminist leadership and movement building in reclaimed spaces.
Together, we’re finding our recreational bliss and basking in the beauty of outdoor spaces.
Coffee! Music! Trail Walk! Garden Tour! Painting! Journaling!

**September 18**
10 am - 12 pm
Rutgers Gardens
(Rain Date: September 19)

**RSVP:**

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**YOU’RE INVITED TO...**

**STEP LIVELY**

Fridays @ 9:30am, Starting October 22
Meet Up @ Voorhees Mall (Hamiton Street entrance)
Walk with our women’s outdoor recreation group every Friday to nurture your physical and mental well-being in an uplifting community.
Friday mornings can become your time to wake up, take in some fresh air and greenery, and chat about life. Bring friends!

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**Chill Walks**

**W/ STEP LIVELY RECREATION**

Fresh air, music, new friends, and goodies!
Walk through Buccleuch Park with our women’s outdoor recreation group

12/3
12/10
12/17
10:30am

Meet outside of
Zimmerli Art Museum

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JOIN OUR NEWSLETTER:
HTTPS://STEPLIVELY.SUBSTACK.COM

JOIN FACEBOOK GROUP:
SEARCH "STEP LIVELY"

QUESTIONS? EMAIL JASMIN.HEDVAT@RUTGERS.EDU
COMMUNITY SITES

A Welcome Note

Thank you for taking the time to be with us and learn about the intentions and aspirations of the Step Lively outdoor recreation community.

Miranda Madrazo and Jasmin Hedvat

Facebook Group

Substack Newsletter
PROJECT IMPACT

Online // Offline

A Welcome Note

Nov 23 at 2:48 pm

191 TOTAL VIEWS

2 free subscriptions, 3 shares after reading this

56 EMAIL RECIPIENTS → 68% OPEN RATE
163 OPENS

CLICK RATE

11% of openers clicked a link
11% /subscribe
3% https://open.spotify.com/playlist/0lTn2Xc2yH4JrPTrO...
3% /utm_source=substack&utm_medium=email&utm_c...
FUTURE OF STEP LIVELY

- Geographic need remains
- Make Step Lively a club at Rutgers
- Event/Programming Structure

Potential Collaborators:
- DRC
- HC Wellness Committee
- Companion Animal Club
- Verbal Mayhem Poetry Collective
- Women Empowerment through Health and Self Love
- Department of Nutritional Sciences
- Rutgers Mutual Aid

Potential Events:
- Dance class
- T-shirt creation
- Service Dog Walk
- Community Cooking Class
- Gardening Workshop
- Beach Cleanup
REFLECTIONS

Community
Word of Mouth
Ongoing Learning
Creativity is vital
Social media as a resource
Partnership/Collaboration
CITATIONS


THANK YOU!

Questions?