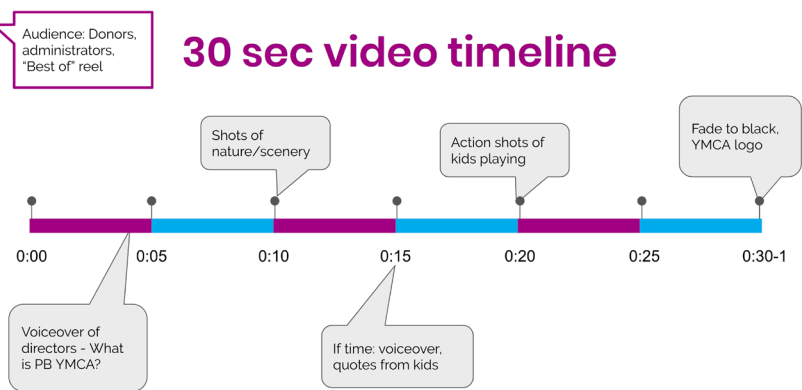
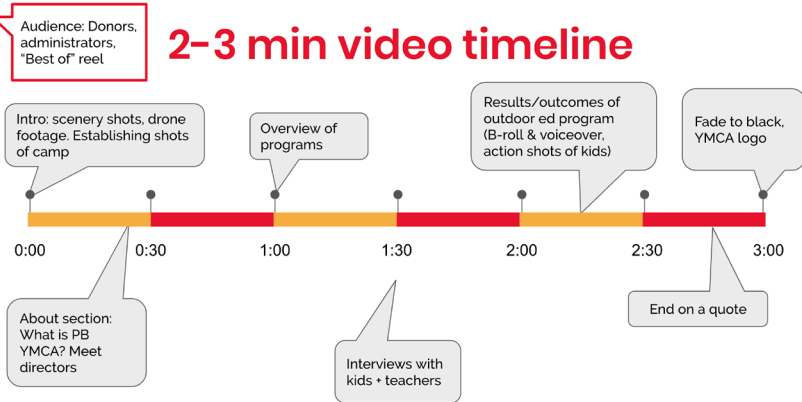
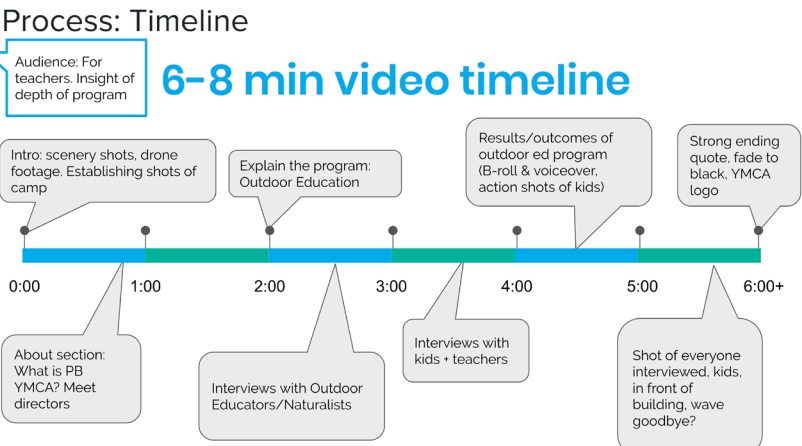


Promoting Equity, Inclusion and Diversity in Outdoor Education:
USFCA's Design Partnership with Point Bonita YMCA

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ART 365: Design Activism, Community Engaged Learning
Professor Rachel Beth Egenhoefer

Two students from USF’s Design Activism class partnered with the Point Bonita YMCA to create three promotional videos for the organization that highlights their work with equity, inclusion and diversity in the outdoors. These videos will be used for crucial fundraising, outreach, and awareness about Point Bonita YMCA’s Outdoor Education programs. The Point Bonita YMCA is located on the coast of the Marin Headlands, offering views of Golden Gate Bridge, access to Rodeo Beach, and numerous hiking trails for nature exploration. Point Bonita YMCA relies on funding from donors to help finance trips for low income schools to stay at the facilities, engage in their hands-on Outdoor Education program, and offer children a chance to be fully immersed in nature. We made multiple site visits, drew time lines and storyboards, conducted interviews, a created multiple versions of the videos. A class overnight trip gave more context and appreciation for the goals and experiences the Point Bonita YMCA offer. The process taught us how to work with a community partner as designers and how to receive and adjust to feedback in with a real world project.



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