

Faculty and Staff:

Recently, I was asked to help test a new social gaming website called Fitocracy. Fitocracy is the game you play to improve your fitness. Play it to track your progress, compete against your friends, and get real results in your physical fitness. After using the site and meeting with one of its creators and senior engineer, Daniel Roesler, I agreed to help launch a pilot program in an effort to see how Fitocracy would work on a college campus. It is our hope that Fitocracy will help employees increase their fitness activities, therefore increasing the overall campus health.

I am looking for participants to use the Fitocracy website. Fitocracy is currently an invite only site, so I have attached a flyer to this message with an invite code to the Rose-Hulman Faculty/Staff Group. Simply follow the instructions on the flyer. Navigate the site and then provide me any feedback about your experience.

If you use the site and find a need to create a sub-group of the Faculty/Staff group, please let me know. This site does have the capability to compete against other groups. The site currently has challenges to pursue, but Rose-Hulman specific challenges could potentially be created as well. Fitocracy hopes this will happen, as the competitive juices start flowing.

Fitocracy, although a start-up, has been generating members to the tune of over 100,000 in less than a year's time. Let's see how many members the pilot group can generate.

Again, if you are interested in participating and providing feedback, please follow the instructions on the attached flyer and become a member of the faculty/staff group.

Get Addicted to Your Fitness!

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SRC Pilot Program

Getting Rose-Hulman Addicted to Fitness
www.fitocracy.com

Hypothesis: Adding game and social mechanics to the SRC at Rose-Hulman will grow participation in fitness activities and increase overall campus health.

Fitocracy turns fitness into a social game

- Log activities to gain Experience Points and Level Up
- Earn Achievements for reaching milestones
- Go on Quests to improve personal performance
- Join Groups to meet other players
- Compete against others in Group Challenges



The Faculty and Staff Group

To join the private group:

- 1) Go to <http://www.fitocracy.com/>
- 2) Click in the top right on "Have an Invite Code?"
- 3) Type in the invite code to the right.
- 4) Fill in your login and profile information.
- 5) You will automatically be added to this group and the overall RHIT Pilot Program group.
- 6) Take the tour and start logging your activities!

Invite Code: RHITFS

If you already have a Fitocracy profile, contact daniel@fitocracy.com to be added to this group.

Fitocracy is an RPG for real life, where you are the player

About Fitocracy: Fitocracy is a small startup based in Silicon Valley. In less than a year, Fitocracy has grown to 100,000+ players with 2,000+ groups. Their senior engineer, Daniel Roesler, is a former Rose-Hulman student.

Fitocracy contact: daniel@fitocracy.com

SRC contact: shearer@rose-hulman.edu

