

Case Study | Apr. 2024

Union College Uses Automated Rentals to Adapt to Student Trends



LOCATION	ENROLLMENT	BOX MODEL	IMPLEMENTED	PLACEMENT
Schenectady, NY	2,107	RecRe28	Mar 2023	Student Union

OVERVIEW

Following the COVID-19 pandemic, students at Union College seemed to be favoring smaller, more intimate group activities over large-scale gatherings. Acknowledging this change in student preferences, Union adopted RecRe's automated rental solution to enhance access to recreational resources suitable for peer groups, roommates, and small gatherings. With RecRe, Union was able to broaden engagement opportunities on campus and students where they are.

“Students are engaging with peers and their institution differently now, and we want to be sure we're meeting them where they are by providing innovative, passive opportunities for programming and engagement. RecRe has been a perfect addition to our community to fit that need. It has been instrumental in supplying students with access to indoor and outdoor games and activities that they can enjoy with their friends on their own time.”

Matt Milless
AVP, Student Affairs
UNION COLLEGE



RESULTS

✓ Rapid Evolution

With RecRe, Union was able to swiftly adapt to increased student demand for small-group activities.

✓ Better Resources

RecRe's built-in accountability features empowered Union to invest in high-value items.

✓ Broader Reach

On-demand rentals engaged parts of the community often missed by traditional programming.

APPROACH

Student Affairs partnered with Student Government to bring RecRe's self-service rental system to campus. Together they chose the RecRe28 for the Reamer Campus Center and allowed students to vote on the items that would fill the eight cubbies. The end result is a mix of recreation equipment, with a heavy focus on technology and items that can be used in small groups.

STUDENT FEEDBACK

- "Great experience, had so much fun."
- "Great addition to the campus!"
- "Dope experience."
- "Super grateful to have this. Thank you!"
- "Easier than I thought it would be."
- "So convenient and accessible."



Emily Rocha
Dir. of Student Activities



"The box is reaching a subset of our community that our programming initiatives and our clubs and organizations haven't necessarily been reaching. It's great for us to see that students that needed a different form of connection and engagement have found that."

RENTAL STATS

3/23/23 – 4/14/24

5k

Hours of student engagement enabled by RecRe

30%

Rentals occur outside office hours

3.4k

Hours of social interaction enabled

812

Hours of outdoor recreation enabled

\$16.8k

Student savings on Oculus Quest

100%

Rentals returned

- 1. Oculus Quest**
- 2. Nintendo Switch**
- 3. Bluetooth Speaker**

Most popular rental items



Discover how RecRe can enhance the student experience on your campus.

[**SCHEDULE A DEMO**](#)