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HOW CAN JMU UTILIZE AND PROMOTE UREC'S RESOURCES TO IMPROVE STUDENT EXPERIENCE DURING THE COVID-19 PANDEMIC?

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SMAD 203

RESEARCH QUESTIONS

- What resources has UREC been providing amongst the pandemic?
- Who uses UREC's resources and facilities as a daily part of their lives?
- How have you been affected by UREC being closed?
- Have you accessed UREC's virtual resources?
- Are you aware that UREC is offering virtual resources online?
- Where could UREC offer facilities and resources that would be safe during the pandemic?
- What would you like to see from UREC in order to accomodate student's needs?

SUMMARY

The COVID-19 pandemic has brought uncertainty and fear amongst the JMU community. Creating a plan in order to get through this crisis while still maintaining the experiences we enjoyed pre-COVID is essential. Addressing how JMU is going to utilize and promote UREC is a very important component to improving student experience upon arrival back to school for the Fall 2020 semester.

UREC serves as not only a gym to the JMU community, but also as a safe haven from the stress of school and work. You can work-out, rock climb, study, eat with friends, and participate in intramural sports amongst many other activities. At UREC, it is possible to take a break from real-life and have fun. In order to still give students this experience, UREC needs to take steps in order to stay prominent in students lives during the pandemic. Innovation is the only way we will get through this pandemic and maintain a level of normalcy to our community.

INTERVIEW HIGHLIGHTS

In order to find out how students felt about the situation, I sent out a survey on Facebook in student groups and to some of my friends who also go to JMU. 14 JMU students filled out my survey. The questions were easy to answer and allowed me to gain insight on what students were thinking. The survey reached a diverse group of people, including students who would attend UREC every day and students who rarely went. In the survey, I asked how often they used UREC, what facilities they use, if they knew about the virtual sources UREC provides, and what would make them feel safe upon returning to UREC when we are back at school.

"What would like to see from UREC in order to accommodate student needs during the pandemic?"

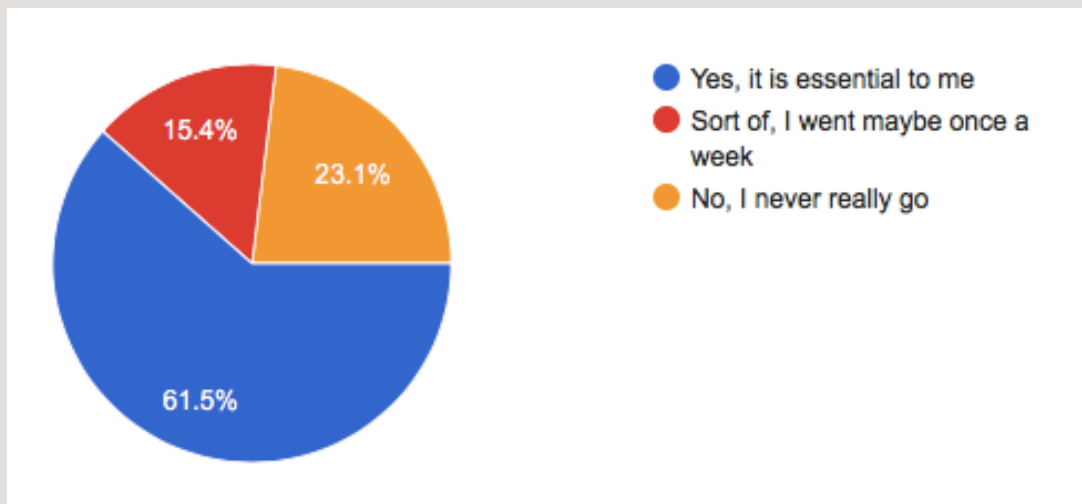
- *Online Workouts*
- *Reservations for work-out times*
- *Limit on amount of people*
- *More sanitation stations*
- *An outdoor workout area*
- *Social distancing*
- *Mask-wearing when possible*

Overall, a majority of the students surveyed have been affected by not being able to go to UREC as it was a part of their daily or weekly routine. Additionally, UREC does have virtual resources available for student use, however many students had no idea about these resources. I think that data proves that these resources need to be promoted in a way that reaches more people.

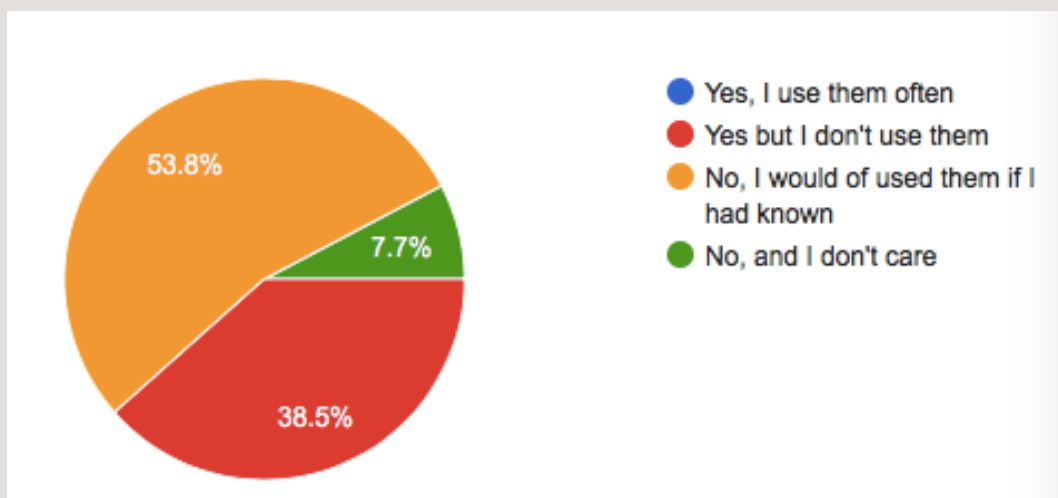
Students also want to see UREC putting in as much effort as possible in keeping them safe from being infected with COVID-19. They will use UREC's resources and go to the facility as long as guidelines are followed.

INTERVIEW DATA

Did you use UREC's resources /facilities as a daily part of your routine prior to COVID-19?



Are you aware that UREC has virtual resources online, and have you used any of them?





JESSICA

Rising Junior-Communications
Major

Efficient, Active, Organized

*"Maintaining an active lifestyle is
important to me in order to stay happy
and healthy"*

GOALS: MAKING DEAN'S LIST, STAYING ACTIVE, EATING HEALTHY, MAINTAINING A BALANCED LIFESTYLE

Jessica is a JMU student from Northern VA. She has grown up playing sports her entire life and prior to the pandemic attended UREC at least four times a week. Jessica really misses being able to visit UREC but is open to changing up her routine in order to accommodate for the restrictions that COVID-19 has brought. Jessica also always keeps up with the latest technology and uses her apple watch to track her workouts. She also lives off-campus at school and owns a car.

She already has been using the virtual workouts that UREC posts on their website, however misses the use of the physical equipment. She wants to get back to UREC as soon as possible, however is very concerned about staying safe. She wants to see heavy safety regulations put into place when UREC does reopen in order to prevent becoming infected with COVID-19.



NICK

Rising Sophomore - Business Major

Lazy, Out-going, Fun-loving

"I'm down to do just about anything as long as my friends are with me"

GOALS: KEEPING UP WITH HIS SOCIAL LIFE, PASSING HIS CLASSES, BEING SOMEWHAT ACTIVE IF HE HAS TIME

Nick is a JMU student from New Jersey. He played sports in high school in order to make friends and be social. He is in a fraternity, and is pretty involved in that. He would go to UREC to play intramural basketball or eat at Freshens with friends, but did not often work-out there on his own. Nick will be living off-campus for the 2020-2021 school year but has no car, and relies on the bus system or rides from friends. He knows how to use technology well like most students, however does not spend a lot of money on it unless he has to.

Nick has not been using UREC's virtual sources, however is very concerned about how he will be able to do intramural sports upon arriving back at JMU. This is an activity he really enjoys with his friends. He is concerned about his safety, however if proper safety guidelines are followed he is very willing to be involved in sports at UREC.

HYPOTHESIS

Creating and promoting a centralized location for students to access virtual resources from UREC along with innovating rules and guidelines to keep students safe will improve the students experience upon arrival back at JMU during the COVID-19 pandemic.

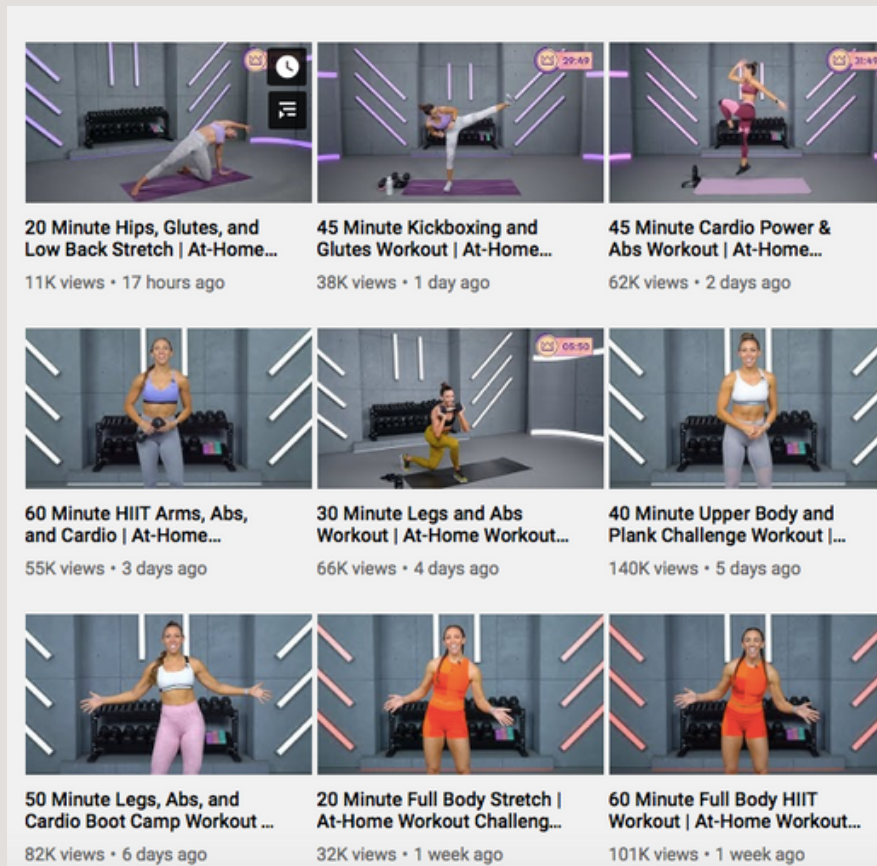
REQUIREMENTS

New strategies, promoting resources, and keeping our community safe



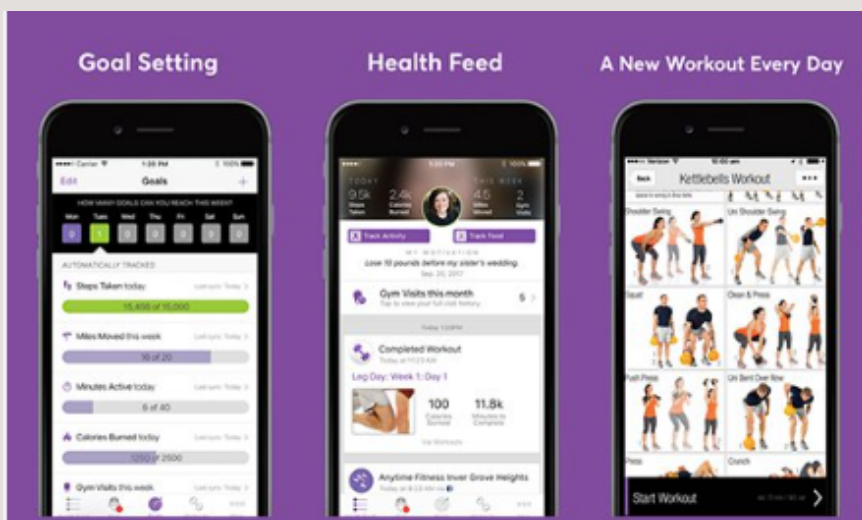
1. UREC should create an app for the JMU community to access with home-workouts, live/recorded exercise classes, healthy eating tips, and guidelines on how to stay safe amongst the pandemic.
2. The app should have a reservation system in order to control the number of people using the facilities at one time.
3. UREC should install more sanitation devices and have staff actively cleaning equipment and machines between each use to ensure safety.
4. UPARK should be utilized more to create an outdoor work-out space for students to use and host classes. Some students will feel safer being outside and this accommodates their needs.
5. UREC must monitor CDC guidelines and enforce them strictly, staff must be trained to protect themselves and other students.
6. UREC should have a group of students run the Instagram account and reach out to other student organizations to promote the virtual sources in order to reach more people.
7. UREC should send out an email to all students and parents promoting the app and informing the safety guidelines that will be enforced.

INSPIRATION



Work-out Video Inspiration

https://www.youtube.com/channel/UCVQJZE_on7lt_pEv6tn-jdA



App Design Inspiration