

November 10, 2014

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App revolutionizes intramural activities on campus

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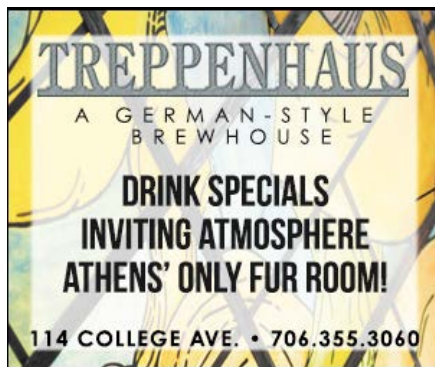


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Rec It

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Posted: Wednesday, November 5, 2014 2:00 pm | Updated: 10:36 am, Thu Nov 6, 2014.

Kalli Drake @kalliausten | 0 comments

Launched on college campuses last month, the REC*IT app is making life easier for students that participate in intramural sports and recreational fitness activities on campus at the University of Georgia. David Oestreicher, president of REC*IT, feels that collegiate intramural and recreational athletes are a vastly underserved community.

"NCAA sports get all the glitz, glam, and funding on college campuses. Rec administrators are not getting the funding to innovate and improve their programs, and REC*IT hopes to be a tool for them," Oestreicher said.

REC*IT is an app that allows student-athletes to register with their intramural or club teams and access their schedules, rosters, stats, and team updates. Users can also send in-app messages to teammates or view available fitness classes and activities to participate in.

Moko Social Media is the parent company of REC*IT and is a mobile social media provider that moved from Australia to the U.S. in order to have more resources to invest in the community. The company looks for big communities to serve, as in those on college campuses.

After a year of testing, REC*IT's initial version was launched on a pilot test group of college students. Most of the app's bugs and kinks were fixed at that point, and now the app has reached over 900 college campuses.

With over 75 percent of students visiting the rec center each week for some type of intramural of fitness activity, REC*IT aims to provide a tool to better connect this community of students. The goal is to completely modernize the intramural sports world.

As REC*IT acquires more users in the University of Georgia community, student-athletes and athletic administrators no longer have to rely on flyers or other methods to promote activities or get messages to participants. Even going online to check the Ramsey center's weekly schedule will be a thing of the past, as it will be completely at a student's disposal inside the app.

Reaction has been positive to REC*IT so far.

"Students like to communicate through their mobile devices. They naturally engage with them on a regular basis. No one else is doing what we're doing. Nothing like this app exists, so we've received tremendous support," Oestreicher said.

REC*IT's first version keeps things simple. The app has core features including push notifications in real-time of high-priority news in recreational athletics. Weather conditions, schedule and location changes and messages from



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other users are all pushed down to corresponding users as they come in.

The app will launch a new version in the spring with more bells and whistles. REC*IT is live in the App Store for Apple products and Google Play for Android users.

Laura Nevill, a freshman finance major from Alpharetta, participates in a club women's rugby team on campus and feels the app is a step in the right direction for rec sports.

"I think an app that centralizes all the secretarial aspects and keeps student-athletes up-to-date is fantastic. It makes it easier to get to the important things, playing as hard as you can and being there for your teammates," Nevill said.

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📍 Go Bar

Vincas, Ttotals

📅 Mon, Nov 10, 9:30 pm EST

📍 Caledonia Lounge

Team Trivia at Beef 'O' Brady's

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📍 Beef O' Brady's, Athens

Cicada Rhythm, Sara Rachele

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📍 Normaltown Hall

Barry McGovern – The Prose and Poetry of Samuel Beckett

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📍 Cine Bar Cafe Cinema, Athens

Stonerider, Programs, Velvetten Pink

📅 Mon, Nov 10, 8:00 pm EST

📍 Georgia Theatre

Highwire Lounge Team Trivia

📅 Mon, Nov 10, 8:00 pm EST

📍 Highwire Lounge, Athens



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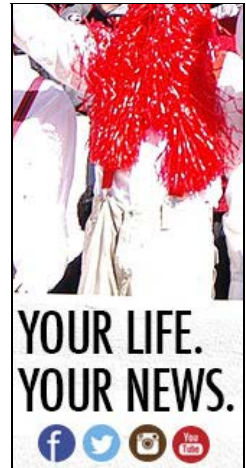
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