

App helps keep active Iowa students informed

Chastity Dillard 12:14 a.m. CST November 17, 2014



(Photo: REC*IT photo)

Active University of Iowa students now have a new way to manage their intramural and rec center activities.

REC*IT is a new app recently launched on more than 850 college campuses across the U.S. and Canada — including UI. The tool allows users to interact with all of their athletic activities from their smartphone.

“It’s pretty brand new,” said Justin Holman, assistant director of marketing and membership services for the UI Campus Recreation and Wellness Center. “For us it’s kind of a part of IMLeagues, so it didn’t cost (the university) anything. So we decided to try it out and see how it goes.”

Within the app, students can access schedules, results, news, announcements, discover new activities, track personal statistics and send app messages to teammates. IMLeagues is a website that was developed to help manage intramural sports and now works in conjunction with the REC*IT app.

“If you log in to IMLeagues, you’re kind of thrown right into the app,” he said. “So say you sign up for a flag football event, the app itself has a schedule of it. You can see what nights you’re playing and whose team you’re playing against. It’s very nice in that concept.”

REC*IT President David Oestricher said the app idea came to mind about seven years ago.

“I was working on the business side of intramural and college rec sports,” he said. “And I recognized that the community across the country is a very large one. Folks who go to college play sports not at a varsity level, but to stay competitive, stay healthy and being active.”

Oestricher said more than 75 percent of a campus population visits their campus rec center more than once a week.

“When you look at the scale compared to the funding that they receive from their universities, usually the varsity sports programs gets all of the glitz and glamor and the resources,” he said. “And this mega student activity campus rec sports is underserved compared to the number of participants.”

Oestricher said the company officially started about a year and a half ago and is adding new campuses on a weekly basis. Users can download the app from the app store for iOS devices and the Google play store for androids. REC*IT 2.0 should be out next spring, Oestricher said.

“We are really changing the way this massive audience engages with their most important information,” he said. “There has been a tremendous amount of passion for those who want to stay healthy and happy and fit.”

Holman said UI is always looking for new ways to engage students in rec services.

“We are always trying to get more students involved and active in general recreation,” he said. “That’s why we are trying different mediums to try and get to them as best we can and serve them. They are definitely our biggest users, which we are happy about. It would be great to get them involved as much as we can.”

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