



CUSTOMER SUCCESS

Facility Name:

Arizona State University



Location:

Phoenix, Arizona

Facility Size:

Four Campuses

- Tempe
- Downtown Phoenix
- Polytechnic
- West

Equipment Type and Quantity:

275 networked pieces of
880 cardio equipment

A Fitter Student Body: Preva Rollout Across ASU Constitutes Largest Networked Fitness Installation Yet

Overview

In a move to position itself as one of the healthiest universities in America, Arizona State University (ASU) in 2013 completed an ambitious renovation of its Sun Devil Fitness Complexes across four separate campuses, including the introduction of Precor fitness equipment and software. This massive project constituted the largest-ever installation of Preva, the Precor networked fitness solution.

As a direct result of this undertaking, ASU drove up traffic across its fitness facilities by 15 to 20 percent. Moreover, the school was able to immediately begin launching university-wide promotional fitness programs across all four facilities, successfully enrolling more than 4,000 students in its first-ever such venture.

The Quest for Community

As recently as 2012, ASU's health and wellness facilities were too cramped and outdated to accommodate its approximately 72,000 students and almost 4,500 staff members. Space at ASU's Polytechnic and West campuses was especially scarce, with less than 10,000 square feet each. But even the facilities in downtown Phoenix and on the Tempe campus needed a major upgrade.

As a result, ASU sought to revitalize its health and wellness offerings, in conjunction with its new student housing expansion initiative. With the approval of the student government, ASU resolved to build or drastically renovate its four fitness complexes, hoping this would be the catalyst that transformed its geographically dispersed student body into a more united community.





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“We wanted to encourage student health in a way that’s in keeping with the spirit, pride and traditions of ASU, while hopefully offering a more satisfying campus life for our students,” said Tamra Garstka, director of the Tempe Sun Devil Fitness complex. *“We wanted something transparent and uniform, where students could go to any ASU Sun Devil Fitness Complex and get the same exact experience.”*

In doing so, ASU hoped to engender a greater sense of wellness within its academic community and ultimately position the school as among the healthiest in the country—no small goal, considering that college students do not always have the healthiest habits.

It was also critical for the university to find a fitness provider that offered exceedingly durable equipment in order to keep maintenance costs low.

ASU formed a committee to investigate possible fitness solutions. Committee members consulted with myriad vendors and their clients in the local Phoenix/Valley of the Sun area. *“We talked to them about maintenance, we talked about their satisfaction levels. We did a lot a lot of homework because we wanted to ensure that the endeavor resulted in a positive experience for students,”* added Garstka.

Precor has given ASU “cutting edge” cardio and strength training, durable, state-of-the-art, and Internet-enabled machines. Preva software would enable ASU to connect all of its machines across the four campuses into one fitness network. Such integration would allow students enrolled in the Preva program to track their workout data on each machine console or on their mobile devices, across multiple campuses. It would also enable them to register for university-wide promotions and fitness initiatives, receive fun motivational messages during their workouts and earn badges for reaching their workout goals (again, either on their individual machine consoles or their mobile devices).

“Obviously, students want the latest and greatest when it comes to fitness technology,” said Garstka. *“They expect modern fitness programs and services, and we need to keep up with the trends.”*

The Implementation: The Sun Devil is in the Details

After selecting Precor as its fitness solution provider, ASU ordered 275 pieces of networked equipment, making this endeavor the largest ever Preva installation.

With construction on the four new fitness centers underway, ASU began introducing the equipment in July 2012. The new and improved Polytechnic and West campus facilities subsequently opened in January 2013 and Tempe and Downtown Phoenix celebrated their grand openings in August 2013, just prior to the new academic year.



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In anticipation of these openings, ASU also launched the Well Devil Initiative, a program designed to keep the student body healthier than ever before by promoting positive lifestyle choices. “We’re striving to incorporate a sense of wellness into the environment and culture of ASU,” explained Garstka.

Ultimately, each fitness center expanded its square footage, offering not just new equipment but also basketball courts and other sports facilities, as well as Well Devil services for those interested in yoga classes or smoking cessation classes, for example.

Uniting the Four Campuses

At the start of the 2013 academic calendar, ASU heavily promoted The Cardio Challenge—the first of what will be many Preva-networked wellness initiatives in the years to come.

This challenge consisted of a friendly competition to see which of the four campuses could accumulate the highest average of minutes per student on Preva-networked treadmills, ellipticals, bikes and other cardio equipment. The student with the most cardio minutes at each campus won an iPod and the first 1,000 participants to log over 500 minutes on the cardio equipment would earn a tee shirt as a prize.

At the end of the contest, ASU logged a total of 2 million exercise minutes across the four campuses.

ASU Professes Its Love for Precor

ASU has earned high grades for its fitness complex expansions, especially its networked Preva application.

“I talked to a personal trainer from the West campus and he told me he used Preva as part of his program, to encourage his clients to set goals for themselves. He felt goal-setting was an important tool for his clients to succeed,” said Garstka.

To that end, Preva keeps users motivated by awarding badges based on fitness achievements. Precor studies show that Preva users who set personal goals for themselves work out on average one day more per week in a gym than non-users.



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One student even told Garstka that shortly after enrolling in the Preva program, she signed up for her first-ever 5K run. Moreover, ever since the influx of new Precor equipment reduced waiting times for machines, student satisfaction levels have clearly risen, and visitor count is climbing. "I haven't heard a single negative comment yet," said Garstka.

ASU and its approximately 40 health and fitness-related organizations have also appreciated how it can push messages supporting these clubs' efforts to Sun Devil Fitness Complex visitors on their equipment consoles.

The university also intends to leverage Preva back-end capabilities to monitor and analyze equipment usage trends. For example, by seeing how often certain clusters of equipment are being underused or overused, ASU can then fine-tune the physical layout of the facility in order to optimize equipment usage and lifespan.