

Case Study | Apr. 2024

Auburn University Rapidly Expands Automated Rentals across Campus



LOCATION	ENROLLMENT	# BOXES	ITEMS FOR RENT	IMPLEMENTATION
Auburn, AL	33,015	8	62	Aug 2023

OVERVIEW

In 2022, Auburn University's Student Government Association (SGA) partnered with new leadership in Student Affairs to expand student access to loanable technology on campus. Together they implemented RecRe's automated rental solution to actualize their vision. Beyond loanable technology, Auburn's rental inventory quickly evolved to include everything students need to stay active, engaged, and successful both in and out of the classroom. Today, RecRe rental boxes can be found across Auburn's campus in academic buildings, student center locations, and residence halls.

"Auburn SGA and Student Affairs were excited for the opportunity to bring accessible and loanable technology to campus. This goal was rooted in a desire to provide students with resources to support day-to-day technological needs, and thanks to RecRe, has grown into additionally offering students fun and exciting amenities."

Jamie Calvert
Programs Coordinator



RESULTS



Expanded Access

With RecRe, Auburn was able to expand student access to loanable technology and other high-value items.



SGA Visibility

Custom decals on RecRe boxes remind students of the SGA's role in bringing the free rentals to campus.



Student Savings

By providing room-care and academic items, Auburn is easing financial burdens for students and their families.



914-933-7046



recrebox.com



solutions@recrebox.com

APPROACH

Auburn initially leased three boxes from RecRe to kick-off their automated rental program. In response to student demand, Auburn quickly added five additional RecRe boxes, which they strategically placed and stocked according to students' needs, preferences, and habits. Auburn has been able to successfully drive adoption by: placing boxes in locations with high foot traffic, using signage and custom wraps, and including boxes on campus tours.

STUDENT FEEDBACK

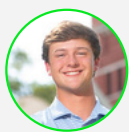
"This is amazing. Really saved me."

"Great service, saves me constantly."

"Best thing ever. Loved this."

"Works perfect and to the point."

"This is a great system!"



Jake Halston

Former SGA President



"RecRe and its system has drastically improved student access to loanable technology like computers, calculators, and tablets for students, helping to lessen the financial burden college presents. We at Auburn are deeply grateful to the RecRe team for helping improve the student experience on campus."

RENTAL STATS

8/19/22 – 4/12/24

23.2k

Total hours of student engagement

40%

Rentals in residence halls occur after hours

1.7k

Games played

1.6k

Devices charged

6k

Hours of social interaction enabled

2.4k

Hours of outdoor recreation enabled

\$9.1k

Student savings on calculators

\$7.5k

Student savings on room-care items

- 1. Device chargers**
- 2. HyperX Headset**
- 3. Nintendo Switch**

Most popular rental items



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

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