

PERCEIVANT: CASE STUDY

BEYOND THE STUDENT ATHLETE:

Coastal Carolina makes waves among broader student body with “fun” fitness curriculum.



NEW MOBILE APP
INTEGRATION



CUSTOMIZED
COURSEWARE



PERSONAL
APPLICATION

Our Client:

Coastal Carolina University, in Conway, S.C., offers 73 undergraduate and 21 graduate degree programs. Coastal Carolina’s Department of Kinesiology enrolls about 400 students each semester in its Lifetime Fitness and Physical Activity course, using a custom version of *21st Century Wellness: The Science of the Whole Individual*. It’s a natural fit for a university where Exercise and Sport Science is among the most popular undergraduate degree programs.



Problem Addressed:

Like many instructors, Marcia Rosiek, a lecturer in the Exercise and Sport Science program, found herself moving away from textbooks. Over time she found new materials online to customize her courses. “The textbook has kind of gone away. We actually built our own lab manual and published it. It was our unique, custom-designed lab manual to go with the objectives of the course—online, like an e-book, PDF,” Rosiek said. “We severed our relationship with the textbook publisher when we realized the price of it was way too high. And we didn’t feel that it was appropriate for our students.”

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Solution Provided:

Core Product

21st Century Wellness: The Science of the Whole Individual interactive book/course.

Strategy

Rosiek recently conducted a review of *21st Century Wellness* as part of an effort to redesign her course and to make it more engaging for today's smartphone-equipped student. Integral to the online course is the concept of building a solid foundation of fitness that an individual can carry throughout his or her lifetime, as opposed to rehabilitation following years of unhealthy living. The course focuses on themes such as proper posture and muscle strength.

It also conveys to students the benefits of fitness on mental health and long-term benefits in cardiovascular health, bone strength and pain management. One of the key objectives in *21st Century Wellness* is to challenge students to assess their own levels of functional fitness and to come up with a self-improvement plan.

In fact, Rosiek is among those creating an interactive mobile lab manual that Perceivant is building and adding to *21st Century Wellness*. It will use the BearTracks™ mobile app, which enables students using their mobile devices to submit self-assessment and labs to their instructor's grade books.

BearTracks™ engages students on a personal level, allowing them to not only keep a history of their self-reported attitudes and behaviors but also compiling objective assessment data such as fitness and biometrics. And because students carry an ever-heavier academic workload, BearTracks™ provides text message reminders of upcoming assignments.

The entire course—everything from textbook assignments to the instructor's assignments—is housed in the BearTracks™ app on the student's phone and at reach at any moment throughout the day. That's virtually assured, given that 92 percent of people ages 18-29 own a smart phone (<http://www.pewinternet.org/fact-sheet/mobile/>).

"That (BearTracks™) is going to be really helpful for me in my course when I do labs because they can just bring their phones. There's no more paper. You know they always have their phones on them," added Rosiek.

Results Experienced:

Besides rich course content, *21st Century Wellness* platform is a quick way to assess learning efficacy. "The students are there with me during the activity. Then they log it into their phone. It's done. They're done. They don't have to think about it. Their assignment is over when the class is over," Rosiek said.

And while Rosiek and her fellow instructors are accustomed to student athletes being more engaged in Lifetime and Physical Activity, given their interest in sport, she said *21st Century Wellness* appears to be motivating the broader population of students as well.



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"I get a lot of feedback after the course about how much fun the course was and how what they learned in the course applies to their lives now," Rosiek said. "The course itself is a very popular course on campus. I run 12- to 14 sections of it a semester and they fill up every semester."

The experience with *21st Century Wellness* has inspired additional applications at Coastal Carolina University. Rosiek is looking to adapt another Perceivant product, *FitQuest: A Personal Journey*, for her Introduction to Exercise Science course. She's also looking at using the Perceivant product platform to develop a new course: Applied Psychology of Physical Activity.

"I think exercise psychology is becoming its own sub-discipline," said Rosiek, citing research that's shown that athletes and the sedentary have "almost two completely different mindsets."

"I was reading a research article last semester that basically said we don't even need to research this anymore: everybody knows that when you are physically active your mood is better. And I think that brings up a really good point because everybody knows that. Why aren't we doing it (physical activity)? Don't you want to feel good?"

Rosiek hopes to offer such a course in 2018, using Perceivant's platform.

"I like the learning management system. I like that you can get everything right here on the computer. That's where our students are, so it's probably the best place for us to be, providing them the best learning experience that we can."

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— *Marcia Rosiek,*
Instructor,
Coastal Carolina University

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