ClassPass improves wellness program engagement at University of California College of the Law

With on-campus facilities offline, ClassPass provided a flexible wellness benefit to fill the gap in student wellness.
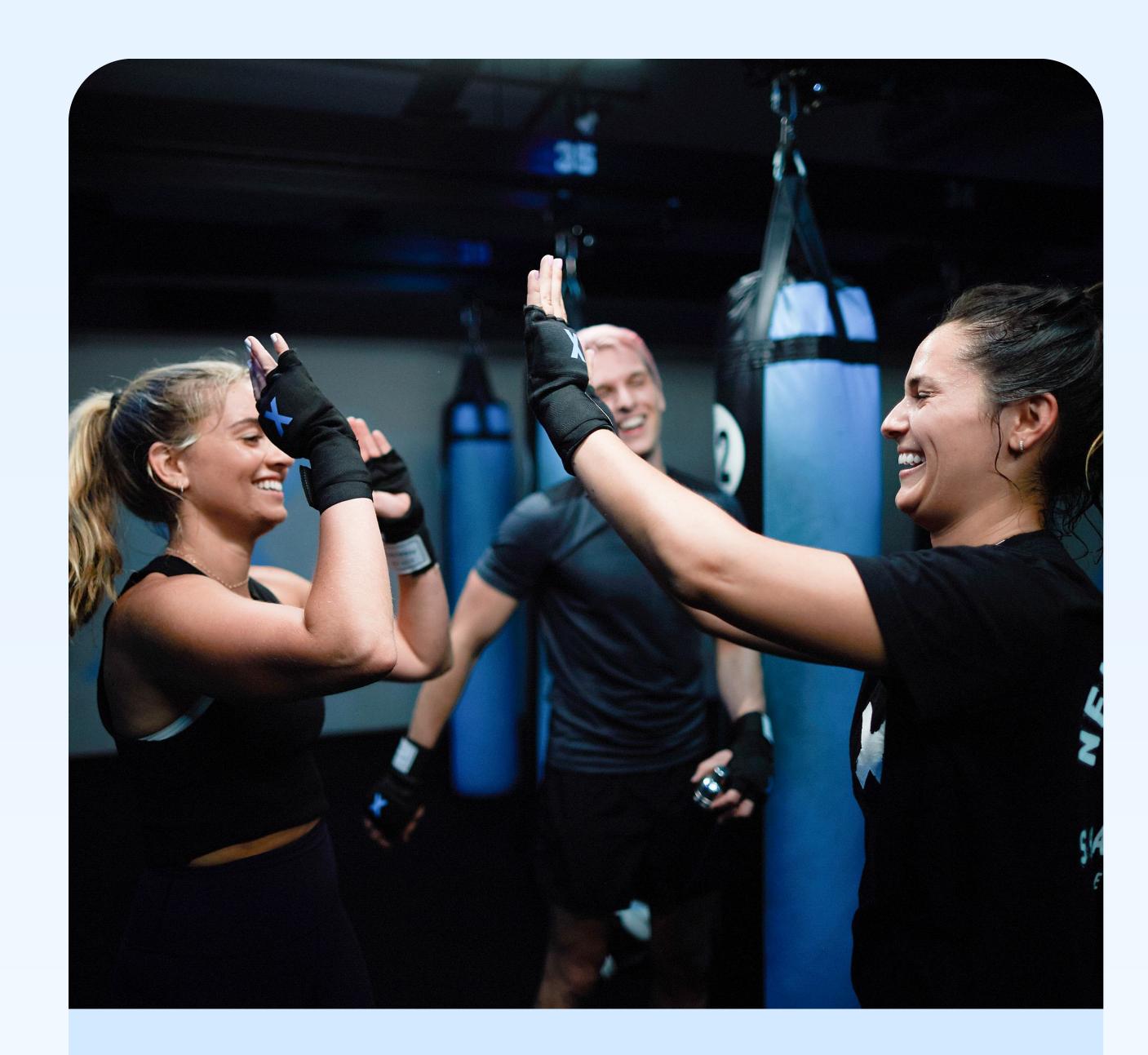
The Challenge

With on-campus fitness and wellness facilities unavailable due to ongoing construction, the University of California College of the Law, San Francisco, needed a flexible solution to support student well-being. Previous efforts to implement a program that fit its students' diverse needs and schedules had mixed results. Fitness and wellness play a vital role in shaping the student experience, so finding a benefit that would enable students to both manage stress and improve or maintain their physical and mental health was a top priority.

The Solution

ClassPass now offers students a flexible wellness benefit that enables them to work out and stay well how they want, when they want—making it an ideal solution for the university. By offering workouts, appointments, and more that cater to students' unique preferences and schedules, ClassPass has been a key solution to overcoming previous obstacles with scheduling and benefit participation. This flexibility resulted in high engagement levels and positive feedback from the student body.

Additionally, the ease of managing the program has been a significant advantage for administration. Automated features like direct-to-student benefit activation emails and eligibility management have simplified operations, allowing the student services office to efficiently support students without added workload.

> " When we introduce new initiatives, they're often popular at the start, but engagement can drop significantly afterward. The continued engagement over time has been a significant success for us with ClassPass.

Jonathan Myers,
Director of Student Life,
University of California College
of the Law

STUDENTS LOVE THEIR CLASSPASS BENEFIT

90% student enrollment   **246** average monthly reservations

*All data as of August 2024

Learn more about the ClassPass Corporate Wellness Program at **classpass.com/corporate-wellness**