

Case Study



The U of A is the fifth largest university in Canada

It is recognized as one of Canada's top 4 universities and one of the top 100 in the world.





**UNIVERSITY
OF ALBERTA**

5 Campuses
44,000 students
14,000 employees

Bright Breaks customer since January, 2024

ualberta.ca



Bright Breaks Champions at U of A



Chelsea Coghill

Program Coordinator; Fitness, Leisure & Wellness
Campus & Community Recreation

140 breaks taken
Favorite break: Breath Work For Stress Relief



Krystle Johner

Team Lead Fitness, Leisure & Wellness
VPFO CCR Programming

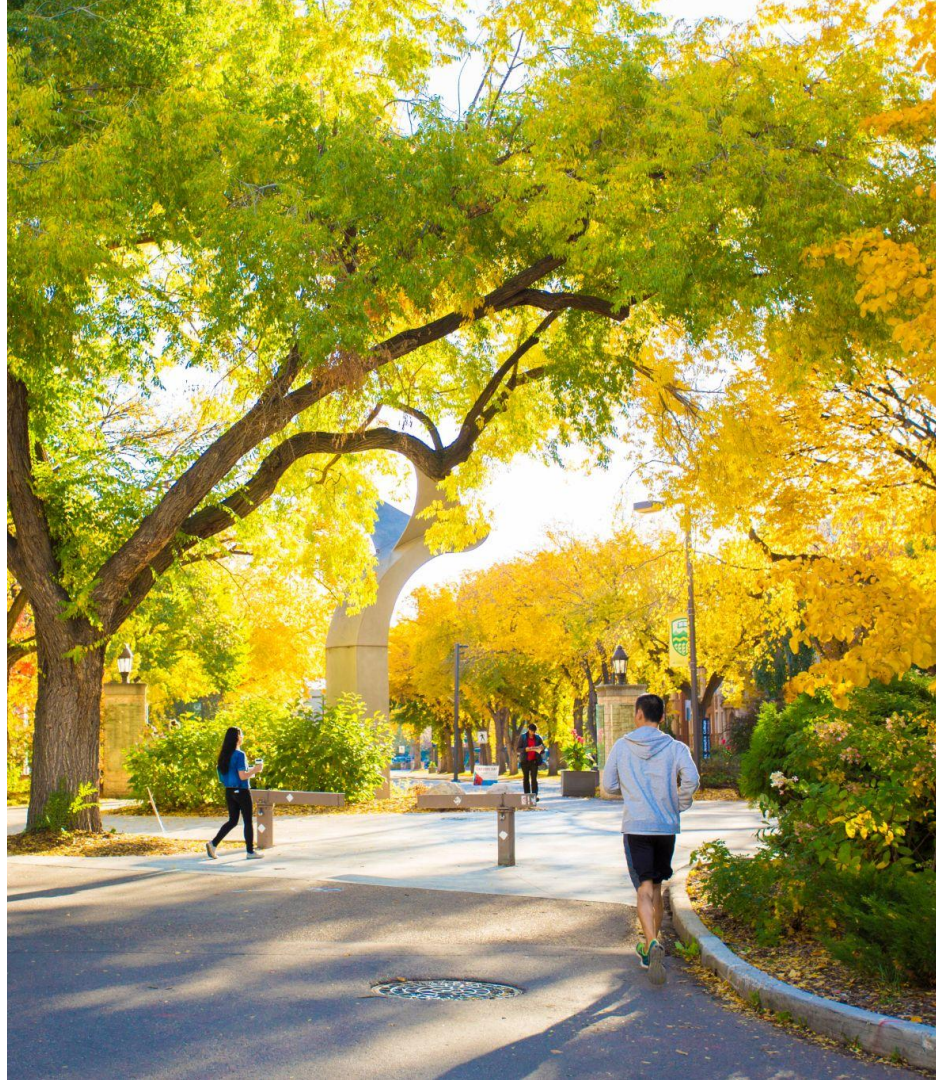
30 breaks taken
Favorite break: Sitting Fix

What's the Challenge?

The mission of Campus & Community Recreation (CCR) at U of A is to provide opportunities for their communities to experience health and wellness.

However, part of the student body at U of A is learning remotely and doesn't have access to on-campus fitness, wellness and recreation services. To support them, CCR needs to have something in place.

They had been offering live dance and wellness classes but attendance is no longer what it used to be and didn't seem like the best use of their resources. They needed something that would drive more utilization across their entire student population, not just check the boxes, and allow more students to benefit from the wellness and recreation fee that is included in their tuition.



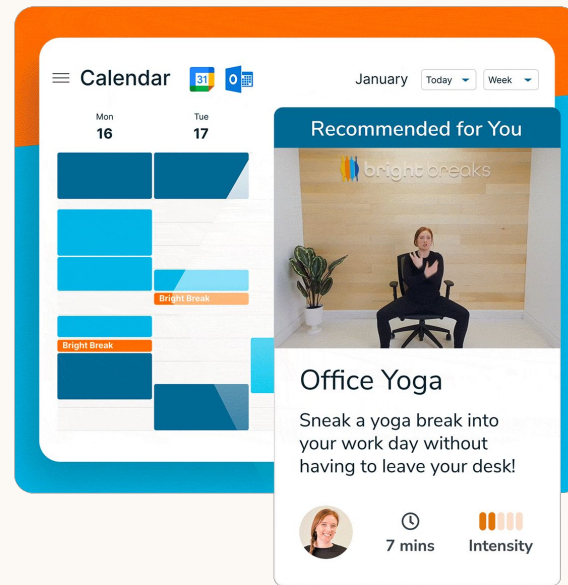
The Bright Breaks Solution

Krystle and Chelsea came across Bright Breaks through the NIRSA community. Bright Breaks is a solution that allows them to provide their students with over 300 live wellness breaks every week and an ever expanding library of on-demand breaks already counting 500 videos, at a fraction of the cost of producing virtual resources in-house.

“Bright Breaks is providing an alternative option to both physical activity and wellness information. It’s filling a niche of knowledge and information that CCR doesn’t necessarily have the capacity to provide. By providing it online, it expands our reach with our campus students and staffing body because not everyone is on campus at all times. It allows everyone to access services without having to be in our buildings and it gets us into that virtual environment that we otherwise wouldn’t really be in.”

Krystle Johner

Team Lead Fitness, Leisure & Wellness
VPFO CCR Programming





The Payoff

After a soft launch with the CCR team, faculty and staff in January 2024, Bright Breaks was introduced to students the first week of February.

12 months later, this is what their engagement looks like:

2,300+

Students and staff signed up

1,300+

Students and staff have taken a break

700+

Students and staff have taken 3+ breaks

400+

Students and staff have taken 10+ breaks

35,000+

Breaks taken


4,000+



5 star reviews




Bright Breaks Reviews from U of A

Strengthen Your Spine






 7 mins  Intensity


 [Add to Calendar](#)

“This was the perfect start to my morning. Will definitely be starting my day with this again!”

Sitting Fix






 7 mins  Intensity


 [Add to Calendar](#)

“My first break! I feel amazing and refreshed! Looking forward to the next breaks.”

Stress Buster






 7 mins  Intensity


 [Add to Calendar](#)

“That was awesome! Punch the air in the morning, great way to start a Monday.”

7-Minute Stretch



 7 mins  Intensity

 [Add to Calendar](#)

“Loved it. Feeling relaxed and loose, ready for my afternoon.”

[Read more Bright Breaks reviews on G2](#)



The UAlberta Habit Refresh Challenge

Over a two-week period from February 26 to March 8, 2024, students, faculty, and staff were invited to collect points by taking breaks and compete against others for a chance to win prizes provided by Campus & Community Rec.



The UAlberta Habit Refresh Challenge

Challenge ran February 26th - Mar 8th

Continue the new year with habits that foster personal well-being!
Take breaks to be entered to win a prize provided by CCR.

The challenge in numbers:

900+

New students and staff signed up following the challenge promotion

400+

Students and staff participated in the challenge

2,500+

Breaks taken



“In my opinion, Bright Breaks is not just another website offering generic advice on well-being; it is a platform designed specifically for students like me who are looking for practical ways to enhance their mental, physical and emotional health. From the moment I started using it, I knew it was exactly what I needed to navigate the challenges of university life more effectively.”



Owais is a third-year mechanical engineering student

Read his article: [How taking “Bright Breaks” helped me](#) on the UAlberta website.

Ready to level up your well-being program?
[Get in touch with the Bright Breaks team](#) to get started

[**brightbreaks.com**](https://brightbreaks.com)

