Recently, the Department of Recreation and Wellness at Old Dominion University has undergone a brand transition. With the main focus of the institution being the academic success of students, the Department of Recreation and Wellness recognized a connection that is often unseen. Their response was “Live Well. Learn Well.” By introducing the proven idea that recreational activity in students directly enhances academic performance, the department has awakened a whole perspective of healthy living.

In a study published in the Recreational Sports Journal titled Academic Success and Retention: The Role of Recreational Sports and Fitness Facilities, a group discusses the influence of students obtaining a membership to a recreational facility and the influence it had on academic success. Their finds were this: “Results show recreational facility membership is associated with, and may be beneficial to, college students’ academic success.” Such conclusive evidence of the benefits of recreational activity to academic success in students is the reason why Old Dominion University Department of Recreation and Wellness highlights the importance of physical activity.

Regular activity can provide stress relief, allow for more social interaction, and help activate more neural functions than if no activity was performed. The department highly recommends that students take advantage of the fitness facilities and programs so they may not only be their healthiest selves but the most successful versions of themselves as well.