Gamification, Higher Education and You Handout

Gamification 101

Games have existed throughout time – bones, chess, zombies
Gamification helps people achieve their goals, learn new skills, or drives innovation
There are also several unintended benefits – problem solving, transferable skills, teamwork

Gamification in Government

Salem, MA: "What's The Point" – engaging citizens in neighborhood planning
Santiago, Chile: "Neighborhood Competition" – addressing childhood obesity
State of Hawaii: "Badging" – users get badges when they use the state website

Gamification Worldview: Minecraft

Minecraft is a fun video game – fight monsters, build cities, practice local government
Mumbai, India: Using Minecraft for urban planning
UN-Habitat: Using Minecraft to teach people around the world about city planning

Gamification: Transferable Skills to Workforce

Determination – not giving up, persistence, failing fast
Leadership – organizational strategy, working with others, communication
Social Intelligence – understanding emotions, executing on a plan, diversity

Gamification: Academic Roadmap

Game based learning – apply academic concepts to solve problems
Serve new generation of students – eSports, Millennials, and Generation Z
Virtual simulations – experiment, fail fast, and low risk environment

Gamification: Staff Roadmap

Use gamification to solve other problems – employee communication, department teambuilding
Engage with younger generations – fill workforce needs with gamers
Develop employees – teach broad range of skills, prepare next generation with leadership skills

Gamification Best Practices

Start with defining the problem – what behavior the game is intended to encourage
Design the game – the game does not have to be digital (cards, poster board, board game)
Get end user feedback – provides an opportunity for continuous improvement

Please help! Complete the video game survey!

https://www.surveymonkey.com/r/parkvideogamesurvey