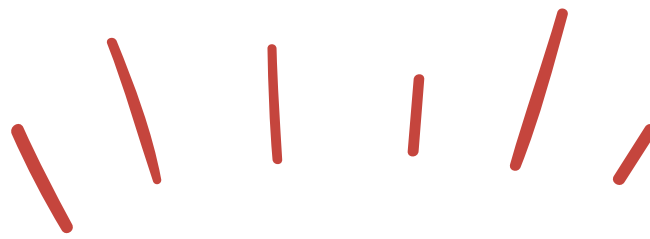


# AUGUSTA UNIVERSITY - THE AU VICTORY CUP



A PUBLICATION OF SENTENTIA  
GAMIFICATION



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# EXECUTIVE SUMMARY



As part of a bigger effort to offer an asynchronous, summer faculty development program, the Center for Instructional Innovation developed a 2-part, 6 week program on Multimedia and Motivation in Student Learning. The first half of the program was a 3-week course on the Science of Motivation and Game Based Learning. The course was NASCAR or stock car race themed with 60 faculty members being divided into "pit crews" of 5 members. Each week (lap) presented the Pit Crews with content and "driving missions" that supported the broader learning objectives of:

- Understanding of the fundamentals of motivation
- Discover how to integrate gamification methodologies for the improvement of learning and development

# ABOUT THE ORGANIZATION

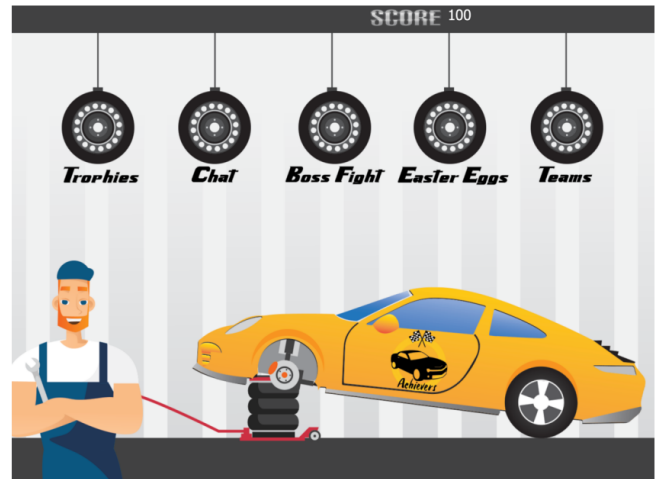
Augusta University is a dynamic, comprehensive research university, located in Augusta Georgia offering more than 150 areas of study, across ten colleges through undergraduate, graduate, and professional programs.





# THE NEED

Coming out of COVID lockdown it became apparent that there was a need to create higher levels of engagement for students in their courses. The Center for Instructional Innovation (CII) had been tasked with creating summer faculty development opportunities. The want and need for creating more experiential learning and engagement in courses let us to develop a program on Multimedia and Motivation in Student Learning.



“ I AM THOROUGHLY  
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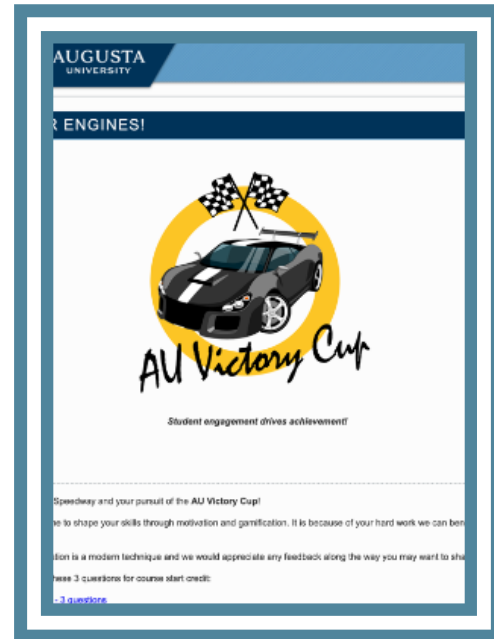
# THE DESIGN PROCESS

In designing our course we began with our Augusta University Course Shell which was designed based on the Quality Matters rubric. We knew with the shell's adherence to best practice and research-supported standards we could support the content with exposing faculty to the science of motivation and to gamification principles in an asynchronous modality. The decision was made to "gamify the gamification" in the hopes of exposing faculty to a number of gamification principles while demonstrating their value through a gamified experience.

# THE DESIGN PROCESS






We faced a challenge early on to create a way to use motivators like points and leaderboards that did not tie directly to individual grades as public displays of grades would create a FERPA issue. We accomplished this by creating optional bonus points and surprise points throughout the course. In



order to accommodate a class of 60 faculty learners, we needed to have a thorough structure with pre-prepared spreadsheets to organize different individual and team grades from leaderboards. We created interdisciplinary pre-assigned groups from week one and asked for the teams to submit self-assigned roles and responsibilities. In spirit of our theme of a NASCAR Race. Faculty were placed in "pit crews" of 5 members with the goal of making it down the Motivation Speedway in pursuit of the AU Victory Cup. All graphics, supplementary game elements, badges, and leaderboards were created and managed by us in house.


# GAME PLAY



EASY RIDE EDUCATORS		191000 MILES
AUMINATOR		202000 MILES
SAGE		143000 MILES
PPG		199000 MILES
JAGUARS OF CATAN		152000 MILES
PEACH PIT LEARNERS		168500 MILES
R1T1		158000 MILES
CRAZY 8S		203000 MILES
NEEDFOR SPEED: PROTEACH		174000 MILES
MACH GO GO GO		174000 MILES
LEFT TURNERS		169000 MILES
FIFA OREGON TRAIL		187000 MILES



AU Victory Cup



You've seen the top teams. Now [CLICK HERE](#) to see the Top Racers!



*Each required mission moved teams closer to the “final lap”. At the “finish line” the individual and their team turned in their final project earning them points and a high - speed trip to the winner’s circle. Each faculty member had weekly required missions and assessments where they earned points toward their completion of the course as well as, earning themselves and their crew driving miles and badges that will move their team up in the rankings in the quest for the AU Victory Cup .*



# GAME PLAY



Each weekly "lap" consisted of:

- An interactive "driving map" to help the learner navigate.
- Weekly individual required driving missions

o Each required mission will move them closer to the "final lap". At the "finish line" the individual player and their team will turn in their final project earning them points and a high-speed trip to the winner's circle.

o Players had weekly required missions and assessments where they earned points toward their completion of the course as well as, earning themselves and their crew driving miles and badges that will move your team up in the rankings in the quest for the AU Victory Cup.

# RESULTS



Our pre survey's questions were based on research of personal investment statements:

- One thing that excites me about this particular opportunity is \_\_\_\_.
- I confess, the one thing I'm not so excited about with this particular opportunity is\_\_\_\_\_.
- On this project, I'd really like to get better at \_\_\_\_\_.

We also included Bartle's game profile type and discovered the following stats:

Bartle Test Profile Types:

- 74% of our faculty were explorer profile type
- 21% were the achiever
- 5% were socializers
- We had 0% killers

Most faculty attempted all of the bonus missions for team points to boost up the leaderboard.





# Jeff Mastromonica

Jeff Mastromonica has been teaching, developing multimedia, and working in instructional design in the higher ed space for over 20 years. He currently is the Director of the Center for Instructional Innovation at Augusta University in Augusta, Georgia. He has a Masters of Education in Educational Technology from the University of South Carolina and a second level certification in Gamification from Sententia.



# Lynsey Steinberg

Lynsey Steinberg is one of the 300 board-certified medical illustrators. Lynsey graduated with bachelor's of fine arts from the Savannah College of Art and Design with a master of science degree from the Medical College of Georgia and earned her board certification in 2016. Lynsey has been able to experience hands-on surgery in the operating room, develop virtual reality, 3D printing, animation, gamification, and graphic design while working directly with students, faculty, and staff. As a team member she believes in creating engaging work with a passion for creative problem solving through collaboration, inspiration, and innovation.

Website: [Augusta.edu/Innovation](http://Augusta.edu/Innovation)  
Social Media: Facebook: <https://www.facebook.com/AUGCii/>  
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Level up your corporate learning and development programs, employee onboarding, training, or adult classroom with gamification – a cutting-edge strategy to motivate and engage employees, customers, and students.



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Hosted by Monica Cornetti, President of Sententia Gamification and Gamemaster of GamiCon. Monica's guests include L&D Professionals, Adult Educators, and Platform Providers who give you tips, tools, and techniques to add immediately to your training, talent development, leadership, and employee engagement toolbox.

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