Green League

An Innovative Tool for Employee Learning & Engagement

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Fund for the Improvement of Post-Secondary Education
Department of Education
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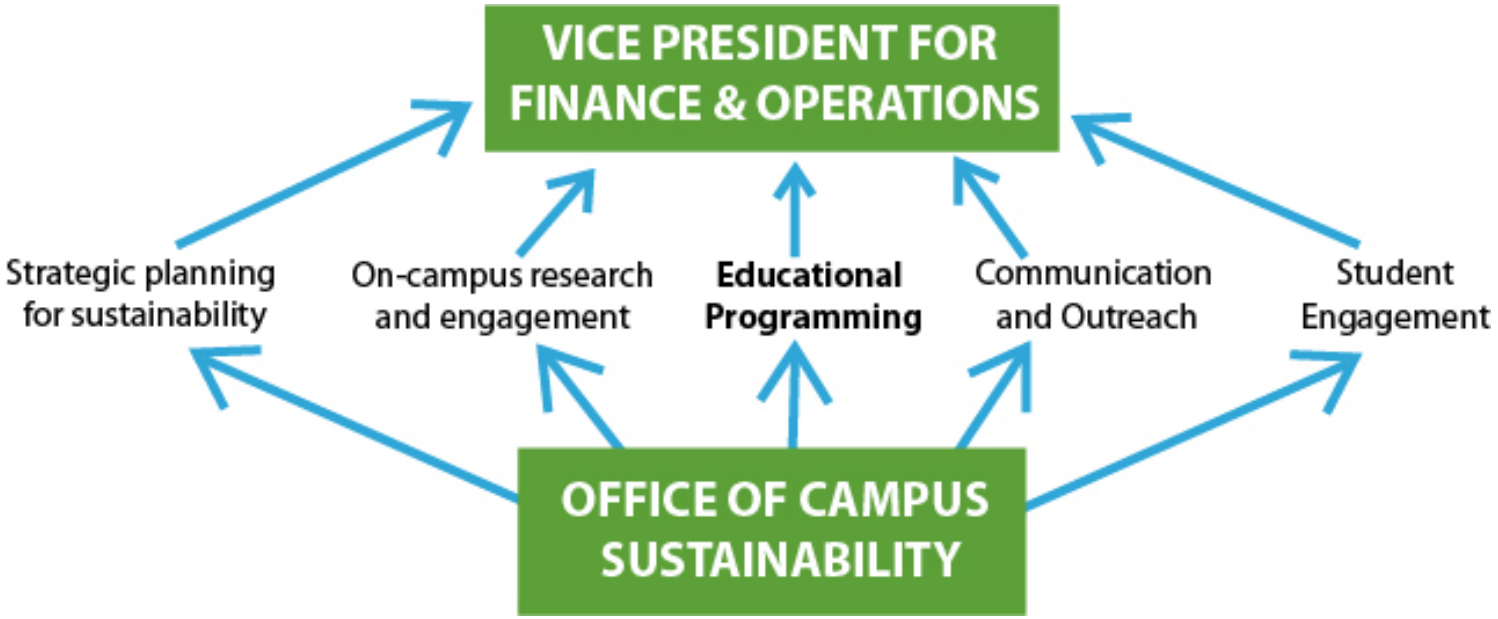
About Michigan State University

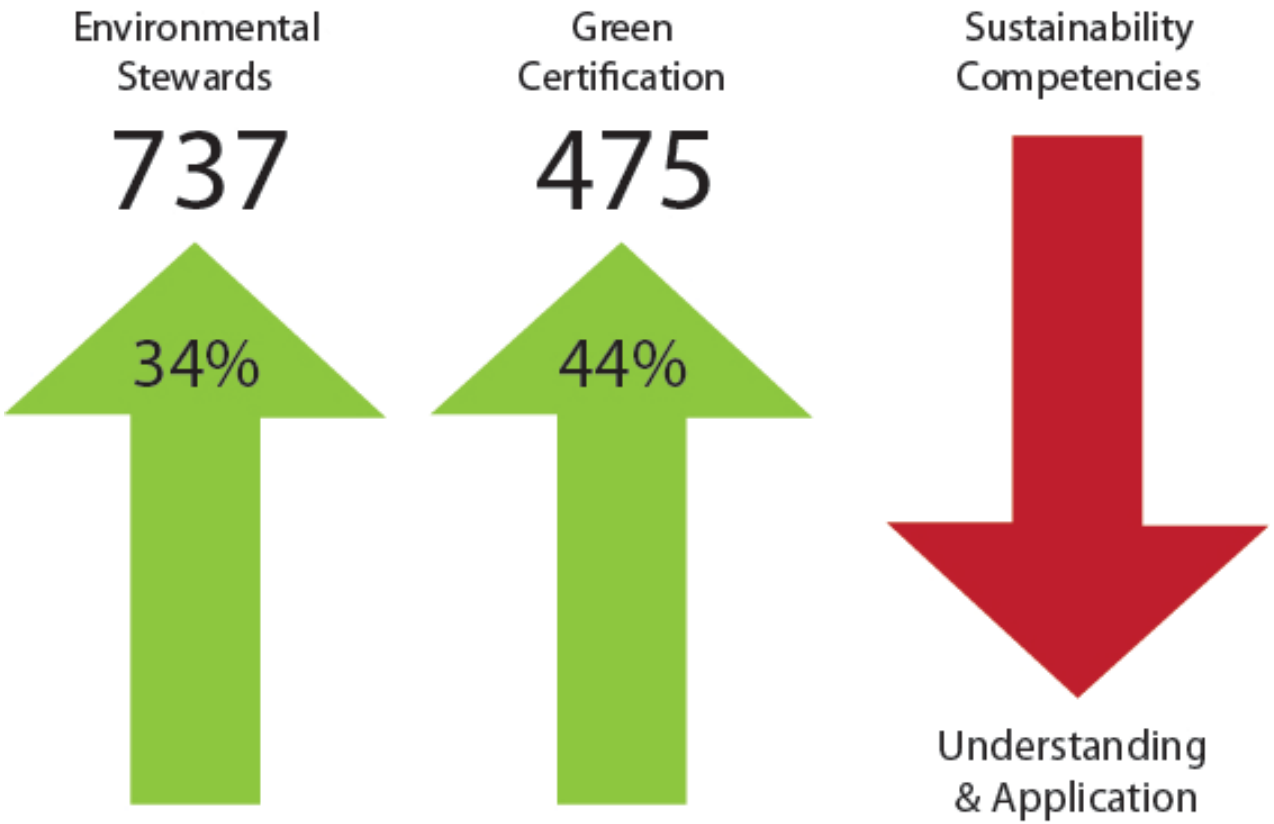
- General MSU facts
  - Main campus: 5,200 acres, 579 buildings, 58,000 students, faculty and staff
  - Tier I Research Institution: Cyclotron, F-RIB
  - 30,000 on-campus meals served per day

About the Office of Campus Sustainability



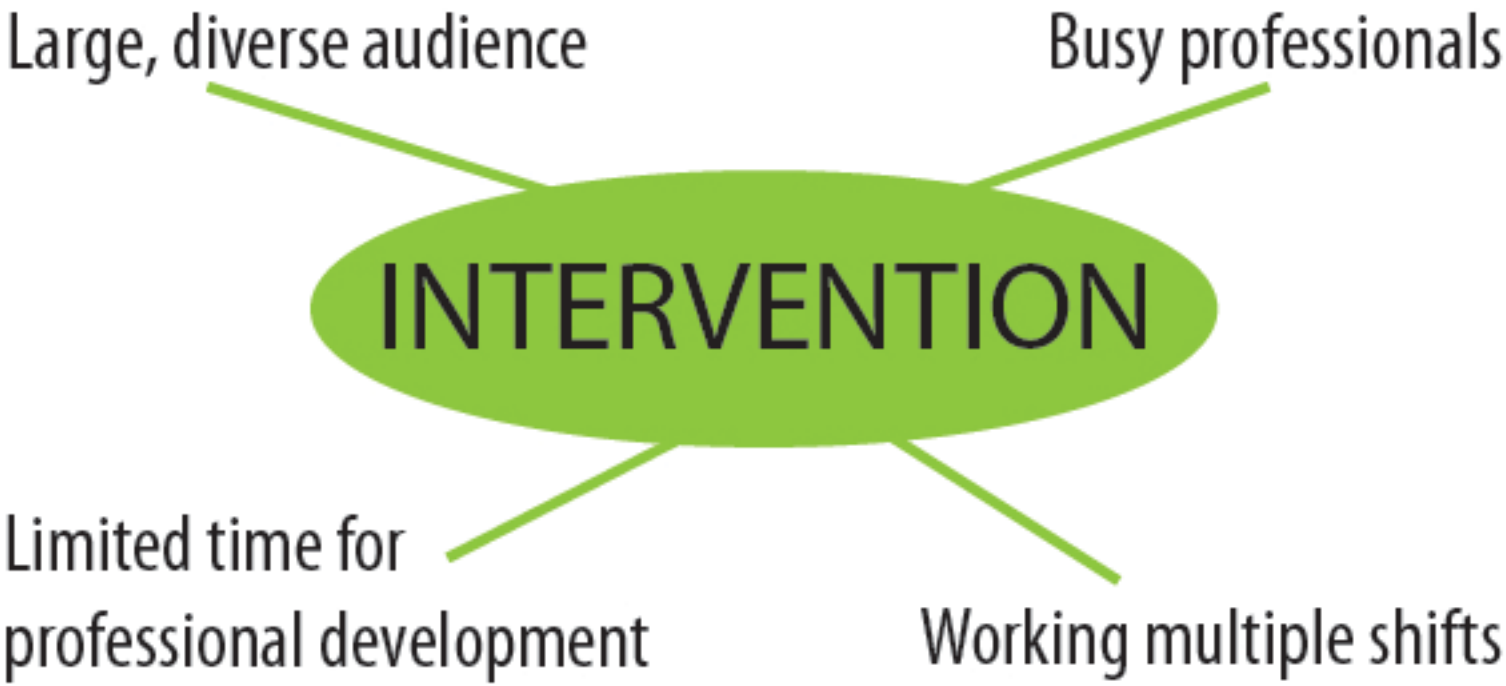
be green spartan

Taking a Closer Look

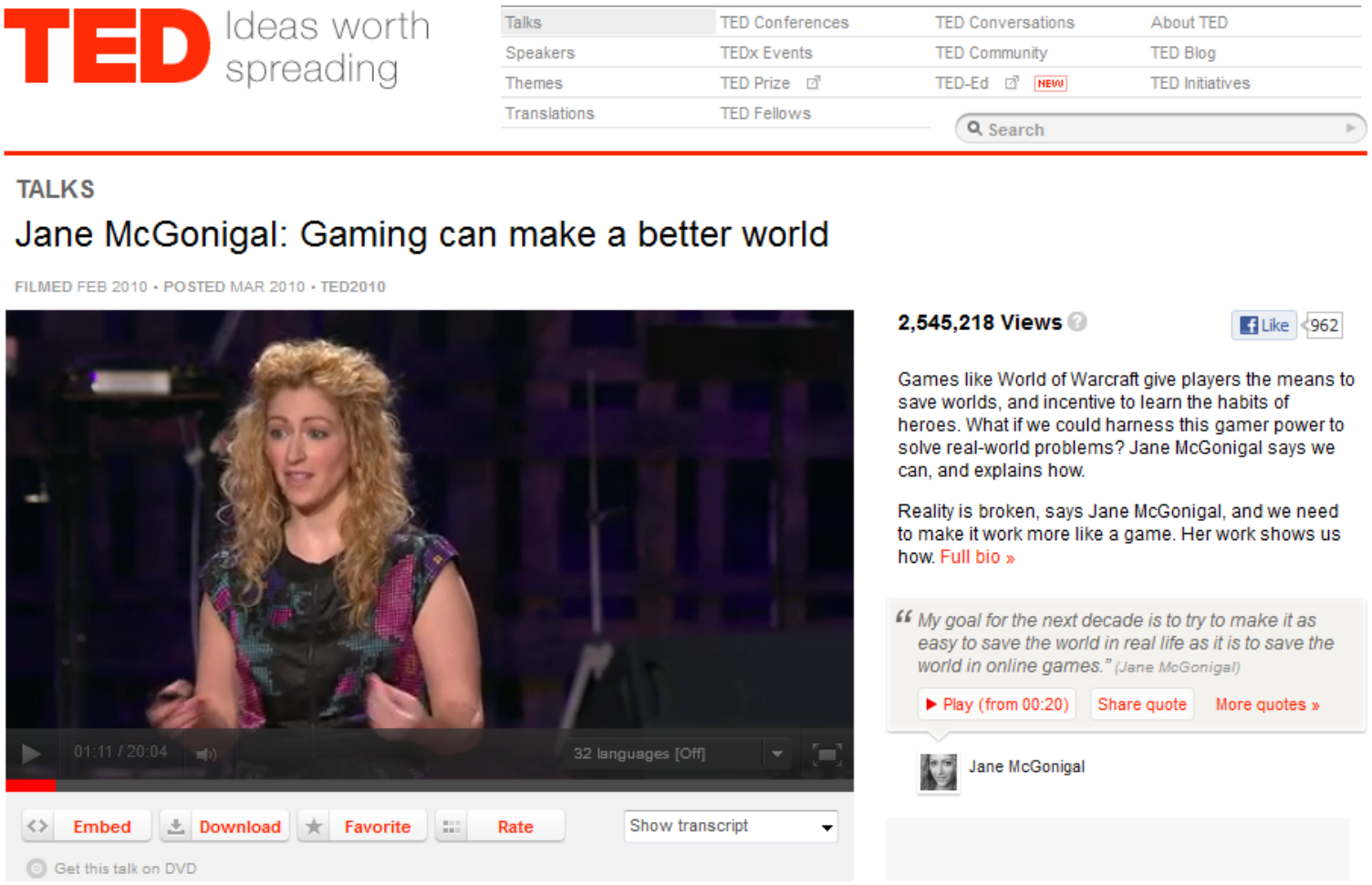


Most would consider this a success, but when measured against sustainability competencies, stewards could improve the depth of their **understanding** and **application**

Designing an Intervention



Gaming Can Make a Better World



http://www.ted.com/talks/jane_mcgonigal_gaming_can_make_a_better_world.html

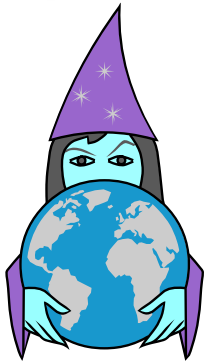
MICHIGAN STATE UNIVERSITY

SERIOUS GAMES

GRADUATE CERTIFICATE

Be a Serious Game Monster!

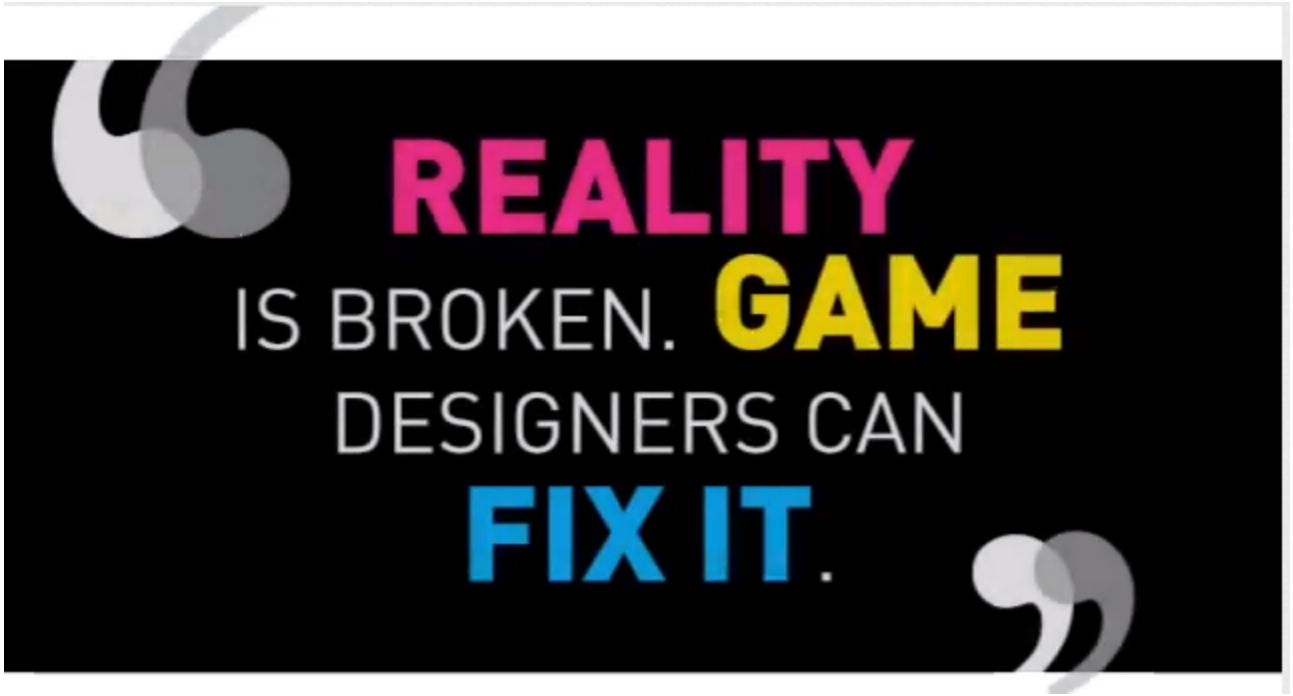
Be a Serious Game Wizard



Be a Serious Game Ninja

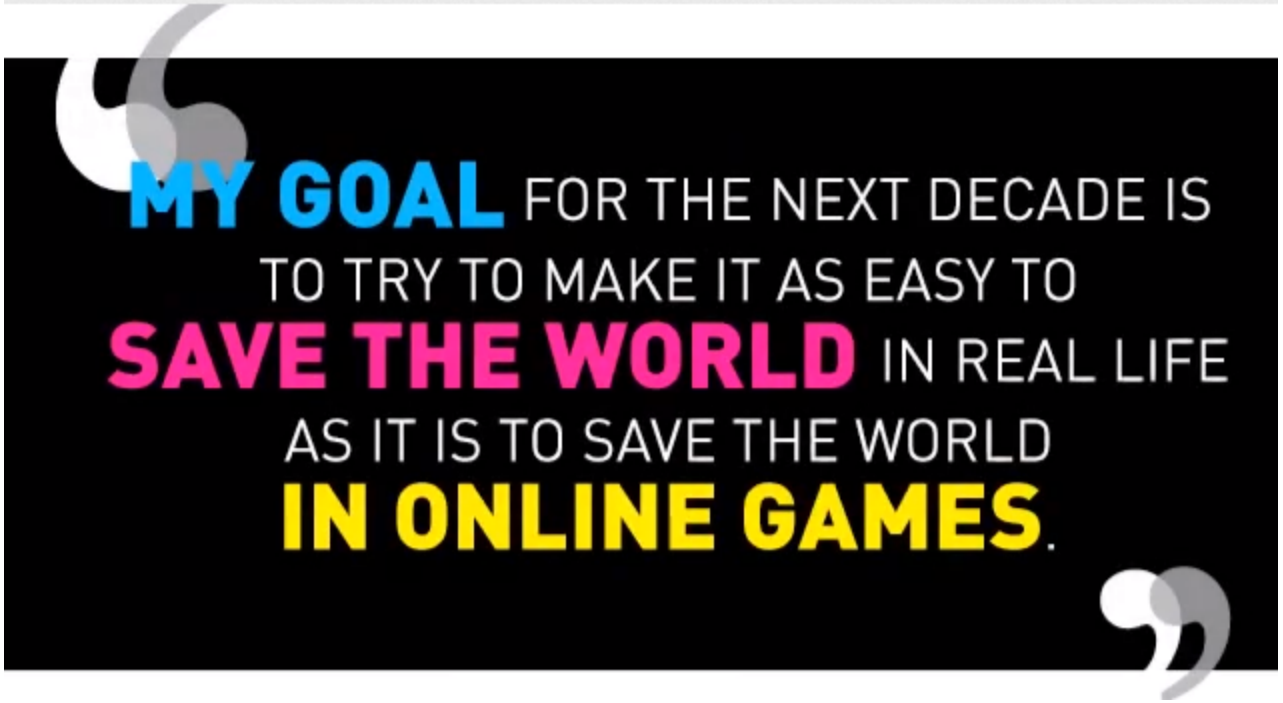
seriousgames.msu.edu

Reality is broken



Jane McGonigal and MSU Serious Game Design MA students are true believers…

In fact...



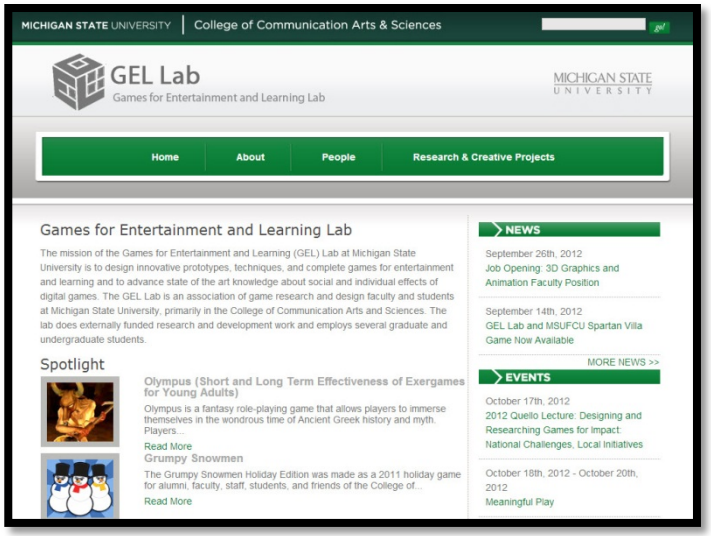
Games can save the world

Furthermore…

Games can do anything

Developing *The Green League*

- In partnership with MSU Games for Entertainment and Learning (GEL) Lab
- Led by Dr. Carrie Heeter and team of undergraduate and graduate students
- Reviewed our objectives and challenges and came up with multiple game options

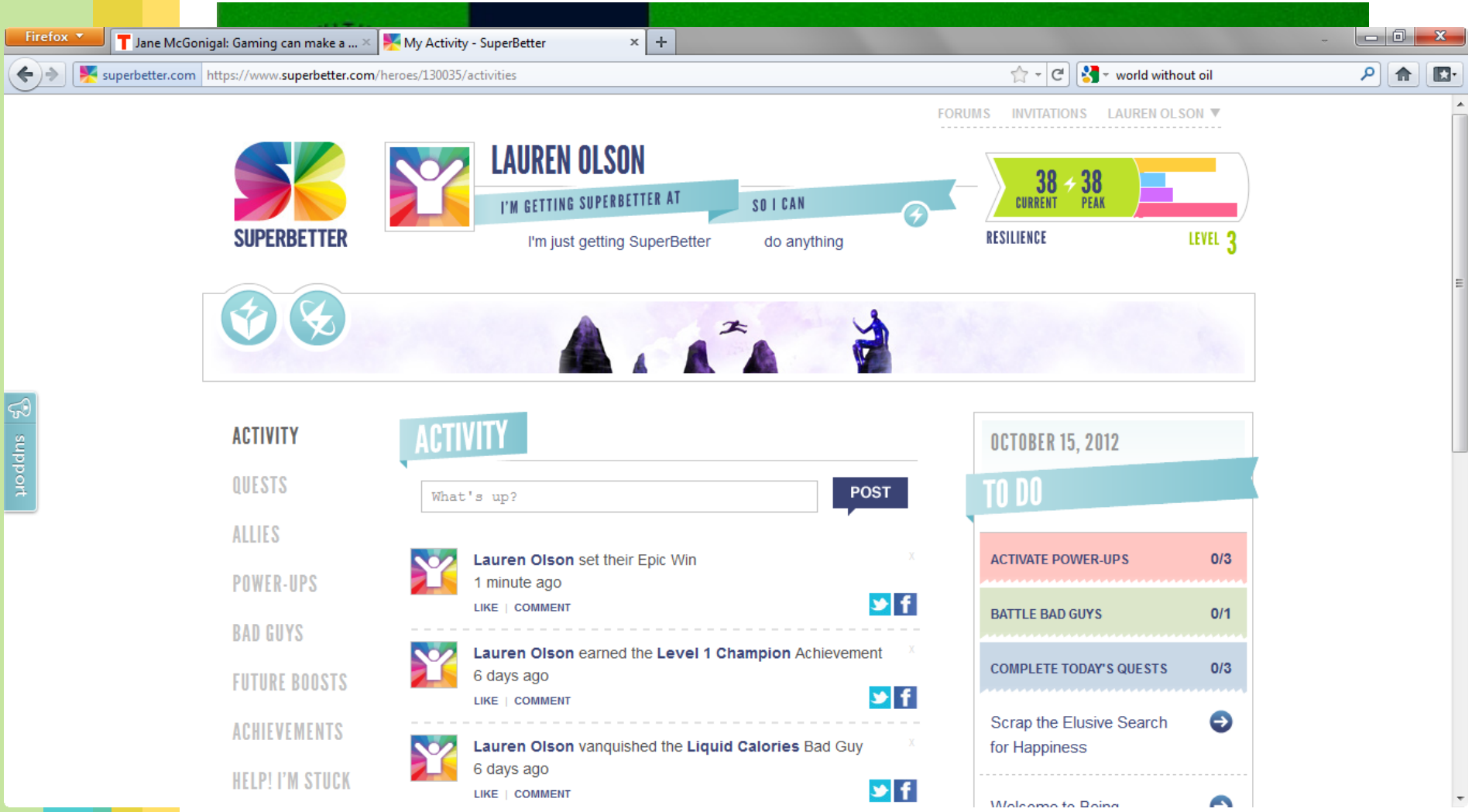


GEL Lab
Games for Entertainment and Learning Lab

Alas, Stewards are not Jane McGonigal or SGD enthusiasts

- Many stewards in their **40s and 50s.**
- Use **computer** more than mobile device.
- **Engage** in some form of **digital gaming**.
- Perceive **stewardship as "spreading the word."**
- Say **lack of knowledge** impedes sustainability habits.
- Prefer **team based competition**.
- Motivated by **tangible rewards** (i.e., food)

REDIRECT: Combining Intrinsic Motivation & Extrinsic Rewards



Design Research Recommendations

- Allow the player to easily **track their progress**
- Include **social networking opportunities**
- Engage players with **extrinsic motivators**
- Include **social competitive elements**
- **Minimize identity and story**.
- Provide **ease of access** with **low learning curve**
- Offer the players a **variety of challenges or scenarios** to maintain attention.

The Green League

- Hybrid **fantasy sports** type competition coupled with a **social location-based** platform (e.g. SCVNGR, Foursquare)
- **Individuals** earn points for their **team** by completing **challenges**
- Points differ **based on difficulty** of the challenge
- The team with the most points wins
- Rewards are **physical and virtual**

MSU Green League

Search

Username DemoUser Password ••••••••••• Log in

HOME CLUBHOUSE CHALLENGES SCOREBOARD

GET IN THE GAME WITH THE MSU GREEN LEAGUE!

Created for MSU's Environmental Stewards, MSU Green League is a web-based educational game to promote sustainability in everyday decision making.

Each player is part of a team and earns points for completing challenges in the workplace. Challenges are real sustainable behaviors that help MSU meet its broad sustainability goals. Each week teams compete to earn the most points. At the end of the "season" prizes are awarded to top teams.

The challenges will help environmental stewards:

- Use best practices for sustainable behaviors

CHALLENGES

Search

CHALLENGE LIST

Sort by: Difficulty | Order: Lowest to Highest | Apply

Green Team

Difficulty: 1
Impact: 4
Points: 10

Reflection

Difficulty: 1
Impact: 5
Points: 10

Fume Fighter

Difficulty: 1
Impact: 6
Points: 1

Disconnected

Difficulty: 1
Impact: 6
Points: 1

Online Banker

Difficulty: 1
Impact: 3
Points: 1

Lights Out

Difficulty: 1
Impact: 6
Points: 1

Paper Power

Difficulty: 1
Impact: 12
Points: 1

Blind Insulator

Difficulty: 1
Impact: 6
Points: 1

Lights Out

Difficulty: 1
Impact: 6
Points: 1

Team Meeting

Difficulty: 1
Impact: 5
Points: 1

Powered Pop

Difficulty: 1
Impact: 6
Points: 1

Minimal Margins

Difficulty: 2
Impact: 6
Points: 1

Green Goals

Environmental Employee

Power Down

Team Building

CHALLENGES BY CATEGORY

ENERGY

RESOURCES

LABORATORY

OFFICE

POLLUTION

TECHNOLOGY

PURCHASES

APPLIANCES

RECYCLE

REDUCE

REUSE

LEARN

Challenge Example

PAPER POWER

There's two sides to every story! You can earn points for every printer's default settings you set to two-sided printing.

Fun Facts: Think about this! Did you know a MSU study showed that we could reduce inputs to campus, save money and reduce paper waste by printing two sided? That's what going green is all about!

IMPACT: 12
DIFFICULTY: 1
POINTS: 1
CATEGORY: Action , Engage, Information, Office, Reduce, Resources

Source:
http://www.bespartangreen.msu.edu/content/documents/two_sided_printing_costs.pdf

Piloting *The Green League*

- Pilot November 5- December 14
- Post-pilot focus group and survey
- Debug and develop game for full launch
- If successful, full launch Spring 2013

Considerations for Pilot

- Work time/**release time**
- New and **novel concept is a barrier** for understanding
- **Perception of gaming** as a professional development tool
- Pushing **late adopters** to become early adopters

Expected Outcomes

For FIPSE Grant

- As we see if this is a way to improve learning, so do the other sites, evaluated by 3rd party
- Share with other higher education institutions
- Different method of behavior change

For MSU

- Better learning and engagement for environmental stewards
- Improve the ability for stewards to apply critical thinking and systems thinking to solve problems

Thank you!

Questions & Discussion

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