Successful Scalability: using badging in a first year business program

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What’s (on) FIRE?

• First Year Innovation and Research Experience (FIRE)
• Integrated, team-based, and gamified experience for first year business students at UNH
• Engage in developing habits and strategies for success
  • Develop skills needed to succeed as a student, as well as in the business and professional spaces
  • Understand resources and opportunities available to UNH students for career and academic assistance
• Present a business concept and the corresponding research
Program Design

• Grand challenges
  • Finding business solutions based on themes
  • Integrating research and innovation

• Team based
  • Earn points for activities
  • Leaderboard
  • Peer Advisors to guide

• Gamified
  • Year long competition for points (individual and team)
  • End of year business plans competition
    • Poster session
    • Presentations
More background

• Approximately 600 students are enrolled
  • About 25 sections
  • Each section led by a peer advisor
  • Credit based program, two semesters

• FIRE program relies on library support
  • Development of grand challenge tops
  • Research Guide
  • Drop-in research sessions to prepare for competition
  • Business & First Year Instruction Librarians
  • Building upon the work of the Instruction Librarian
Library perspective

• Librarians have participated in the program since its inception
  • Game had been tried before, but low participation
  • Classroom visits
• Scaling the workload was imperative
  • Face-to-face instruction was not sustainable
    • Business Librarian
    • First Year Instruction Librarian
• Wanting a presence bigger than a tutorial, something we could assess and students would find worthwhile
Designing a game

- Relevant to students
- Focused on skill development
- Do-able
  - 4 modules
  - Total time to play ~30 minutes
Why badging?

• Easy Integration
  • BADGR platform app within Canvas
  • Students are enrolled in canvas course
  • Canvas modules automatically grade and allow students to advance to the next module
  • Badge automatically issues when students complete the modules

• Automation
  • Once the game was launched, the experience was:
    • Self paced
    • Independent
# The Case of the Missing Wildcat

<table>
<thead>
<tr>
<th>Chapter 1 - The Case of the Missing Wildcat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to FIRE Library Research Game</td>
</tr>
<tr>
<td>Chapter 1: Welcome to the Library</td>
</tr>
<tr>
<td>Chapter 1: Library Magic Video Challenge</td>
</tr>
<tr>
<td>Chapter 1: The Case of The Missing Wildcat</td>
</tr>
<tr>
<td>Chapter 1 =&gt; Chapter 2</td>
</tr>
</tbody>
</table>
Chapter 1: The Case of The Missing Wildcat

The woman and wildcat disappear and you’re impressed. You had no idea there is so much going on in the library. You get ready to head out, but then hear a rumble of thunder. At some point you heard that the library has umbrellas to lend out, so you approach the reference desk to ask for one. Watch the video to find out what happens next.
Chapter 2: Introduction to Strategic Searching

You head up the stairs to level four and head over to the quiet study area in the balcony above the reading room. There’s no wildcat, but you do notice paw prints. Following them around the corner you feel like you’re getting close, but then they fade away.

Stumped, you wander into a classroom. "Can I help you?" A librarian asks. "I’m just about to teach a class in a few minutes, but you look a little lost."

"I’m looking for Wild E. Cat," you say. "Have you seen him up here?"

"Not today. Where have you tried looking?" The librarian asks. "Maybe you need to be more strategic with your search. I happen to know some tricks to help with searching, sometimes the key is knowing which words to use in your search. Try this activity and challenge to level up and I’ll take a walk around to look for that cat. I’d hate it if he disrupted my class!"

Click Next to learn more about search strategy and then take the strategic searching challenge.
Student Engagement

- About 150/580 students earned the badge (25%)
  - Others completed several modules but didn’t complete the game
- 85% of students responded positively to learning something new from the game
  - Physical library
  - Library resources
  - Databases and website
  - How to do research & citations
  - Library services
  - Librarians can help
I learned how to use the library website to conduct research.

“librarians still exist”

Where to go in the library/online if I needed help with research

“The library has many services that I previously did not know existed.”

The library has many services that I previously did not know existed.

“I learned about all the different help desks and offices in the library and what they were for.”

I learned how to use the library resources which was a very valuable skill to obtain. Also I learned how to identify sources and figure out which ones were credible and which were not.
Lessons learned

• Designing and implanting the game took a lot of up front time for the Business and First Year Instruction Librarians
  • Learning Canvas
  • Learning Badgr
  • Designing content for game

BUT…
Once the game was launched it was a relatively hands off experience for the librarians.
Questions?
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