



A VIP Rewards Program to Encourage Self-Access Usage

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創価大学 World Language Center

Background

- Began in May 1996
- Mission: to promote global citizenship through the cultivation of foreign language ability and multicultural competence



創価大学 World Language Center

2016

Total visits: 34,564

Staff employed: 91



Global Village★

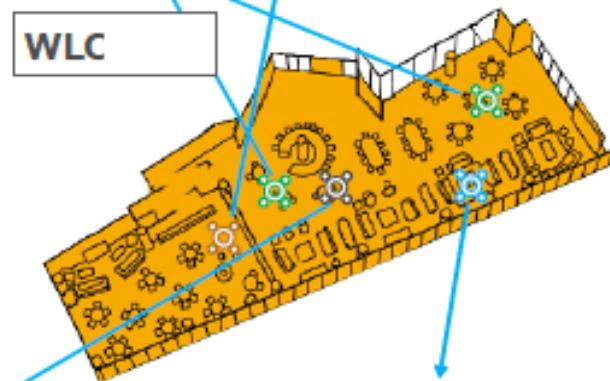
Other language
conversation (total of 10)



★Chit Chat Club★

Basic level English Conversation

WLC



Nihongo Dojo★



Japanese Conversation



★English Forum★

Intermediate to Advanced level
Discussion in English



★Writing Center

Advice for academic writing in English



Speaking Center

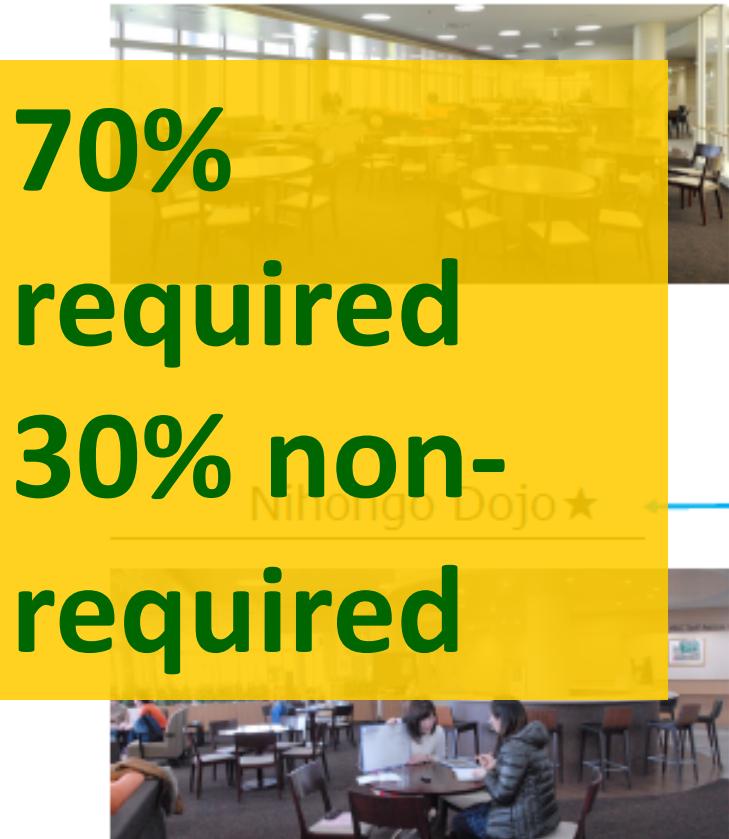
iBT/IELTS Speaking practice and
advice



★English Consultation Room
Consultation of English Studies

Global Village★

Other language
conversation (total of 10)



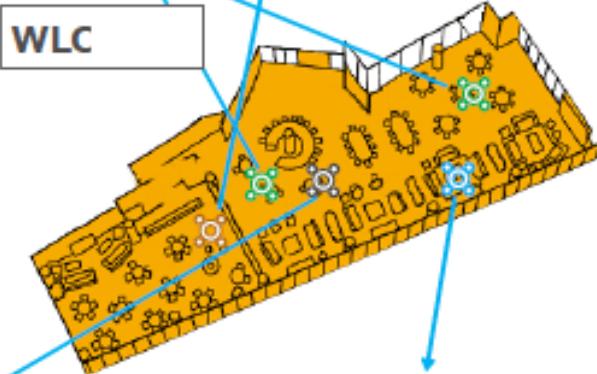
Japanese Conversation



* Often required (7x)

★Chit Chat Club★

Basic level English Conversation



* Often required (7x)

★English Forum★

Intermediate to Advanced level
Discussion in English



★Writing Center

Advice for academic writing in English



★ Speaking Center

iBT/IELTS Speaking practice and
advice

Attendance Sheets

Required



Stamp Sheet



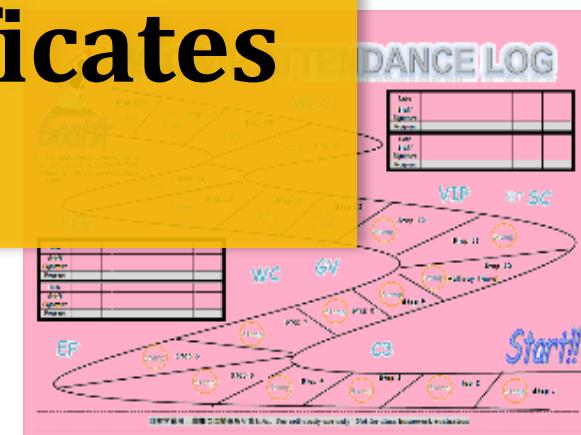
**2011 Fall - 2014 Spring
(combined): 27 certificates
awarded**

No requirement



Stamp Sheet

(2011)



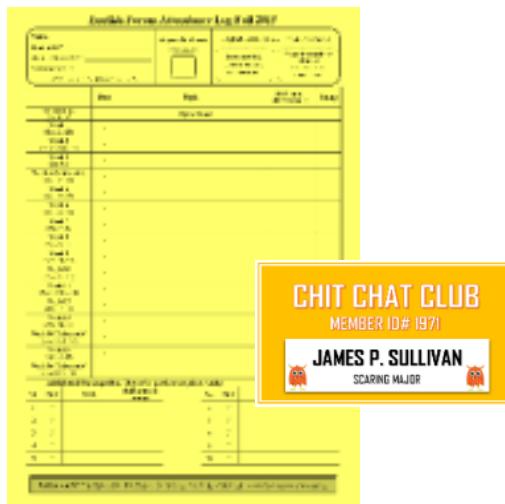
20 visits

VIP Rewards Program (Fall 2014)

Required



Membership Card



Head Start Program

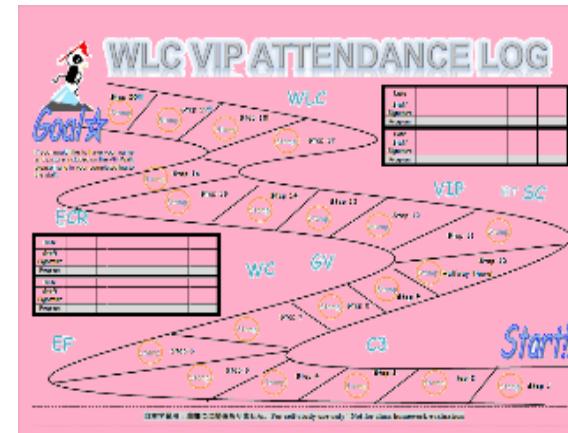
or

20 visits

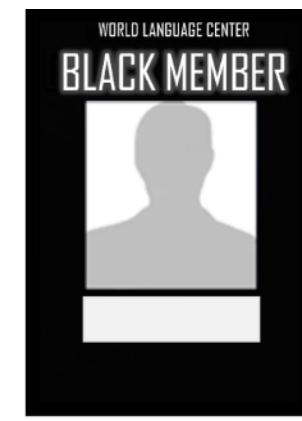
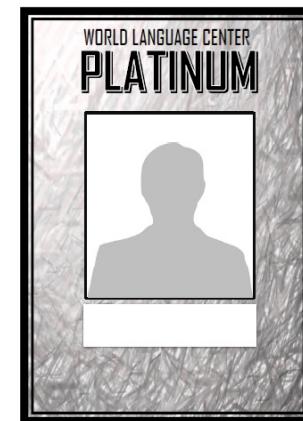
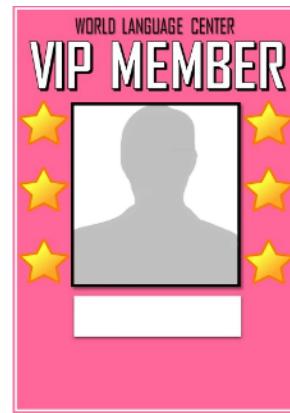
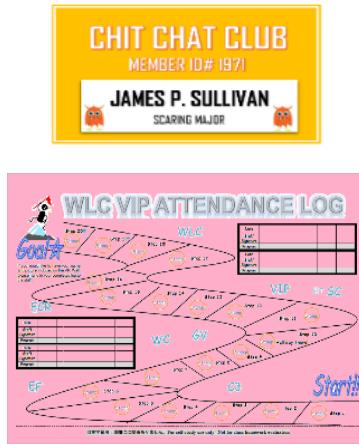
No requirement



Stamp Sheet



Stamp Sheet and VIP Passes



< 20 visits

20 visits

60 visits

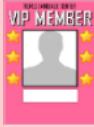
100 visits

140 visits

VIP Rewards

VIP (20)

Pass



Award



Picture on wall



GOLD (60)

Pass



Award



Picture on wall



Picture on SAC HP



¥2000 book voucher



Platinum (100)

Pass



Award



Picture on wall



Interview on Univ. HP



¥3000 Book voucher



Black (140)

VIP seating at the WLC party

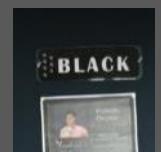
Waiting List
Fast Pass



Award



Picture on wall



VIP Board and Passes



VIP Board and Passes



Rewards

VIP (20)

Pass



Award



Picture on wall



GOLD (60)

Pass



Award



Picture on wall



Picture on SAC HP



¥2000
book voucher



Platinum (100)

Pass



Award



Picture on wall



Interview on
Univ. HP



¥3000
Book voucher



Black (140)

VIP seating at the WLC party

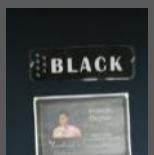
Waiting List
Fast Pass



Award



Picture on wall



VIP Wall

• V I P •



• Platinum •



• BLACK •



• Gold •



220
visits



500
visits

Rewards

VIP (20)

Pass



Award



Picture on wall



GOLD (60)

Pass



Award



Picture on wall



Picture on SAC HP



¥2000
book voucher



Platinum (100)

Pass



Award



Picture on wall



Interview on
Univ. HP



¥3000
Book voucher



Black (140)

VIP seating at the WLC
party

Waiting List
Fast Pass



Award



Picture on wall



VIP Awards Ceremony & Leaving Staff Party



- End of semester
- Awardees mingle with leaving student staff





Rewards

VIP (20)

Pass



Award



Picture on wall



GOLD (60)

Pass



Award



Picture on wall



Picture on SAC HP



¥2000
book voucher



Platinum (100)

Pass



Award



Picture on wall



Interview on
Univ. HP



¥3000
Book voucher



Black (140)

VIP seating at the WLC party

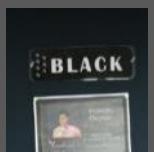
Waiting List
Fast Pass



Award



Picture on wall



VIP program: Rationale

- Motivation to attend beyond required visits
- Motivation to attend purely for self-study
- *Extrinsic* rewards & recognition
- *Intrinsic* enjoyment and interest

Success of VIP Program

Measured by

- Increased VIP certificates awarded
- VIP Questionnaire

VIP Certificates Awarded

	VIP	Gold	Platinum	Black	Black+	Total
2011 Fall – 2014 Spring (combined)	22	3	2			27
2014 Fall	32	7	0			39
2015 Spring	35	7	4			46
2015 Fall	70	2	3			75
2016 Spring	81	17	1	3		102
2016 Fall	45	9	1	3	3	61
2017 Spring	72	14	6	0	4	96
2017 Fall	64	9	6	0	2	81

VIP Questionnaire

- 114 VIP members: 2015-2017
- 28 items
- Likert scale (5) questions on motivation
 - What motivates VIPs to attend?
 - Intrinsic
 - Extrinsic



The screenshot shows a survey titled 'VIP Questionnaire' with 47 responses. The interface includes a decorative header with autumn leaves and a navigation bar with 'QUESTIONS' and 'RESPONSES 47'.

1. I enjoy coming to EF/C3/GV/ND EV/C3/GV/NDに参加するのは楽しい。

Strongly disagree 1 2 3 4 5 Strongly agree 非常に同意できる
全く同意できない

2. I want to be fluent in the language someday いつかその言語を自由に話せるようになりたいと思う。

Strongly disagree 1 2 3 4 5 Strongly agree 非常に同意できる
全く同意できない

3. I am currently capable of effective communication in the language during sessions. セルフアクセスセンターのセッション中、現在学習中の外国語を使ってコミュニケーションをとることに不都合はない。

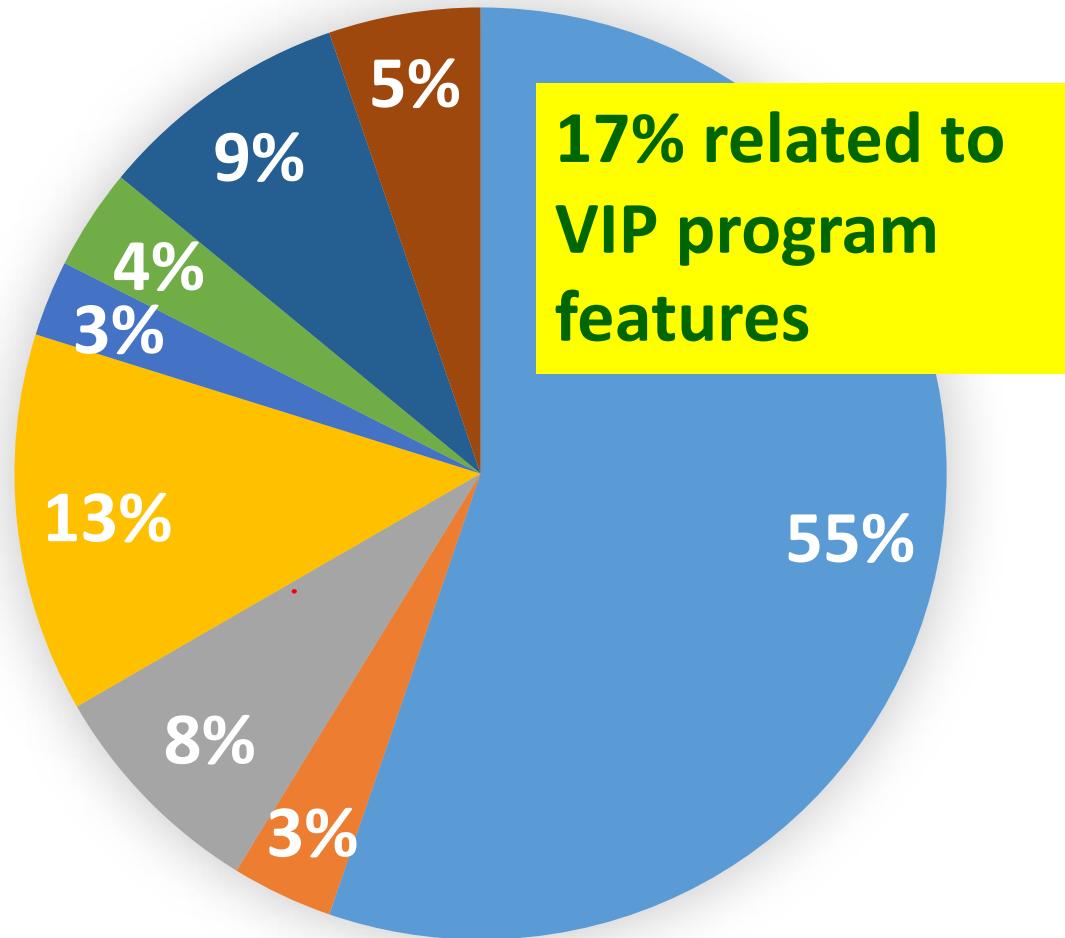
Strongly disagree 1 2 3 4 5 Strongly agree 非常に同意できる
全く同意できない

4. I will someday be capable of effective communication in the language during sessions. セルフアクセスセンターのセッション中、いつかその言語で上手くコミュニケーションを取ることができるようになるだろう。

1 2 3 4 5

VIP Questionnaire: Results

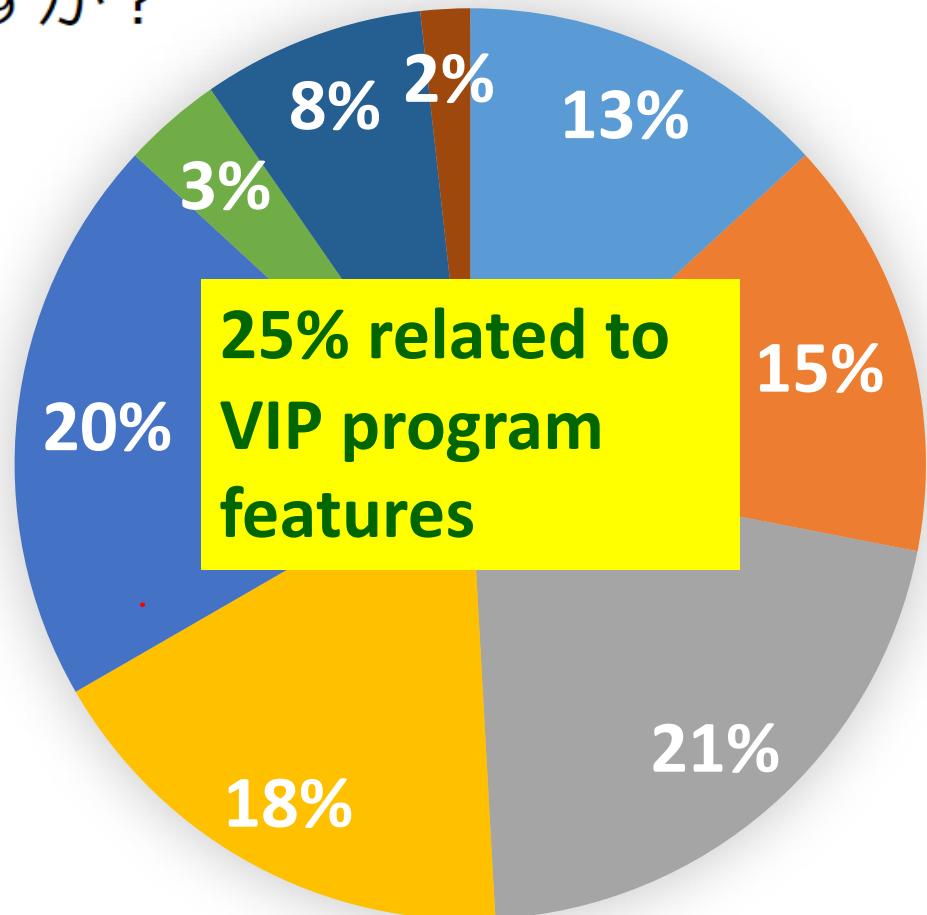
What is your most important motivation for attending sessions as a VIP? VIPとしてセッションに参加する一番大きなやる気となるものは何ですか？



- Improving my language skill 語学力の向上
- Increasing my VIP level VIPステータスを上げる
- Interacting with other students 他の学生とのやりとり
- Interacting with staff スタッフとのやりとり
- Learning about culture 他文化について学ぶ
- Other: その他の理由
- Receiving a VIP book voucher 図書券を受け取る
- Receiving a VIP certificate VIP認定書を受け取る

VIP Questionnaire: Results

What is your second most important motivation for attending sessions as a VIP? VIPとしてセッションに参加する二番目に大きなやる気となるものは何ですか？



- Improving my language skill 語学力の向上
- Increasing my VIP level VIPステータスを上げる
- Interacting with other students 他の学生とのやりとり
- Interacting with staff スタッフとのやりとり
- Learning about culture 他文化について学ぶ
- Other: その他の理由
- Receiving a VIP book voucher 図書券を受け取る
- Receiving a VIP certificate VIP認定書を受け取る

VIP Questionnaire: Results

Intrinsic motivation

- I enjoy coming to sessions: 89% agree/strongly agree
- I find the session topics, discussions and activities interesting: 83% agree/strongly agree
- I enjoy learning about other cultures during sessions: 92% agree/strongly agree

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VIP Questionnaire: Results

Extrinsic motivation: VIP Status

- It is important to me to receive a book voucher: 73% agree/strongly agree 11% strongly disagree/disagree
- It is important to me to receive a VIP Certificate: 56% agree/strongly agree 21% strongly disagree/disagree

“We can show this certificate to parents in order to make them happy.”

VIP Questionnaire: Results

Extrinsic motivation: VIP Status

- Increasing my VIP Level motivates me: 72% agree/strongly agree

“自分の成長もわかるのでこれからもぜひ通いたいです！頑張ってブラック目指します *I can understand my own growth which makes we want continue. I'll do my best and aim for Black!*”

“スタンプが増えていくこと。語学を学ぶ事の楽しさを実感できるため *As my stamps increase, I begin to realise how learning languages is fun*”

VIP Questionnaire: Results

Extrinsic motivation: VIP Status

- My VIP status motivates me to meet the expectations of the session staff and student members: 75% agree/strongly agree
- My friends will be impressed by my VIP Level: 61% agree/strongly agree 18% strongly disagree/disagree

VIP Questionnaire: Summary

- Intrinsic enjoyment and interest
- Extrinsic rewards: structure to show progress and set goals

“I don't think I would have [attended as often] because I couldn't set goals if there wasn't the VIP system, which would make it easy for me to quit.”

“Of course I would attend to session to improve my English skills, but VIP program makes me motivation to dedicate my time to English.”

Future goals

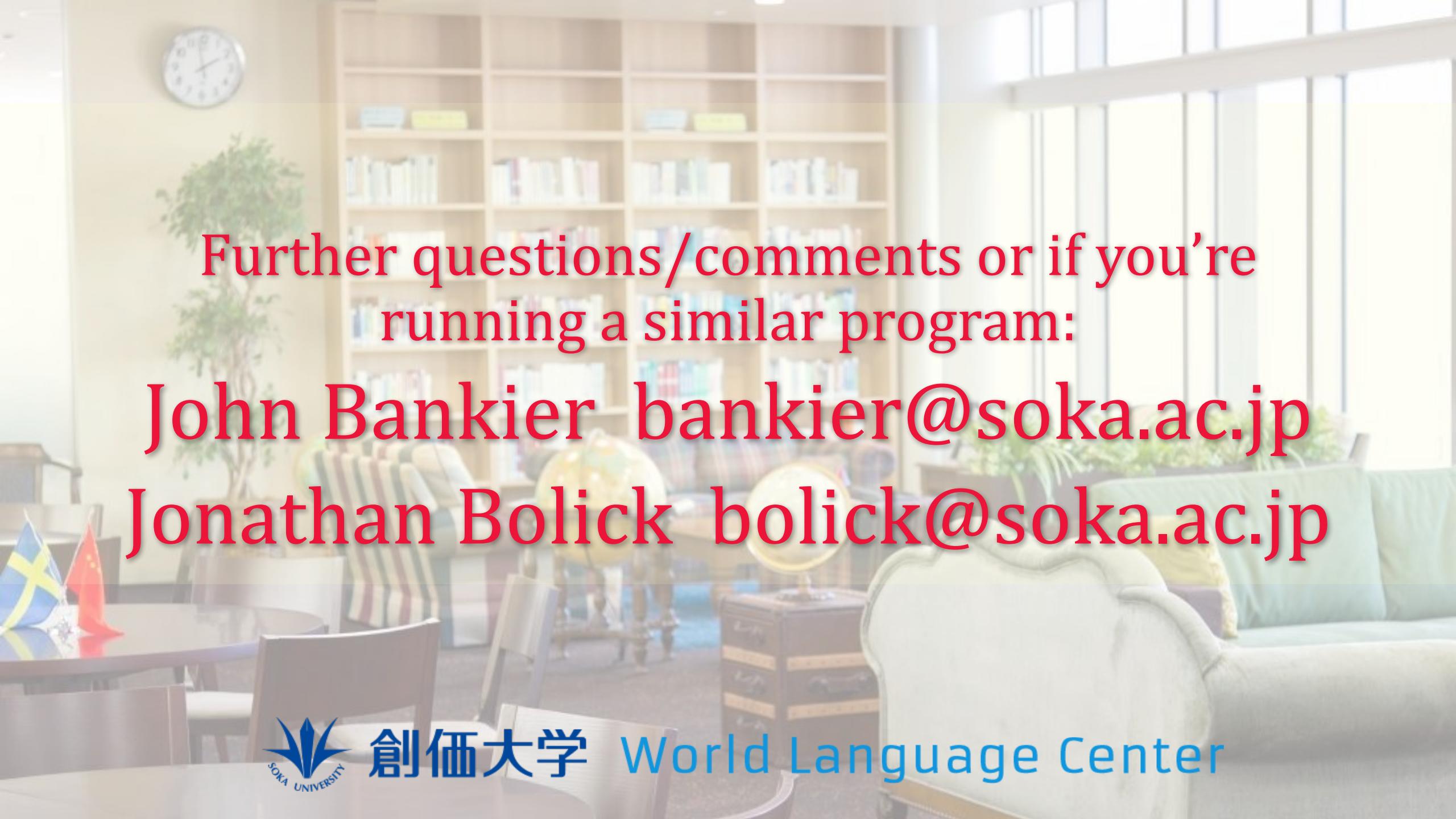
- Assess VIP program's affect on overall attendance
- Assess motivation pre/post VIP
- Investigate those who don't reach VIP status of 20 visits



Thank you



創価大学 World Language Center



Further questions/comments or if you're
running a similar program:

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Jonathan Bolick bolick@soka.ac.jp



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VIP Questionnaire: Results

Extrinsic motivation: Instrumental

- What I learn in sessions will be useful in my life: 85.1% agree/strongly agree
- Attending sessions will look good on grad school and/or job applications: 44.6% agree/strongly agree 23.4% strongly disagree/disagree

VIP Voices

Do you have any other comments about the VIP program?

自分の成長もわかるのでこれからもぜひ通いたいです！頑張ってブラックを目指します

I can understand my own growth which makes we want continue. I'll do my best and aim for Black!

thank u so much ! i love this system and motivation which is goal or purpose of power was so strong to me. I'm satisfying well and i will do my best steadily also.

BLACK

First place



Future Research

- Pre & post questionnaire
- Motivational change throughout semester: extrinsic / intrinsic

VIP Voices

“スタンプが増えていくこと。語学を学ぶ事の楽しさを実感できるため *As my stamps increase, I begin to realise how learning languages is fun*

“自分の成長もわかるのでこれからもぜひ通いたいです！頑張ってブラック目指します *I can understand my own growth which makes we want continue. I'll do my best and aim for Black!*

VIP Voices

If there was no VIP program, do you think you would have attended sessions as many times?

“ I don't think I would have because I couldn't set goals if there wasn't the VIP system, which would make it easy for me to quit.

“ Of course I would attend to session to improve my english skills, but VIP program makes me motivation to dedicate my time to english.