



AWARDING BEHAVIOR

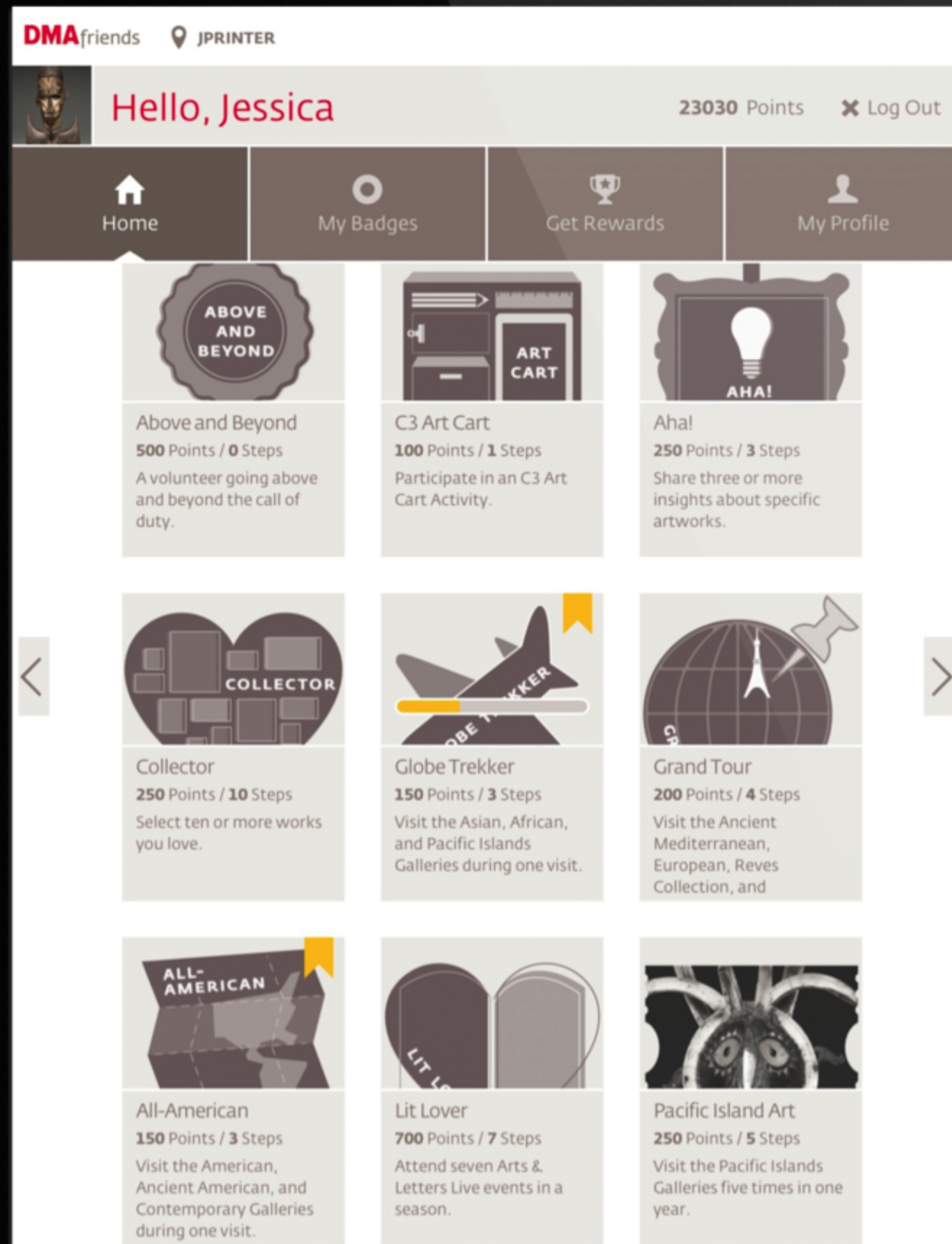
& Altering Businesses

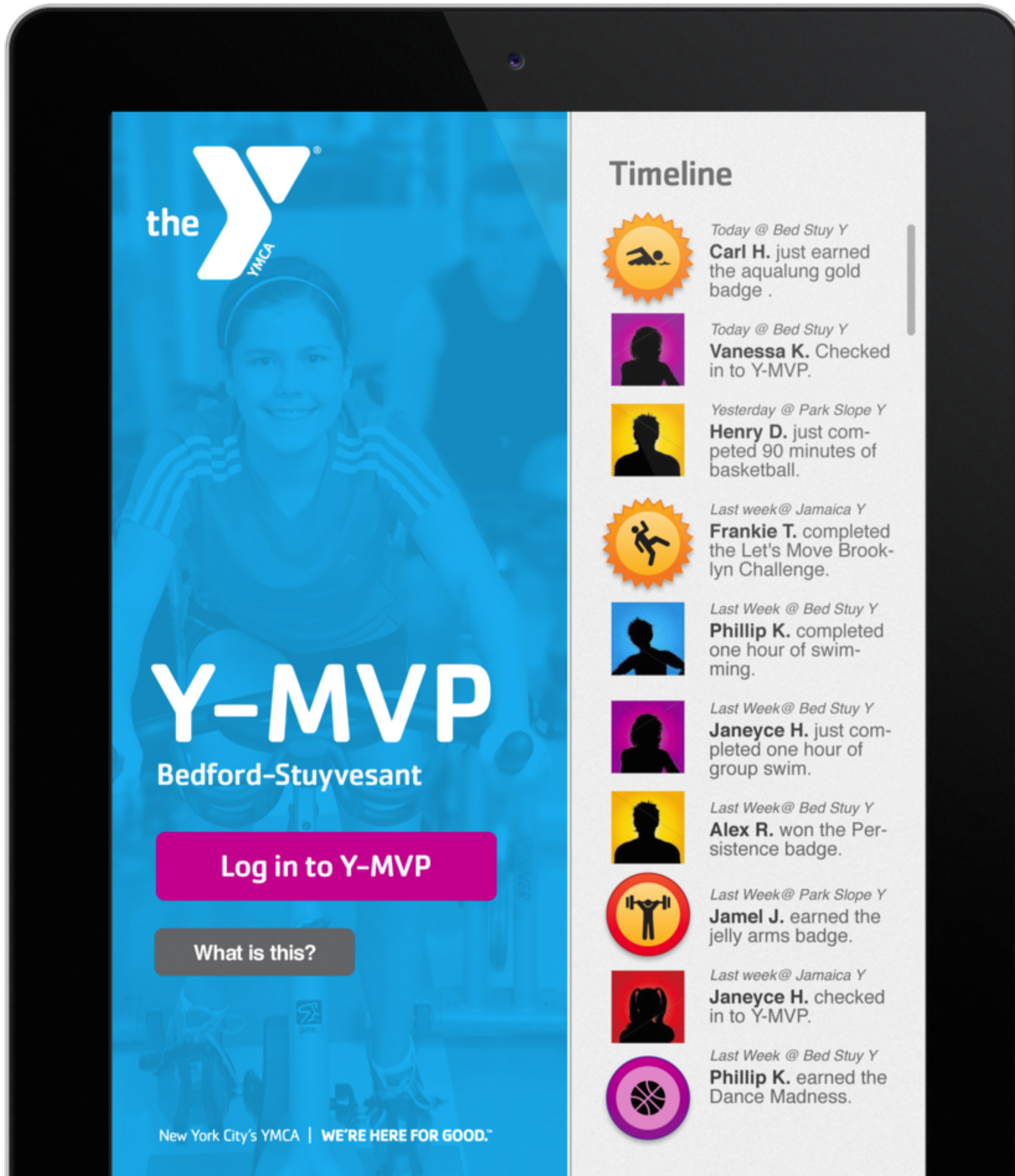
DMA FRIENDS

- Eliminated paid admittance to Museum
- Increased visitor participation
- Revolved around Badges and Points
- Utilized distributed iPad kiosks
- Leveraged SMS Interaction
- Printable Reward system

@rzen

#wcatl





Y-MVP PROGRAM

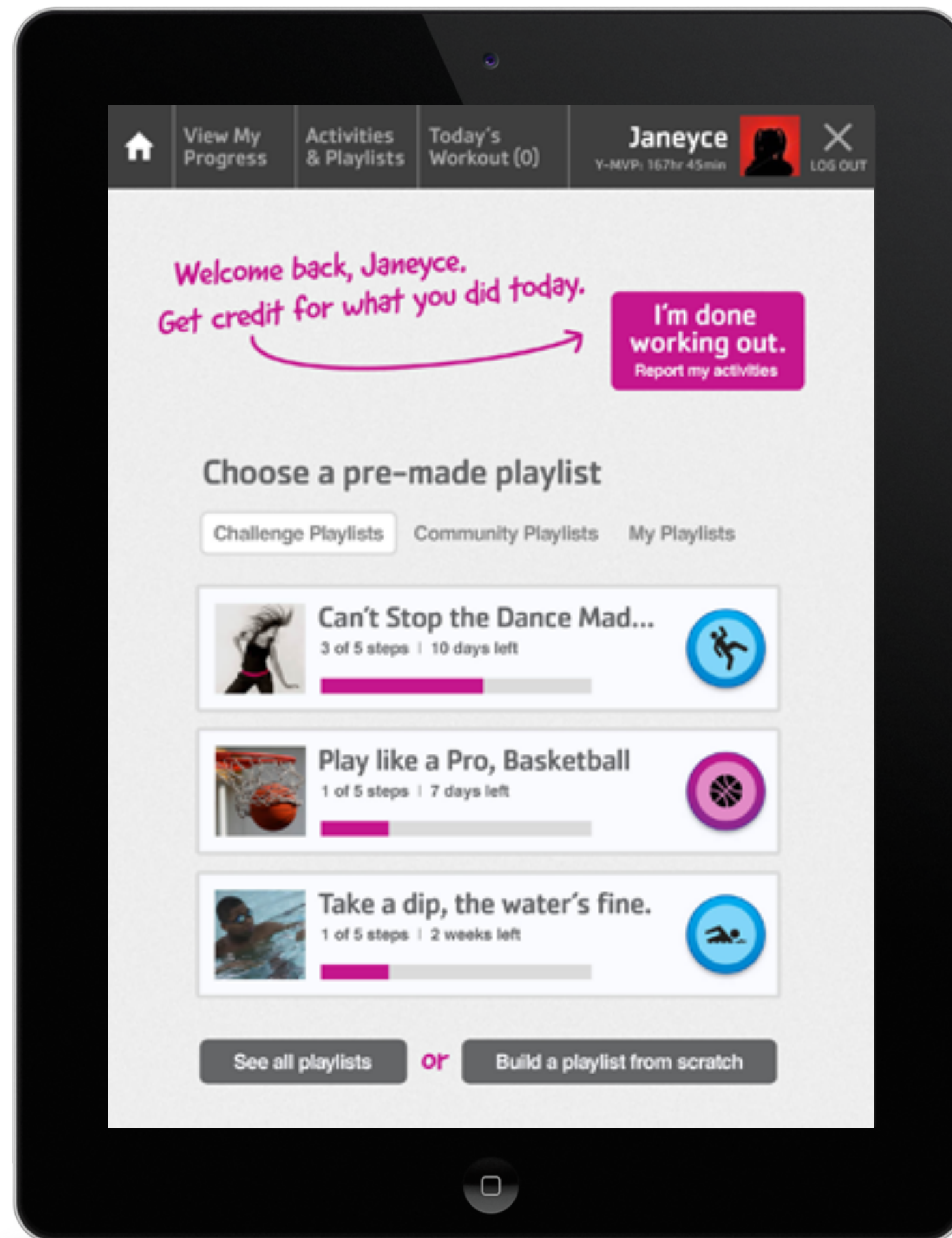
- Encourages physical activity
- Participate in and create workouts
- Earn badges for different activity
- Leaderboards for points ranking
- Activity stream linking multiple branches
- Utilized iPad kiosks

@rzen

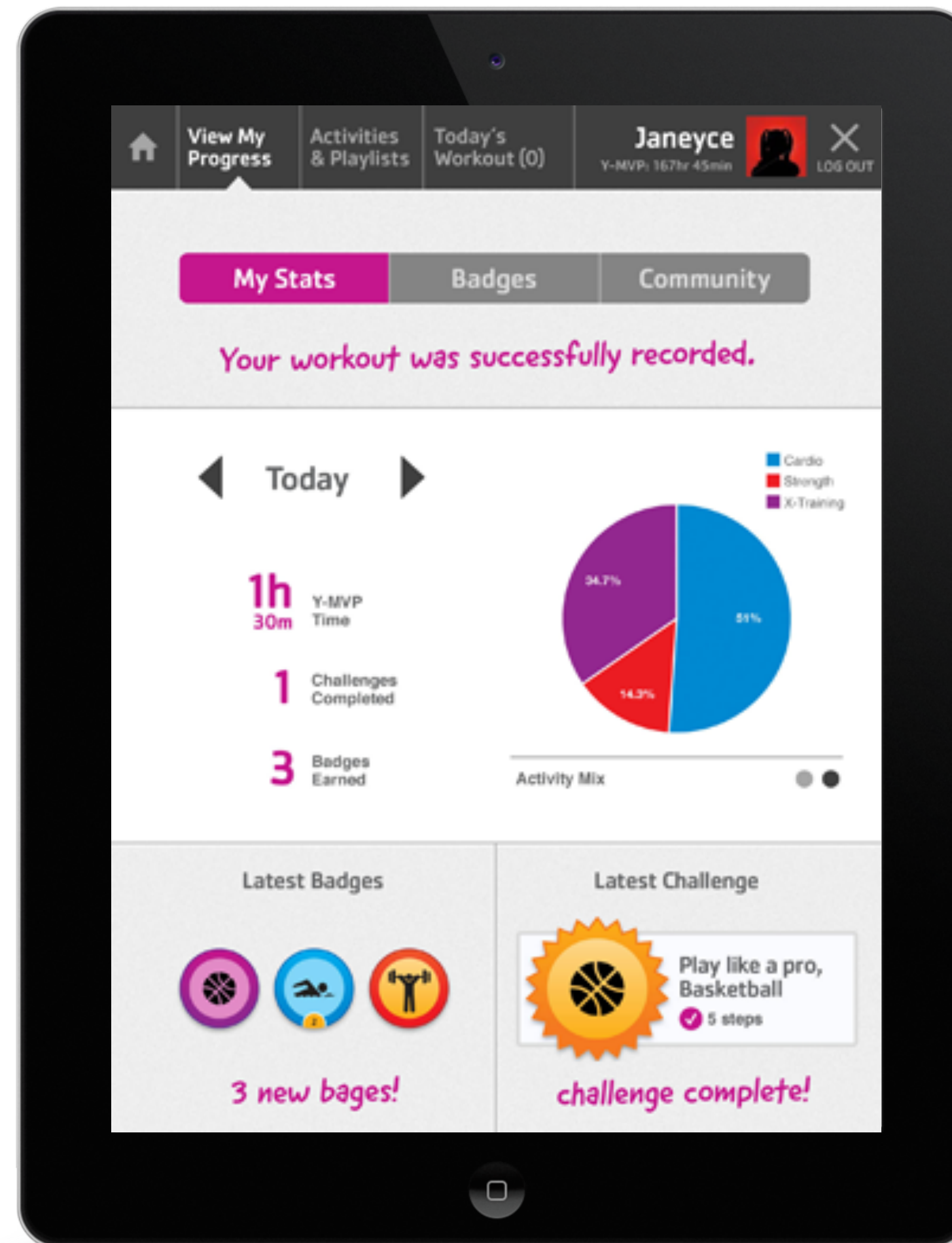
#wcatl

Y-MVP PROGRAM (CONT'D)

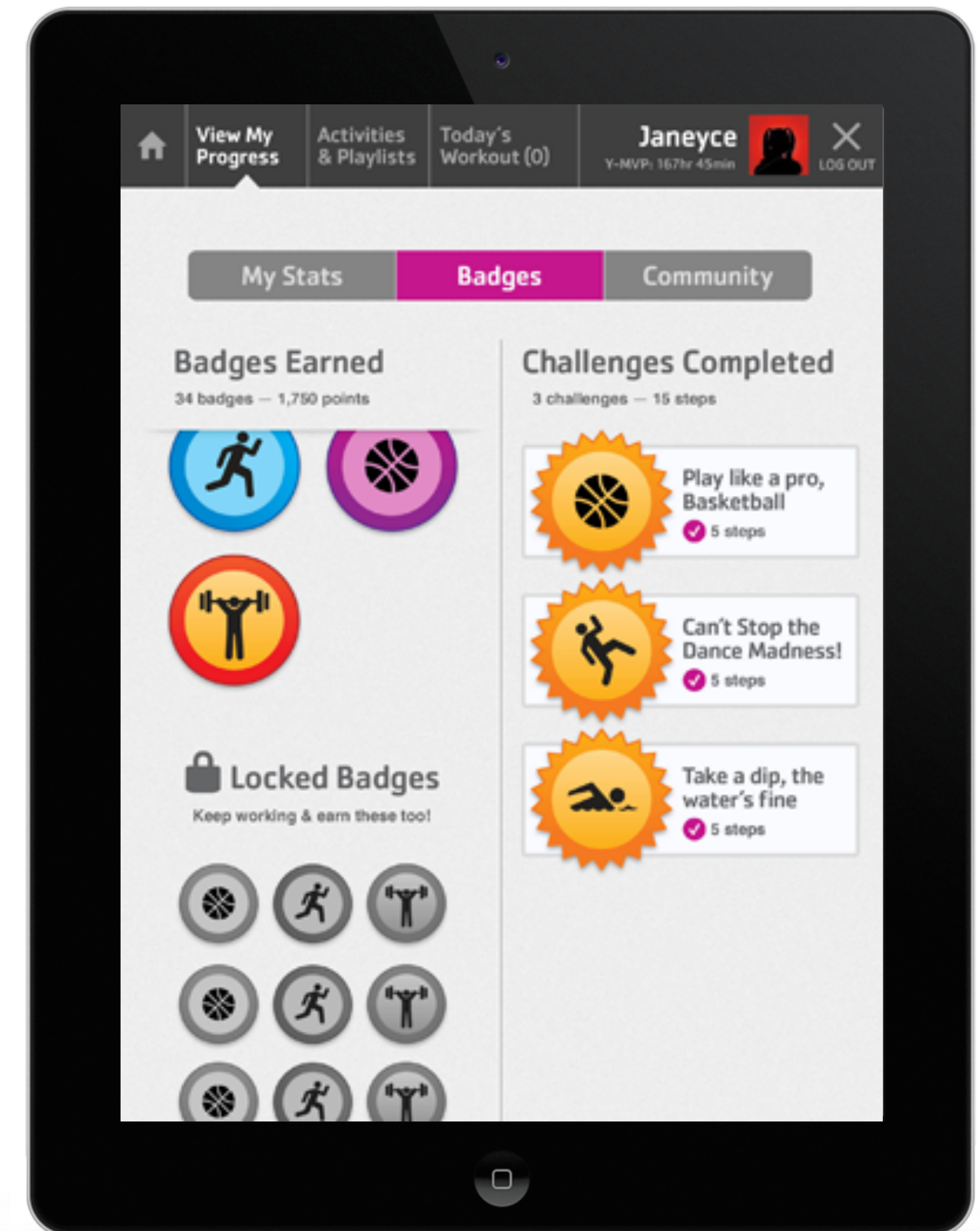
1. Log Activity



2. See Progress



3. View Achievements



FAREWELL, BRAVE SCOUTS

Scout has ended. Sad Trombone.

[EXPLORE MORE AT YOUR LIBRARY »](#)

Congratulations to our prize drawing winners!

GRAND PRIZE: mommylynn5 and pattyalibrarian

CATEGORY PRIZES: BookScouter, BOEKENWURM, seahawksfan, klrdemonfire, Mariposa, PokemonUmma, CarnelianRockpocket, Starwolf, SharonK, and damalamb

Scout was created by the Pierce County Library System with funding from the Paul G. Allen Family Foundation and launched in June, 2014. Unfortunately, the Library no

SCOUT: PIERCE COUNTY LIBRARIES

.....

- A Summer Reading Program on Steroids
- Book Reviews, scavenger hunts, interactive photo submissions, ...
- (Secretly taught about library services)
- ISBN Lookup integration
- BuddyPress Integration
- Just darn cool!

@rzen

#wcatl

WHAT DO THEY HAVE
in common?



WordPress.org

Badge OS

BadgeOS.org

W

BadgeOS Demo

0

New

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

BadgeOS

Levels

Quests

Quest Badges

Community Badges

Community Badges

Add New

All (4) | Published (4)

Bulk ActionsApplyAll datesFilter

Title

Active Learner

Commentator

Community Activist

Innovator

Title

Bulk ActionsApply

Points Awarded

Points awarded for earning this achievement (optional). Leave empty if no points are awarded.

Earned By:

Completing Steps

How this achievement can be earned.

Sequential Steps

☐ Yes, steps must be completed in order.

Show Earners

☐ Yes, display a list of users who have earned this achievement.

Congratulations Text

Displayed after achievement is earned. If sending to Credly, a great place for a testimonial for those who complete this achievement.

Maximum Earnings

1

Number of times a user can earn this badge (set to 0 for no maximum)

Required Steps

Define the required "steps" for this achievement to be considered complete. Use the "Label" field to optionally customize the titles of each step.

Require

Comment on a post

1

time(s).

Delete

Label:

Comment on any post.

Require

All Achievements of Type

Level

1

time(s).

Delete

Label:

Complete all Levels.

Require

Specific Achievement of Type

Community-badge

Active Learner

1

time(s).

Delete

Label:

Earn "Active Learner" at least 1 time.

Require

Publish a new post

1

time(s).

Delete

Label:

Publish a new blog post.

Add New Step

Save All Steps

WHAT CAN YOU DO?

```
graph TD; A[Rewarding Training Platform] --- B[Encourage desired behavior]; A --- C[Increase Visitor Participation]; A --- D[Improve local commerce]; A --- E[Engaging Social Site]
```

Encourage desired behavior

Increase Visitor Participation

Rewarding Training Platform

Improve local commerce

Engaging Social Site

Q & A



Thanks!

BRIAN RICHARDS

WPSessions.com – @rzen