

Gamification Brainstorm Activity – Facilitator’s Guide

Getting Started

Overview

This guide is your easy roadmap for running [Loper’s Gamification Brainstorming Activity](#), a quick and collaborative exercise that helps your team spark fresh ideas for gamifying enrollment touchpoints. By completing this activity your team will...

- Spark fresh, creative ideas for improving enrollment interactions
- Build shared energy and excitement around new approaches
- Leave with one or two strong concepts ready to test or explore

You don’t need to be a gamification expert or plan a big production. This activity is designed to be simple and flexible. Follow the slides, keep things moving, and let your team’s creativity do the rest!

Who Can Facilitate

Anyone who is comfortable presenting to a group can facilitate, but ideally it is someone in a leadership role who can connect ideas to next steps and resources. This person must:

- Be familiar with your enrollment or outreach process
- Have a basic understanding of gamification concepts and benefits
- Be able to manage time effectively to keep the activity on track (optional but helpful)
- Feel comfortable prompting discussion or asking follow-up questions if the group stalls

Logistics

- *Time Needed:* About an hour (extend up to 75 minutes if discussion runs long)
- *Group Size:* Works best with 6–35 people (split into teams of 2 to 5)
- *Stakeholders:* Up to you! We recommend a combination of admissions, marketing, and anyone else involved in student outreach, but it is equally effective with a small core team.
- *Materials Required:* A way to present slides (large screen (in person) or video conferencing tool (virtual), a timer, and a way for people to jot ideas down in a collaborative way

Supporting Materials

- [Gamification White Paper](#) – Quick intro to gamification in enrollment marketing to prepare you with examples and key benefits before you lead the session
- [Team Presentation Slides](#) – Use these slides during the activity to stay organized and keep things moving

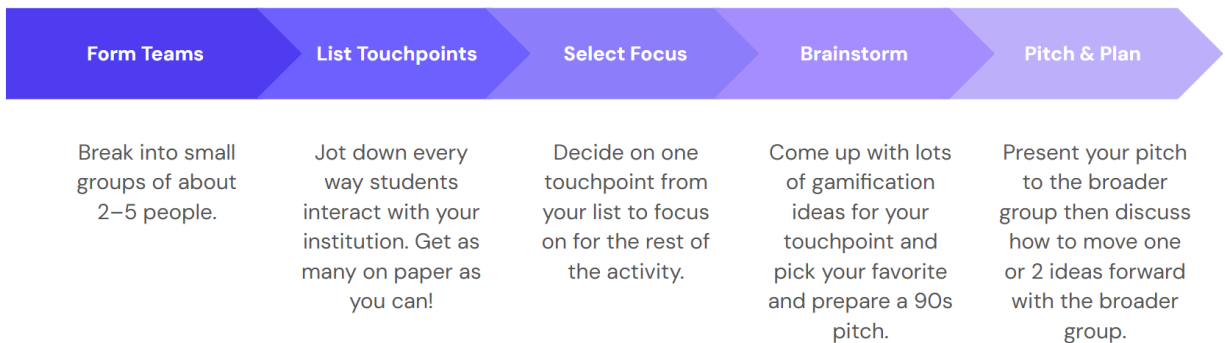
Before You Get Started

- Read the [Gamification White Paper](#) to learn what gamification is and why it works
- Review the [Gamification Brainstorming Activity](#) slides so you know the flow of the activity
- Do an in-depth review of this guide so you are prepared to lead

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Activity Overview

Before you jump in, take a moment to review how the activity will flow. This snapshot gives you a high-level overview, but we’ll be breaking down each step in the next section.



Step-by-Step Instructions

Section 1: Overview & Gamification Primer

Purpose & Outcome: Give everyone a shared understanding of what gamification is and why it matters, and set clear expectations for what the session will accomplish. Participants should...

- Understand the definition and benefits of gamification
- See familiar examples that make the concept intuitive
- Align on the session’s goals and feel ready to participate

Suggested Timing and Materials

- Time: 6 to 8 minutes total
- Materials Needed: Projector or video conferencing tool to share slides (if hosting virtually)
- Relevant Slides: Slides 1–6 in the [Gamification Brainstorming Activity](#)

How to Facilitate:

–*Slide 1 – Title and Welcome:* Display the session title and welcome the group.

–*Slide 2 –Why We Are Here:* Show the purpose of the activity and frame the session goals/outcomes

–*Slides 3 & 4 – Gamification Defined:* Present a simple definition of gamification and why it matters.

–*Slide 5 – Gamification in Daily Life:* Share common examples and invite one or two quick examples from the group or chat (tip: prep 1–2 examples of your own to shout out if the group stalls!)

–*Slide 6 – Activity Overview:* Present the high-level flow of the brainstorming activity so participants can see the full journey before diving in.

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Section 2: Forming Teams

Purpose & Outcome: Create small groups that encourage participation and bring in diverse perspectives.

Suggested Timing and Materials

- Time: Up to 5 minutes
- Materials Needed: Projector or video conferencing tool to share slides & form breakout groups (if hosting virtually)
- Relevant Slides: Slide 7 in the [Gamification Brainstorming Activity](#)

How to Facilitate:

- Announce that participants will work in teams of 2–5 people.
- Choose a grouping method based on your audience or context:
 - *Count-Off Method* – Have participants count “1, 2, 3...” around the room, then group by number (Best for quick, fair grouping in larger sessions).
 - *Cross-Functional Groups (Pre-Assigned)* – Prepare teams ahead of time so each has at least one person from different departments (admissions, financial aid, marketing, student life) (Best for ensuring varied perspectives and role diversity when you can plan in advance).
 - *Shuffle Seating* – Ask everyone to stand, move a few seats, and form groups with new people (Best for breaking up familiar cliques and encouraging fresh conversation).
 - *Virtual Breakout Rooms* – Use your conferencing platform’s random breakout feature to form groups of 2–5 (Best for online sessions)
- Confirm every participant is placed in a team and that no team is too small or too large.

What to Prep in Advance

- Decide which grouping method you’ll use and, if using cross-functional groups, assign teams before the session.

Keep reading for section 3!

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Section 3: Brainstorming & Selecting Touchpoints

Purpose & Outcome

Capture a wide range of enrollment touchpoints, then narrow them to a clear focus for brainstorming. Participants should...

- Generate as many touchpoints as possible without worrying about perfection
- Review and prioritize their lists strategically using the guiding questions
- Leave this step with one assigned touchpoint (unique or shared) to develop further

Suggested Timing and Materials

- Time: About 10 minutes total (3 minutes to list, 7 minutes to narrow/choose)
- Materials Needed: Supplies for tracking ideas (sticky notes, whiteboard, or shared doc)
- Relevant Slides: Slides 8–10 in the [Gamification Brainstorming Activity](#)

How to Facilitate

- Define a touchpoint as any moment of interaction between your institution and a student or parent, then ask groups to jot down every touchpoint they can think of.
- Set a visible timer for 3 minutes to keep pace.
- Instruct groups to review their lists and pick 2–4 touchpoints they’d be happy using for the rest of the session using the guiding questions on the slides
- Decide on selection method:
 - Unique Touchpoints – Each group works on a different touchpoint (*Best for variety and generating a broad range of ideas*). Have groups claim touchpoints aloud in turn. Once a touchpoint is chosen, it is off the table. Use volunteering, random draws, or table order to set the claiming order.
 - Same Touchpoint – All groups work on the same challenge (*Best for deep exploration of a single area*). Have participants suggest top touchpoints, then either hold a quick vote (show of hands, dot stickers, or online poll) or make a selection as the facilitator based on strategic priorities. Clearly announce the chosen touchpoint so everyone knows their focus.

What to Prep in Advance

- Prepare 2–3 interactions not listed in the *Interaction Bank* (slide 8) so you can help teams that are struggling to come up with ideas
- Decide in advance whether you will use unique touchpoints or the same touchpoint across groups and decide the method you will use for teams to claim their topic and any voting tools (slips of paper, online poll, etc.) for determining a shared topic.

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Section 4: Brainstorming

Purpose & Outcome

Generate a wide range of creative, game-inspired ideas without restrictions, then refine them into a single strong concept. Participants should...

- Produce as many gamification ideas as possible without worrying about feasibility
- Discuss and narrow their ideas to select the strongest concept
- Prepare a concise pitch to share with the group

Suggested Timing and Materials

- Time: 15 minutes total
- Materials Needed: Supplies for tracking ideas (sticky notes, whiteboard, or shared doc)
- Relevant Slides: Slide 11 in the [Gamification Brainstorming Activity](#)

How to Facilitate

- Set a 15-minute timer and display it clearly.
- Ask teams to spend the first 5 minutes generating as many ideas as possible, focusing on volume over feasibility. When the first 5 minutes are up...
- Ask teams to keep brainstorming, but start narrowing down their lists to their favorite ideas, focusing on the ones they’d be most interested in *actually* testing
- For the final 5 minutes, ask teams to review, discuss, and refine their strongest concept, select a representative from their team for the pitch competition, and prepare a 90-second pitch for their best idea.
- During the 15-minute brainstorm session, walk around the room to listen in to conversations.
 - Remind teams that are struggling to use the Gamification Element Bank (slide 10) for inspiration.
 - Invite quieter voices to speak up as you see fit!

What to Prep in Advance

- Review the Gamification Element Bank on slide 10 so you can highlight additional examples of gamification methods if groups stall.

Keep reading for section 5!

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Section 5: Pitch Competition

Purpose & Outcome

Share team ideas with the broader group to inspire discussion and identify the strongest concepts.

Participants should...

- Present their refined concept clearly and concisely
- Learn from other teams’ ideas to spark further creativity
- Help identify a standout idea to pursue or pilot

Suggested Timing and Materials

- **Time:** 90 seconds per pitch
- **Materials Needed:** Visible timer, slips of paper or polling tool (if voting), and optional prize
- **Relevant Slides:** Slide 12 in the [Gamification Brainstorming Activity](#)

How to Facilitate

- Before you start: Announce any prize or recognition before pitches begin to build excitement.
- Tell groups they will present their pitch in 90 seconds to the full group.
- Choose presentation order before pitches begin:
 - Random Draw – Pull numbers, use an online randomizer, or assign groups (*Best for less engaged teams or fairness in large groups*).
 - Volunteer First – Ask for a volunteer to start, then move clockwise by table or let the groups “popcorn” the next presenter (*Best for engaged groups*).
- Display a visible timer for each pitch to keep teams on track.
- Decide in advance how you will select a “winning” idea:
 - Anonymous Voting – Provide slips of paper or an online poll; remind participants they cannot vote for their own team.
 - Facilitator’s Choice – Select the idea you believe has the most potential or invite a panel of non-participating judges.
- Conduct voting or make your selection and announce the winning idea.

What to Prep in Advance

- Decide on the presentation order method (random draw, volunteer first, or facilitator assignment).
- Choose your winner selection method and prepare the necessary tools (slips of paper, online poll, or panel of judges).
- Decide on and prepare the prize or recognition to motivate participants.

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Section 6: Full Group Reflection

Purpose & Outcome

Discuss ideas collectively, highlight key takeaways, and decide on next steps. Participants should...

- Share reactions and insights on the ideas presented
- Identify themes or elements that could be combined into stronger concepts
- Agree on one or two pilots or next steps and assign owners or follow-ups

Suggested Timing and Materials

- Time: 10 minutes
- Materials Needed: Whiteboard, flip chart, or shared document for capturing key points
- Relevant Slides: Slide 13 in the [Gamification Brainstorming Activity](#)

How to Facilitate

- Assign a scribe to capture highlights and decisions in a visible place (whiteboard, flip chart, or shared doc).
- Use the prompts on slide 12 to guide the discussion, or substitute your own tailored questions.
- Encourage participants to identify themes or combined elements that might enhance the strongest ideas.
- Guide the group to agree on one or two pilots or next steps and designate champions or schedule a follow-up meeting.
- End by thanking everyone for participating and reaffirming that creativity and collaboration are valued.
- Send a recap of next steps within 1–2 business days and schedule any additional meetings needed to maintain momentum.

What to Prep in Advance

- Review the reflection prompts and adapt or add to them if specific goals or challenges need to be addressed.
- Decide who will capture notes or whether you will assign a volunteer as the scribe.

Andddd you’re done! Thank you for taking the time to read this guide. We’re excited for you to bring this activity to life. Use our slides and suggestions as a flexible framework, not a script, and make the session your own so it feels natural for your team. Check out the *Pre-Facilitation Checklist* on the next page to get fully prepped and ready to lead confidently. We hope this tool sparks fresh thinking and innovation within your enrollment team!

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Before you present...

Pre-Facilitation Checklist

- ☐ Update all placeholder text in the slides with your institution’s details.
- ☐ Remove or hide facilitator notes or callouts that participants should not see.
- ☐ Review the [Gamification Brainstorming Activity](#) slide flow and timing to understand each step.
- ☐ Read or skim the [Gamification White Paper](#) to refresh your understanding of gamification and gather 1–2 backup examples for the brainstorming primer.
- ☐ Decide if the session will be in person or virtual.
- ☐ Choose how groups will be divided (count-off, cross-functional pre-assigned teams, shuffle seating, or virtual breakout rooms).
- ☐ Decide whether groups will use unique touchpoints or one shared touchpoint.
- ☐ Plan how touchpoints will be selected (claim order, quick vote, or facilitator choice).
- ☐ Choose pitch order (random draw, volunteer first, or pre-assigned) and voting method (anonymous voting, facilitator choice, or panel of judges)
- ☐ Prepare necessary materials: e.g. sticky notes, markers, slips for voting, visible timer, projector or screen OR breakout rooms enabled, shared doc or whiteboard, polling or randomizing tools, and visible timer (if going virtual)
- ☐ Test technology: slides, timer, projector or screen share, and any polling or randomizing tools.
- ☐ Assign or decide on a scribe for the full-group reflection step (or plan to capture notes yourself as the facilitator).
- ☐ Plan a friendly opening to set a creative, collaborative tone.
- ☐ Review or adapt the reflection prompts if you need to tailor them for specific goals or challenges.

Reach out to the Loper team at hello@getloper.com at any time with questions about this activity. Remember, you can modify it to be your own. All facilitation guidelines and presentation slides are suggestions, not requirements.

Good luck – you’ve got this!