2020 Academic Incentive Program

Summary

"I really enjoyed participating in the program, since...I could improve my English vocabulary, it was fun, and it was nice to know...that you are good at something that you had not known about yourself." - 7th grade student

Objectives

The main objective of the program was to offer a different way to motivate students to learn English by way of a healthy competition, while at the same reinforcing the importance of English and demonstrating the opportunities it can bring. The program also encourages values of respect, punctuality, work ethic and trust.

Results

This year 9 teachers and 45 classes participated in the program from one school, with 513 students from 6th through 11th grade participating, of which 137 won a total of 190 incentives. At the end of the program, 320 students responded to a survey about the program. Here are some of the findings:

- Overall, **62% of the students were more motivated** with the use of incentives
- The level of motivation increased an average of 24% per student with the use of incentives
- 97% of the students said it is acceptable to receive incentives for their work
- 94% of the students said they would like to participate again in the program

There was less student participation this year compared to last year due to changes to the school calendar and the transition to virtual classes caused by the pandemic. Also, one of the schools from last year did not participate this year. Even though we had to adapt to a fluid situation, the program still achieved its goals and maintained its commitments. In addition, based on suggestions from last year, we introduced several changes this year that were well-received:

- different types of incentives, including academic and entertainment
- more interaction with native speakers
- more time and flexibility to develop the projects

The incentives are not the most important aspect of the program, rather it is the sense of accomplishment and recognition by the teachers and classmates. The purpose of the incentives is to push the students who lack motivation while at the same time recognize those who are already motivated by a means apart from grades. With the program, student motivation towards English continues to increase and this year we began to consolidate that motivation with the use of academic incentives specifically targeted at English learning.

Chin Maci-

Chris Khosravi Director, Duitama Colegio Project



Success Stories

"Yes, two...Group work with [...]. They won first prize and improved their level of English. [...] became interested in improving his level...Group work among students of different classes...the stronger students supported those who needed help and also won incentives." - Teacher 1

"Yes, one special case with [...]. When we started with the virtual classes, he was very undisciplined and disruptive in class. However, he participated in the [incentive program] project and won a dictionary. He was so happy that during one of the classes, he showed his classmates his prize and said he was going to start using DuoLingo to learn other languages." - Teacher 2

Student Survey

At the end of the incentive program, students were asked to participate in a survey to evaluate its effectiveness. Here are some results from the 320 responses:

1. What motivates you in your studies?

"To make my mom proud" "To improve each and every day" "The dream of being someone important in the future" "To learn, achieve good results and be one of the best" "To be able to have a good career and help my family" "To know the world and learn new languages and cultures" "Knowing that I can have many opportunities if I learn English"

2. From 1 to 10, rate your level of motivation in English class:

1 = no motivation, 10 = super motivated

3. From 1 to 10, rate your level of motivation towards a project in English class:

1 = no motivation, 10 = super motivated Without incentives With incentives

4. Do you think it's good to receive incentives for your work?

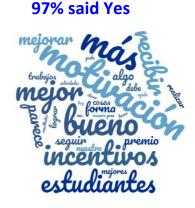
"I was happy to receive my dictionary" "It makes me feel better knowing that my work turned out well" "Yes, it motivates many of the students to try harder to win the incentives" "Yes, because when I receive an incentive, it motivates me a lot to keep learning" "I like it, but not everything needs to be incentivized because we should also do it because we want to, not because we're given something to do it" "It's good to receive incentives, but I think that everyone should work because they want to, without needing an incentive each time"



average of 8.1

average of 8.0

average of 9.0





5. Who do you think should receive the incentives? The student with the ...

A) Highest grade B) Best effort C) Best performance

3% 72% 25%

6. Would you participate in the incentive program again?

7. What did you like about the program?

"The competition" "That we all have the same chances of winning" "That there were many winners and many chances to win" "That it was exciting and all the students tried hard to win" "The incentives because they motivate us to work and improve" "I liked the participation and how everyone made an effort to win" "That it promotes and instills in the students the desire to learn English" "The inclusion of those who are good in the subject and those who have difficulties" "That it was a challenge to make an effort and do things well in order to be recognized"

8. What did you not like about the program?

"I liked everything" "That there were few winners" "That there was a lot of competition" "The incentive because it was the same as last year" "That not everyone received something for their effort" "That not everyone received something for their effort" "The same students always win and this is demotivating" "That there wasn't at least a congratulations or message for everyone" "I'd prefer to reduce the winners' incentives a little so everyone would win something"

9. Comments

"It was a cool activity and very fun"

"Thanks to those who give us this push to continue"

"Thanks to the English teachers for their support with these activities"

"I think the incentive program is very good and I hope more opportunities like this will be provided"

"I think an incentive is more impactful and gratifying when the effort is valued, noticed and appreciated; this can push us to improve"







94% said Yes

Survey Data

DEMOGRAPHY												
	Total	Male	Female	6th	7th	8th	9th	10th	11th			
No. of surveys ¹	320	138	181	53	64	9	38	88	68			
Participated in the program	185	87	98	33	28	1	16	70	37			
Won an incentive	84	30	54	7	15	1	11	29	21			
MOTIVATION TOWARDS ENGLISH (GROUP AVERAGE) 1 = no motivation, 10 = super motivated												
	Total	Male	Female	6th	7th	8th	9th	10th	11th			
In general	8.1	8.1	8.1	8.7	8.1	7.9	7.9	8.1	7.8			
Project without incentives	8.0	7.8	8.2	8.3	7.9	6.0	8.6	7.9	7.8			
Project with incentives	9.0	8.6	9.4	8.8	9.4	9.0	9.1	8.9	9.2			
CHANGE IN MOTIVATION TOWARDS AN ENGLISH PROJECT WITH INCENTIVES (PER STUDENT)												
	Total	Male	Female	6th	7th	8th	9th	10th	11th			
More motivated	62%	52%	72%	55%	68%	100%	50%	59%	75%			
No change	32%	39%	26%	32%	27%	0%	50%	36%	21%			
Less motivated	5%	9%	1%	14%	0%	0%	0%	5%	4%			
% change (avg.) ²	+24%	+23%	+25%	+20%	+33%	+50%	+11%	+18%	+35%			
INCENTIVES												
	Total	Male	Female	6th	7th	8th	9th	10th	11th			
Good to receive prizes?	97%	94%	99%	98%	97%	100%	95%	96%	98%			
Reason - Effort	72%	67%	76%	60%	61%	89%	74%	79%	81%			
Reason - Performance	25%	28%	22%	38%	30%	11%	26%	18%	18%			
Reason - Grade	3%	5%	2%	2%	9%	0%	0%	2%	1%			
GENERAL												
	Total	Male	Female	6th	7th	8th	9th	10th	11th			
Participate again?	94%	91%	97%	88%	96%	100%	100%	93%	97%			

¹ 1 student chose not to specify their sex

² Does not include outliers and students who are already "super motivated"

General Data

PARTICIPATION										
	2018	2019	2020	Change						
No. of schools	1	2	1	- 50%						
No. of teachers	10	16	9	- 44%						
No. of contracts	43	60	11	- 82%						
No. of classes	39	64	45	- 30%						
No. of participants	828	1600	513	- 74%						
Grades	6th - 11th	4th - 11th	6th - 11th							
INCENTIVES										
	2018	2019	2020	Change						
No. of winners	248	456	137	- 70%						
No. of incentives ¹	208	513	190	- 63%						
	Movie, burger, pizza, Manoa,	Movie, burger,	Class reader (23), dictionary (23), online course (22), burger (95),							
Incentives	Guatika	ice cream	ice cream (14), sports ball (7),							

¹ Some students received more than one incentive



11th grade student

11th grade students

7th grade student



11th grade students Duitama Colegio Project 2020 Academic Incentive Program

