

**Results from the Kukui Cup Anonymous Questionnaire for RAs**  
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**Abstract:** (What happened, what resulted, what the interpretation was).

On Tuesday, 11/22/11, approximately two weeks after the 2011 Kukui Cup ended, Philip Johnson and George Lee attended the 7pm RA meeting at Ilima rooftop to give out participation incentive awards and to have RAs fill out a short questionnaire in order to better understand their views on the Kukui Cup and how we could improve it for next year. This document presents the three questions, the 91 responses provided by the RAs, and a summary of responses that occurred multiple times. (In a few cases, I moved a response from one section to another to consolidate similar responses in a single section.)

Please answer either (1a) or (1b), depending upon whether you participated in the Kukui Cup or not:

**Question (1a):** If you participated (i.e. logged in and accumulated at least 50 points), then please answer the following: What were the top things that motivated you to participate?

**Responses (1a):**

1. *Energy consciousness. I "heart" Kukui Cup!*
2. *I participated because I felt it was for a good cause.*
3. *Top things that motivated me was the participation and getting a gift card. When you add money to the equation you add motivation.*
4. *Lounge-level prizes*
5. *Prizes and field trips.*
6. *Participation reward.*
7. *Money and great prizes.*
8. *Prizes and statistical information was motivating.*
9. *Another thing in common with my residents, being able to do activities with them.*
10. *Importance of energy conservation.*
11. *Get points*
12. *Show lounge/floor pride.*
13. *Prizes*
14. *A handful of my residents were interested and participating early on.*
15. *Competition.. I wanted to be in the top... I can't help it! Ha Ha!*
16. *Getting people excited to participate.*
17. *Prizes*
18. *Being able to explain the competition to my residents and/or just to be able to know what was happening.*
19. *My kids wanting to win. :)*

**Summary (1a):** The responses indicate that the following were significant motivators for RAs who participated:

- Prizes (mentioned 8 times)
- Resident relationships (mentioned 6 times)
- The "cause" of energy conservation (mentioned 3 times)

**Question (1b):** If you did not participate (i.e. never logged in or just once or twice), then please answer the following: Why did you not participate, and what would be the most important change we could make next year to motivate RAs such as yourself to participate?

**Responses (1b):**

20. *Was just too busy. Give the RAs incentives before the competition starts.*
21. *Prizes that we were not qualified for.*
22. *I participated some, but never logged points. I was just really busy at the time. I really liked the Cup, though.*

23. *I didn't log in but I took steps to lower my energy consumption. I think we all believed in the mission, perhaps we could all register together in a staff meeting or something.*
24. *I was just so busy! And I'm not very motivated by prizes.*
25. *I went to events but did not redeem points. I am not into earning things.*
26. *I kept forgetting to log on but I participated by saving energy.*
27. *I was super motivated to participate but I was waaaaay caught up in school and work and homework and just had a lot going on. It had nothing to do with how the Kukui Cup was run, Kukui Cup was awesome!*
28. *It was difficult to understand how to achieve points.*
29. *I'm not sure.*
30. *Pure laziness on my part. It was a great idea and I was really interested in the event, I just got caught up in school work and other responsibilities.*
31. *I think the news that RAs could participate for prizes fell through the cracks.*
32. *Too many midterms.*
33. *Did not participate because school is more important.*
34. *More prizes, not just gift cards.*

**Summary (1b):** The responses indicate that the following were significant issues for RAs who did not participate:

- Too busy/too much schoolwork. (mentioned 6 times)
- Problems with prizes (mentioned 5 times)
- Participated, but did not log in (mentioned 4 times)

**Question (2):** This year, 400 students participated, but that means 600 students did not. What do you think are the most important, realistic changes we could make to double participation for next year?

**Responses (2):**

35. *More advertisements not online (flyers, word of mouth)*
36. *Turn off all lights in building for 30 secs at night to get everyone's attention*
37. *Better timing for events*
38. *More advertisements within the dorm.*
39. *More incentives for RAs to get participation up. Separate prize.*
40. *Well, RAs play a big role but the RAs also don't have motivation to join because there isn't equal opportunity.*
41. *It's not part of the job so it's extra work that adds to our already busy schedule.*
42. *More RA incentive to get involved so residents get involved. Maybe give the RAs some resources or have a Kukui Cup hangout place.*
43. *More advertisements.*
44. *Participation prizes.*
45. *ADVERTISE. Make the event so obviously in everyone's face that they can't ignore it. Flyers should be provided to the RAs to post on their floor.*
46. *Get the RAs motivated to encourage their residents to participate.*
47. *More RA incentives.*
48. *Timing of events at late hours on the weekdays.*
49. *I would not know but I know most of my residents weren't home most days especially weekends. So they did not participate.*
50. *Have more open, public, big events.*
51. *Too many things going on in the Kukui Cup. Too confusing to the residents.*
52. *Get more students informed, perhaps start the competition earlier.*
53. *Advertise it more before the challenge starts so that residents know what the challenge is about and can participate.*
54. *Advertising flyers throughout the halls on the floors.*
55. *Proper presentation to all the students on how to achieve points.*
56. *More advertisements?*
57. *More advertisements that show what the prizes are.*

58. Find a way to get the word out faster. Maybe ask RAs to go door-to-door, that's what I did. Start the active participation and incentive program for RAs in the first round.
59. Saying RAs can get programming credits will get them going, and reminders about it.
60. Stating RAs can win the normal prizes will help.
61. More advertising.
62. Have a signup day in the courtyard with computers.
63. Get an email when you are outbid on an item.
64. More availability for excursions.
65. More flyers, like weekly calendars for floors.
66. Cooler prizes, more advertising, better techniques. Better incentives for the residents, school is important, make them see why energy saving is cool.
67. Maybe motivate by providing programming credits as well.
68. More ads and ways to get info out to as many students didn't know about it until half way through.
69. Get supervisors to exempt us from programming for the month to get more RA participation.
70. Why not give the RAs equal opportunity? I know it's so it would be like it's not rigged but we have nothing to do with it and we have to try just as hard to get points.
71. Do it in the same way, but focus on a serious ad campaign leading up to and during the event.
72. Better advertising.

**Summary (2):** The following appear to be the most popular suggestions:

- Improve advertising (mentioned 14 times)
- Provide programming credits/resources for RAs (mentioned 8 times)
- Do not exclude RAs from regular prizes (mentioned 4 times)

**Question (3):** Is there anything else you feel we should know that can help us next year?

**Responses (3):**

73. Stay awesome
74. Students don't like to go out of their way. But you did everything out of the books for success. So I don't know why it wasn't more successful.
75. Make the competition longer.
76. It needs to be broadcasted more and be more competitive to get involvement.
77. Cash prizes = more participation.
78. Consider targeting other residence halls.
79. Free stuff gets people to participate.
80. Continue to do it!
81. Emphasize the beneficial points to the surroundings, the prizes, saving the environment, etc.
82. Some residents don't really care for energy competition so it takes more to get them involved. I think more athletic activities would help.
83. Should apply to more than just the freshman towers. I know a lot of people in Frear and in the apartments who wanted to be able to participate.
84. Keep doing this. My residents loved it and I think it's a great asset to residential life and the broader community.
85. The RAs don't have to put in much effort, so there is no excuse. The work to help promote should be up to us!
86. Thank you so much for this experience!
87. Variety of prizes was good. Prizes that people want to win will keep people motivated.
88. Programs were fun, keep up the good work.
89. Somehow integrate RA-resident activities to encourage more participation.
90. Do it in Frear. Less resident apathy.
91. I'm not sure, you guys did so good this year. Maybe do it in Frear?

**Summary (3):** The following appear to be the most popular suggestions:

- Do it in other residence halls (mentioned 4 times).