

MOTIVATION FOR STUDENT NEEDS

What motivates? A student may be motivated by a variety of factors, and no single form of motivation will be 100% effective. The following is a list of different forms of motivation. Some of the examples are extrinsic (motivation coming from an outside source) while others are intrinsic (motivation that stems from the internal desire or goal of the student).

- **Recognition** –Recognition is used frequently by advisors. Recognize a member’s contribution verbally or in print, in front of the organization or alone. This is an easy and effective way to motivate someone; almost everybody appreciates a “Thank you!” or recognition of a job well done. Also note who enjoys public versus private recognition.
- **Achievement** - A student motivated by the need for achievement may have a tendency to overcome obstacles, to exercise power, or to strive to do something difficult as well and as quickly as possible. Achievement is often tied to positive recognition from outside sources. In a few cases, there can be an internal desire for achievement, so the person would be satisfied by completing a task to the best of his/her ability.
- **Desire** - Some students are interested in becoming members of organizations that will lead to a desirable outcome. So, if the outcome or organization activity is known to be desirable, the student may be more likely to participate.
- **Value** - If the student perceives value in participation, he/she may be more motivated to participate. Value may be associated with friendship, professional goals, personal interests, etc.
- **Peer Approval** - A student can perceive approval, and may be more likely to participate if provided with appropriate recognition. Caution: there are many students that join organizations to gain approval/ acceptance from their peers to cover up personal issues. Watch for students who are struggling with self confidence or that stop showing up. Follow-up with students who leave to make sure that are doing okay, and ask them back if appropriate.

Academic Recognition Ideas:

Every semester, recognize students who received a 3.0 GPA or higher, or students who have had perfect attendance at meetings that semester. There are a variety of ways to reward these students. First, collect the data from those who take attendance. Find out who has achieved high grades in the organization, compile the list of recipients. Rewards can include: random gifts specific to the organization or university, certificate or trophy of some sort, or just a name recognition during the organizations meeting. Regardless of the gift, any sort of recognition would be appreciated.

Adapted from Dunkel, N.W. & Schuh, J.H. (1998).
Advising Student Groups and Organizations.
Sam Francisco: Jossey-Bass Publishers.



UNIVERSITY OF
ARKANSAS
STUDENT AFFAIRS

CENTER FOR
LEADERSHIP
& COMMUNITY
ENGAGEMENT