Esports in Higher Ed: Leveling Up Your Esports Program

August 10th, 2021

Esports

- Does your institution have an esports program?
  a. Yes
  b. No
  c. I don’t know
Welcome

1. Esports and Research Overview

2. Esports at University of Delaware

3. Esports at Montgomery County Community College

4. HP Grants Support Program

5. Q&A
What are Esports?

- Video games that are played in a highly organized competitive environment.
- Can range from:
  - Team-oriented multiplayer online battle arenas (MOBAs)
  - Single player first person shooters
  - Survival battle royales
  - Virtual reconstructions of physical sports

Esports Audience

- How many esports viewers are there globally?
  a. About 20 Million
  b. About 50 Million
  c. About 150 Million
  d. Over 450 Million
A Growing Audience

![Esports Audience Growth Chart]

Due to rounding, Esports Enthusiasts and Occasional Viewers do not add up to the total audience in 2024.

©Newzoo | March 2021 Global Esports and Live Streaming Market Report
newzoo.com/esports-report

Esports Audience

- Which of these events had the most viewers?
  a. NFL Stanley Cup 2021
  b. MLB World Series 2020
  c. NBA Finals 2021
  d. NFL Super Bowl 2021
  e. League of Legends World Championship 2020
Peak Viewership for Sporting Events

- NBA Finals 2021: 12.5 million viewers
- MLB World Series 2020: 12.6 million viewers
- League of Legends World Championship 2020: 45 million viewers
- NFL Super Bowl 2021: 96 million viewers
2019 DOTA 2 WORLD CHAMPIONS
Topias Taavitsainen, Jesse Vainikka, Johan Sundstein, Anathan Pham, Sebastian Debs

$3,121,872 EACH x 5

2019 FORTNITE WORLD CHAMPION
Kyle Giersdorf

$3,025,900

2019 WIMBLEDON
Novak Djokovic

$2,983,748

2019 INDY 500
Simon Pagenaud

$2,700,000

2019 MASTERS
Tiger Woods

$2,070,000
2016 League of Legends World Championship sold out the Staples Center in 12 minutes.

The International 2017 - Key Arena, Seattle.
2017 Intel Extreme Masters World Championship - Spodek Arena, Katowice, Poland

CAREER OPPORTUNITIES

- Strategists
- Content Creators
- Entrepreneurs
- Organizers
- IT Support
- Event Organizers
- Web Developers
- Marketing
- Corporate Sponsorship
- Business Developers
- Fandom Art & Media
- Streamers
- Journalists
- Shoutcasters
- Software Developers
- Analysts
- Coaches
- Theory Crafters
- General Managers
SCHOLARSHIPS

More than 130+ UNIVERSITIES offer esports scholarships and that number continues to grow at an accelerating rate.

Georgia State University
UNIVERSITY OF WASHINGTON

UNIVERSITY OF MARYLAND
Why Esports?

- School Reputation
- Revenue Generation
- Academic Crossover
- Admissions Impact
- Student Involvement
- Student Learning
- International Student Appeal (ROI)
STUDENT INVOLVEMENT

- INCLUSIVE of nearly all demographics
  - Those with disabilities can participate
  - Coed
- Brings students out of isolation and into a social/community setting
- Creates entirely unique engagement unlike any other student group
- Brings people together across regions
- Allows students who might not possess traditional athletic ability to represent the school with pride

STUDENT LEARNING

- Critical and creative thinking
- Teamwork and problem-solving
- Verbal communication
- Strategic planning
- Analytical/quantitative processing
- Resiliency
- Leadership
- Collaboration
- Adaptability/Flexibility
- Computer and transmedia navigation
ACADEMIC CROSSOVER

- Research Potential
- Computer Science
- Information Technology
- Engineering
- Video Game Development
- Digital Media and Entertainment
- Marketing
- Anthropology
- Medicine
- Law
- Neuroscience
- Psychology
- Broadcasting
- Sport Management

OUR CONTENT EXPERTS
COLLEGIATE SUPPORT

[Image of collegiate logos and text]

Watch on YouTube
Questions and Considerations

• Where is your program housed?
• How will you staff it?
• What type of program / space are you creating?
• Pay to play?
• Have you thought about branding?
MARKETING, BRANDING, AND SPONSORSHIPS

Questions and Considerations

• League Selection?
• Rosters/Tryouts/Coaching?
• Player Expectations?
• Value Added Resources For Participants?
• How Will You Handle Prizes?
FOUR VARSITY TITLES

STATE OF THE ART - OPEN TO ENTIRE CAMPUSS

BROADCAST STUDIO / ACADEMIC PARTNERSHIP

UD ESPORTS ARENA FEATURES
COMPUTERS

Gaming PC Specifications
- 1Gbps Upload Speed per Station
- Omen Obelisk Desktop PC 875
- 9th generation Intel® Core™ i7-9700K Processor with liquid cooling
- HyperX 16 GB DDR4-2666 SDRAM (2 x 8 GB)
- GeForce RTX 2070 Super Graphics Card
- X27 240 Hz Display w/Free Sync
- Omen Reactor Mouse, Sequencer Keyboard, and Mindframe Headset

MUSTANG PRIDE FOR ALL
A COMPETITIVE EDGE FOR ME

MONTGOMERY COUNTY COMMUNITY COLLEGE
LAUNCH OF MONTCO ESPORTS

- Esports Arena Setup
- Equity across campuses
- High School Partnerships
- Challenges

E IS FOR EVERYONE

- Inclusivity Pledge
- Integrated Learning Opportunities
- Coed Program
- Building in Inclusivity

Montgomery County Community College
Student-Athlete Pledge

As a Montgomery County Community College Student-Athlete, I pledge –

- To foster an inclusive community that treats every person with dignity and respect.
- To refrain from making negative, profane, racist, sexist, homophobic or other verbally abusive comments during, or outside, practices and competitions.
- To refrain from all forms of harassment, including, but not limited to, sexual harassment and cyber bullying.
- To report any violations of our commitment to inclusivity to a coach, administrator or other person of responsibility.

Signed ________________________ Date _______
LEADING THE WAY FOR INCLUSION

- Arthur Ashe Sports Scholar
- Student National Representation
- Faculty Program Mentors
PROGRAM STRUCTURE THAT SUPPORTS INCLUSION

- Sense of Belonging
- Athlete Support Services
- Professional Development
- Mental Health
- Student Engagement/Tier Level
- Multiple Campuses
- Holistic Program Approach

ENGAGEMENT OPPORTUNITIES

- Compete in five games
- 42 Student-Athletes
Program Leaders & Support

Kelly Dunbar; Director of Athletics

Nyere Miller; Assistant Director of Athletics

Ryan Plummer; Coordinator of Esports

Pirin Sriweawnetr; Assistant Esports Coach

Dr. Kendall Martin; Computer Science Professor
Recommendations for Colleagues

- Education about program
- Communication techniques

HP Grants Support Program

HIGHER EDUCATION WITH TECHNOLOGY
Learning for everyone, everywhere.
HP Grants Support Program services

- 100% Free
- Identify funding sources for your projects
- Provide resources and consulting services
- Review Proposals

**Examples projects:**
- Data science labs & remote computing
- Immersive learning solutions, VR/AR
- STEM solutions
- Medical, Engineering, Arch - 3D Printers
- Distance Education - Devices, PD, Wi-Fi
- Temperature kiosks

**STEP 1**
www.grantsoffice.com/hp

**STEP 2**

Customized list for your school
Q&A

Contact Us
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Chris - christopher.oversby@hp.com

THANK YOU

EDUCAUSE & HP Esports Research Hub

HP Esports Resources
HP Esports Consulting - mailto: OMENSLED@HP.com
HP Grant Support Program - www.grantsoffice.com/hp

HP Esports Contacts:
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• Ricky Brian – OMEN Sales Manager - mbryan@hp.com

FACILITIES AND OPERATIONS - WHAT YOU NEED TO THINK ABOUT
SPACE

OTHER TECHNICAL CONCERNS
GAME LICENSES

STEAM

RIOT GAMES

Origin

EPIC GAMES

BATTLE.NET

TROUBLESHOOTING

system error