



SERVICES OVERVIEW

1. ESPORTS PROGRAM CREATION

The services below can be selected on an individual basis. Our comprehensive package combines all individual services into a roadmap for program creation.

Student Body Analysis

Key Deliverable: A tailored survey that gathers and synthesizes data from the student body, identifying (a) student interest in esports and gaming, (b) student interest in specific game content, and (c) gaps in socialization and engagement among existing population of student gamers. The survey data is compiled into a report.

Stakeholder Analysis

Key Deliverable: A tailored survey that gathers and synthesizes the beliefs, goals, and perceived obstacles held by the major stakeholder groups on campus, including faculty, staff, and senior administration. The survey data is compiled into a report.

Competitive Readiness & Gamer Wellness

Key Deliverable: Concrete best practice resources for league on-boarding, team roster development & game selection, and training routines with a focus on player wellness in esports. Game recommendations will be made in alignment with university mission and values.

Facilities Analysis

Key Deliverable: Definitive list of esports-ready facilities derived from surveys and interviews with facilities and IT leaders, as well as space inspections. Floor plan with gaming station layout will be provided alongside cost projections for proposed facility.

Recruitment, Retention, & Enrollment Optimization

Key Deliverables:

- Recruitment: Provide training documents for program champions to establish outreach channels for prospective student recruits. Connect the university with esports recruitment partners to build recruitment pipeline.
- Retention: Provide student engagement package including year-long programming schedule for on-campus esports events and customized advertising materials (posters and email templates) tailored to each activation.
- Enrollment: Educate marketing and enrollment leaders on target esports demographics and best practices in esports branding. Provide tools for assessing esports enrollment performance over time.

Curricular Integration

Key Deliverable: Report that includes list of existing curricular programs that could best synergize with esports. Uni will work with faculty members, providing sample courses and esports slybi templates.

Occupational Pathways

Key Deliverable: Connect brand contacts with occupational consulting unit within the University to develop internship and employment pipelines. Initiate contact with local and national companies endemic to gaming industry to further bolster university employment network.

Partnership Procurement

Key Deliverable: Connect the university with Uni hardware and peripheral partners to provide supplier partnerships, defraying costs for reliable, top-end gaming equipment.

Comprehensive Program Package

Key Deliverable: All services listed above with data synthesized into a roadmap for program rollout. The roadmap includes KPIs for measuring esports performance and a plan for scaling the initiative to ensure its continued sustainability, visibility, and engagement with core goals over time.



SERVICES OVERVIEW

2. ON-CAMPUS WORKSHOPS

Esports Education for Faculty, Staff, and Senior Administration

As part of our ongoing mission to educate campus decision-makers about collegiate esports, we offer a series of educational presentations and interventions designed to clearly explain the power of esports on campus.

In addition to building programs, our team produces original research charting the developing terrain of collegiate esports. We have authored the first comprehensive study of the perceptions toward esports held by senior-level administrators in the US (Athletic Directors, Student Affairs Leaders, and Technology Leaders). As co-authors (with UC Irvine, Utah State, and Miami-Ohio) of a forthcoming report on esports program best practices, we provide data-driven thought leadership in the collegiate esports space.

Our workshops, held on your campus or via remote presentation, help to clarify the emerging landscape of esports in higher education, providing concrete information about best practices for esports program development, advertising, and assessment. Some of our workshop titles are as follows:



Esports 101: Introduction to the Collegiate Space

This introductory presentation covers data about the demographics, market, and scope of the global phenomenon of esports. Special attention will be given to the current state of collegiate esports, including the positions of governing bodies such as the NCAA.



The Case for Esports: Educating Stakeholders about the Potential for Gaming on Campus

In this presentation, we articulate the case for esports by working through common objections and misconceptions. This presentation is designed to address concerns from a diverse group of campus stakeholders, including faculty, staff, and members of the senior administration. We will also discuss the potential for esports as a tool for enrollment and retention.



Esports program creation best practices

Using data drawn from our survey of over one-thousand senior-level administrators, interview transcripts from leading program developers, and our own insights from developing programs around the country, we lay out some of the best practices in collegiate esports program creation.