

UNI ESPORTS GROUP SERVICES OVERVIEW

ESPORTS DATA COLLECTION & ANALYSIS

To launch a new esports program, it's important to understand the interests and demographics of students on campus, the sentiments of stakeholder groups, and the costs and ROI of the initiative. Our Esports Data Collection & Analysis package helps unearth the local information you need to make a decision about esports from a place of confidence and knowledge. The service is composed of four parts: (1) Student Body Analysis, (2) Stakeholder Analysis, (3) Enrollment and Retention Audit, (4) Facilities & Cost Analysis, and (5) Partnership Procurement.

Student Body Analysis

Key Deliverable: A report synthesizing student survey data, 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.

Stakeholder Analysis

Key Deliverable: A report synthesizing the beliefs, goals, and perceived obstacles held by the major stakeholder groups on campus, including faculty, staff, and senior administration.

Enrollment & Retention Audit

Key Deliverable: We perform an "esports audit" of your institution's current enrollment management plan, identifying concrete opportunities for esports to advance acquisition and retention goals established by your institution. The report helps lay the groundwork for an esports initiative that is "always already" in direct service to your institutional priorities.

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. Conduct local and regional search for sponsorship opportunities from endemic and non-endemic organizations.

Facilities & Cost Analysis

Key Deliverable: Uni will deliver a cost analysis for the esports initiative laying out the initial, monthly, and annual costs for the project, including a detailed list of rollout and operational expenses. Expense categories include, but are not limited to: staffing salaries, arena build cost, program staffing costs, software licensing fees, hardware, and general expenses.

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SELECT SERVICES

The services below can be selected on an individual basis

Competitive Readiness & Gamer Wellness

A section of the strategic plan that provides concrete best practice resources for league onboarding, team roster development & game selection, and training routines with a focus on player wellness in esports.

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 syllabi 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 regional companies endemic to gaming industry to further bolster university employment network.

UNI ESPORTS GROUP EDUCATION

Esports Education for Faculty, Staff, and Senior Administration

On-Campus Seminars - \$1,500 (\$500 each, airfare and lodging not included)

Digital Webinars - \$900 (\$300 each)

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.

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



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.