Driving NC's Esports Economy
Joint IT Oversight Committee
September 8, 2022

GAMING & ESPORTS GROWTH

- 175M+ video gamers in the US – expected to hit 182.6M by 2024

- 83% of female and 97% of male US youth between the ages of 13-17 play video games regularly

- 465.1M people watched live-streamed gaming content in 2021 – forecasted to reach 577.8M by 2024

- 2021 global esports revenue exceeded $1B – projected to exceed $1.6B in 2024
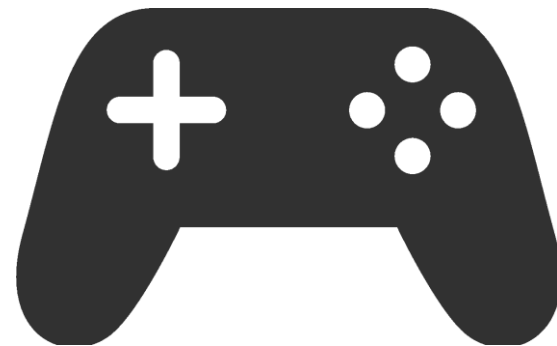
UNCG ESPORTS

"UNCG is committed to creating and launching esports academic and research programs that enhance educational outcomes for North Carolina students, establish an end-to-end talent development pipeline for industry partners, and position the state as the nation's leading esports economy."

Franklin D. Gilliam Jr.

Chancellor

UNCG ESPORTS ARENA & LEARNING LAB

Grand Opening April 2022

UNCG received support from a private-public partnership for an esports facility on campus.

3,300+
SQUARE FEET

48
PCS

3
GAMING CONSOLE BAYS

VR
OCULUS RIFT HEADSET

UNCG ESPORTS FOCUS

Curriculum & Careers

Research & Innovation

Gaming & Tournaments

CURRICULUM & CAREERS

Esports Minor

- Complements undergraduate degrees with foundational esports knowledge and training

Esports Management Concentration

- Hospitality and Tourism Management degree concentration for careers in:
  - Esports administration, management, and operations
  - Event management and marketing
  - Destination management, and strategic planning

Non-Credit Certificate Program in Esports

- Digital certificate focused on esports career skills in:
  - Tournament design
  - Coaching and training
  - Sponsorship, and fan engagement

CURRICULUM & CAREERS

UNCG Network for the Cultural Study of Gaming

- A hub for interdisciplinary research, events, programming, and curriculum around videogames and their cultures

Esports Summer Camps

- Summer Camp for 9 to 14 year-olds
- Four one-week camps in UNCG Esports Arena & Learning Lab
- Camps were sold out with a long waiting list

Week 1: YouTube Content Creators and Battle Royale Gamers
Week 2: Esports Apprentice – Streamers and Gamers
Week 3: Python Coding and Minecraft Engineers
Week 4: Roblox Coders and Makers

CURRICULUM & CAREERS

Epic Games Partnership

UNCG Unreal Engine Accelerator

- Epic Games is certifying UNCG as an Unreal Engine Accelerator - 1 of only 3 in NA, and the only university

- Epic to provide free "Train the Trainer" training to UNCG faculty, students, and staff for Unreal Engine, Fortnite Creative, and TwinMotion
    - First series scheduled - October 28 & 29
    - UNCG to extend invite to select High School educators

UNCG Epic Games Tournament Series

- Epic Games to partner with UNCG for on-campus tournament series
    - Fortnite - October 28 & 29
    - Rocket League - January 2023
    - Fall Guys - February 2023

RESEARCH & ENTREPRENEURIAL ACTIVITY

Launch UNCG Innovation Hub

- Helps students, faculty, staff, and community members start and grow their own successful businesses - esports entrepreneurs
- Supports technology transfer & commercialization of UNCG-developed technologies
- Greensboro NSF I-Corps program provides seed funding, mini-grants, grant writing support, coaching, and entrepreneurial mentorship

Emerging Research

- UNCG's Center for Athlete Well-Being partnering with NACE, gathering data and providing insights on the health and well-being needs of collegiate esports athletes
- Research and scholarly study of gaming and their cultures

GAMING & TOURNAMENTS

UNCG Scholastic Esports Alliance

- Establish nation's first statewide, curriculum-driven competitive esports league for NC's public schools (start with High School and extend to Middle School)

- STEM-approved curriculum in esports production, coding, broadcast, Unreal Engine, and more, that aligns with degree programs at UNCG to provide complete gaming-integrated education and esports talent development pipeline

- Competitive statewide league with competitions in both fall and spring seasons (8 regular season weeks, 2 weeks of playoffs, and finals/state championships held at the UNCG Esports Arena and Learning Lab)

  - Pilot in Triad-area
  - Statewide launch to follow

QUESTIONS & DISCUSSION

Thank you.