

# Emerging Opportunities in Esports

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ALVIN COMMUNITY COLLEGE

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# What is eSports?

eSports describes the world of competitive, organized video gaming. Competitors from different leagues or teams face off in the same games that are popular with at-home gamers: Fortnite, League of Legends, Counter-Strike, Call of Duty, Overwatch and Madden NFL, to name a few. These gamers are watched and followed by millions of fans all over the world, who attend live events or tune in on TV or online.

Source: What is eSports? A look at an explosive billion-dollar industry  
By AJ Willingham, CNN

Published 2:18 PM EDT, Mon August 27, 2018

# College Majors for Gamers

- **Video Game Development** – A person on this path would take courses in programming, AI, VR, testing and QA, and much more.
- **Graphic or Interactive Media Design** - Interactive media designers generally work on web pages, mobile apps, and social media platforms. Graphic designers create visual elements for websites, advertisements, brochures, magazines, books, and other materials.
- **Software Engineering / Computer Science** – Will prepare a student to be a computer system analyst, software test engineer, UX designer, programmer, and so much more.
- **Computer Animation** – A computer animation degree gives one the skills to create realistic-looking animations for video games, movies, television shows, and more.
- **Esports Management** – Classes in esports management align closely with a traditional business management program, but there will usually be 12-15 credit hours of esports-specific courses covering issues like esports governance, events, and merchandising.

# 4-Year Colleges with Esports

Institution	Esports Webpage
UT – Austin	<a href="https://universityunions.utexas.edu/alienware-longhorn-esports-lounge">https://universityunions.utexas.edu/alienware-longhorn-esports-lounge</a>
Rutgers	<a href="https://rutgersesports.club/">https://rutgersesports.club/</a>
University of Washington	<a href="https://hub.washington.edu/play/esports/">https://hub.washington.edu/play/esports/</a>
Ohio State University	<a href="https://esports.osu.edu/">https://esports.osu.edu/</a>
Michigan	<a href="https://recsports.umich.edu/esports/">https://recsports.umich.edu/esports/</a>
UC – Berkeley	<a href="https://recwell.berkeley.edu/competitive-programs/esports/calesportsteams/">https://recwell.berkeley.edu/competitive-programs/esports/calesportsteams/</a>
Illinois	<a href="https://esports.illinois.edu/">https://esports.illinois.edu/</a>
Central Florida	<a href="https://rwc.sdes.ucf.edu/programs/esports-homepage/">https://rwc.sdes.ucf.edu/programs/esports-homepage/</a>
Harrisburg University of Science and Technology	<a href="https://www.harrisburgu.edu/hu-experience/esports/">https://www.harrisburgu.edu/hu-experience/esports/</a>
Utah	<a href="https://esports.utah.edu/">https://esports.utah.edu/</a>
Boise State	<a href="https://www.boisestate.edu/esports/">https://www.boisestate.edu/esports/</a>
Georgia	<a href="https://uga.campuslabs.com/engage/organization/esportsuga">https://uga.campuslabs.com/engage/organization/esportsuga</a>
UCLA	<a href="https://uclaclubsports.com/news/2022/5/18/ucla-esports-recruitment-2022-2023.aspx">https://uclaclubsports.com/news/2022/5/18/ucla-esports-recruitment-2022-2023.aspx</a>
Columba University – Chicago	<a href="https://engage.colum.edu/esports/home/">https://engage.colum.edu/esports/home/</a>
Missouri	<a href="https://esports.missouri.edu/">https://esports.missouri.edu/</a>
Miami (Ohio)	<a href="https://www.miamioh.edu/campus-services/miami-recreation/program-areas/esports/index.html">https://www.miamioh.edu/campus-services/miami-recreation/program-areas/esports/index.html</a>
Kentucky	<a href="https://esports.uky.edu/">https://esports.uky.edu/</a>
St. Andrews University	<a href="https://sauknight.com/sports/esports/index">https://sauknight.com/sports/esports/index</a>
UC – Irvine	<a href="https://esports.uci.edu/">https://esports.uci.edu/</a>



# NJCAA Esports

- In 2019 the National Junior College Athletic Association formed NJCAA Esports.
- NJCAA Esports serves over 3,000 students and has over 240 member institutions on its competitive platform.
- <https://www.njcaaesports.org/>

# NJCAA Esports Mission

- NJCAA Esports (NJCAAEE), the national governing body for two-year college esports in the United States, is proud to provide two-year college esports teams with governance, competition, and official national championships.
- The mission is NJCAAEE is to remove all barriers to entry into collegiate esports, engage students in college life encouraging them to finish their degree, and support colleges to recruit and retain students.



# NJCAA Esports



NJCAA Esports hosts esports and gaming activity through:

- Tier 3 level of activity that anyone you consider a part of your community can enjoy;
- Two tiers of competitive regular seasons split by Divisional formats focused on giving everyone the experience they are looking for; and,
- One-off or connected tournament activities that allow students a diversity of gaming and esports opportunities.

# NJCAA Games

- **FIFA 21** - an association football simulation video game
- **HEARTHSTONE** – digital, collectable card game
- **MADDEN 21** – American football game
- **OVERWATCH** – an objective-based game, where two teams of six players compete
- **RAINBOW 6** – Tom Clancy's Rainbow Six is a tactical first-person shooter video game franchise
- **ROCKET LEAGUE** – a vehicular soccer video game
- **SUPER SMASH BROS. ULTIMATE** – a platform fighter for up to eight players in which characters from Nintendo games and third-party franchises must try to knock each other out of an arena.
- **VALORANT** – a competitive shooter that pitches two small teams against one another
- <https://www.njcaaesports.org/gametitles>



# Two-Year Colleges with Esports

Note: the NJCAA Website list 241 community college members

<b>Institution</b>	<b>Esports Webpage</b>
<b>Iowa Western CC</b>	<a href="https://www.goreivers.com/sports/esports/index">https://www.goreivers.com/sports/esports/index</a>
<b>Kilgore College</b>	<a href="https://www.kilgore.edu/campus-life/student-organizations/esports">https://www.kilgore.edu/campus-life/student-organizations/esports</a>
<b>Coastal Bend College</b>	<a href="https://cbcathletics.com/sports/esports/index">https://cbcathletics.com/sports/esports/index</a>
<b>Blinn College</b>	<a href="https://buccaneersports.com/sports/esports">https://buccaneersports.com/sports/esports</a>
<b>Navarro College</b>	<a href="https://navarrobulldogs.com/sports/eSports/index">https://navarrobulldogs.com/sports/eSports/index</a>



**Your College**  **Right Now**

# A Synopsis of Esports at ACC

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Thoughts and Reflections from by Dr. Huff Mann  
ACC Esports Coach





## History of Esports at Alvin Community College

- Esports started during Convocation week with a request for a staff volunteer to take on the role as coach.
- Despite having no prior experience with Esports, our Director of Distance Ed, Dr. Huff Mann, accepted the challenge.
- We had no college owned arena, and our campus hardware would not be sufficient, so it was decided to use a local commercial facility that would suit our needs. The college paid for the membership fees for the students, under the condition that the students dedicate a minimum of one hour of practice at the facility per week.







# Belong Arena





## Objectives of the Program:

Student Engagement

Recruitment

Scholarship Opportunities

Career Opportunities

Institutional Growth

Technology Investment

Inclusivity

Diversity

Community Building

Campus Culture

Marketing and

Sponsorship

Entertainment and

Recreation





## Season 1

- Our first team consisted entirely of dual credit students who were only interested in playing Valorant (a 1<sup>st</sup> person shooter).
- There were interests in other games, but not enough students would commit, whereas the Valorant team consistently showed.
- As the season progressed, students found that it was often more convenient to play from home, which was encouraged to keep minimum team number qualifiers.
- We made it all the way to the final round of the national tournament in tier 3 (intramural) competition. Congratulations to the College of DuPage.



# Competition Level for Year One

- Tier 3 - Open Series (OS) competition is the open level of NJCAA E competition for members. Participants do not have to meet any Student Eligibility requirements. This means that NJCAA E members are able to create teams to engage their local communities! Teams participating in this level of competition compete for the title of NJCAA E Open Series Champions in their respective games.





# Game Choice

- VALORANT – a competitive shooter game that pitches two five-member teams against one another
- <https://www.njcaaesports.org/tier3>





## Takeaways from Season 1

- There is a lot to learn, but there is also a big community of people who are interested in helping. Making strong connections is key for any novice coach.
- Finding incentives to get students to make the commitment can be a struggle.
- There is a lot of student turnover between seasons.
- Branding is important!
- There will be students on the team who want to lead. Let them!

# First-ever Match

NJCAA Intramurals Spring 23 - Val 

Game Time - 03/02/23 06:35 PM CST

Status: Finished

Regular Season | Round 12

Home Team: Heartland Community College: Heartland Valorant

Rules: 5v5, Best of 3 [See Details](#)

## Report Match Score



Alvin Dolphins : Alvin Valorant

2

Win by Forfeit

VS

**GAME  
OVER**

Heartland Community College:  
Heartland Valorant

0

Win by Forfeit



## Season 2

- This will be a significant “building” year for the team.
- We are off to a slow start, but persistence is key. We are having to rely on students to use their own hardware.
- The construction of an onsite arena will create growth.
- Focusing on attracting a wider range of students.
- We will remain in tier three for now, but we have our sights on tier one competition.



# From Coach Mann

- I also had a very long conversation with Colt Berry, who is the Esports coach at Stafford High School. He explained that the students on his team (>100) have very few higher ed options in this area to continue developing their skills, and he believes that our program would be very attractive to these students and will likely, with some collaborative efforts, guide those students to coming here.
- He has invited me, and our Esports athletes, to come see some of their tournaments this semester, which I am very excited to do.

# Thanks and Good Luck



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