

Esports - A New Strategy in Learner Support, Engagement, and Community

2024 CSU Counselor Conference



Esports - A New Strategy in Learner Support, Engagement, and Community

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Who plays video games?

- Desktop PC
- Gaming console
- Cell phone
- Arcade machine



What is “esports”?

- **Competition within video games**
 - Does not necessarily mean “sports” video games
- Esports continues to evolve
- How do we decide what games are esports?
 - Core factors:
 - Popularity
 - Easy to understand and watch
 - Hard to master, high “skill ceiling”



Esports at the CSU



UNIVERSITY-STUDENT UNION
RECREATION
play. wellness. connection.



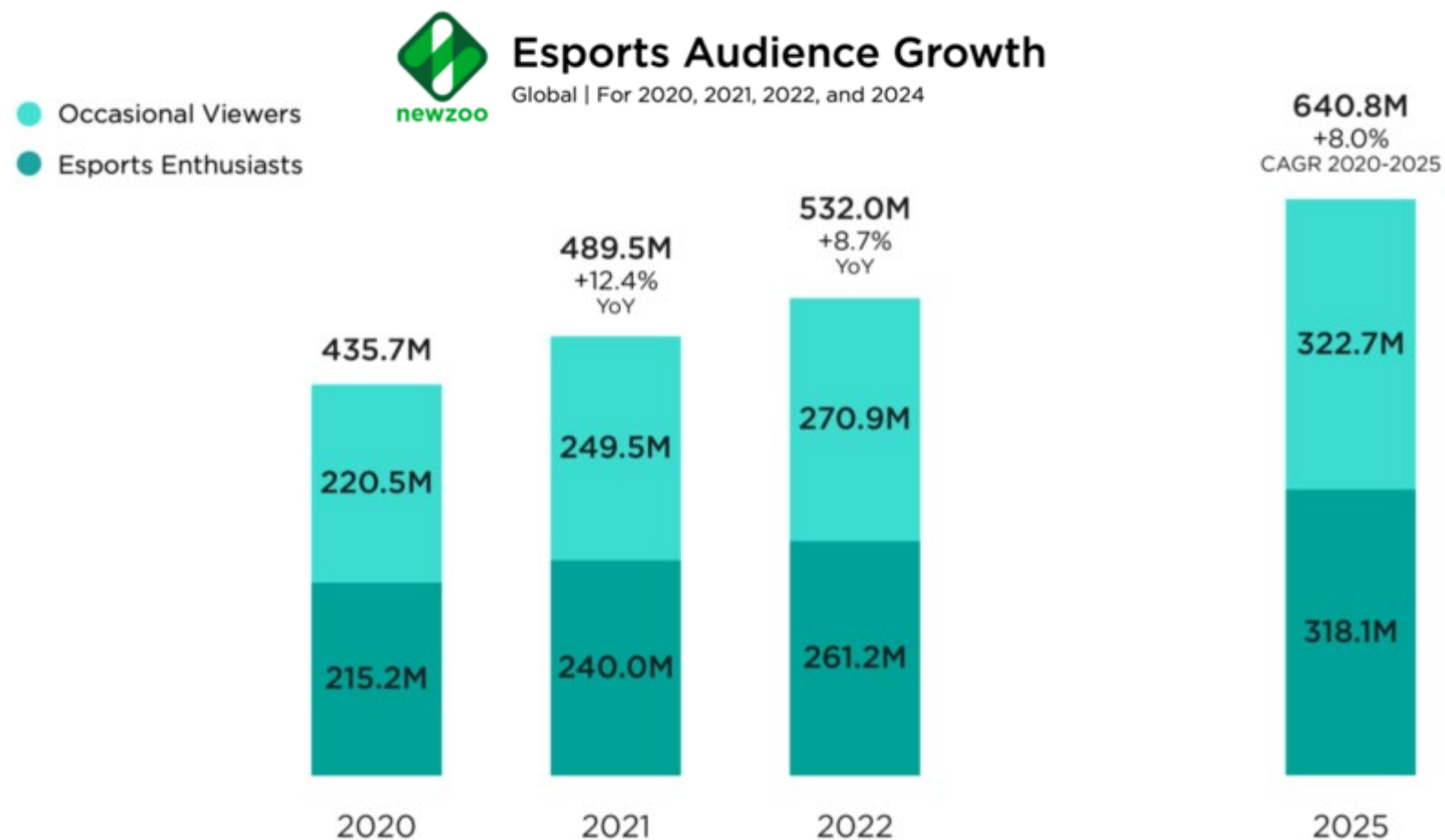
SACRAMENTO STATE
ESPORTS
SPORT & CLUBS



[Link to CSU Esports](#)

Explosive Growth of Esports

- Growth in viewership has been explosive in recent years especially with COVID
- Global esports revenue reached **\$1.1B by 2021**, which is up 14% from 2020, and is expected to exceed **\$1.6B annual revenue in 2024**
- Viewership is expected to hit **577+M viewers** in 2024
- 2023 Superbowl had 115M viewers
 - Regular NFL games ~16 – 17M viewers



Due to rounding, esports enthusiasts and occasional viewers do not add up to the total audience in 2022.

©Newzoo | April 2022 Global Esports and Live Streaming Market Report
newzoo.com/esports-report



CSUDH Esports Strategy

“Esports is a strategy, not an outcome”

– *Dr. Thomas A. Parham, President of CSUDH*

Competition

Participation and competition in various collegiate-specific esports leagues, representing CSUDH nationwide!

Academics & Research

Weaving esports into academic and research opportunities, designed to support the creation of a minor and major in esports.

Entertainment

Enable our students to broadcast our program, drive content creation, and create a welcoming environment for CSUDH Esports.

Community

Partner with Advancement, Student Affairs, Academics Affairs, and other departments to engage with our local and extended communities.

Career Development

Inspire innovative ideas and creative solutions through the concept of esports as a basis of problem-solving. Creation of transferrable skillsets.

The Pillars of Esports

CSUDH Esports Results

By the Numbers – AY23-24

943 Students

14 Teams

107 Players

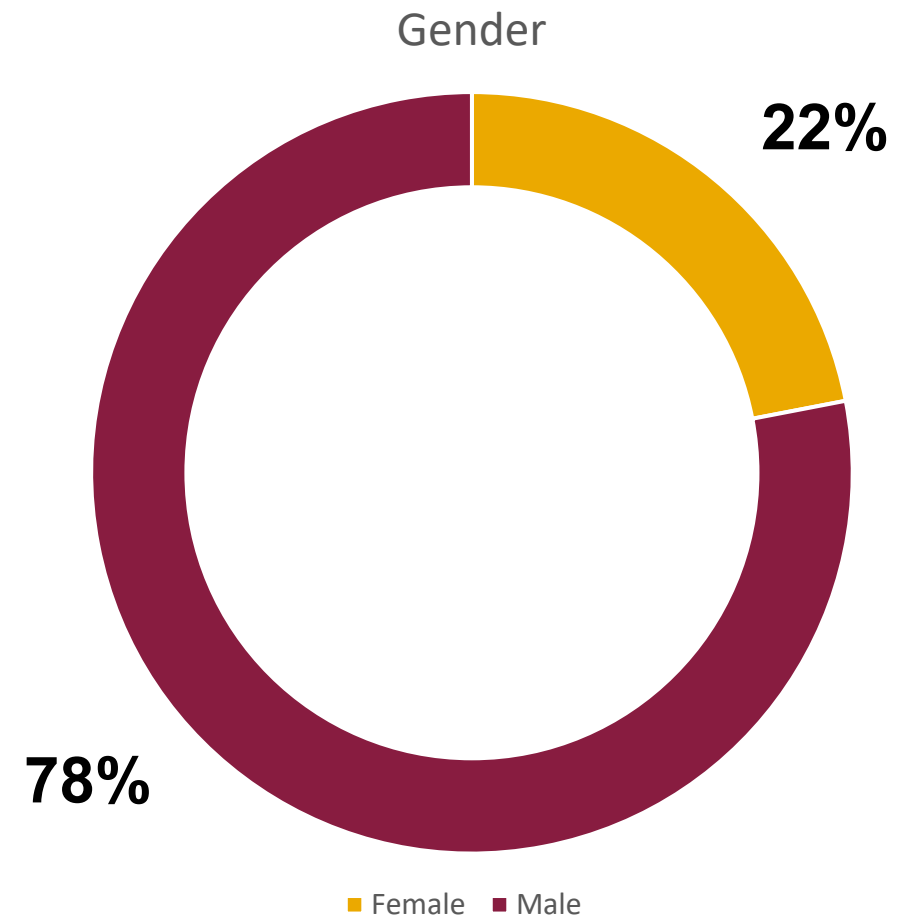
123 Match wins

2 Championships

916 Unique lab visitors

4,581 Lab visits

15,153 Lab Engagement Hours



3.03 Avg GPA

90-98% Retention Rate

**Compared to 65% average*

Support, Engagement, & Community

- 80% of students identify as gamers
- Esports student organizations on campus
- Engagement leads to enrollment, retention, and a degree
- Community, on-campus, outreach, partnerships, academics



Expansion of Esports

- Students are seeking esports on campus
- K-12 creating and expanding esports extracurricular activities
- Establishing pipelines to higher education



Inaugural CIF Esports Finals



Academics @ CSUDH

Current Courses:

- Computer technology – Networking for esports
- Game Design
- Sports Psychology for Esports

Potential Future Courses:

- Youth Development Through Esports and Gaming
- Esports Marketing and Economics
- Esports Business Management
- History and Societies of Esports



Careers in Esports

- Applies to all industries and all job types
- Find what you're good at and blend into your passion
- Skills gained from gaming

Technology: • Coding & Programming • Testing & Quality Assurance • Hardware Development

Business: • Marketing • Sales • Law • Project Management • Leadership

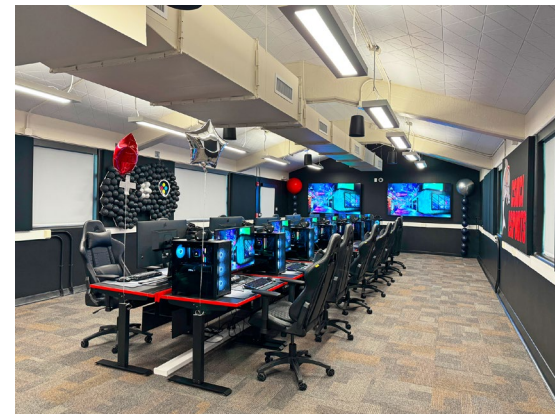
Creativity: • Visual Art & Design • Creative Writing • Music Composition & Performance

Performance: • Content Creation • Streaming • Esports



Questions?

calstate.edu



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[Linktree: CSUDH Esports](#)