

# POTENTIAL SPORTS EXPANSION FOR CCC

FOR

## eSports

SUBMITTED BY

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**What is eSports?** Esports is short for electronic sports. It's a form of competition where video gamers play in either teams or individually.

**How eSports has evolved within two-year colleges:** The National Junior College Athletic Association (NJCAA) established NJCAA eSports in the fall of 2019 and provides two-year college eSports teams with governance, competition, and official national championships. The governing body also provides guidance and positive development for two-year colleges to build and operate eSports programs. The association continues to establish new partner relationships that assist in the growth of eSports programs, add new titles for increased participation, and dedicate resources to the recruitment of new members.

**NJCAA eSports—Worlds of Opportunities to Maximize Student and Community Success:**

Developing an eSports team positions CCC to tap into the existing interest in gaming for many students. Some will seek certifications/diplomas/degrees in STEM-related high-skill, high-wage, high-demand programs such as construction, information technology, electrical technology, mechatronics, and welding. Others will complete transfer degrees, continue their education as nurses, educators and career professionals or become entrepreneurs. Regardless of the end-goal, students seeking a CCC education can become involved in eSports. In addition, eSports is broadly inclusive, reaching across populations with varied interests and experiences. Finally, it is the only NJCAA intercollegiate offering to include both males and females on the same competitive team.

National Junior College Athletic Association (NJCAA) eSports has both a competitive track and an intramural option; gamers with a competitive spirit and interest in championship venues will be attracted by tuition waivers and the structured team approach. Students interested in gaming as a past-time would be well-served by a more casual intramural league.

**The framework:** Raider eSports would utilize the existing administrative framework of the Raider Athletic Department to manage compliance, eligibility, and code of conduct. Anticipated personnel to establish the program during the first year of competition (2021-2022) would be a part-time eSports coordinator to be hired late spring/summer 2021 for recruiting purposes. An existing CCC employee would be ideal to serve in this capacity using a stipend payment structure for the first year. A job description and expectations would be established. The eSports coordinator would report to the Athletic Director and serve as a support for all students involved with Raider eSports.

**Locations:** Central Community College would field one eSports team. Because eSports is played in the virtual world, Grand Island, Hastings, and Columbus Campuses would serve as sites to build the team. IT infrastructure to support gaming is already in place across CCC campuses.

**The numbers:** Initially, a team of 30 members would be the target for Raider eSports. Ideally, 10 team members per campus would be starting point to build the foundation with membership balanced across the area as is possible.

**Potential outcomes to gauge success:**

- Increased full-time student headcount and registrations with no fewer than 15 additional FTE
- Retention of existing CCC students from across the service area
- Increased interaction with area high schools, clubs, coaches, and students
- Increased interaction with CCC alumni and community boosters
- Increased STEM-based workforce pool from graduates
- Targeted retention and completion for eSport participants because of NJCAA eligibility requirements and standards of academic progress

**Considerations:**

- An area-wide student survey will gauge participation interest and identify competitive game titles; students can compete in multiple games.
- More discussion on team size, tuition waiver allocation and support as a college-wide opportunity is necessary and will be informed by survey data.

## Central Community College eSports: Estimated General Fund Budget

<b>NJCAA Membership Fee</b>	<b>\$1,500</b>
<b>Head Coach and two assistant coaches</b>	<b>\$10,000</b>
<b>Meals</b>	<b>\$ 600</b>
<b>Travel</b>	<b>\$1,000</b>
<b>Uniforms</b>	<b>\$1,500</b>
<b>Backpacks</b>	<b>\$ 900</b>
<b>Equipment for C/GI/H (i.e. consoles, chairs, stations)</b>	<b>\$10,000</b>
<b>Tuition Waivers</b>	<b>\$30,000</b>
<b>Fundraiser Software</b>	<b>\$5,000</b>
<b>Estimated Start Up Total</b>	<b>\$60,500</b>

- Coaches: Head Coach initially part-time; as program grows, full-time would be considered as necessary. Assistant coaches would serve in a part-time capacity as site coordinators.
- Meals for two team meetings/year ( $\$10/\text{meal} \times 30 \text{ participants} = \$600$ )
- Travel is limited and intended for one team meeting at one location each semester.
- Uniform would consist of Central Community College polo or pullover ( $\$50 \times 30 \text{ participants} = \$1500$ )
- Backpacks would be provided for each participant ( $\$30 \times 30 = \$900$ )
- Equipment costs would establish a gaming area with various consoles along with chairs and stations. Raider eSports would officially begin as a “Bring Your Own Device” team.
- Tuition waiver dollars would support full-time participants from across the service area annually. Potential opportunity to partner with an internet provider for team sponsorship.
- Purchasing software for fundraising would reduce percentage payment to e-Team by as much as half, allowing for maximum donor contribution to support athletic teams and other college fundraising.

### Additional considerations:

- A portion of initial fundraising and sponsorships could be earmarked to create a dedicated space on each campus, thus reducing equipment costs and investing for program expansion. See page 6 for more information on successful use of e-Team with Raider Athletics.

## Potential Annual Revenue

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**Tuition/Fees:** 30 participants – Full time students enrolled in 15 credit hours per semester  
(30 participants x \$107 per credit hour x 15 cr. hrs. x 2 semesters)  
**\$96,300**

## Auxiliary Funds Generated

(based upon existing Raider Athletic teams)

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- E-Team Fundraiser
  - Official fundraising partner of the NJCAA
  - Automated crowdfunding platform
  - Campaign begins in the fall semester and is open the entire year.

2020-2021	Volleyball	Softball	W Soccer	M Soccer	W Basketball	M Basketball	*Golf	Average
Number of athletes with donations	10	14	17	22	13	10	4	n/a
Average raised per athlete	\$366	\$316	\$271	\$85	\$235	\$377	\$307	\$280
Average donation	\$66	\$64	\$60	\$32	\$53	\$70	\$68	\$59
% Raised outside 68601 zip code	88%	100%	100%	88%	90%	95%	100%	94%
Campaign Net	\$2640	\$3296	\$3038	\$1024	\$2444	\$2416	\$984	\$1953

\* data from 2019-2020 season

Total of 7 sports: \$15,842

Total raised since starting e-Team in 2016: \$69,000

### Projected campaign revenue for eSports:

- 30 team members with approximately 80% participation
- Average of \$250-280 per team member
- eSports Campaign net goal: \$6000

### eSports funds will be used for the following:

- Team Backpacks
- Additional equipment for eSports: consoles, game chairs, gaming stations
- Funds re-invested into Central Community College campus sites for dedicated space, equipment for eSports and program expansion

# Central Community College eSports: Implementation Timeline

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## **March 2021**

- Deploy interest survey to full-time students at Central Community College
- Seek approval of the CCC Board of Governors
- Submit intent to participate to the National Junior College Athletic Association
- Notify service-area and statewide media of the addition of Raider eSports

## **April 2021**

- Hire eSports head coach/coordinators
- Train head coach/coordinators on NJCAA rules and eligibility
- Establish recruiting plan for 2021-2022 season
- Recruit and enroll

## **September 2021**

- Begin Raider eSports competition