Meeting of the Full Board  
September 29, 2022  
8:30 a.m.

Presentation

BOT-8  Launch UNCG: A Forward-Thinking Vision for Translational Research & Innovation

Background Information

Higher education is currently facing multiple significant challenges. Challenges can result in fear and paralysis or they can move organizations towards strategic and innovative solutions. Dr. David L. Wyrick, Professor of Public Health Education and Interim Director of Launch UNCG, will provide updates on how UNCG is leveraging its strengths around translational research to drive innovation around esports to build new opportunities for faculty, staff, students, and the broader NC community.
Launch UNCG: A Forward-Thinking Vision for Translational Research & Innovation

UNCG Board of Trustees Update
September 29, 2022
UNCG received $2.4 million from the state budget for the creation of an esports facility on campus.

• Provides pathways for faculty and students to integrate their research into society (translate their research findings)
• Supports technology transfer & commercialization of UNCG-developed technologies
• Helps students, faculty, staff, and community members start and grow their own successful for profit/not-for-profit businesses
• Greensboro NSF I-Corps program provides seed funding, mini-grants, grant writing support, coaching, and entrepreneurial mentorship
• Facilitates and supports university/industry partnerships
• Captures value for UNCG contributions to industry partners (e.g., equity, revenue share, experiential student learning, collaborative research, etc.)
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 – expected to reach 577.8M by 2024
• 2021 global esports revenue exceeded $1B – projected to exceed $1.6B in 2024
“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 received $2.4 million from the state legislature to develop esports programming.
UNCG received $2.4 million from the state budget for the creation of an esports facility on campus.

Non-Credit Certificate Program in Esports
- Digital esports certificate focused on career preparation for the competitive gaming industry
- Skills development around tournament design, coaching and training, sponsorship, and fan engagement
- Complements professional undergraduate degrees with in-demand skills specific to the esports industry

Esports Management Concentration
- Housed within the Bachelor of Science Degree in Hospitality and Tourism Management
- Preparation for careers in esports administration, management, and operations, including event management and marketing, destination management, and strategic planning
Esports Minor (College of Arts and Sciences)

• Under development
• Complements professional undergraduate degrees with foundational esports knowledge and training

Esports Course Development Grants

• College of Arts & Sciences mini-grants for faculty-developed curriculum
• Led to 10 new courses developed over the summer – exploring broader esports & gaming integration grants throughout the academic year
UNCG received $2.4 million from the state budget for the creation of an esports facility on campus.

EPIC Games Unreal Engine

- Initiating certification process of UNCG Esports Arena as an Unreal Engine training site and development lab
- First university certified training lab in North America
- Unreal Engine is the world’s most open and advanced real-time 3D creation tool
- Twin Motion & Fortnite Creative platforms will also be included

Esports Summer Camps

- First-ever Esports & Gaming Summer Camp for 9 to 14 year-olds
- Four one-week summer camps on campus in computer labs and esports arena
- 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
UNCG Network for the Cultural Study of Gaming

- Connects cross-disciplinary faculty and students from across campus and beyond, creating a hub of research and learning around videogames and their cultures
- Developing events, programming, and curriculum to sustain the cultural study of gaming at UNCG

UNCG Center for Athlete Well-Being

- 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
TOURNAMENTS & LEAGUES (Oct. 28-29)

EPIC Games Fortnite Tournament

- UNCG to partner with EPIC Games to host a Fortnite tournament on campus in Esports Arena for high school and collegiate gamers
- Utilize the production capabilities of Esports Arena and students to stream gameplay
- Establish this event as a pilot to build out a larger activation in the future
- January Rocket League tournament

Epic Games Unreal Engine Accelerator

- First step in the process of becoming the first university certified Unreal Engine training site in North America
- Training for UNCG faculty, students, and local high school educators
- Training on Unreal Engine, Twin Motion, and Fortnite Creative
TOURNAMENTS & LEAGUES

North Carolina Scholastic Esports Alliance (UNCG)

• Establish nation’s first statewide competitive esports league for NC’s public schools (start with High School and extend to Middle School)

• UNCG to work with industry partners to build out gaming and esports curricula for schools that participate in the league - UNCG to host state championships on campus

• Provide STEM-focused curriculum in esports production, coding, broadcast, etc., that align with degree programs on campus to provide complete gaming-integrated education and esports talent development pipeline
North Carolina Scholastic Esports Alliance
QUESTIONS & DISCUSSION

Thank you.