



# UNC GREENSBORO

Board of Trustees

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

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## **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

# Launch UNCG: Translational Research & Innovation

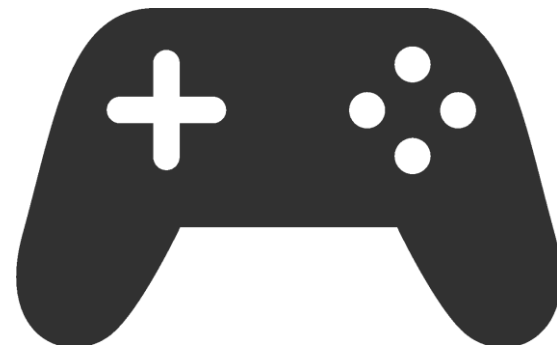
- Provides pathways for faculty and students to integrate their research into society (translate their research findings)
- Supports technology transfer & commercialization of UNCG-developed technologies
- Helps students, faculty, staff, and community members start and grow their own successful for profit/not-for-profit 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 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 \$2.4 million from the state legislature to develop esports programming.



**3,300+**  
SQUARE FEET



**48**  
PCS



**3**  
GAMING CONSOLE  
BAYS



**VR**  
OCULUS RIFT<sup>6</sup>  
HEADSET

# UNCG ESPORTS FOCUS



Curriculum &  
Careers

Research & Innovation

Tournaments & Leagues



# CURRICULUM & CAREERS

## 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



# CURRICULUM & CAREERS

## 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



# CURRICULUM & CAREERS

## 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



# RESEARCH & ENTREPRENEURIAL ACTIVITY

## **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)

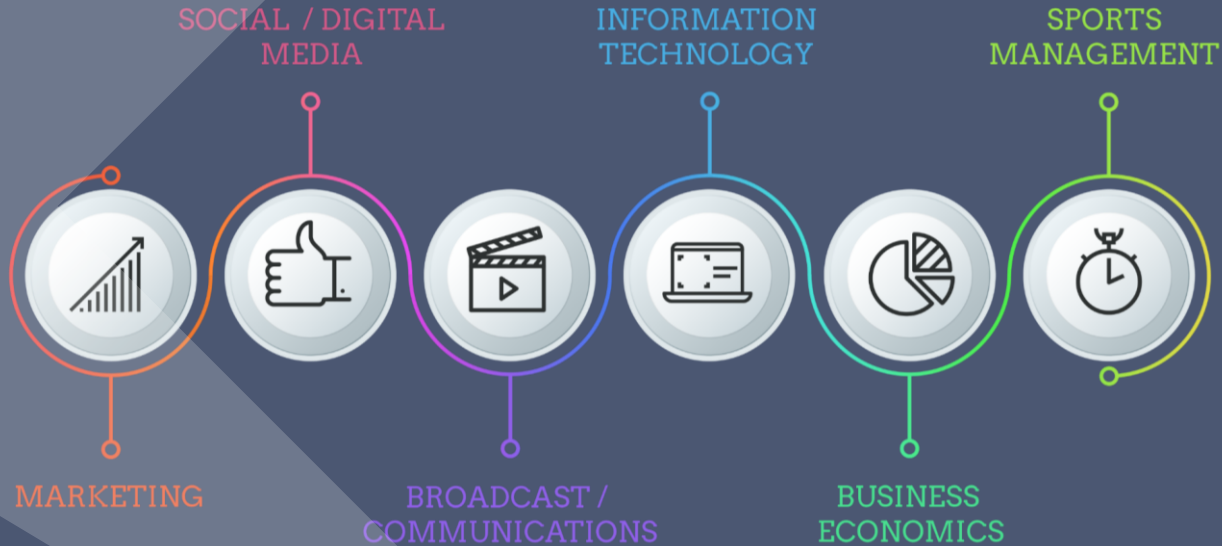
- Establish nation's first statewide competitive esports league for NC's public schools (start with High School and extend to Middle School)
- UNCG to work with industry partners to build out gaming and esports curricula for schools that participate in the league - UNCG to host state championships on 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



# Career Pathways and CTE





# QUESTIONS & DISCUSSION

Thank you.

