

**NEW ACADEMIC DEGREE PROGRAM
SUMMARY FOR PROGRAM ANNOUNCEMENT**

Institution	Stockton University
New Academic Degree Program Title	Esports Management
Degree Designation	Bachelor of Science
Degree Abbreviation	ESPM BS

Introduction:

Stockton University recently celebrated its fiftieth year. Since its beginning as a small state college located on the boardwalk in Atlantic City, it has grown into a regional university offering undergraduate, master's, and doctoral degrees, that educates almost 10,000 students each year. Along the way, Stockton University has remained committed to offering a liberal arts education through interdisciplinary education. Stockton's Strategic Plan explains: "Stockton's liberal arts education pairs rigorous academic training with high-quality, co-curricular experiences to equip students not just for their first job, but also for long-term professional success, and a lifetime of learning, growing, and succeeding."¹

Stockton University is ranked among the top public universities in the Northeast with more than 160 undergraduate and graduate programs, as well as continuing education opportunities. The University, one hour from Philadelphia and two hours from New York City, offers unique living and learning environments throughout southern New Jersey, including the 1,600-acre Galloway campus in the Pinelands National Reserve and Stockton University Atlantic City, located in the University District, just steps from the beach and the iconic Atlantic City Boardwalk.

Stockton University's mission is to develop engaged and effective citizens with a commitment to life-long learning and the capacity to adapt to changes in a multicultural, interdependent world. As a public university, Stockton provides an environment for excellence to a diverse student body, including those from underrepresented populations, through an interdisciplinary approach to liberal arts, sciences, and professional education. Stockton University thrives as a distinctive regional institution, providing a diverse, values-based, student-centered environment of exceptional teaching and learning. As a community builder and partner in public service, Stockton University will remain committed to the positive development of New Jersey through scholarship and creative activity, civic engagement, and active stewardship.

Stockton's guiding principle is students first; vision and strategy follow. Stockton University embraces a collection of shared values, the essence of our standards for excellence. These values support our mission and guide our practices and behavioral expectations. We adhere to the values of: Excellence in teaching and dedication to learning, Inclusivity and Diversity, Academic

¹ Stockton University, "Strategic Plan 2025" <https://stockton.edu/academic-affairs/documents/stockton-strategic-plan.pdf>, at p. 9.

Freedom, Integrity and Respect, Shared Governance, Community Engagement and Civic Responsibility, Global Perspectives, and Sustainability and Environmental Stewardship.

Stockton University is accredited by the Middle States Commission on Higher Education (MSCHE), an institutional accreditation agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. Specifically, Stockton University's School of Business (Business Studies; Hospitality, Tourism and Event Management Studies; MBA Program) has earned accreditation by the Association to Advance Collegiate Schools of Business (AACSB). When a business school has the AACSB International accreditation distinction it lends to the school's credibility and reputation. Stockton University's School of Business is one of about one third of all U.S. business schools to hold the AACSB International distinction.

As Stockton University has grown, so have its offerings related to hospitality, tourism, event management and business studies. Currently, within the School of Business there are the traditional areas of study including two-degree options: a Bachelor of Arts in Business Studies and a Bachelor of Science in Business Studies. Within the Bachelor of Science, students choose from six concentrations—Accounting, Business Analytics, Finance, Financial Planning, Management, and Marketing. Additionally, the School of Business includes a Bachelor of Science in Hospitality, Tourism and Event Management (HTMS) where students have the option to focus on Areas of Interest—Event Management, Tourism, Restaurant Management, and Resort Management.

As industry areas continue to emerge, Stockton University and specifically the HTMS program seek to provide current, relevant, and timely programming to support the growth. The HTMS Program's mission is to launch student's careers, through active learning, internship experience, and professional networks producing profession ready graduates that are empowered with passion, knowledge, skills, values, and engaging perspectives to develop as competitive leaders. As a major employer in the world today, an education in hospitality and tourism can open doors to exciting career paths in every segment of the industry, including Esports.² In a student assessment survey ($n=85$) conducted by the HTMS program in Spring of 2022, 38% of current students indicated they are or will consider a career in Esports. Additionally, 48% of participants indicated an interest to take an Esports program elective. Please see Appendix G for additional assessment results.

Esports, short for electronic sports, is organized, competitive (pro and amateur) video gaming involving multiple players professionally, individually or as teams. The Esports industry can be seen as a different branch of the broader sports entertainment industry that includes the professional leagues of the NBA, NFL, MLS, etc. There are 200+ varsity teams and 15,000 current players and growing 20% YOY³. Esports Management combines the business of sports, recreation and events involving skillsets in planning, organizing, directing, budgeting and leading sports teams, collegiate clubs, athletic centers, sporting events or other businesses and organizations within the field of sports. There are a number of different pathways and roles that must be filled for Esports to continue to develop and thrive. The total number of US-based Esports jobs grew from 2691 (45% of all job postings) in 2018 to 6215 in 2019 (56% of all job postings). As of August, 2022 there are a total of 4684 Esports related jobs listed in the United States, including

² <https://stockton.edu/business/hospitality-tourism-program.html>

³ Esports Trade Association. Introduction to Esports Presentation.

900 that are remote. There are 746 open jobs in the surrounding area to Stockton University including New Jersey (466), Delaware, New York, Pennsylvania, Maryland, and Washington DC.⁴

The School of Business sees the creation of a Bachelor of Science in Esports Management as an opportunity to expand the applicant pool at Stockton’s School of Business by offering prospective students the ability to major in a new and exciting program that will prepare them for a successful career within the rapidly growing Esports industry. Moreover, the creation of a Bachelor of Science in Esports Management aligns with several strategies Stockton plans to pursue as part of its current Strategic Plan, which focuses on six key areas: Inclusive Student Success, Diversity and Inclusion, Teaching and Learning, Strategic Enrollment Management, Financial Sustainability, Campus Community, Communication, and Shared Governance.⁵

For example, under the area of Inclusive Student Success, Stockton plans to “[b]uild enrollment strategies that position Stockton as a first-choice academic home for a diverse, high achieving applicant pool.” Creating a program that is focused solely on Esports will attract an array of prospective students to consider Stockton for their undergraduate degree. Degrees in Esports are emergent, with many schools pursuing offerings to help prepare work ready students. At present, Stockton University does not offer a degree program, minor, or certificate offering in this area although the HTMS program includes Esports curriculum in several course offerings; however, Esports has not been the primary focus. Under the area of Teaching and Learning, Stockton plans to “[e]mbrace new academic programs and approaches that enhance teaching and learning, respond to changing social and economic conditions, and prepare students for emerging fields.” Offering an Esports Management program will provide the faculty with flexibility to shape the program curriculum to meet the emerging needs of this field. For example, as discussed below, the skills and knowledge expected of Esports Event Management professionals is evolving, and this new program will allow the curriculum to adapt to these changes as the market for Esports matures.

As part of Strategic Enrollment Management, Stockton seeks to “[d]evelop enrollment and retention strategies at the institutional, school and program levels that account for our mission, market demand, cost, and capacity.” As explained in greater detail below, developing an Esports Management program is consistent with market demand, as students and employers in the field expect such a degree for those pursuing a career in this field. The new Esports Management degree will help Stockton’s School of Business maintain strong enrollment moving forward, particularly considering the relatively low cost of a degree at Stockton, a state university.

Finally, the new Esports Management degree is consistent with Stockton’s mission, which is “to develop engaged and effective citizens with a commitment to lifelong learning and the capacity to adapt to change in a multicultural, interdependent world. As a public university, Stockton provides an environment for excellence to a diverse student body, including those from underrepresented populations, through an interdisciplinary approach to liberal arts, sciences, and professional education.”⁶ The new degree in Esports Management will provide a robust educational opportunity for those seeking to enter the Esports industry, including 80 credits focused on Esports

⁴ <https://hitmarker.net/>

⁵ *Ibid.*, at 8-9.

⁶ Stockton University, “Mission Statement”, at <https://www.stockton.edu/president/mission-statement.html>

Management and related hospitality, tourism, and business topics, along with 48 credits of non-business courses, including Stockton’s general studies curriculum that ensures students have an interdisciplinary, liberal arts education, not to mention required professional development and internship hour requirements.

More simply, the Esports Management BS degree is a highly interdisciplinary degree building foundations across the School of Business including Hospitality, Tourism and Event Management, Business Studies (Accounting, Finance, Management, Marketing), and Computer Science. Students enrolled in this program will gain hands-on experience within the University’s Esports team, local professional Esports organizations, and Atlantic City Business event partners. Furthermore, the New Jersey Economic Development Authority (NJEDA) and Stockton University signed a memorandum of understanding (MOU) in 2021 to establish an Esports Innovation Center at the university’s Atlantic City campus. The Center is expected to help advance the goal of establishing Atlantic City as a hub for the rapidly growing Esports industry. This extension center will help to attract Esports related businesses and content experts to the area. In addition, this center provides unique opportunities for students interested in an Esports area of study.

In a letter of support, Andrew Weilgus, the Executive Director of the Esports Innovation Center in Atlantic City, acknowledges “the industry requires diverse skill sets that include computer programming, graphic design, marketing, event planning and a variety of other positions which often change their descriptions to adapt with a rapidly growing industry. As such, it is imperative higher education curriculum is developed so the massive passion our higher education students are showing for Esports, and gaming can be matched with the real-world skills required by the industry.”⁷ Additionally, Luis Anthony Gaud, CEO of G3 Esports and Board Member of the Esports Trade Association, serving as Chair of the Regulated Video Game and Esports Committee, supports Stockton University’s Esports Management program. Specifically, he acknowledges Stockton’s “high level of understanding and support of the Esports ecosystem and its multiple benefits to students” and highlights in a letter of program support several benefits to the region including 1) “Expand the number and frequency of Esports events in Atlantic City and New Jersey and region, 2) Expand the number of Esports related jobs, especially those connected to Esports wagering, 3) Help establish the connection between casinos and Esports which will have a massive impact on casinos and the local economy, 4) Benefit Southern New Jersey students who can find an Esports related job without leaving the region”.⁸

Student Needs Assessment

The HTMS program conducted a student needs assessment survey, Spring of 2022, with declared HTMS students to gather insights related to Esports and Casino Gaming. The survey sought to gather specific data to build a greater understanding of students’ perceptions of these specific industry areas. The survey tool was developed by faculty members from the HTMS program, BSNS program, and IT staff with specific expertise in the area of Esports. Eighty-five ($n=85$)

⁷ Letter of Support: <https://drive.google.com/file/d/1lmxrKUC9rVNd32mMLF5CsCNavfD0tV7N/view?usp=sharing>

⁸ Letter of Support: <https://drive.google.com/file/d/1cmZYuoGJfYcidJrirmrHF8baRHMYY0qYO/view?usp=sharing>

students completed the survey. Overall, the data demonstrated Esports is an emerging industry niche with 59% of students that reported a “neutral” opinion of working in the Esports industry and 33% “extremely positive” or “positive”. 14% of students responded “Yes” they are interested in a career in Esports, 62% responded “No”, and 24% responded “Maybe”. Students were also asked to identify their specific interests related to Esports in which 80% of students indicated “Event Management”. Students described the Esports industry as “exciting”, “lots of opportunity”, “good working conditions”, “potential for upward mobility” and more. Lastly, 48% of students indicated they would be interested to take an Esports elective course. Please refer to Appendix G for the full report of student responses.

Overview of proposed new academic degree program:

The global phenomenon known as Esports has the ability to revolutionize the local tourism industry, especially if cities develop proprietary strategies around the local, regional, national, and international opportunities. It also stands to stimulate local economies by attracting businesses. Accordingly, Esports has a direct connection to traditional hospitality centers (Hotel, F&B-Food and Beverage, Events, Tourism). Although Esports exists within the digital space, there is a demonstrated desire from institutions and gamers themselves to root these practices within physical space. The Las Vegas casino and gaming community is an example of this desire to corral Esports and gaming culture within the confines of casinos, with proximity to gaming and gambling. The Atlantic City Market structure provides a similar opportunity to be an Esports incubator, as well as surrounding areas in NJ, PA, NY, and DE.

Esports fans will travel longer distances to attend tournaments and events, especially when it comes to title events like the recent Overwatch League Grand Finals in San Francisco, or The Rainbow 6 Major in Raleigh, both of which drew thousands of people⁹. And most importantly, for local economies, the tournaments attracted players and attendees from all over the country and the world. In a recent survey analysis by the Esports Entry Advisor, 64% of gamers stated they would travel at least a half hour to attend an in-person event of their choosing, 42% an hour away event, or 24% at least two hours away¹⁰. Additionally, spend potential was identified as \$37 on tickets, \$40 on F&B, \$30 on merchandise, and \$70 on hotel rooms. The existing supply of gaming hotels is mainly located in Las Vegas and competes in Esports arenas and suites; however, hotels around the world are beginning to integrate gaming stations and the like into their pre-existing premises (Hotel Speak, 2020).

In response to the growing social network of gamers, influencers, and other content creation professionals, the Radisson Inn & Suites announced their one-of-a-kind Creative Content Studio featuring state-of-the-art monitors, gaming chairs, and a high-speed Internet connection for social media content creation or video game play. This unique flexible workspace also allows guests to combine work and pleasure organically. “More than 214 million people in the U.S. play video games at least once a week, and content creators on YouTube have an average of eight million subscribers each. The pandemic not only generated more gamers, but it also led to the advent of more social content creators,” said Buoy. “The Radisson Inn & Suites Creative Content Studio

⁹ <https://venturebeat.com/2019/11/06/Esports-as-a-tourism-generator-its-more-likely-than-you-think/>

¹⁰ <https://www.sportstravelmagazine.com/wp-content/uploads/2022/01/Esports-Fan-Survey-Analysis-2021.pdf>

provides the unique space for these social influencers to continue developing their messages and telling their stories while traveling.”¹¹

Companies of all types, and increasingly, food and beverage companies, have been betting on Esports as part of their marketing strategies. Coca-Cola, Pepsi, Red Bull, Monster Energy, and Mars are some of the seasoned sponsors, while recent additions include Nestle and Danone. Featured products range from energy and soft drinks to snackable confections like Snickers and KitKat—appealing to gamers and their audience¹². These trends point to growth ahead for food and beverage manufacturers that want to capitalize on Esports by reaching gamers and their audience (through event, team, or individual player sponsorships) and must offer the right products. There will be a greater requirement to follow consumer trends in health, nutrition, and functional ingredients in supporting competitive e-athletes. Functional beverages and snacks that offer benefits like sustained energy, mental focus, and visual support are a better fit for pro gamers, as well as their audience, who are often gamers themselves.¹³

With its new Esports Management program, Stockton University seeks to build a highly targeted interdisciplinary degree consistent with norms and expectations in this diverse hospitality, tourism, and event centric field of Esports Management. This new program will not result in substantial additions and modifications to existing curriculum; rather, it will carry over a majority of existing curriculum, which is aligned to the industry’s needs. Since the new program will retain the faculty and staff from the HTMS program, minimal administrative and faculty support are required as additional resources.

Stockton University is pursuing this degree option now for several reasons. Esports has become one of the most rapidly growing, multi-national, billion-dollar industries driven by the growing provenance of (online) games and online broadcasting technologies. By 2024, there are expected to be almost 286 million Esports enthusiasts (a person who plays computer games or participates in a role-playing game) worldwide; additionally, some 291.6 million people are forecast to be occasional viewers of Esports by 2024¹⁴. This industry demonstrates the constant, rapid growth of Esports enthusiasts and viewers, approximately 15% YOY. Esports Arenas/Event Space in New Jersey and Surrounding States demonstrate growth in this segment. There are several local examples of this expanding markets including Helix Esports, Rutgers University, OP Internet Café, Caesars Entertainment, and Hard Rock Casino Group.

- Helix Esports NJ - North Bergen, NJ: Helix Esports has a few Esports arenas in the country, their main one in North Bergen, NJ. Their Esports venues are designed by industry veterans to provide the ultimate Esports gaming experience. They boast not just world-class gaming but also virtual reality experiences.
- Rutgers University - Piscataway, NJ: The vision is simple for Rutgers University’s Esports club: it is to develop their student gamer’s social, academic, and psychological skills through competitive games, Esports programming, and community.

¹¹ <https://www.hospitalitynet.org/news/4109584.html>

¹² <https://www.glanbianutritionals.com/en/nutri-knowledge-center/insights/how-will-Esports-trends-impact-food-and-beverage-choices>

¹³ <https://www.glanbianutritionals.com/en/nutri-knowledge-center/insights/how-will-Esports-trends-impact-food-and-beverage-choices>

¹⁴ Esports Trade Association. Introduction to Esports Presentation.

- OP Internet Cafe - Fort Lee, NJ: OP Internet Cafe takes pride in being not just your standard gaming center, but also a PC-aurant.
- Caesars Atlantic City held a Gears of War Pro Circuit event in 2017, while Tropicana hosted Royal Flush, a national tournament which took place on May 12th-14th, 2017 at the Tropicana Casino & Resort in Atlantic City, New Jersey and featured tournaments for both Super Smash Bros. It also featured a \$10,000 combined pot bonus across both games' singles events.¹⁵
- Hard Rock Casino Hotel Esports and online gambling company Esports Entertainment Group (EEG) hosted the first sanctioned skill-based wagering event in the US. The Madden NFL '22 tournament was held on March 19-20, 2022 at Hard Rock Hotel & Casino Atlantic City, and marked the launch of EEG's LANDuel platform. According to a report from the company, the event drew more than 290 registrants. Additionally, more than 16,000 live viewers watched professional competitors DubDot, Joke, and OneGreatUser play and stream from the event; while over 100 on-site spectators -including representatives from casinos, resorts, and pro sports teams- attended the tournament.¹⁶

Furthermore, a stand-alone Esports Management degree will provide several additional benefits, including providing greater career opportunities for graduates, potentially growing enrollment in the program, allowing for greater curricular flexibility to meet the changing needs of the industry, and greater visibility for the program leveraging our intermural Esports team. Stockton University's Rocket League Esports team is now second in the world following its impressive showing at the Collegiate Rocket League World Championship Tournament in Dallas, Texas, on June 3-5. The team of captain Brian Busse of Hazlet, Trey Batson of Manahawkin, and John Merendino of Hauppauge, New York, were one of 16 teams that qualified for the international competition. The event, the first collegiate international finals, was part of the DreamHack gaming festival and attracted more than a million viewers in person and online over the weekend.¹⁷

Sufficient academic quality

The new Esports Management program will use similar curriculum, learning outcomes, and assessment methods as the existing HTMS program with specifically tailored credit courses related to Esports Management. Stockton University's HTMS program is accredited by the Association to Advance Collegiate Schools of Business (reaccreditation was recently awarded in Spring 2022). The new Esports Management program will remain under the Stockton University School of Business AACSB banner, and go through reaccreditation on a regular basis, which will continue to ensure that the program offers a high-quality education.

Stockton offers a 128-credit undergraduate degree. The Bachelor of Science in Esports Management will include 80 program credits and 48 additional credits, a combination of at-some-distance and within the general studies curriculum to enhance the liberal arts education offered at

¹⁵ https://www.ssbwiki.com/Tournament:Royal_Flush

¹⁶ <https://www.yogonet.com/international/news/2022/03/23/61920-hard-rock-atlantic-city-and-eeeg-host-first-us-skillbased-wagering-event-with-over-16k-live-viewers>

¹⁷ <https://stockton.edu/news/2022/rocket-league-second-world-championship.html#:~:text=Galloway%2C%20N.J.%20%E2%80%93%20Stockton%20University's%20Rocket,%2C%20on%20June%203%2D5>

Stockton University. The required program courses are included in the table below. In alignment with the University’s federal compliance and Middle State Accreditation as a primarily, in-person undergraduate institution, 50% or more of courses must be delivered in-person. Within the School of Business, faculty are scheduled to maintain a ratio of 70% in-person across all program courses. Refer to Appendix A for the curriculum degree mapping that designates course modalities.

Business Foundation Core Courses	Cr	Esports Management Courses	Cr
CIST 1206 Statistics	4	MKTG 3480 Sports Marketing	4
HTMS 2111 Financial ACCT	4	HTMS 3120 Facilities Management	4
HTMS 2120 Managerial Accounting	4	HTMS 2131 Event Planning	4
FINA 3110 Intro to Financial MGMT	4	COMM 2412 Media Aesthetics	4
HTMS 3101 Marketing Principles	4	HTMS 3138 Esports and Events Industry	4
HTMS 3110 Legal, Social Ethical Environment of BSNS	4	HTMS 3139 Esports Event Production	4
HTMS 3111 Human Resource Mgmt.	4	CSCI 2101 Programming & Problem Solving I	4
HTMS 3126 Economics of Tourism	4	CSCI 2102 Programming & Problem Solving II	4
HTMS 3901 Esports Professional Work Experience	0	Esports Electives: Choose One	4
HTMS 3127 Career Development	4	COMM 1201 Intro to Mass Communication	
HTMS 4970 HTMS Internship (seniors only)	4	COMM 2501 Sports Broadcasting	
HTMS 4112 Business Policies and Strategies	4	GAH 1075 History and Video Games	
		GAH 4306 Writing for Video Games	
		GEN 2412 Visual Social Marketing	
		HTMS 3229 Event Design	
		HTMS 3230 Event Experience	

Among the 48 at-some-distance credits, Esports Management students will have to take a variety of General Studies courses across a variety of disciplines, including GAH (Arts and Humanities), GNM (Natural Sciences and Mathematics), GSS (Social and Behavioral Sciences), and GIS (Interdisciplinary Skills and Topics) beyond what may be listed as a program core. The required coursework beyond the program courses ensures students experience the breadth of educational experiences that Stockton’s liberal arts education offers. A curriculum worksheet can be found in Appendix A.

Several content experts were consulted including but not limited to the following:

- Anthony Gaud, Chair of Regulated Esports and Videogames Committee, Esports Trade Association Board Member
- Lisa Fagan, Business Studies, Marketing, Instructor of Sports Marketing
- Chad Roberts, General Manager-WLFR/Instructor of Sports Broadcasting
- Demetrios Roubos, Information Security Officer & Adjunct Faculty Member
- Diana Strelczyk, Assistant Director of Continuing Studies & Adjunct Faculty Member

Furthermore, the HTMS faculty provided a letter of unanimous support for an Esports Management program, (Appendix E) commenting:

Several institutions of higher education have or are developing curricula on Esports. The HTMS program established a committee to determine scope, feasibility, and an action plan for the development of an Esports curriculum...The committee sought to develop competitive options that prepare graduates and promote the development, innovation, and economic growth of the Atlantic City market and beyond...we have determined that live or streamed tournaments will continue to be an integral part of this growing industry... We, the Faculty of the Hospitality, Tourism and Events Management (HTMS) program of the School of Business at Stockton University, indicate our support for this program.¹⁸

Appendix E also includes a letter of support signed by the Programs Chairs for Business Studies, Computer Science, and Computer Information Systems, and a letter of support from the Dean of General Studies, Dr. Robert S. Gregg, the Dean of Arts and Humanities, Dr. Ian Marshall and the Program Chair for Communication Studies, Dr. Joe'l Ludovich.

Learning Outcomes:

The Esports Management program will adopt the existing learning outcomes from the HTMS program modified to include Esports Management graduates which include Knowledge and Abilities, Ethical Thinking, Diversity and Global Awareness, Research, Analytic and Decision-Making, Communication Skills, and Group Dynamic and Teamwork Development, all of which can be found in Appendix B.

Moreover, Stockton University has established a set of university-wide Essential Learning Outcomes (ELOs), which include: Adapting to Change, Communication Skills, Creativity and Innovation, Critical Thinking, Ethical Reasoning, Global Awareness, Information Literacy and Research Skills, Program Competence, Quantitative Reasoning, and Teamwork and Collaboration. Appendix B also includes a table documenting how the Esports Management program's learning outcomes match with Stockton's ELOs.

As mentioned above, Stockton University's Strategic Plan addresses key areas of focus, each of which builds on institutional commitments.

1. *Student Success*: Inclusive student success is the extent to which Stockton recruits, supports, and empowers an increasingly diverse and nontraditional student body, and works to close the equity gaps that exist in higher education. Toward this end, Stockton is committed to providing an affordable high quality, interdisciplinary education that is grounded in the liberal arts and prepares students for healthy, productive, and meaningful lives. Aligns with goals 1, 2, 3, and 5
2. *Diversity and Inclusion*: Stockton is dedicated to building a community that values differences of race, religion, gender, ethnicity, national origin, socioeconomic status, affectional or sexual orientation, gender identity or expression, marital status, age, ability or disability. We accept our responsibility to create and preserve an environment free from prejudice and discrimination, and to take actions that affirm our commitment to inclusivity and diversity. Aligns with goals 1 and 6.

¹⁸ Letter of Endorsement: https://drive.google.com/file/d/1tgTKwPWmDblZrqtYomzP6kHBGov_XJMm/view?usp=sharing

3. *Teaching and Learning*: Stockton has achieved remarkable success in terms of student retention and graduation rates because of its personalized approach to teaching and learning. Such efforts should continuously be assessed and refined and incorporate Stockton's Essential Learning Outcomes (ELOs). Moreover, we will encourage and support faculty research and pedagogical innovations to ensure that we effectively reach a diverse group of learners and that our degrees remain current and competitive. *Aligns with goal 1, 4 and 5.*

Assessment:

Assurance of learning is an integral part of the academic environment in Stockton University's School of Business. Accordingly, assessment of student outcomes will be conducted systematically and routinely by the new Esports Management program. The program will utilize the School's recently revamped assessment policies and procedures. Assessment amongst Business programs is led by the Business Program Assessment Committee, which works with program chairs to oversee the assessment process. This includes tracking compliance with assessment timelines, evaluating assessment results, and ensuring that corrective actions are taken, and reassessment is completed when assessment results indicate that expected outcomes are not being met. The Assessment Process Timeline, the completion of which is overseen by the Assessment Committee, can be found in Appendix C.

As this new degree program relies on existing courses, there are many recent examples of how assessment results are used to improve and inform curriculum decisions within program courses to "close the loop". These improvements focus on increased rigor in assignments, materials and grading rubrics. In response to assessment results, faculty created standardized syllabi, assignments, and exams across all sections of a course to provide more consistent learning experiences for students.

Additional Methods for Measuring Success and Guiding Curriculum Change:

Recently, Esports has emerged as an area of strategic focus within Stockton University as well as the Atlantic City market and beyond. The New Jersey Economic Development Authority (NJEDA) Board approved a memorandum of understanding (MOU) with Stockton University to support the establishment of an Esports Innovation Center at the university's Atlantic City campus. The NJEDA funding, in the amount of \$200,000, was also used to provide staff support for the Innovation Center, which is expected to contribute to establishing Atlantic City as a hub for the rapidly growing Esports industry.

The Lieutenant Governor Sheila Oliver who serves as Commissioner of the Department of Community Affairs said "Atlantic City has always been a top destination for entertainment in New Jersey, so establishing the city as an epicenter of the growing Esports industry is a logical and exciting step forward...The Esports Innovation Center at Stockton University is an innovative project that will work in tandem with our ongoing revitalization and job creation efforts to help

pave the way for equitable and lasting economic growth in Atlantic City. I'm excited to see the NJEDA partner with Stockton University to bring the Center to life.”¹⁹

“Establishing New Jersey as the State of Innovation requires thinking outside the box and supporting new industries that have shown strong potential for sustainable, equitable growth,” said NJEDA Chief Executive Officer Tim Sullivan. “Esports is a large and rapidly growing industry that has the potential to provide significant economic benefits to communities throughout New Jersey. The Esports Innovation Center at Stockton University is a timely project that will help to establish New Jersey as a hub for the US Esports industry and will create new opportunities for New Jersey businesses and workers to enter the sector.” Likewise, Stockton University President, Harvey Kesselman stated “Stockton University and Atlantic City have been leaders in recognizing the potential of the Esports industry. Stockton’s Chief Information Officer Scott Huston helped make Stockton among the first colleges in the nation to recognize Esports and its impact on the future of both entertainment and gaming technology.”²⁰

In New Jersey’s strong tech infrastructure and innovation ecosystem, the Esports industry has already taken root and begun to grow in the state, with major players in the Esports industry such as G3 Esports, Amazon’s Twitch streaming service, Esports Entertainment Group, and Harris Blitzer Sports and Entertainment (HSBE) making or planning significant investments in the state. The Esports Innovation Center at Stockton University will enhance New Jersey’s position in the Esports industry, create new academic and workforce development opportunities, and support local economic development. Among other activities, the Center will focus on catalyzing industry growth by identifying industry-wide technology development opportunities and hosting “hack-a-thons” and similar coding challenges focused on creating innovative solutions, working with private sector companies and Colleges and universities to develop programs teaching the skills most in-demand in the Esports industry, convening industry events that highlight opportunities and leading-edge developments in Esports technology, and supporting Esports-related research at New Jersey academic institutions.

The Esports Innovation Center will also work with the Division of Gaming Enforcement and independent bodies that govern integrity in competitions to position New Jersey as a national leader in regulation and integrity practices for Esports and will promote diversity and inclusion, as well as healthy gaming practices, in the Esports industry. Supporting the Esports Innovation Center is part of a wider NJEDA strategic effort to grow New Jersey’s innovation, sports wagering, and fintech ecosystems. In addition to the MOU with Stockton University, the NJEDA concurrently approved a separate agreement with New Jersey City University (NJCU) to support the Sports Wagering and Financial Technology Workforce Development and Innovation Center at NJCU. This Center will provide an incubator for the sports wagering and fintech industries and act as a connector between industry, academia, and relevant State agencies to grow and support innovation in sports wagering technology and fintech. Accordingly, a degree in Esports Management further provides support to prepare industry ready graduates. These partners are available for feedback and curriculum guidance and Esports experts are already members of the HTMS Advisory Board.

¹⁹ <https://stockton.edu/news/2021/stockton-njeda-Esports-innovation-center.html>

²⁰ <https://stockton.edu/news/2021/stockton-njeda-Esports-innovation-center.html>

The HTMS Advisory Board meets annually to solicit feedback from members representing a variety of disciplines including but not limited to: hotels, resorts, gaming, events, Esports, media, and others. The HTMS Faculty also conduct benchmarking and curriculum reviews annually as well as study business and industry trends, which have provided guidance for the curriculum changes. For example, based on gathered feedback and data, the HTMS program moved from a general degree to offering Areas of Interest. In addition to rigorous assessment activities previously discussed, program success will be evaluated in several other indirect ways including:

- Evaluation of the students' feedback on IDEA reports (student evaluation of teachers)
- Discussions with students during preceptorial advising
- Feedback gathered from students in exit surveys
- Feedback from external stakeholders and focus group panels
- Number of job placements and feedback from those employers through the Office of Career Education & Development surveys.
- Stockton University students event exam data (Social Tables, Event Design Certificate)

Resources

The ESPM program will be supported by faculty across the Business School and specifically faculty in the HTMS program. The HTMS Internship Coordinator will support student professional work experience and internship requirements. All students will be assigned a Faculty advisor to assist each semester with course schedule selections and program requirements. Students will have access to course faculty across the School of Business and/or staff during the regularly scheduled office hours and before/after class as needed throughout the semester. Department chairs in HTMS, BSNS, and CSCI are available before and after a semester for general inquiries; they will also assist during the semester as needed.

Projected student enrollment in the Esports Management BS degree program is 10 students per semester for Fiscal Years 2024-2027, adjusted for a 10% attrition rate per year.

No new library resources are needed to support the BS in Esports Management program. Under the School of Business and the Hospitality, Tourism and Event Management Studies program, there are several existing resources that will be utilized. The University has assertively invested in appropriate facilities, equipment and technology to support the Esports facility on the Galloway campus and thus the degree program. As program growth continues in years 2-4, there will be the need to accommodate Esports gaming on the Atlantic City campus. Draft plans for the Esports Innovation Center alluded to accommodating Esports programming; however collaborative planning is encouraged. Additionally, a designated event classroom in the John F. Scarpa Academic Center is ideal. Event programming methodologies used as part of the Esports Management Degree and HTMS degree require a variety of different templates that students will engage daily with in the classroom. A designated event classroom will permit these templates to be permanently affixed to the walls in the classroom not only providing faculty with greater ease but also consistently exposing students to the methodologies. This designated classroom setup

does not restrict use of the room. The estimated cost for the templates to be printed on acrylic is \$163 per piece. The total cost is \$1141 excluding mounting hardware.²¹

The additional resources required by the creation of this program relate to the need for a program chair, compensation will be based on program enrollment pursuant to the local agreement between Stockton University and the Stockton Federation of teachers. Suggested compensation based upon the current agreement is at Tier 2 (modeled after HTMS). This tier supports Ten (10) TCH + summer stipend of one (1) TCH at the senior rank of \$1,805 or \$19,855 in total.

Appendix H features a table that confirms current HTMS faculty exceed the AACSB 60% deployment requirement and the 75% overall undergraduate requirement. The second table in Appendix H confirms HTMS faculty exceed the AACSB 40% Scholarly Academic (SA) requirement and the combined 90% overall requirement. Therefore, launching this Esports Management program will not require the hiring of any additional full-time faculty to support our AACSB accreditation.

Based on conservative enrollment projections of 10 students per semester for fiscal years 24-27, initial faculty requirements call for two adjunct faculty members for FY24 along with a third adjunct faculty member for FY26. Full-time faculty support requires one faculty member in FY25 and another in FY26. The net revenue summary projections provided below also support a 10% attrition rate per year, 2% Cola adjustments for tuition and adjunct and faculty salaries including fringe benefits, and a 75% revenue recognition factor in support of classes being taught outside of BUSN.

The recommendation is to identify Full-time, utility tenure track faculty members that will not only focus on teaching and service, but research to grow scholarship in the areas of Hospitality, Tourism, Casino Gaming, Event Management, and Esports Management. These utility faculty members must have experience within all major hospitality centers and the flexibility to teach Esports Management and related hospitality and tourism courses in the HTMS program.

Sufficient evidence of labor market demand for the program:

Job prospects in the industry are emergent, diverse and may not be directly related to Esports. The Esports ecosystem (Anderson, et al 2018) is a visual demonstration and representation of the vast job opportunities. Core areas outside of “playing” the game include but are not limited to event planning and management, sales, venue management, industry relations, marketing (channel strategies, media content, advertising), broadcasting, mass communication, game development, NFT development, AV tech, people management, and more.

After examining the ecosystem, internships and jobs were explored through Hitmarker. Hitmarker is the largest gaming and Esports job platform in the world. As provided earlier in this document,

²¹ https://www.squaresigns.com/product/acrylic-signs?utm_source=google&utm_medium=cpc&utm_cid=15627166492&utm_aid=130948099803&utm_term=&gclid=Cj0KCQjwrs2XBhDjARIsAHVymmS8ppDZuEF_5ZWuixQB-Fg3e_fztH0MzpWKO7m4SU-InJVdw1jPyoUaAmD-EALw_wcB

the total number of US-based Esports jobs posted on the platform grew from 2691 (45% of all job postings) in 2018 to 6215 in 2019 (56% of all job postings). As of August 2022, there are a total of 3,784 jobs listed in the United States excluding remote jobs and a total of 4684 including remote jobs. From the last April 2022 job report, “US East”, 10,127 “US Central”, 3,003 “US West”, remote (anywhere) 990, and 2,139 Europe “single market”; a total of 17,310 available jobs. There are 746 open jobs in the surrounding area to Stockton University including New Jersey (466), Delaware, New York, Pennsylvania, Maryland, and Washington DC. Additionally, listed on Indeed there are 22 Esports “titled” jobs in New Jersey as of April 2022. It is important to note that many jobs related to this sector are “remote” and these jobs are not included in this count.

The Esports Trade Association (ESTA) Live on LinkedIn, Twitch, and Twitter hosted an ESTA Job Board & Upcoming Virtual Job Fair announcement session on 4/5/2022 facilitated by Megan Van Petten, Founder of the Esports Trade Association, with James Hess, Advisory Board Member and Co-Chair of the Events Committee of the Esports Trade Association, and Sales Manager, Virtual & Hybrid at Encore; over 1,000 opportunities were highlighted. The job fair took place on 4/21/2022, 900 of the jobs are entry level. This association also hosts a job board to help members recruit talent and hosts frequent job fairs with members such as Encore, an event production services company. The job fair was open to the public but will be limited to members in the future.

- Common “event” job titles from Hitmarker: Event Assistant, Regional Gaming Events Manager, Community & Venue Manager, Manager- Facility Booking, Event Producer, Event Management Intern.
- Common “marketing” job titles from Hitmarker: Marketing lead, User Acquisition, Brand Manager, Marketing manager, Media Strategist, Production Marketing Manager, Strategy Manager, Creative Development Specialist, Product Marketing Manager, Growth Marketing Manager, Brand Marketing Coordinator, Live Event Digital Marketing Assistant, Lifecycle Marketing Manager, Content Marketing Manager, Social Media Manager, Digital Marketing Assistant.
- Common “project management” job titles from Hitmarker: Project Manager, Content Planning, Technical Project Manager, Publishing Specialist, Strategic Planning Associate, Development Manager, Producer, Community Manager.

Specifically, for the SOC Code 11-9072 “Entertainment and Recreation Managers, Except Gambling” in New Jersey, workers on average earn \$78,230; 10% of workers earn \$47,230 or less; 10% of workers earn \$138,680 or more. In the United States: Workers on average earn \$62,000, 10% of workers earn \$37,020 or less, and 10% of workers earn \$124,120 or more. Projected growth (2020-2030) Average 5% to 10% (Source: Bureau of Labor Statistics 2021 wage data external site and 2020-2030 employment projections; <https://www.onetonline.org/link/summary/11-9072.00>).

Specifically, for CIP Code 52.0907 “Meeting and Event Planning” in New Jersey, workers on average earn \$60,900; 10% of workers earn \$35,010 or less; 10% of workers earn \$98,090 or more. In the United States: Workers on average earn \$49,470; 10% of workers earn \$30,170 or less; 10% of workers earn \$96,230 or more. Projected growth (2020-2030) is much faster than average, 15% or higher (Source: Bureau of Labor Statistics 2021 wage data external site and 2020-2030 employment projections; <https://www.onetonline.org/link/summary/13-1121.00>). Additional details can be found in Appendix F. Appendix F also includes data tables retrieved from the Gray’s

Associates database for CIP 52.0907 Meeting and Event Planning in Stockton University's border states including MD, DE, PA, NY and CT and CIP 31.0701 Esports (augmented CIP). The Gray's data supports the infancy of the program, and the enrollment opportunities available.

Duplication with comparable programs of study in the State:

While degrees in Esports management are offered and have been announced at several New Jersey colleges and universities, Stockton University's Esports Management BS degree program is distinctive:

- *Professional Work Experience and Internship requirement:* Students are required to gain hands-on experience as part of the program. Students have access to develop the required skills in various internal and external opportunities with the Stockton University Esports competitive team, Stockton's Esports Innovation Center, the Atlantic City market, surrounding areas, and beyond. Students will complete the program having earned 156 hours of professional work experience specifically with Stockton's Esports team in multiple capacities (no more than 75 hours as "player"). Students will have earned an additional 225 hours of work experience in an external Esports and/or core competency related internships as described above from the Esports ecosystem.
- *Interdisciplinary Degree with Business Management Core.* The Esports Management Program is a culmination of content from the three core areas in Stockton's School of Business including Hospitality, Tourism and Event Management, Business Studies (Accounting, Finance, Marketing, Management), and Computer Science. The developed curriculum follows AACSB standards, and the program will be submitted for consideration under the existing accredited programs in the School of Business. AACSB accreditation ensures that business schools meet the highest standards of excellence in teaching, research, curriculum, and learner success.

The following New Jersey postsecondary institutions have established Esports competitive (team) programming: Fairleigh Dickinson University, Sacred Heart University, Rutgers University, Rowan University, Union County College, Sussex County Community College, Ocean County College, Kean University, Bloomfield College, New Jersey City University, and Caldwell University.

Requirement of significant additional State resources:

Conservative student enrollment in the Esports Management BS degree program projects 20 students per year while supporting a 10% attrition rate per year. As noted above, estimated annual net revenue is based on tuition and faculty expense adjustments of 2% per year and a revenue adjustment of 75% for courses outside of BUSN, resulting in positive net revenue of \$100,772 for year one, \$81,021 for year two, \$41,540 for year three and \$132,256 for year four.

Projected Program Net Revenue	Year 1	Year 2	Year 3	Year 4
Enrollment per Year	20	40	60	80
Tuition per Year	\$116,188	\$225,173	\$327,591	\$424,028
Expenses per Year	\$15,416	\$144,152	\$286,051	\$291,772
Total Projected Net Revenue	\$100,772	\$81,021	\$41,540	\$132,256

All values are rounded to a whole number.

APPENDIX A
CURRICULUM AND DEGREE MAP FOR PROPOSED B.S. IN ESPORTS MANAGEMENT

B.S. Esports Management			
Fall 2023-Spring 2024			
HTMS REQUIREMENTS: All required HTMS courses (of any acronym) must be completed with a grade of "C" or better (except HTMS 3901 which is P/F).			80 credits
BSNS FOUNDATION:		ESPM CORE:	
CIST 1206 Statistics	(4)	MKTG 3480 Sports Marketing	(4)
HTMS 2111 or ACCT 2110 Financial ACCT	(4)	HTMS 3120 Facilities Management	(4)
HTMS or ACCT 2120 Managerial Accounting	(4)	HTMS 2131 Event Planning	(4)
FINA 3110 Intro to Financial MGMT	(4)	COMM 2412 Media Aesthetics	(4)
HTMS 3101 or MKTG 2110 Marketing Princ.	(4)	HTMS 3138 Esports and Events Industry	(4)
PLAW or HTMS 3110 Legal, Social Ethical Environments of BSNS	(4)	HTMS 3139 Esports Event Production	(4)
HTMS or MGMT 3111 Human Resource Mgmt.	(4)	CSCI 2101 Programming & Problem Solving I	(4)
HTMS 3126 Economics of Tourism	(4)	CSCI 2102 Programming & Problem Solving II	(4)
Experiential Learning Sequence		ESPM ELECTIVES*: Choose one	
HTMS 3901 Professional Work Experience	(0)	COMM 1201 Intro to Mass Communication	(4)
HTMS 3127 Career Development	(4)	COMM 2501 Sports Broadcasting	
HTMS 4970 HTMS Internship (seniors only)	(4)	GAH 1075 History and Video Games	
HTMS or BSNS 4112 Business Policies and Strategies(seniors only)	(4)	GAH 4306 Writing for Video Games	
Transfer students may use transferred courses (including Introduction to Business) as "Other Business Courses", to satisfy the minimum number of credits (80) in this area.		GEN 2412 Visual Social Marketing	
		HTMS 3229 Event Design	
		HTMS 3230 Event Experience	
* May include BSNS or ECON course with preceptor permission			
GENERAL STUDIES REQUIREMENTS:			48 credits
G COURSES: (32 total credits) No more than 12 credits in any "G" category may be applied towards the BS degree.			
GEN General Interdisciplinary	(4)	GNM General Natural Science & Math	(4)
GIS-General Integration & Synthesis (Jr. yr.)	(4)	GNM General Natural Science & Math	(4)
GAH General Arts & Humanities	(4)	GSS General Social Science	(4)
GAH General Arts & Humanities	(4)	GSS General Social Science	(4)
AT SOME DISTANCE Electives: (16 total credits) Courses unrelated to your major (may include CSIS courses)			
	(4)		(4)
	(4)		(4)
GENERAL STUDIES OUTCOME REQUIREMENTS: These course attributes should be completed within the 128 credits needed to graduate.			
(A) Arts		(V) Values/Ethics	
(H) Historical Consciousness		(I) International/Multicultural	
(R1) Race and/or Racism Intensive		(R2) Race and/or Racism Education	
GENERAL STUDIES WRITING REQUIREMENT: (4 courses)			
Two W1 courses may be in transfer. W2 courses must be taken at Stockton.			
W1		W1/W2	
		W1/W2	
		W1/W2 at 3000 Level	
GENERAL STUDIES QUANTITATIVE REASONING REQUIREMENT: (3 courses)			
Two Q1 courses may be in transfer. Q2 courses must be taken at Stockton.			
Q1		Q2	
		Q1 or Q2	

B.S. IN ESPORTS MANAGEMENT DEGREE MAP

The following is a **suggested** plan of study for completion of this degree program. The **goal of a Degree Map** is to ensure that students graduate with no more than 128 credits and in four years. All students should speak with their preceptor about their academic programs. Students are encouraged to take overload and Summer courses to facilitate their progress towards graduation as necessary. Transfer students may not need to take all courses in the plan; they should consult with their preceptor and academic advisor.

FIRST YEAR - FALL	Credit	FIRST YEAR - SPRING	Credit
Course load	16	Course load	16
Subject: FRST or G-course Optional Attribute: Seminar and a W1	4	Subject: FRST or G-course Attribute: A, H, I, R, and/or V	4
Subject: FRST or G-course Attribute: W1 OR W2	4	Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4
Subject: ASD Attribute: W1 OR W2	4	COMM 2412 Media Aesthetics	4
CSIS 1206-Statistics (Summer)	4	HTMS 2131 Event Planning	4

SECOND YEAR - FALL	Credit	SECOND YEAR - SPRING	Credit
Course load	16	Course load	16
Subject: G-course Attribute: A, H, I, R, and/or V	4	Subject: G-course Attribute: A, H, I, R, and/or V	4
HTMS 2111 or ACCT 2110 Financial ACCT (Summer)	4	HTMS or ACCT 2120 Managerial Accounting (Summer)	4
HTMS 3101 or MKTG 2110 Marketing Princ.	4	CSCI 2102 Programming & Problem Solving II	4
CSCI 2101 Programming & Problem Solving I	4	MKTG 3480 Sports Marketing	4
		HTMS 3901 Professional Work Experience (ONL)	0

THIRD YEAR - FALL	Credit	THIRD YEAR - SPRING	Credit
Course load	16	Course load	16
Subject: G-course Attribute: A, H, I, R, and/or V	4	Subject: G-course Attribute: W1/W2	4
FINA 3110 Intro to Financial MGMT	4	HTMS or MGMT 3111 Human Resource Mgmt.	4
HTMS 3126 Economics of Tourism (ONL)	4	HTMS 3127 Career Development	4
HTMS 3138 Esports and Events Industry	4	PLAW or HTMS 3110 Legal, Social Ethical Environments of BSNS (ONL & Summer)	4

FOURTH YEAR - FALL	Credit	FOURTH YEAR - SPRING	Credit
Course load	16	Course load	16
Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4	Subject: G-course Attribute: W1/W2	4
HTMS 3139 Esports Event Production	4	Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4
HTMS 3120 Facilities Management (ONL)	4	HTMS 4970 HTMS Internship (seniors only, ONL)	4
Program Elective	4	HTMS or BSNS 4112 Business Policies and Strategies (seniors only)	4

APPENDIX B
LEARNING OUTCOMES FOR B.S. IN ESPORTS MANAGEMENT

Program Goals

1. **Knowledge and Abilities Goal:** ESPM students will be able to understand Esports Management.
 - a. Graduates will be able to demonstrate an understanding of important management concepts for various segments of Esports within the HTE (Hospitality, Tourism and Event Management centers) including:
 - i. Economic, legal, and social environments;
 - ii. Corporate social responsibility and sustainability;
 - iii. Financial management;
 - iv. Organizational systems and processes;
 - v. Esports Management, hospitality and tourism business strategies.
 - b. Graduates will be able to reflectively think on experiences in their coursework and profession and be able to translate knowledge of business and management into practice and in society.
2. **Ethics Goal:** ESPM Esports Students will be able to give examples of and evaluate ethical situations and issues in order to make good management decisions.
 - a. Graduates will demonstrate ethical decision-making skills through analytical analysis of ethical issues and situations.
3. **Diversity and Global Issues Goal:** ESPM Esports students will develop respect for diversity in the international community as they attend classes in the program and work side by side with various cultures.
 - a. Graduates will develop global and cross-cultural understanding that contributes to a globalized society.
 - b. Graduates will be able to demonstrate an understanding of workforce and customer diversity in organizations.
4. **Communication Skills Learning Goal:** ESPM Esports students will communicate and present content effectively in a professional manner
 - a. Oral Communication: graduates will deliver information in an organized, persuasive and logical manner using supportive documentation and visual aids.
 - b. Written Communication: graduates will create documents that are technical, analytical, relevant in content and well organized.
 - c. Computer Literacy: graduates will demonstrate knowledge of information technology relative to the Esports Management professional practice that requires adaptation and innovation to solve problems.
5. **Research, Analytic and Decision-Making Goal:** ESPM Esports students will be able to research Esports, hospitality, tourism and event management topics and make decisions about goals, objectives and company strategies.
 - a. Graduates will demonstrate the ability to frame and analyze problems.
6. **Group Dynamic and Teamwork Development Goal:** ESPM Esports students will become proficient in the development of group dynamic and teamwork abilities.
 - a. Graduates will be able to work effectively in teams.

Table: Courses in BS Esports Management Program Where Learning Outcomes are Achieved

ESPM Learning Goal Mapping: DRAFT																	
Learning Goal	MKTG 3488 Sports Marketing	COMM 2412 Media	HTMS 3138 Esports and Events	HTMS 3139 Esports Production	HTMS 3120 Facilities	HTMS 3126 Econ Trsm	HTMS 3101 Mktng	HTMS 3111 HR	HTMS 3901 Prof Exp	HTMS 3127 Career Dev	HTMS 4970 Intern	HTMS 4112 Bus Pol	HTMS 3110 Legal, Social, Ethical	HTMS 2111 Financial Accounting	HTMS 2120 Managerial Accounting	CSCI 2101 Programming	CSCI 2102 Programming
Core Course Coverage																	
L = Light: Some discussion, but no depth																	
M = Medium: Covered with some depth, but not primary focus																	
H = Heavy: Major emphasis																	
Learning Goal																	
1. Knowledge & Abilities																	
1a. Management knowledge	H	H	H	H	M	L	H	H		M	M	H		H	H	M	M
1a.1 Economic, legal, and social environments	L	L	L	L	M	H	M	H			L	H					
1a.2 Corporate social responsibility and sustainability	L	L	L	L	H	L	L	M			L	M					
1a.3 Financial management	L	L	L	L	M	M	L	L			L	M					
1a.4 Organizational systems and processes	M	L	M	M	M	M	M	H			L	H					
1a.5 Hospitality and tourism business strategies	M	L	M	M	M	M	H	M			L	H					
1b. Reflective thinking	M	M	L	L	L	M	M	H	L	H	H	H					
2. Ethics																	
2a. Ethical decisions	L	M	M	M	L	L	L	H		L	M	H	H	L	L		
3. Diversity/Global Issues																	
3a. Diversity	L	M	M	M				H		M	L	M					
3b. Global	L	M	M	M			H	L	L	L	M	M					
4. Communication Skills																	
4a. Oral	L	M	M	M	M	L	M	M		H	M	H	L				
4b. Written	L	M	M	M	M	H	M	H	L	M	M	H	L				
4c. Computer Literacy	L	M	M	M	M	L	L	L		L	M	M	L			H	H
5. Research, Analytic & Decision Making																	
5a. Analytical research	L	L	L	L	L	H	M	L		L	L	H	M	L	H		
5b) Graduates will develop HTMS research methods	L	L	L	L	L		M				M	H					
6. Teamwork																	
6a. Group projects	M	M	M	M	L		M	M		M		H				M	M

B.S. in Esports Management Learning Outcomes																	
		1. Knowledge & Abilities							2. Ethics	3. Diversity/Global Issues		4. Communication Skills			Research, Analytical, & Decision Making		6. Team Work
		1a. Management knowledge	1.a.1 Economic, legal, and social environments	1a.2. Corporate social responsibility and sustainability	1a.3. Financial management	1a.4. Organizational systems and processes	1a.5. Hospitality and tourism business strategies	1b. Reflective thinking		2a. Ethical decisions	3a. Diversity	3b. Global	4a. Oral	4b. Written	4c. Computer Literacy	5a. Analytical research	
Stockton University Essential Learning Outcomes	Adapting to Change	X				X	X	X							X	X	X
	Communication Skills										X	X	X				
	Creativity and Innovation							X									
	Critical Thinking		X							X	X			X	X		
	Ethical Reasoning		X						X	X							
	Global Awareness		X							X	X						
	Information Literacy and Research Skills																
	Program Competence	X	X	X	X	X	X								X		
Quantitative Reasoning				X									X	X	X		
Teamwork and Collaboration																X	

APPENDIX C
HOSPITALITY, TOURISM AND EVENT MANAGEMENT ASSESSMENT COMMITTEE
ASSESSMENT TIMELINE

Timeframe:	Action	Who?
Semester before:	Distribute assessment schedule to department faculty (details learning outcomes to be assessed and courses due for assessment, 3 years out).	Assessment Coordinator
Semester of:	Identify assessments due as per the assessment schedule, gather all prior assessment materials.	Assessment Coordinator
	Notify department faculty of assessments due.	Assessment Coordinator
	Notify each applicable faculty member(s) with assessments due and provide past assessment documentation; request completion of pre-checklist; provide form.	Assessment Coordinator
	Schedule pre-assessment checklist review meeting(s) as necessary with faculty to review rubric/guide through process to complete form.	Assessment Coordinator
	Complete pre-checklist form; modify/develop rubric (if multiple sections of course with multiple instructors to be assessed, identify one assessment lead. Assessment lead will be responsible to submit all materials throughout assessment process).	Faculty/Assessment Lead
	Send completed pre-checklist form to Assessment Coordinator for review.	Faculty/Assessment Lead
	Request rubric/schedule rubric review meeting with Donna Hauer (new rubrics/assessments only).	Assessment Coordinator
	Review completed assessment materials, request revisions as necessary.	Assessment Coordinator
	Apply recommendations for rubric improvement/revise pre-checklist form as needed based on feedback received.	Faculty/Assessment Lead
	Send final pre-checklist form to Assessment Coordinator for review.	Faculty/Assessment Lead
	Complete final review of form and rubric for approval.	Assessment Coordinator
	Forward approved pre-check form to program coordinator and Donna Hauer for record.	Assessment Coordinator

	Report Assessment "ready to go" by 2nd precepting day or during reoccurring program meeting.	Assessment Coordinator
	Execute assessment in all applicable course sections.	Faculty/Assessment Lead
	Aggregate assessment data/conduct analysis. If multiple instructor sections, applicable faculty to forward data/analysis to Assessment Lead.	Faculty/Assessment Lead
	Review assessment findings and identify recommendations for improvement (CAI items). If multiple instructors, Assessment Lead to schedule meeting with all applicable instructors to identify recommendations.	Faculty/Assessment Lead
	Complete post assessment form with recommendations (CAI items). Completed form must include copy of modified syllabus with changes highlighted.	Faculty/Assessment Lead
	Send completed post assessment form to Assessment Coordinator for review.	Faculty/Assessment Lead
	Review completed assessment materials, request revisions as necessary.	Assessment Coordinator
	Complete revisions to assessment materials as necessary.	Faculty/Assessment Lead
	Complete final review of assessment materials.	Assessment Coordinator
	Forward final assessment materials to program coordinator and Donna Hauer for record.	Assessment Coordinator
Semester after:	Present assessment results and CAI at program meeting.	Faculty/Assessment Lead
	CAI recommendations per assessment to be reviewed/discussed/course of action to be voted on to adopt.	Department Faculty
	Faculty teaching sections of courses assessed to review assessment materials and adopt revised syllabus and implement identified CAI.	Department Faculty
As long as it takes:	Person or group working on issue, develops and implements change (pedagogical, program, or extra-curricular) for each individual CAI.	Department Faculty
In due time:	Item is reassessed	
	Item closed (if improved) or new CAI process initiated	

APPENDIX D
Esports PROGRAMS AT PEER INSTITUTIONS AND ACROSS THE NATION

Table: Undergraduate Esports Minors or Degrees at Stockton University and Peer Institutions' Business Schools

Peer Institutions	Esports Management
<i>Stockton University</i>	Degree
Fairleigh Dickinson University	Esports Minor
Kean University	No Degree or Minor
Monmouth University	No Degree or Minor
Montclair University	No Degree or Minor
NJ Institute of Technology	No Degree or Minor
Ramapo College of NJ	No Degree or Minor
Rider University	No Degree or Minor
Rowan University	Esports Certificate
Rutgers University -Camden	No Degree or Minor
Rutgers University – New Brunswick	No Degree or Minor
Saint Joseph's University	No Degree or Minor
Seton Hall University	No Degree or Minor
Temple University	No Degree or Minor
The College of NJ	No Degree or Minor
University of Delaware	Degree
Widener University	No Degree or Minor
William Paterson	No Degree or Minor

Note: The business schools in all the above institutions, except Kean University, are accredited by AACSB.

- Rowan University offers a Certificate of Undergraduate Study (CUGS) called The Esports Industry & Entertainment Experience (EIEX). Although it is referred to as a certificate, the requirements of this program are equivalent to that of a minor. Students must take 4 courses with 1 required course, and 3 electives.
- Saint Joseph's University offers a single academic course on Esports (Esports Marketing).
- The University of Delaware offers a Bachelor of Arts in Game Studies and Esports. According to UD, the program features an internship, a Capstone experience and six core courses: Introduction to Art and Design for Games, Introduction to Programming in Games, Introduction to Game Development, Introduction to Writing for Games, Introduction to Game Studies and Introduction to Esports Management.
- All peer institutions who do not offer a minor or a degree in Esports have an Esports club/organization with a dedicated webpage.

Table: Undergraduate Esports Minors or Degrees at Other Institutions in the United States

Peer Institutions	Esports Management
Drexel University	Degree
Sacred Heart University	Esports Minor
Trine University	Esports Minor
Southern Oregon University	Esports Minor
Slippery Rock University	Esports Minor
Kent State University	Esports Minor
Harrisburg University	Degree
Northern Illinois University	Esports Minor
University of New Haven	Esports Minor
Butler University	Esports Minor
Capital Technology University	Esports Minor
Caldwell University	Degree
Florida Southern College	Esports Minor
Graceland University	Esports Minor
Shenandoah University	Degree, Minor, MBA
Keuka College	Degree, Minor
SouthernConnecticut State University	Esports Minor
Saint Peter’s University	Degree
University of Michigan	Esports Minor
West Virginia University	Esports Minor

- Please note that the schools listed in the above table are not an exhaustive list of all schools in the United States that have launched or plan to launch a program in Esports in the near future.
- Drexel University offers students a BS in Business Administration with a major in Esports Business. In addition, students have the option to co-major with one of the following: Business Analytics, Business Economics, International Business, Organizational Management, Technology Innovation Management. In addition, this program has 180 credits.
- Harrisburg University offers a BS in Esports Management, Production, and Performance.
- Caldwell University offers a BS in Esports Management.
- Shenandoah University offers a variety of Esports related programs. The university offers an Esports Management MBA, a BBA (Bachelor of Business Administration) in Esports Management, a BS in Esports Management (different degree from the BBA), an Esports Minor, an Esports coaching certificate, an Esports Management undergraduate certificate, and an Esports Management graduate certificate.
- Keuka College offers a BS in Esports Management in addition to a minor in Esports.

- Saint Peter's University (located in New Jersey) advertises an Esports Business Degree on their webpage, however, there is no concrete information about the program requirements implying that the program hasn't been launched yet.
- Lastly, the University of Michigan and West Virginia University have both announced that they are launching an Esports Minor in F22.

APPENDIX E
LETTERS OF PROGRAM SUPPORT



July 27, 2022

To Whom It May Concern,

This letter of support is an endorsement for a Bachelor of Science in Esports Event Management program within the School of Business at Stockton University.

Several institutions of higher education have or are developing curricula on Esports. The HTMS program established a committee to determine scope, feasibility, and an action plan for the development of an Esports curriculum. The HTMS committee prepared a proposal for Esports development, to be housed within the HTMS program. The committee sought to develop competitive options that prepare graduates and promote the development, innovation, and economic growth of the Atlantic City market and beyond. The committee has established credibility in program offerings through appropriate collaborations/ endorsements with organizations such as the Esports Trade Association to create access to content experts, to help identify skill gaps/skill needs and advise/contribute/develop curriculum, interdisciplinary Faculty leads, the Stockton Esports Innovation Center, and others. In our research, we have determined that live or streamed tournaments will continue to be an integral part of this growing industry.

The Esports industry has become one of the fastest growing, multinational industries. This billion-dollar industry is expected to draw almost 286 million Esports enthusiasts and nearly 300 million occasional viewers by 2024. The Esports industry is predicted to generate over 1.6 billion U. S. dollars by 2024. These revenues are predominantly generated by sponsorships, advertising and media rights. Esports management offers employees opportunities to work in an industry that combines the worlds of sports and events. As such, the industry needs employees with skillsets in planning, organizing, directing, budgeting and leading sports teams.

According to Hitmarker, the leading global platform for Esports jobs, job opportunities increased 5% from 2020 to 2021 to 41,314 (Hitmarker, July 2022). Of these positions, over 4% are in marketing, which includes event management, regional games event managers, event producers, marketing managers, and live event digital managers. The United States continues to hire the majority of Esports employees globally at over 37% of the total employment market. Regionally, there are several initiatives and businesses opening to support the growth of the Esports industry.

Stockton University Esports Club. Our Rocket League took second place in the World Championship Tournament in June 2022.



Helix Esports NJ operates a facility in North Bergen, New Jersey. This venue is design specific to meet the needs and expectations of Esports enthusiasts.

Caesars Atlantic City and Hard Rock Casino Hotel have hosted Esports events with future events and tournaments planned.

By signing this letter, we, the Faculty of the Hospitality, Tourism and Events Management (HTMS) program of the School of Business at Stockton University, indicate our support for this program.

Regards,

Handwritten signature of Dr. Brian Tyrrell in black ink, positioned above a blue horizontal line.

Dr. Brian Tyrrell, PhD
HTMS Program Chair & Professor

Handwritten signature of Dr. Jennifer Aarons in blue ink, positioned above a blue horizontal line.

Dr. Jennifer Aarons, EdD
Teaching Specialist HTMS

Handwritten signature of Dr. Donna Albano in black ink, positioned above a blue horizontal line.

Dr. Donna Albano, EdD
Professor HTMS

Handwritten signature of Dr. Jane Bokunewicz in blue ink, positioned above a blue horizontal line.

Dr. Jane Bokunewicz, PhD
Associate Professor HTMS

Handwritten signature of Dr. Noel Criscione-Naylor in black ink, positioned above a blue horizontal line.

Dr. Noel Criscione-Naylor, EdD
Associate Professor HTMS

Handwritten signature of Dr. William Quain in blue ink, positioned above a blue horizontal line.

Dr. William Quain, PhD
Professor HTMS

Handwritten signature of Dr. Michael Scales in black ink, positioned above a blue horizontal line.

Dr. Michael Scales, EdD
Professor HTMS

August 22, 2022

To Whom It May Concern:

Re: eSports Program Proposal

We are writing as Program Chairs of the Business Studies Program, Computer Science Program and Computer Information Systems Program at Stockton University, to express our support of the eSports program proposal submitted to the faculty senate. This proposal is supported by all programs within the School of Business.

The proposal, as submitted, is spearheaded by the Hospitality and Tourism Management program within the School of Business and outlines a program that combines the business of sports, recreation and events involving skillsets in planning, organizing, directing, budgeting and leading sports teams, collegiate clubs, athletic centers, sporting events or other businesses and organizations within the field of sports. The goals of this proposal are synergistic with Stockton University's vision of developing an Esports program to attract prospective students, increase enrollment and retention, and meet growing market demand.

We fully intend to continue to support the growth of these integrative efforts and support this initiative to expand the School of Business' course offerings in a new and exciting major that will complement existing programs in the School. This proposal is an important step in this process and will also help our efforts to attract a more diverse group of students, which is a critical field in terms of the workforce needs of the area as well as the nation.

Sincerely,



Kerrin Wolf
Program Chair, Business Studies Program
Stockton University



Vincent Cicirello
Program Chair, Computer Science Program
Stockton University



Aakash Taneja
Program Chair, Computer Information Systems Program
Stockton University



School of General Studies
P: 609.652.4542 • F: 609.626.5543

101 Vera King Farris Drive | Galloway NJ 08205-9441
stockton.edu

September 5, 2022

Interim Dean
Warren
Kleinsmith
School of
Business

Dear Dean Kleinsmith,

The School of General Studies and Graduate Education (GENS) welcomes the new proposal for a Bachelor of Science in Esports and supports its establishment. Not only does the Esports major incorporate several General Studies courses into its curriculum as proposed electives (GAH 1075 History of Video Games, GAH 4306 Writing Video Games, and GEN 2412 Visual Social Marketing), it also has strong potential for assisting the growth of our own Digital Studies Bachelor of Arts degree. In addition, GENS also oversees the High School Dual Credit program and we have already received inquiries from several high schools about creating credit bearing courses in Esports. The creation of these courses will likely help in recruiting a strong pool of majors for the foreseeable.

As Dean of General Studies and Graduate Education, I heartily endorse this proposal, and wish you every success in its development.

Sincerely,

A handwritten signature in black ink, appearing to read 'Robert Gregg'.

Robert Gregg
Dean, School
of General
Studies and
Graduate
Education

From: [Marshall, Ian](#)
To: [Kleinsmith, Warren](#)
Cc: [Wallace, Susan](#)
Subject: Re: ARHU Letter of Support
Date: Friday, September 2, 2022 1:18:41 PM

Attachments: [image001.png](#) [image002.png](#)

Dear Warren,
ARHU supports the new ESports Major Proposed by the Stockton School of Business. We understand that the proposal lists COMM 2412: Media Aesthetics as a required course, and COMM 1201: Introduction to Mass Communication & COMM 2501: Sports Broadcasting as electives. We intend to offer these courses on a regular rotation so as to facilitate timely degree completion for students majoring in Esports.

All best wishes, Ian.

Ian Marshall, Ph.D.

Dean and Professor of Literature School
of Arts and Humanities Stockton
University
101 Vera King Farris Drive,
Galloway, NJ 08205
609.652.4505
<https://stockton.edu/arts-humanities/index.html>



101 Vera King Farris Drive | Galloway NJ 08205-9441
stockton.edu

School of Arts and Humanities
P: 609.652.4505 • F: 609.652.4550

September 9, 2022

To Whom It May Concern:

As current Chair of the Communication Studies program in the School of Arts and Humanities, I am writing this letter of support for the Bachelor of Science in Esports Management housed in the School of Business. Given the statistics that were outlined in the program proposal the Esports industry, there is significant demand for this degree area.

With plans for the Esports Innovation Center in Atlantic City, the Esports Management program will only flourish. In the past several years, our Communication Studies students were involved with the Esports club competitions both on and off campus. This led to our Communication Studies program working with Demetrious Roubos, Information Security Officer, and adjunct faculty member, in creating an internship opportunity. This internship was a high impact learning experience for our media production students. They produced, directed and setup the live production for the Esports events.

Having a direct pathway through the BS in Esports degree, that is interdisciplinary, students will receive a well-rounded academic experience.

Given the success of the Esports club at Stockton University having won the 2019 ECAC Fortnite Championship, our students have been recognized nationally and internationally. In conjunction with the research done by the HTMS program on area degree programs, Stockton has a significant opportunity to be one of the universities at the forefront in the region in offering this new program.

Insider Intelligence research states that there will be 29.6 million monthly esports viewers in 2022 and by 2023 31.4 million. This is attributed to celebrities like Michael Jordan, Drake and DJ Marshmallow and television coverage by ESPN... getting behind this rapidly growing industry. (InsiderIntelligence.com).

The Communication Studies program will continue to support the growth of this innovative program.



Sincerely,

Joe'l Ludovich
Program Chair,
Communication
Studies Stockton
University

APPENDIX F
MARKET DEMAND DATA

U.S. Bureau of Labor Statistics – Occupational Employment and Wages, May 2021

Occupational Employment and Wages, May 2021

13-1121 Meeting, Convention, and Event Planners

Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.

[National estimates for Meeting, Convention, and Event Planners](#)

[Industry profile for Meeting, Convention, and Event Planners](#)

[Geographic profile for Meeting, Convention, and Event Planners](#)

National estimates for Meeting, Convention, and Event Planners:

Employment estimate and mean wage estimates for Meeting, Convention, and Event Planners:

Employment (1)	Employment RSE (3)	Mean hourly wage	Mean annual wage (2)	Wage RSE (3)
98,150	1.9 %	\$ 27.81	\$ 57,850	0.9 %

Percentile wage estimates for Meeting, Convention, and Event Planners:

Percentile	10%	25%	50% (Median)	75%	90%
Hourly Wage	\$ 14.51	\$ 18.48	\$ 23.79	\$ 32.44	\$ 46.26
Annual Wage (2)	\$ 30,170	\$ 38,430	\$ 49,470	\$ 67,480	\$ 96,230

Industry profile for Meeting, Convention, and Event Planners:

Industries with the highest published employment and wages for Meeting, Convention, and Event Planners are provided. For a list of all industries with employment in Meeting, Convention, and Event Planners, see the [Create Customized Tables](#) function.

Industries with the highest levels of employment in Meeting, Convention, and Event Planners:

Industry	Employment (1)	Percent of industry employment	Hourly mean wage	Annual mean wage (2)
Colleges, Universities, and Professional Schools	7,740	0.26	\$ 26.60	\$ 55,330
Business, Professional, Labor, Political, and Similar Organizations	7,680	1.87	\$ 29.71	\$ 61,800
Traveler Accommodation	5,090	0.37	\$ 26.94	\$ 56,030

<u>Other Personal Services</u>	4,700	1.58	\$ 27.53	\$ 57,260
<u>Other Support Services</u>	4,630	1.65	\$ 29.72	\$ 61,810

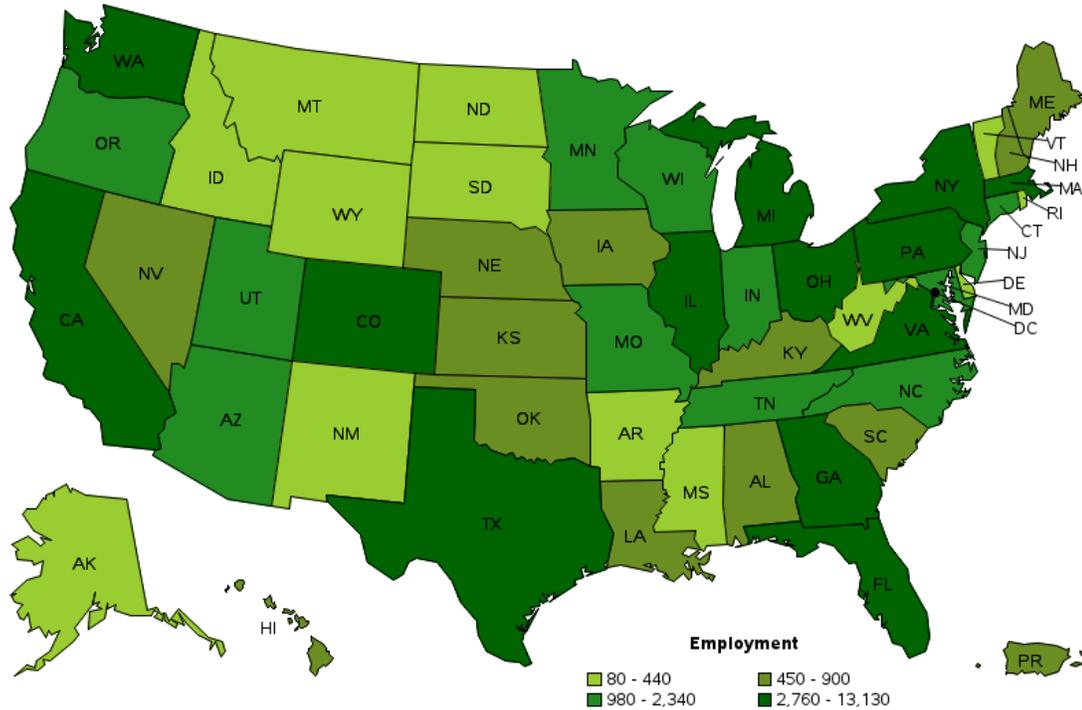
Industries with the highest concentration of employment in Meeting, Convention, and Event Planners:

Industry	Employment (1)	Percent of industry employment	Hourly mean wage	Annual mean wage (2)
<u>Promoters of Performing Arts, Sports, and Similar Events</u>	4,050	5.21	\$ 25.79	\$ 53,650
<u>Business, Professional, Labor, Political, and Similar Organizations</u>	7,680	1.87	\$ 29.71	\$ 61,800
<u>Other Support Services</u>	4,630	1.65	\$ 29.72	\$ 61,810
<u>Museums, Historical Sites, and Similar Institutions</u>	2,140	1.62	\$ 22.88	\$ 47,580
<u>Other Personal Services</u>	4,700	1.58	\$ 27.53	\$ 57,260

Top paying industries for Meeting, Convention, and Event Planners:

Industry	Employment (1)	Percent of industry employment	Hourly mean wage	Annual mean wage (2)
<u>Software Publishers</u>	900	0.17	\$ 50.87	\$ 105,810
<u>Aerospace Product and Parts Manufacturing</u>	60	0.01	\$ 43.03	\$ 89,490
<u>Securities, Commodity Contracts, and Other Financial Investments and Related Activities</u>	1,140	0.12	\$ 42.27	\$ 87,920
<u>Medical and Diagnostic Laboratories</u>	40	0.01	\$ 41.48	\$ 86,270
<u>Computer Systems Design and Related Services</u>	990	0.04	\$ 40.98	\$ 85,230

Employment of meeting, convention, and event planners, by state, May 2021



U.S. Bureau of Labor Statistics – Occupational Employment and Wages, May 2021

Occupational Employment and Wages, May 2021

11-9072 Entertainment and Recreation Managers, Except Gambling

Plan, direct, or coordinate entertainment and recreational activities and operations of a recreational facility, including cruise ships and parks.

[National estimates for Entertainment and Recreation Managers, Except Gambling](#)

[Industry profile for Entertainment and Recreation Managers, Except Gambling](#)

[Geographic profile for Entertainment and Recreation Managers, Except Gambling](#)

National estimates for Entertainment and Recreation Managers, Except Gambling:

Employment estimate and mean wage estimates for Entertainment and Recreation Managers, Except Gambling:

Employment <u>(1)</u>	Employment RSE <u>(3)</u>	Mean hourly wage	Mean annual wage <u>(2)</u>	Wage RSE <u>(3)</u>
17,800	3.3 %	\$ 35.48	\$ 73,810	1.4 %

Percentile wage estimates for Entertainment and Recreation Managers, Except Gambling:

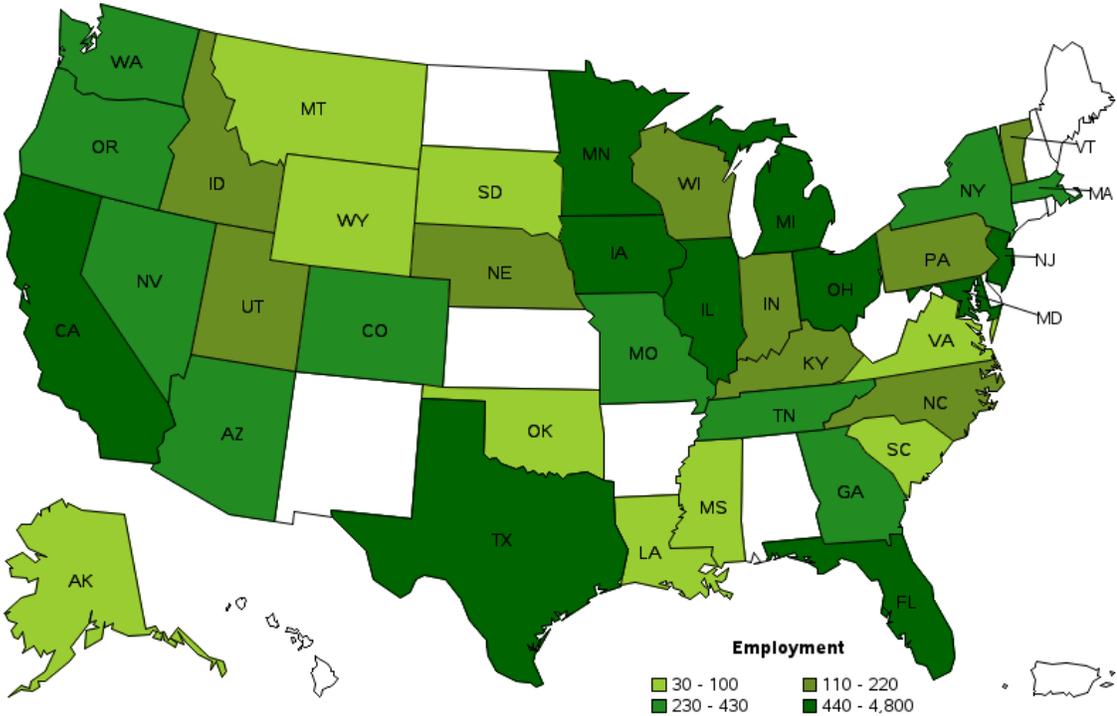
Percentile	10%	25%	50% (Median)	75%	90%
Hourly Wage	\$ 17.80	\$ 23.01	\$ 29.81	\$ 43.69	\$ 59.67
Annual Wage <u>(2)</u>	\$ 37,020	\$ 47,850	\$ 62,000	\$ 90,870	\$ 124,120

Top paying industries for Entertainment and Recreation Managers, Except Gambling:

Industry	Employment <u>(1)</u>	Percent of industry employment	Hourly mean wage	Annual mean wage <u>(2)</u>
<u>Spectator Sports</u>	460	0.40	\$ 48.62	\$ 101,130
<u>Management of Companies and Enterprises</u>	180	0.01	\$ 47.35	\$ 98,480

<u>Elementary and Secondary Schools</u>	40	(7)	\$ 46.43	\$ 96,570
<u>Promoters of Performing Arts, Sports, and Similar Events</u>	290	0.37	\$ 44.17	\$ 91,870
<u>Religious Organizations</u>	30	0.02	\$ 42.78	\$ 88,980

Employment of entertainment and recreation managers, except gambling by state, May 2021



Blank areas indicate data not available.

CIP: 52.0907 Meeting and Event Planning
Market: Border States (MD, DE, PA, NY, CT)

Student Demand

Score: 6 Percentile: 83

Catego...	Pctl	Criterion	Value	Score
Size		Google Search Volume (3 Months)*	NA	NS
	91	International Page Views (12 Months)	245	NS
	65	New Student Enrollment Volume (12 Mo.)	12	0
	62	On-ground Completions at In-Market Institutions	12	3
	89	Online Completions by In-Market Students	9	1
	65	Sum of On-ground and Online Completions	21	0
Growth		Google Search YoY Change (Units)*	NA	NS
	6	New Student Enrollment Vol. YoY Change (Units)	-18	-1
	90	Completion Volume YoY Change (Units)	15	2
		Google Search YoY Change (%)*	NA	NS
	11	New Student Enrollment Vol. YoY Change (%)	-60%	NS
	97	Completion Volume YoY Change (%)	247%	1

Employment*

Score: 6 Percentile: 82

Category	Pctl	Criterion	Value	Score
Size: Direct Prep	83	Job Postings Total (12 Months)*	2,265	1
	78	BLS Current Employment*	7,514	1
	79	BLS Annual Job Openings*	804	0
Size: ACS Bach. Outcomes	64	Job Postings Total (12 Months)*	249	NS
	62	BLS Current Employment*	1,286	NS
Growth (Direct Prep)	26	BLS 1-Year Historical Growth*	-8.7%	-1
	36	BLS 3-Year Historic Growth (CAGR)*	-1.4%	-1
	69	BLS 10-Year Future Growth (CAGR)*	0.5%	NS
Saturation (Direct Prep)	91	Job Postings per Graduate*	27.7	3
	89	BLS Job Openings per Graduate*	9.8	2
Wages (Direct Prep)	19	BLS 10th-Percentile Wages*	\$32,547	NS
	24	BLS Mean Wages*	\$53,849	NS
American Community Survey Bachelor's Degree Outcomes	47	Wages (Age < 30)	\$42,714	0
	31	Wages (Age 30-60)	\$77,748	0
	5	% with Any Graduate Degree	13%	NS
	6	% with Masters	11%	NS
	11	% with Doct/Prof Degree	2%	NS
	19	% Unemp. (Age <30)**	2%	2
	73	% Unemp. (Age 30-60)**	2%	-1
	47	% in Direct Prep Jobs	5%	NS

CIP: 31.0701 Esports. (augmented CIP)

Market: Border States (MD, DE, PA, NY, CT)

Student Demand

Score: 1 Percentile: 50

Catego...	Pctl	Criterion	Value	Score
Size		Google Search Volume (3 Months)*	NA	NS
	0	International Page Views (12 Months)	0	NS
	0	New Student Enrollment Volume (12 Mo.)	0	0
	0	On-ground Completions at In-Market Institutions	0	0
	0	Online Completions by In-Market Students	0	0
	0	Sum of On-ground and Online Completions	0	0
Growth		Google Search YoY Change (Units)*	NA	NS
	73	New Student Enrollment Vol. YoY Change (Units)	0	0
	73	Completion Volume YoY Change (Units)	0	1
		Google Search YoY Change (%)*	NA	NS
		New Student Enrollment Vol. YoY Change (%)	NA	NS
		Completion Volume YoY Change (%)	NA	NS

Employment*

Score: 0 Percentile: 50

Category	Pctl	Criterion	Value	Score
Size: Direct Prep		Job Postings Total (12 Months)*	NA	NS
		BLS Current Employment*	NA	NS
		BLS Annual Job Openings*	NA	NS
Size: ACS Bach. Outcomes		Job Postings Total (12 Months)*	NA	NS
		BLS Current Employment*	NA	NS
Growth (Direct Prep)		BLS 1-Year Historical Growth*	NA	NS
		BLS 3-Year Historic Growth (CAGR)*	NA	NS
		BLS 10-Year Future Growth (CAGR)*	NA	NS
Saturation (Direct Prep)		Job Postings per Graduate*	NA	NS
		BLS Job Openings per Graduate*	NA	NS
Wages (Direct Prep)		BLS 10th-Percentile Wages*	NA	NS
		BLS Mean Wages*	NA	NS
American Community Survey Bachelor's Degree Outcomes		Wages (Age < 30)	NA	NS
		Wages (Age 30-60)	NA	NS
		% with Any Graduate Degree	NA	NS
		% with Masters	NA	NS
		% with Doct/Prof Degree	NA	NS
		% Unemp. (Age <30)**	NA	NS
		% Unemp. (Age 30-60)**	NA	NS
	% in Direct Prep Jobs	NA	NS	

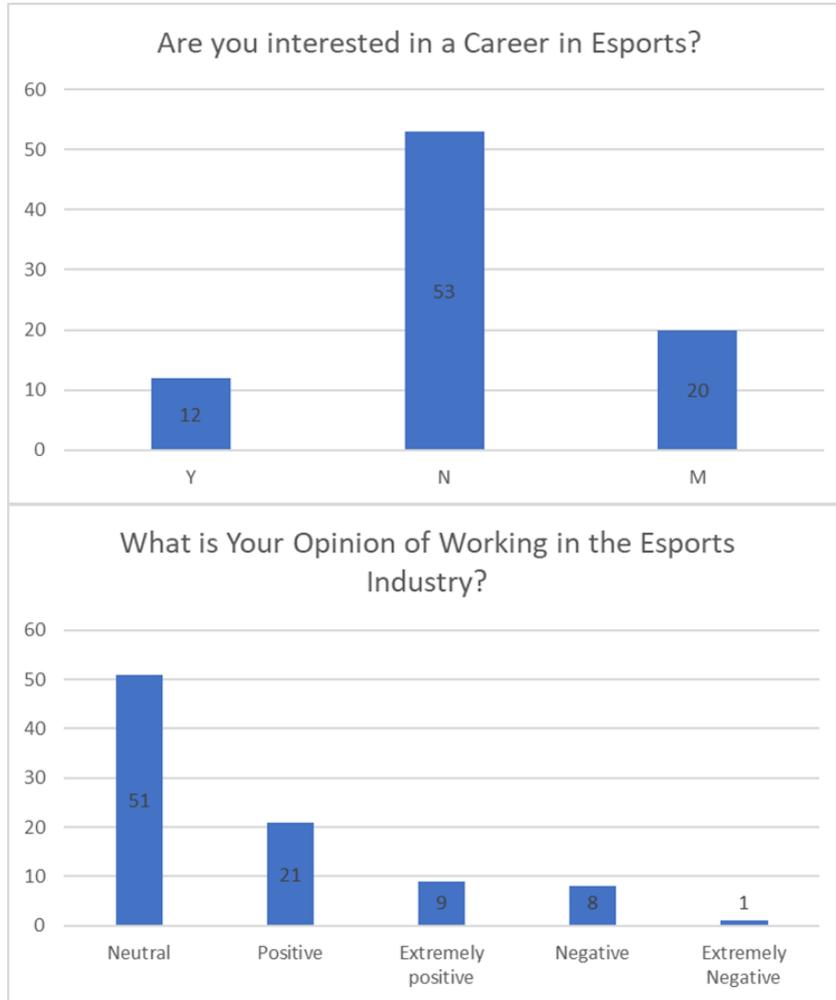
Competitive Intensity

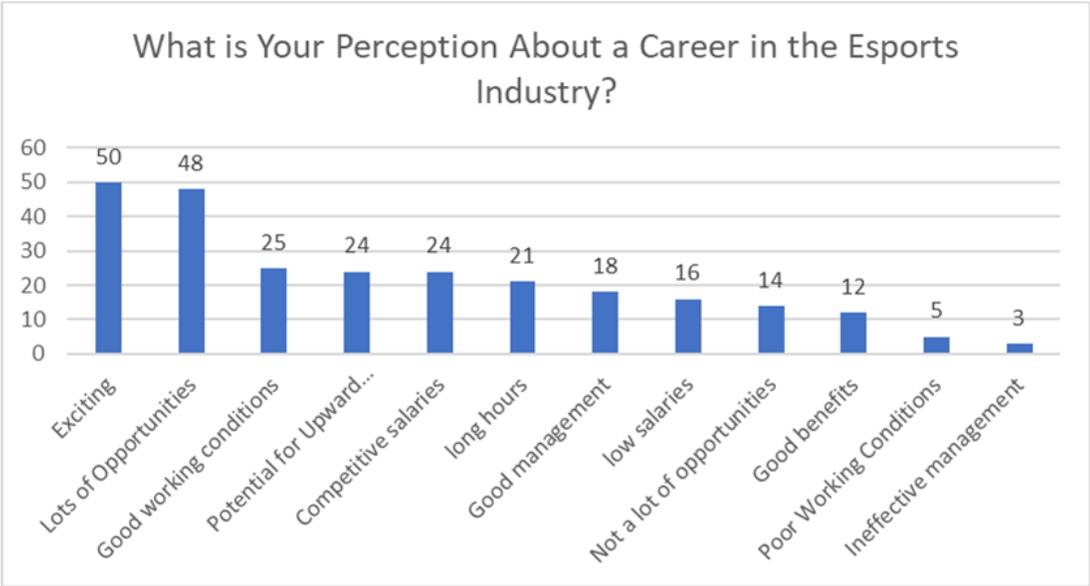
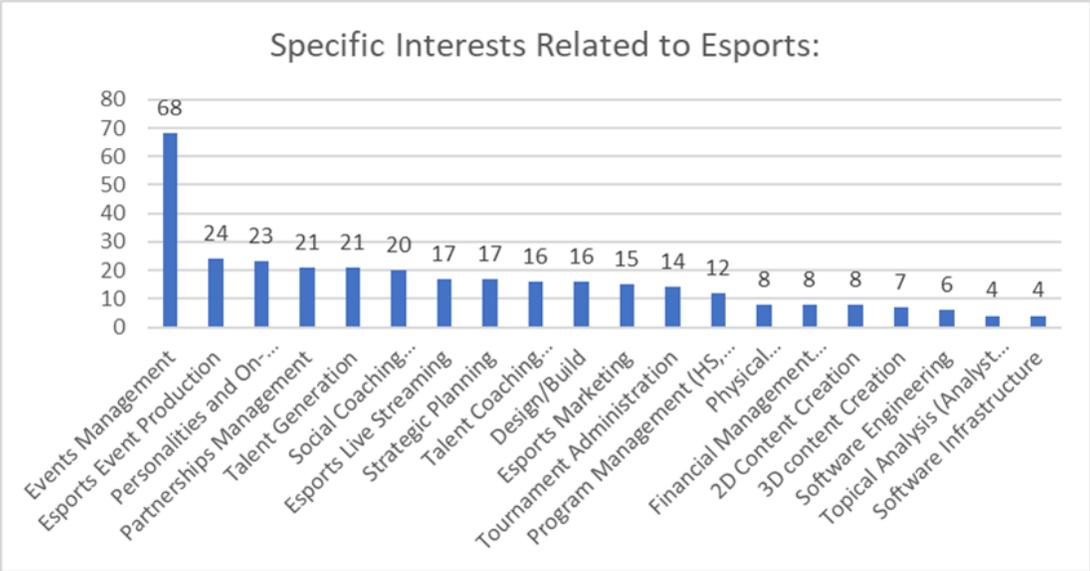
Score: 3 Percentile: 50

Category	Pctl	Criterion	Value	Score
Volume of In-Market Competition	0	Campuses with Graduates**	0	4
	85	Campuses with Grads YoY Change (Units)**	0	-1
	0	Institutions with Online In-Market Students**	0	NS
In-Market Program Sizes		Average Program Completions	NA	NS
		Median Program Completions	NA	NS
		YoY Median Prog. Compl. Change (Units)	NA	NS
		YoY Median Prog. Compl. Change (%)	NA	NS
In-Market Saturation		Google Search * Cost per Click**	NA	NS
		Google Competition Index**	NA	NS
National Online Competition	0	National Online Institutions (Units)**	0	NS
		Nat'l Online % of Institutions	NA	NS
		Nat'l Online % of Completions	NA	NS

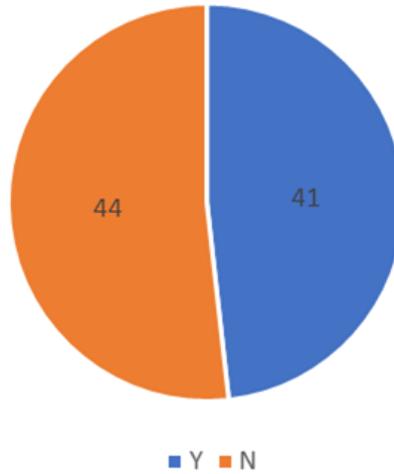
APPENDIX G
STUDENT NEEDS ASSESSMENT SURVEY RESULTS

A Student Needs Assessment Survey was conducted Spring 2022 with HTMS students ($n=85$).

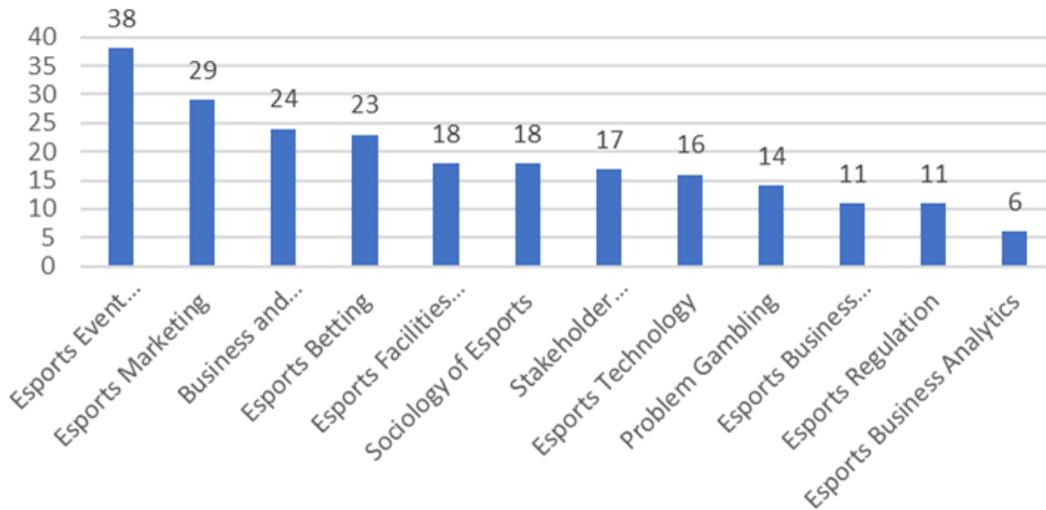




Would you take additional elective classes in Esports?



What Esports classes would you be Interested in taking?



APPENDIX H

Table: HTMS Faculty Deployment Data

Deployment Fall 2022 Based on Capacity					
<i>Based on AACSB 2020 Standards Table 3.1-must be >60% per program and 75% overall in Undergraduate Programs *Based on SCH</i>					
Program	Professor	Participating Credit Hours	Supporting Credit hours	Total Credit Hours	Total Deployment Ratio
HTMS		2455	240	2695	91%
	AARONS J	420		420	
	ALBANO D	220		220	
	BIANCHINI A		140	140	
	BOKUNEWICZ J	280		280	
	MARSH T		100	100	
	NAYLOR N	520		520	
	QUAIN W	280		280	
	SCALES M	355		355	
	TYRRELL B	380		380	

Table: HTMS Faculty Qualifications Data

Qualifications Fall 2022 Based on Capacity							
<i>Based on 2020 AACSB Standards Table 3.1 -must be >40% SA, Overall can not drop below 90% (IP+SA+PA) combined qualifications *Based on SCH **Committee Review Pending</i>							
Program	Professor	IP	PA	SA	Total	Must be at least 40%-SA	Combined total must be above 90%
HTMS		270	735	1720	2725	63.12%	100%
	AARONS J			420	420		
	ALBANO D			220	220		
	BIANCHINI A	140			140		
	BOKUNEWICZ J			280	280		
	MARSH T	130			130		
	NAYLOR N			520	520		
	QUAIN W			280	280		
	SCALES M		355		355		
	TYRRELL B		380		380		