



“ Esports is a **strategy** and not just an outcome. ”  
 – President Parham



California State University, Dominguez Hills, created an Esports program that provides greater access to STEM disciplines, increases student engagement, and creates exceptional learning opportunities, all while addressing access, equity, inclusion, and academics. Launched right before COVID, it has become one of the programs transforming the post-COVID landscape for CSUDH.

Esports at CSUDH focuses on the Five Pillars of Esports: **Competition, Academics & Research, Entertainment, Community, and Career Development**. Through these five pillars, Esports is uniquely positioned to be social, equitable, and inclusive, and can make foundational contributions to the overall strategic plan, Going Far Together.

## COMMUNITY



Esports at CSUDH creates a strong sense of belonging and inclusion for all students, but the community outreach also extends to surrounding regions and their prospective students. A recurring sentiment among

current students is that the program engenders a deep sense of belonging, community, and access to the STEM curriculum. The program partners with K-12 school districts, such as Compton USD, Los Angeles USD, and local community colleges, to work collectively on esports and create conduits for students seeking to attend CSUDH. They also attend outreach events to engage directly with future Toros!

On campus, Esports at CSUDH provides a warm and welcoming environment for all students to participate and

belong. The program hosts events of all types, some in-person and some online. These events are often generated and run directly by students, furthering the opportunities for career skills in event planning and project planning through execution. Esports at CSUDH has run charity events this semester, created watch parties and media days, and participated in panel discussions.

Esports at CSUDH is positioned to be a crucial recruitment tool for prospective students. With the explosion of popularity in video games and esports, students are now actively seeking higher education schools that have a strong esports presence. At times, it has also been THE deciding factor for prospective students. This Esports at CSUDH program is another tool in the prospective student outreach arsenal.

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**CSUDH**

## COMPETITION



The CSUDH esports teams compete nationally against other colleges in multiple competitive leagues, playing the most popular video game titles. These leagues are unique because any number of teams

can be registered to play. Esports at CSUDH ensures that players of all genders, backgrounds, and skill levels can participate. They are then seeded accordingly to have an enjoyable experience throughout the season. Players connect with other collegiate gamers and gain the hard skills that will facilitate their entry into various fields upon graduation, whether they remain in esports or not.

Currently, Esports at CSUDH houses 13 varsity and junior varsity teams across eight game titles, with plans to expand in Spring 2023. In Fall 2022, the esports program had the most registered teams of any previous season, totaling 13 with 77 players. Competitive success followed. Seven of those 13 teams made playoffs, and six made their way into the divisional semi-finals. As the season wraps, there is still time to bring home a couple of championship trophies!

## CAREER DEVELOPMENT



Investment in our competitive strength will help distinguish our players and their network as they pursue competitive internships and paid employment.

Los Angeles County is the epicenter of

the entertainment industry and is home to different types of esports and gaming-focused companies. Companies such as Riot, Activision Blizzard, EG, 100 Thieves, 3blackdot, MSI, APM Music, etc., are eager for the next generation of the workforce and offer internships as well as full-time positions. And students with a background in their school's esports program tend to stand out in the application process for these careers. Esports at CSUDH provides opportunities for students to learn new skills. Currently, the Twitch streams are primarily student-run and operated. For example, the team's former student club president graduated in spring of 2022, having worked with HyperX, one of the sponsors. She was offered a full-time offer as a product manager months before graduation.

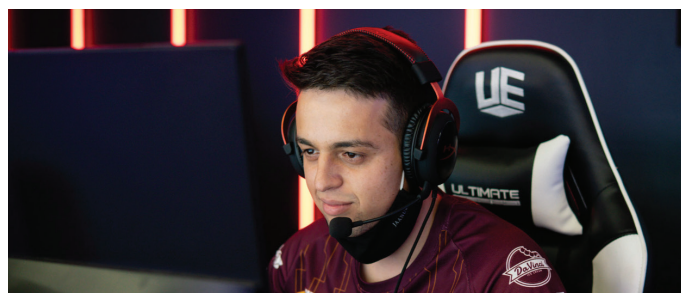
## ACADEMICS & RESEARCH



The esports industry is relatively new to academics and career development. And while students are already successfully obtaining internships or job offers from gaming companies, there still is a rare

opportunity for students and faculty to help innovate, craft, and develop the field and the curriculum. Esports teach valuable business, media and content, competition, marketing, events and production, game development, education, health and wellness, psychology, and information technology skills.

Esports at CSUDH works directly with faculty in health and wellness and workforce integration to ensure students are prepared for their professional careers and set up for academic success. The plan is to develop a curriculum related to esports and video games and to establish certificates, minors, or even majors.



## ENTERTAINMENT



Esports at CSUDH broadcasts events worldwide to create an enjoyable viewing experience and as entertainment. Often the events include Twitch broadcasts and other social media platforms, resulting in a fun

and engaging esports experience. Moreover, students are empowered to create content and are allowed to participate in the creative process, which translates to real-world experience. In the Fall of 2022, an all-student team produced over 50 hours of live streaming on Twitch which was broadcast to over 600 unique viewers. The team's media channels are a home base for everyone, whether a student or not, to enjoy and learn about all things esports on campus, regardless of their current understanding of esports.





## The Esports Lab

Because esports programs have campus-wide reach across colleges and curricula, the Esports Lab at CSUDH is designed to be a flexible, institutional-wide space. The foundational principle for the Esports Lab is that it serves the entire university community by offering a practical classroom, a competitive arena, and an incubator for students.



There are currently 38 gaming stations in the Lab, plus three broadcast stations. The Lab is further broken down into four sections that can be operated individually or together, and all sections are flexible. Events can access all 38 stations as needed, teams can overflow into the incubation or classroom sections, and students are free to collaborate and develop their ideas. Sponsors, such as ViewSonic and HyperX, have graciously donated and provided equipment for lab operations.



In the first section, the classroom, twenty gaming stations are configured with a whiteboard and podium for a lecturer. This section is primarily designed to serve professors looking to hold a class or lectures; however, gaming-themed student club meetings, group team collaborations, or coaching sessions can also take place in the classroom area.

Then, there is the competition row of 12 stations. These stations are configured to allow for the highest and most fair form of video game competition. The six rows oppose each other, allowing the flexibility of hosting competitions in-person or playing online, all from the same location.

The incubation space and console lounge area are towards the front of the space. These stations are primarily for developing ideas, whether video editing, game development, graphic design, or anything that can be imagined. There are also two large 75" TVs for our PS5, Xbox Series X, and Nintendo Switch for project collaboration.



Last is the broadcast room. This is the room for broadcast production, Twitch streams, and general content creation. Two to three PCs are available at any given time, set up with state-of-the-art cameras and equipment, allowing the highest

quality possible broadcast. Currently, the broadcasts are entirely student-run and operated.

The Esports Lab at CSUDH was created with the CSUDH student and community in mind. Students feel a strong community connection and belonging. And the opportunity to learn game building and gaming theory will help be a boon for future careers. Ultimately, the program aims to provide access to the STEM curriculum, resulting in increased attendance, career-ready graduates with strong skills, and higher graduation rates. Esports at CSUDH is transforming students who will reshape the future.