

**CENTRAL COMMUNITY COLLEGE BOARD OF GOVERNORS MEETING**  
**Thursday, March 18, 2021, 12:00 PM, Central Community College Administration Board**  
**Room**

**Work Session begins at 11 a.m.**

**A G E N D A**

Central Community College reserves the right to make changes to the agenda up to 48 hours prior to the scheduled meeting. A current copy of the agenda may be obtained in the College President's Office, 3134 W. Highway 34, Grand Island, Nebraska.

1. Agenda  
Information Item
2. eSports  
Action Item
3. Crime House  
Action Item
4. IT Project  
Action Item
5. Break before 1 p.m. meeting  
Action Item

# POTENTIAL SPORTS EXPANSION FOR CCC

FOR

## eSports

SUBMITTED BY

DR. KATHY FUCHSER, COLUMBUS CAMPUS PRESIDENT  
MARY YOUNG, ATHLETIC DIRECTOR  
MARCH 2021



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

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

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

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

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

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

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

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

**Potential outcomes to gauge success:**

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

**Considerations:**

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

## Central Community College eSports: Estimated General Fund Budget

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

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

### Additional considerations:

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

## Potential Annual Revenue

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

## Auxiliary Funds Generated

(based upon existing Raider Athletic teams)

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

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

\* data from 2019-2020 season

Total of 7 sports: \$15,842

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

Projected campaign revenue for eSports:

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

eSports funds will be used for the following:

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

# Central Community College eSports: Implementation Timeline

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## **March 2021**

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

## **April 2021**

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

## **September 2021**

- Begin Raider eSports competition

# NJCAA ESPORTS: WORLDS OF OPPORTUNITY

NJCAA Esports (NJCAAE), the national governing body for two-year college esports in the United States, is proud to provide two-year college esports teams with governance, competition and official national championships. The governing body also provides guidance and positive development for two-year colleges to build and operate esports programs. Established in the Fall of 2019, the association continues to establish new partner relationships that assist in the growth of esports programs, add new titles for increased participation, and dedicate resources to the recruitment of new members.

## WHY NJCAAE?

The NJCAAE is committed to removing barriers to entry for all participants, including students and member institutions. Through the bring your own device and play from anywhere model, even campuses that are strictly online can offer an opportunity to engage their students for just \$1,500. While student engagement is always a priority, it has perhaps never been more important than right now. No one disputes an engaged student is a student that completes!

## OUR PARTNERS HELPING YOU

Members of NJCAAE will have access to a variety of partners that include:

- Generation Esports (GenE) – Formerly the High School Esports League, GenE is the largest and longest running high school esports association in existence. NJCAAE members will receive recruiting access to thousands of high schools across the country as well as access to GenE's best in class gaming platform.
- HyperX - As the official peripheral partner of the NJCAAE, HyperX develops gaming products for all types of gamers - high-speed memory, solid state drives, headsets, keyboards, mice, charging accessories and more!
- iBUYPOWER - The official gaming PC provider for NACE, NJCAAE, and ECAC reaching 800+ collegiate institutions with varsity esports programs across North America.
- eFuse - Designed to help students take the next step in their career or passion for gaming through scholarships, employment, tournaments, career development, or anything in between.

## EVENT OFFERINGS

The NJCAAE offers regular season play, postseason play, and National Champion recognition on all titles, but will also offer additional events that focus on engagement, recruitment, and retention. This includes:

- Themed student engagement events to promote esports on your campus, support your enrollment efforts, and provide prizes to the participants and esports programs.
- Recruiting events with local high schools to support member's efforts to grow and sustain esports programs.
- Tandem events with traditional sports National Championships.



## NJCAAE SNAPSHOT

### DID YOU KNOW?

- ▶ NJCAAE is the only STEM.org accredited association.
- ▶ Esports is a cost-effective recruiting, enrollment, and completion strategy.

### NJCAAE SCOPE

- ▶ Over **60** member colleges
- ▶ **300%** increase in participation from fall to spring
- ▶ Over **1,100** student-athletes
- ▶ Launched in the fall of **2019**

### TITLES OFFERED

- ▶ Call of Duty
- ▶ League of Legends
- ▶ FIFA 20
- ▶ Hearthstone
- ▶ Madden 20
- ▶ Overwatch
- ▶ Rainbow 6
- ▶ Rocket League
- ▶ Super Smash Bros. Ultimate Singles
- ▶ Super Smash Bros. Ultimate Doubles
- ▶ New titles to be announced...

## ARE YOU GAME?

Give us a call today or visit our website to learn more about how you can join the NJCAAE.

### NJCAAE NATIONAL OFFICE

8801 JM Keynes Drive, Suite 450, Charlotte, NC 28262  
Jeff White | [jwhite@njcaa.org](mailto:jwhite@njcaa.org) | NJCAAE Executive Director  
Bryson Collins | [bcollins@njcaa.org](mailto:bcollins@njcaa.org) | NJCAAE Coordinator

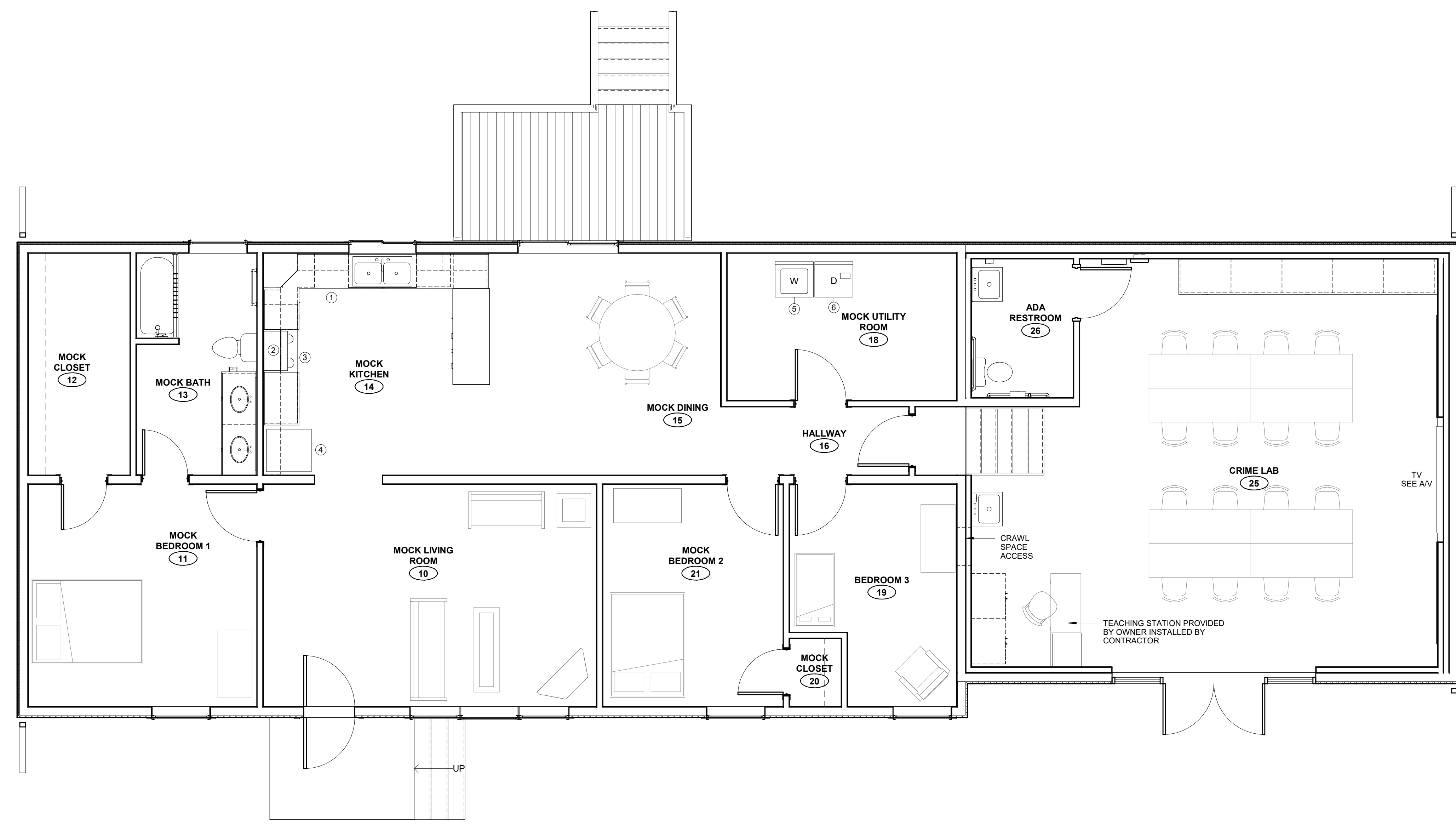
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Central Community College Grand Island  
 CRIMINAL JUSTICE CRIME  
 SIMULATION HOUSE  
 Grand Island, Nebraska 68801

**FURNITURE, FIXTURE, & EQUIPMENT GENERAL NOTES**

1. OWNER TO PROVIDE AND INSTALL FURNITURE; FURNITURE SHOWN HALFTONED AND FOR CONTRACTOR REFERENCE
2. ALL FURNITURE AND EQUIPMENT TO BE COORDINATED WITH MEP AND AV CONTRACTOR
3. ALL FINAL FURNITURE AND EQUIPMENT LOCATIONS TO BE COORDINATED WITH OWNER PRIOR TO INSTALLATION OF COORDINATING MEP AND AV CONTRACTOR DEVICES
4. PROVIDE AND INSTALL BLOCKING AS REQUIRED FOR OWNER PROVIDED FURNITURE AND EQUIPMENT
5. ALL EQUIPMENT NOTED TO BE CONTRACTOR PROVIDED ALSO INDICATES INSTALLATION AND COORDINATION AS REQUIRED.
6. AUDIO/VISUAL EQUIPMENT PROVIDED AND INSTALLED BY CONTRACTOR; SEE PROJECT MANUAL

EQUIPMENT SCHEDULE				
KEY NOTE	TYPE	MANUFACTURER	MODEL	COMMENTS
1	DISHWASHER			PROVIDED AND INSTALLED BY CONTRACTOR
2	MICROWAVE			PROVIDED AND INSTALLED BY CONTRACTOR
3	FREESTANDING RANGE			PROVIDED AND INSTALLED BY CONTRACTOR; NO HOOKUPS, APPLIANCE ONLY
4	REFRIGERATOR			PROVIDED AND INSTALLED BY CONTRACTOR
5	WASHER			NOT IN CONTRACT; SEE MEP
6	DRYER			NOT IN CONTRACT; SEE MEP



Revision/Issue	Date

Furniture, Fixtures, and  
 Equipment Floor Plan

Project Number: 2041  
 Date: January 22, 2021

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 WILKINS Architecture | Design | Planning L.L.C.